



Republic of the Philippines
Department of Education
Region VII, Central Visayas
DIVISION OF CITY SCHOOLS – TAGBILARAN
City of Tagbilaran



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November 11, 2019

DIVISION MEMORANDUM
NO. 663, s. 2019

2019 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

To: Division Office Personnel
Heads, Public Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Presidential Proclamation No. 1172, s. 2006 as quoted in CSC Memorandum Circular No. 24, s. 2019, which declares November 25 to December 12 of every year as the “18-Day Campaign to End Violence Against Women (VAW)” and Republic Act No. 10398, s. 2012 which declares November 25 of every year as the “National Consciousness Day for the Elimination of Violence Against Women and Children”, the Philippine Commission on Women (PCW) in coordination with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC) leads the annual observance of the 18-Day Campaign to End Violence Against Women (VAW) on November 25 to December 12, 2019.
2. The Campaign theme for the period 2016-2021 is: “*VAW-free community starts with Me*”. The theme shifts the 18-Day Campaign to End VAW to positive advocacy as it enjoins everyone to pursue the common vision of a VAW-free community, and highlights what can be done to achieve such.
3. To promote public awareness in the observance of the event, all public schools are encouraged to undertake related activities as stipulated in the attached CSC Memorandum Circular No. 24, s. 2019.
4. Immediate dissemination of this Memorandum is desired.


JOSEPH IRWIN A. LAGURA, PhD
Schools Division Superintendent



MC No. 24, s. 2019

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 2019 18-Day Campaign to End Violence Against Women

Pursuant to Presidential Proclamation No. 1172, s. 2006 which declares November 25 to December 12 of every year as the "18-Day Campaign to End Violence Against Women (VAW)" and Republic Act No. 10398, s. 2012 which declares November 25 of every year as the "National Consciousness Day for the Elimination of Violence Against Women and Children", the **Philippine Commission on Women (PCW)** in coordination with the **Inter-Agency Council on Violence Against Women and their Children (IACVAWC)** leads the annual observance of the **18-Day Campaign to End Violence Against Women (VAW) on November 25 to December 12, 2019.**

The Campaign theme for the period 2016-2021 is: "*VAW-free community starts with Me*". The theme shifts the 18-Day Campaign to End VAW to positive advocacy as it enjoins everyone to pursue the common vision of a VAW-free community, and highlights what can be done to achieve such.

This year's campaign continues to underscore the significant role of individuals, especially the youth, in fighting violence against women and girls in various institutions. It focuses on Primary Prevention to reduce incidents of VAW across the country, which can be achieved by empowering individuals to know and claim their rights, and to educate them where to seek help in cases of violence.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake related activities, such as:

- I. **Production and Distribution or Exhibition of Information, Education and Communication (IEC) Materials**
 - a. Hanging of the 2019 18-Day Campaign to End VAW official streamer.
 - b. Development, production and distribution or IEC materials for 2019 18-Day Campaign to End Violence Against Women which include

Bawat Kawani, Lingkod Bayani

collaterals designed by PCW and agency-specific materials like Anti-VAW flyers. PCW-developed materials may be reproduced by agencies provided that the content and design of the materials is retained.

II. Participate on the 18-Day Campaign to End VAW online advocacy

- a. Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in the agency/LGU/organization's official website and social media accounts.
- b. Participation in the online campaign threads about the observance by uploading photos, news features and other information relative to the 18-Day Campaign to End VAW using the hashtag #VAWfreePH.
- c. Participation in the #VAWFreePH National Movement (Commitment to End Violence Against Women: "I VOW to End VAW") which will be launched on November 25, 2019.

III. Participate in the PCW-organized 18-Day Campaign to End VAW information campaigns/advocacy activities

- a. **For agencies/offices/LGUs in the Greater Manila Area:** Participation in the Anti-VAW Expo 2019 on November 27-29, 2019 in Quezon City. The expo shall feature five interactive booths where participants shall be oriented on VAW-related laws and ways to encourage help-seeking behavior in cases of VAW.
- b. **For state universities and colleges:** Encourage Senior High School (SHS) and College Students to participate in the Cine Juana Digital Shorts Competition.
- c. Simultaneous reading of prayer for VAWC victims survivors during the **November 25, 2019** Flag Raising Ceremony.

IV. Participate in the nationwide Orange Your Icon Advocacy Initiative.

- a. Agencies are encouraged to decorate landmarks and iconic spots in their area with the color orange, which represents hope and a future free from gender-based violence against women and girls.

Expenses related to the 2019 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget of government agencies, following the GAD Planning and Budgeting Guidelines.

For details and downloading of advocacy materials and videos, please visit:

- pcw.gov.ph
- www.facebook.com/PCWgovph
- www.twitter.com/PCWgovph
- Youtube.com/CommissionOnWomenPH

For further information, agencies may coordinate with **Ms. Vicky T. Atanacio** and/or **Ms. Nevi Calma**, PCW Corporate Affairs and Information Resource Management Division (CAIRMD), at telephone number (02) 8352-5372 or email at VAWfreePH2019@pcw.gov.ph.


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Chairperson



30 OCT 2019



Prayer for the 18-Day Campaign to End Violence against Women (VAW)

As we observe the 18-Day Campaign to End Violence against Women or VAW from November 25 to December 12, we ask You Lord to look with kindness upon all of us who are gathered here. Fill our hearts and minds with love, wisdom and courage as we face our daily lives.

We pray for all women and girls who suffer from domestic violence, rape, incest, sexual harassment, trafficking, prostitution and other forms of violence; may they have the courage to break their silence, find protection, healing and justice.

We pray for the perpetrators of VAW; that they may learn to respect women and girls and stop the violence.

Oh loving Father and Mother, send us Your Spirit, so that everything that we do will be done with love and respect for our fellow humans, regardless of age, sex, class, ethnicity and ability.

Oh powerful God, develop in us a high regard for the thoughts, feelings and experiences of everyone, and bestow on us the capacity to promote, protect and fulfill the rights of women and girls.

Almighty Creator,

grant us the strength to stand up against all forms of violence happening to women and girls,

the sharpness to recognize a silenced victim of VAW,

the courage to speak up against VAW,

the resourcefulness to help a victim of VAW,

and the resolve to never commit any form of VAW.

For all of these, we implore Your guidance

Amen.