



Republic of the Philippines  
Department of Education  
Region VII, Central Visayas  
DIVISION OF CEBU PROVINCE



November 28, 2019

No. 757 s, 2019

**2019 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN**

To : Assistant Schools Division Superintendents  
Chiefs, SGOD/CID  
Education Program Supervisors/Coordinators  
Public Schools District Supervisors  
Public Elementary and Secondary School Heads

1. For information and guidance of all concerned, attached is Regional Memorandum No. 653, s. 2019 dated November 20, 2019, entitled, " 2019 18 –Day Campaign to End Violence Against Women " which is self- explanatory.
2. For details, refer to attached memorandum and communication.
3. Immediate dissemination of this Memorandum is desired.

For :

**MARILYN S. ANDALES, ED. D., CESO V**  
Schools Division Superintendent

  
**ESTER A. FUTALAN, EdD**  
Asst. Schools Division Superintendent

DG434 USA



Republic of the Philippines  
Department of Education  
CENTRAL VISAYAS REGION

Office of the Regional Director

NOV 20 2019


REGIONAL MEMORANDUM

No. 0653, s. 2019

2019 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

TO: Schools Division Superintendents  
Officer-in-Charge of Regular and Interim Divisions  
All Others Concerned

1. For information and guidance of all concerned, attached is a Memorandum Circular of Civil Service Commission (CSC), entitled, "2019 18-Day Campaign to End Violence Against Women", which is self-explanatory.
2. For details, refer to the attached communication.
3. Immediate dissemination of this Memorandum is desired.

  
**SALUSTIANO T. JIMENEZ, CESO V**  
 Director III  
 OIC-Office of the Regional Director

ESSD  
STJ/CAE/TTP/BJY/nam11'19



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](http://pcw.gov.ph)
- [www.facebook.com/PCWgovph](https://www.facebook.com/PCWgovph)
- [www.twitter.com/PCWgovph](https://www.twitter.com/PCWgovph)
- [Youtube.com/CommissionOnWomenPH](https://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](mailto:VAWfreePH2019@pcw.gov.ph).

  
**ALICIA dela ROSA-BALA**  
Chairperson



30 OCT 2019