



Republic of the Philippines
Department of Education
Region VI-Western Visayas
SCHOOLS DIVISION OF KABANKALAN CITY

Office of the Schools Division
Superintendent

DIVISION MEMORANDUM

NO. 506, s. 2022

DEC 09 2022

**OBSERVANCE OF THE 2022 18-DAY CAMPAIGN TO
END VIOLENCE AGAINST WOMEN (VAW)**

To: Asst. Schools Division Superintendent
Chiefs, CID & SGOD
Public Schools District Supervisors
Public Elementary & Secondary School Heads
All Others Concerned

1. Attached is Regional Memorandum No. 942, s. 2022 RE: Observance of the 2022 18-Day Campaign to end Violence Against Women (VAW), which is self-explanatory.
2. Widest dissemination of and compliance with this Memorandum are desired.

LEA C. BELLEZA EdD

OIC - Assistant Schools Division Superintendent
In-charge of the Division

Enclosure No. 1 to Division Memorandum No. _____, 2022



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Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS

DEC 06 2022

REGIONAL MEMORANDUM
No. 742 s. 2022

To: Schools Division Superintendents
All Others Concerned

OBSERVANCE OF THE 2022 18- DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN(VAW)

1. Attached is Memorandum **DM-OUHRO-2022-0476** from the office of Undersecretary Gloria Jumamil-Mercado of the Human Resource and Organizational Development, National Educators Academy of the Philippines, and Teacher Education Council Secretariat regarding the **Observance of the 2022 18-Day Campaign to End Violence Against Women (VAW)** from **November 25-December 12, 2022**.
2. Immediate dissemination of and compliance with this Memorandum are desired.


RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: as stated
Reference: Memorandum DM-OUHROD-2022-0476 dated November 29, 2022
To be indicated in the Perpetual Index under the following subject:

CAMPAIGN



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Republika ng Pilipinas


Department of Education

OFFICE OF THE UNDERSECRETARY

HUMAN RESOURCE AND ORGANIZATIONAL DEVELOPMENT,
NATIONAL EDUCATORS ACADEMY OF THE PHILIPPINES, AND
TEACHER EDUCATION COUNCIL SECRETARIAT

MEMORANDUM
DM-OUHROD-2022-0476

TO : UNDERSECRETARIES
ASSISTANT SECRETARIES
BUREAU AND SERVICE DIRECTORS
REGIONAL DIRECTORS
DIVISION CHIEFS
SCHOOLS DIVISION SUPERINTENDENTS
SCHOOL HEADS
ALL OTHERS CONCERNED

FROM : 
GLORIA SUMAMIL MERCADO
*Undersecretary for Human Resource and Organizational Development,
National Educators Academy of the Philippines, and
Teacher Education Council Secretariat*

SUBJECT : **OBSERVANCE OF THE 2022 18-DAY CAMPAIGN TO END
VIOLENCE AGAINST WOMEN (VAW)**

DATE : 29 November 2022

This is in reference to the Philippine Commission on Women (PCW) Memorandum Circular No. 2022-04 dated 14 September 2022 regarding the Guide for the 2022 Observance of the 18-Day Campaign to End Violence Against Women (VAW).

Violence Against Women (VAW) continues to be one of the country's persistent social problems and constitutes a serious violation of human rights. The United Nations (UN) define VAW as "any act of gender-based violence that results in, or likely to result in, physical, sexual, or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life." Any form of violence can be experienced by a woman regardless of her age, culture, gender identity, social and economic status, disability, and ethnicity.

The PCW, in collaboration with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC), is spearheading the annual observation of **18-Day Campaign to End VAW from November 25 to December 12**. By fulfilling its promise to combat all kinds of, gender-based violence, the 18-Day Campaign to End VAW

supports the Philippine government's objective of defending the human rights of women and girls.

The campaign is pursuant to Proclamation 1172, series of 2006 Declaring November 25 to December 12 of every year as the "18-Day Campaign to End Violence Against Women (VAW)" which instructs all departments and agencies of the national government, including state colleges and universities, Local Government Units (LGUs) and all the other sectors of society to actively support and participate in the protection of human rights of women against violence and all other forms of discrimination.

In addition, the declaration of November 25 of Every Year as the "National Consciousness Day for the Elimination of Violence Against Women and Children" is in accordance to Republic Act No. 10398.

This year will mark the start of the new six-year (2022-2027) recurring theme for the campaign: "UNiTed for a VAW-free Philippines" which attempts to emphasize the significant influence of capturing and consolidating individual efforts in order to achieve a Philippines free from VAW. The focus for the 2022 campaign intends to emphasize the successes and landmarks made in the country's efforts to prevent and address VAW in order to assess and reinforce the relevant laws. The activities will also gauge the community's awareness on VAW as well as the steps they might take to address the problem.

To promote public awareness about this celebration, all DepEd offices, including the Central, Regional, Schools Division Offices, and Schools, are encouraged to undertake the following activities:

1. The printing and display of the 2022 18-Day Campaign to End VAW official banner in your offices or localities. The design, specifications, and guidelines for the banner can be downloaded from the PCW website: <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women/>;
2. Government agencies, LGUs, and other organizations are encouraged to present their 18-Day Campaign to End VAW activities in their respective Flag Raising Ceremonies in November and recommend the participation of their staffers and stakeholders. The use of the All-Women Cast Lupang Hinirang Video in activities is also recommended. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>;
3. Signifying support to the campaign by uploading the official logo, banner, advocacy videos, and other 18-Day Campaign to End VAW advocacy materials on your website and social media accounts;
4. Development and production of Information, Education, and Communication (IEC) materials for the 2022 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW for distribution to staffers, clients, and the general public;
5. Agencies and LGUs may reproduce PCW-developed materials on VAW provided that the content, design, and integrity of the materials are retained. Printer-ready copies of the materials are available on the PCW website: <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women/>.

Interested organizations can integrate their official logo in the placeholder so that due acknowledgement could be given to your contribution for the campaign;

6. Playing/showing of PCW-produced and agency-produced (if there are any) **videos/infomercials on VAW, anti-VAW laws, and services for survivors** in public areas, electronic billboards, television/radio programs and other relevant platforms/venues managed by your office. PCW-produced videos can be downloaded from the PCW Digital GAD Library, <https://library.pcw.gov.ph/>, PCW's official YouTube channel (PCWGovPH), and Facebook page, <https://library.pcw.gov.ph/>;
7. Participation in the online campaign thread about the observance by uploading photos, news features, and other information relative to the 18-Day Campaign to End VAW in social media accounts using the hashtags #VAWfreePH. The use of the **18-Day Campaign to End VAW Facebook Profile Frame** for agency pages and individual profiles is also encouraged. The designs will be made available through the **PCW FB page**, <https://www.facebook.com/PCWgovph>;
8. PCW also encourages participants to download the 18-Day Campaign to End VAW **Sticker pack** on messaging platforms (Viber and Telegram). These sticker packs contain illustrations and meaningful messages about VAW. Visit <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women> for more information;
9. Conduct of **orientation or forum** regarding anti-VAW laws (e.g., Republic Act 9262 also known as the *Anti-Violence Against Women and their Children Act*, Republic Act 11313 or the *Safe Spaces Act*, and *Anti-Trafficking in Persons laws*) which can inform internal and external stakeholders on your core provisions. Government and private entities tasked to implement specific provisions of these laws are also encouraged to conduct internal discussions, capacity-building activities, and learning sessions on operationalizing their mandates and assessing the status of their implementation;
10. **18-Day Campaign Kick-off Ceremony** – The PCW, in collaboration with the IACVAWC, will launch the campaign on November 25, 2022. The kick-off ceremony will be the venue to feature the milestones and developments in the country's combat against VAW and will spotlight the means and ways to fortify anti-VAW efforts. Other activities for this year's campaign will also be launched in the commencement ceremony, including The Orange Exhibit and VAW Survivor Stories. Participating agencies, LGUs, and organizations can also mount their respective ceremonies and create space for meaningful discussions on the campaign and what it stands for;
11. **The Orange Exhibit: Journey towards a VAW-free Philippines** – The Orange Exhibit is a trip down memory lane: from 2002 when the Philippines started participating in the global campaign to end VAW and its 20 years of elevating the discussion on this pervasive social issue. To be installed at the campaign launch, the Orange Exhibit will underscore how the campaign became instrumental in raising awareness on VAW, leading to the passage of landmark legislation, including RA 9208 (Anti-Trafficking in Persons Act of 2003) and RA

9262 (Anti-Violence Against Women and Their Children Act of 2004), as well as the popularization of anti-VAW laws, including those covering rapes and sexual harassment. Agencies, institutions, and organizations can **download the exhibit design and install it within the campaign period in their respective offices or public places** for wider reach. You can also **develop your own Orange Exhibit** featuring the accomplishments of your agency in the fight against VAW as well as the services available for survivors, if any. Check <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women> for the exhibit materials;

12. Participation in the **#RaiseYourVoice Experience Sharing Campaign** – In line with making survivors taking the narrative, #RaiseYourVoice Experience Sharing Campaign encourages people to speak up against VAW, be it intimate partner violence, sexual violence, sexual harassment, trafficking in persons, and other forms. By posting a video online on their own experiences of VAW, survivors can help destigmatize VAW and survivors, prevent victim-blaming, and encourage help-seeking behavior;
13. Participation in the **#VowToEndVAW Online Commitment** – If survivors stand up against VAW, the community must stand alongside them. With #VowToEndVAW, all the citizens are invited to post photos, posing with the Stop VAW sign and indicating in the caption what they can do to contribute to a VAW-free Philippines;
14. **Orange Your Icon Advocacy Initiative**. A staple in the campaign, this initiative enjoins government offices and private organizations nationwide to color its major landmarks or iconic spots with orange from November 25 to December 12 in line with the 18-Day Campaign to End VAW. Launched in 2015, this initiative aims to gain the attention of the general public and provide opportunities for advocates to explain and declare your support for the Anti-VAW advocacy. This will serve as a launch-pad for public discourse and for disseminating the message of zero-tolerance for VAW. Use the hashtag **#OrangeYourIcon2022** when featuring relevant initiatives on agency and individual social media pages. Visit the PCW website for more details: <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>;
15. Organizing relevant, timely, appropriate, and impactful activities related to this year's theme and focus during the 18-Day Campaign to End VAW period, with both external and internal stakeholders as participants;
16. **For Regional GAD Committees, Regional and Local Inter-Agency Committees on Trafficking in Persons and VAWC, regional/field offices, and LGUs:**

Coordination with other government regional offices or LGUs for inter-agency and LGU collaboration in holding regional and local activities at the regional and local level. Requirements and materials relative to the program can be downloaded from: <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>;

17. **For Men Opposed against Violence Everywhere (MOVE) Chapters:** Gather support from fellow males and conduct activities that can highlight positive masculinity and male advocates' important role in the anti-VAW advocacy;

18. Also, the Bureau of Human Resource and Organizational Development, through the BHRD-EWD GAD Secretariat, in coordination with the ESD Global Asia Pacific, will be conducting a training course on **Empowerment Self-Defense Training of Trainers**. A separate memorandum for the conduct of the proposed activity will be released with the details and final schedule and venue, subject to the approval of the conduct of the said activity. This is in recognition of the need to build competencies of the DepEd personnel to be equipped with the concepts, knowledge, and skills to gain insight into how the ESD methodology can be integrated into the classroom.

For more information on PCW MC No. 2022-04, you may directly visit the PCW page at <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women> and PCW social media accounts at <https://www.facebook.com/PCW.govph> and www.twitter.com/PCWgovph.

Should you have queries, if any, please get in touch with the BHRD-EWD GAD Secretariat through phone numbers at (02) 8633-7229 / (02) 8635-3760 or via email at gfps.secretariat@deped.gov.ph.

(BHRD-EWD/Castro)