



OCTOBER 21, 2014

MEMORANDUM CIRCULAR
NO. 2014 - 134

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS,
PUNONG BARANGAYS, ARMM GOVERNOR, DILG
REGIONAL/FIELD OFFICERS, ARMM DILG REGIONAL
SECRETARY AND OTHERS CONCERNED

SUBJECT : 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

Every year, women's groups from different regions of the world observe the period from November 25 to December 10 as the 16-Day of Activism Against Gender-Based Violence. This global campaign originated from the First Women's Global Leadership Institute sponsored by the Center for Women's Global Leadership in 1991. In the Philippines, Proclamation 1172, s. 2006 extended the Campaign to 18 days to include December 12, a historic date that marked the adoption of the United Nations Convention Against Transnational Crime in Palermo, Italy.

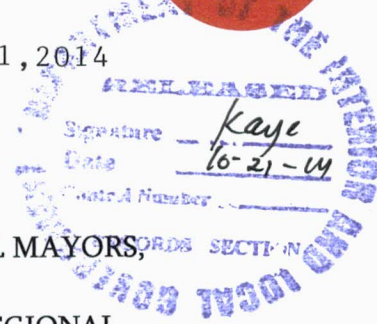
Since year 2002, the Philippines has been joining the annual campaign which aims to increase awareness on violence against women (VAW) and take action to eliminate it.

Last year, President Benigno S. Aquino III signed Republic Act 10398, declaring November 25 of every year as the National Consciousness Day for the Elimination of Violence Against Women and Children.

Under the Law, government agencies, including the Department of the Interior and Local Government (DILG) are mandated to organize, engage or participate in activities designed to raise public awareness on the problem of violence and elimination of all forms of violence against women and children.

In order to ensure the success of the observance, all local government units are hereby encouraged to commemorate the 18-Day Campaign to End VAW in their respective localities and initiate activities for synchronized efforts in line with reinforcing the theme "End VAW Now! It's Our Duty! Specific activities shall be organized such as:

- Participation in the 2014 Walk to End VAW Activity on November 25 at Quezon City Memorial Circle and mobilize as many delegates as possible (for NCR and nearby areas)



- Non-NCR LGUs may initiate a Kick-Off Activity simultaneous with the one to be held in Manila;
- Submission to PCW of your organization's calendar of activities for the observance until November 5;
- Hanging a streamer in front of the municipality/city/provincial hall announcing the LGUs participation in the campaign (see PCW website for specifications/design of the streamer);
- Uploading of the official logo and campaign video in government agencies' website, Facebook and Twitter pages;
- Participation in the online campaign thread about the observance;
- Inclusion of 18-Day Campaign IEC materials in all agencies' publications/newsletters; and
- Dissemination of information to your networks and partners about various forms of VAW, its causes, and responsibilities of laypersons in ending this scourge.

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

For inquiries, please contact Mr. Kim Harold Peji of the PCW Information Resource Management Division at telephone numbers 735-8509 or 0935-855-9623 or email at media@pcw.gov.ph.

All DILG Regional Directors and Field Officers are hereby directed to disseminate this Memorandum Circular in their respective area of jurisdiction and provide technical assistance when appropriate and necessary.

For information and guidance.


MAR ROXAS
Secretary 



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