



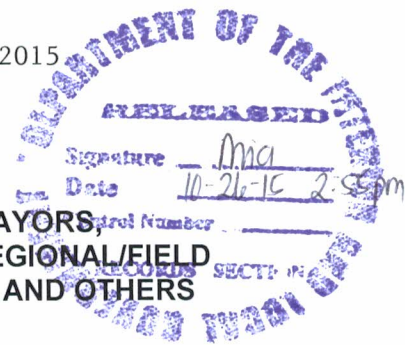
REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT  
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City  
<http://www.dilg.gov.ph>

October 26, 2015

**MEMORANDUM CIRCULAR**  
**NO. 2015 - 125**

**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 (VAW)**



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. This annual campaign is pursuant to RA 10398 – “Declaring November 25 of every year as the National Consciousness Day for the Elimination of Violence Against Women and Children” and Proclamation 1172 s. 2006 – “Declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women.

This year, the Philippine Commission on Women in coordination with other government and non-government organizations is leading the nationwide commemoration of the 18-Day Campaign to End Violence Against Women (VAW) this coming November 25 to December 12 with the theme – “**End VAW Now, It’s Our Duty... Gains and Ways Forward**” giving emphasis on the following:

- Achievements of government and other stakeholders in terms of programs and projects addressing violence against women and children
- Male responsibility in ending violence against women and children
- Vision of VAW-free society
- Commitment and actionable steps of government and other stakeholders towards a VAW-free society

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... Gains and Ways Forward”.

The following information shall be included for guidance of all LGUs:

**Suggested Activities:**

- Participation in the **ORANGE YOUR ICON FOR 18 DAYS** advocacy (briefer attached)
- 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);
- Participation in the online campaign thread about the observance by uploading the official logo and campaign information in LGUs website, Facebook and Twitter pages (official hashtag **#end VAWph**);
- Inclusion of 18-Day Campaign and other VAW IEC materials in LGUs’ publications or newsletters;
- Conduct of advocacy campaigns and production/dissemination of information materials about VAW to constituents, employees, clients and other stakeholders;
- LGUs with Men Opposed to VAW Everywhere (MOVE) chapters are requested to allow MOVE members among their employees to organize or join activities focused on male responsibility in ending VAW;

- Co-organizing or joining regional and local advocacy events with members of the regional and local Inter-Agency Council Against Trafficking and Violence Against Women and Children (RCATVAWC/ LCATVAWC);
- For LGUs in Greater Manila Area, participation in the following activities led by PCW:
  - **November 25** Kick-off activity- Assembly of Anti-VAW Advocacy Supporters (guidelines for agency participation to be issued by PCW);
  - **December 1-** Promoting Safe Communities: A Forum with Male Advocates Against Violence Everywhere, AFP Theatre, Camp Aguinaldo, Quezon City (open to all MALE officials and employees)
  - **December 2** – Barangay VAW Desk Persons Congress (guidelines for participation of Barangays to be issued by DILG and PCW)
  - **December 8-10** – Cine Juana 2015 Film Festival (open to the public, free admission, PCW to issue announcement on films and screening schedules)

#### **Submission of LGUs calendar of activities and reports**

- In order to map-out various campaign activities throughout the country, LGUs are requested to provide PCW with information on 18-Day Campaign to End VAW activities. To facilitate this process, LGUs are advised to feature or upload announcements, reports, photos and videos of their campaign activities in their respective official agency websites, and then send a link to the site to PCW through [media@pcw.gov.ph](mailto:media@pcw.gov.ph).
- LGUs that wish to have their major activities included in the national 18-Day Campaign to End VAW Calendar to be featured in PCW website are requested to submit to PCW the information about their activities using the attached form.

#### **Use of Gender and Development (GAD) Budget**

- Expenses related to the 18-Day Campaign to End VAW may be charged to the GAD Budget of government agencies, as reflected in their GAD Plans for 2015.

For inquiries, please contact Ms. Rica B. Alvis of the PCW- Information Resource Management Division at 735-8509 or 0917-845-4814 or email her at [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph). You may also visit [www.pcw.gov.ph](http://www.pcw.gov.ph) for further details.

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.

  
**MEL SENEN S. SARMIENTO**  
 Secretary





# YOU ARE INVITED TO ORANGE YOUR ICON FOR 18 DAYS!



In support of the 18-Day Campaign to End Violence Against Women  
25 November to 12 December 2015

In solidarity with the United Nations' UNiTE to End Violence Against Women Campaign, the Philippine Commission on Women (PCW) calls on all stakeholders to participate in the ORANGE YOUR ICON for 18 Days as part of the 2015 18-Day Campaign to End VAW.

## OUR OBJECTIVE

ORANGE YOUR ICON for 18 Days aims to strengthen the anti-VAW advocacy by enjoining new audiences to join our cause. The idea is to attract the public's curiosity on why major landmarks or icons nationwide are colored orange, thereby providing opportunities for advocates to explain the Anti-VAW advocacy. This way, we can raise the awareness and consciousness of a wider audience in taking action on VAW as a public issue.

By participating in this initiative, your organization is declaring your support to the anti-VAW advocacy and bringing the message of zero-tolerance for VAW to the public's attention.

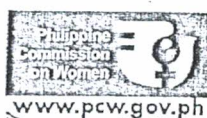
## WHY ORANGE?

As a bright and optimistic color, orange represents hope and a future free from violence against women and girls.

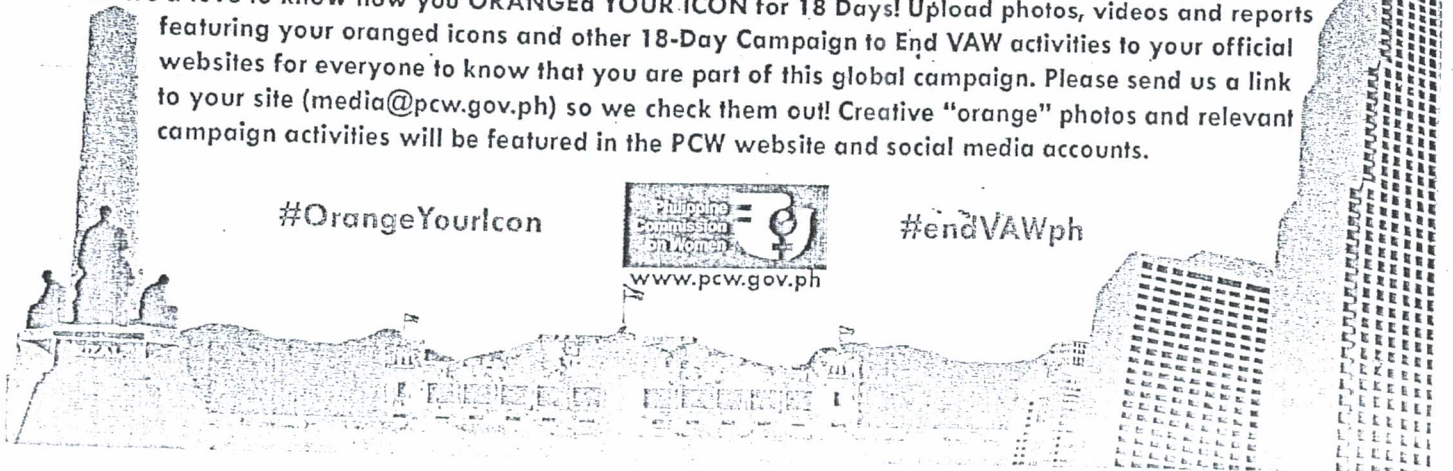
## HOW CAN YOU PARTICIPATE?

1. Find major landmarks or icons in your area or community. Your icon can be historical places, statues, monuments or buildings.
2. Talk to heads of your agency, local government, corporate heads or building administrators to get support and ensure that they are willing to join this global activity for a cause.
3. Put orange decorations on your chosen icon. You can use flags, streamers or banners. You can even paint your landmark into orange if possible or use orange spotlights during the night! Be creative!
4. Put orange lights around your landmark/icon and light them up in the evening. Last year, major landmarks around the world were lit orange to draw attention to the issue including the Empire State Building, UN Headquarters and large screens in Times Square, the Angel of Independence in Mexico City, the Palace of the President of the Republic of Ecuador, the Torre Futura in San Salvador, the Administration Building of the Panama Canal, and the Sphinx and the Pyramids at Giza in Egypt.
5. We'd love to know how you ORANGED YOUR ICON for 18 Days! Upload photos, videos and reports featuring your oranged icons and other 18-Day Campaign to End VAW activities to your official websites for everyone to know that you are part of this global campaign. Please send us a link to your site ([media@pcw.gov.ph](mailto:media@pcw.gov.ph)) so we check them out! Creative "orange" photos and relevant campaign activities will be featured in the PCW website and social media accounts.

#OrangeYourIcon



#endVAWph







# 2015 18-Day Campaign to End Violence Against Women (VAW)

*(Higher Education Institution)*

## CALENDAR OF ACTIVITIES

Date	Activity Title	Description <i>(include type of activity and objectives)</i>	Venue and Time	Target Participants <i>(specify: number or persons, sector; open to the public or by invitation only; preference for media coverage)</i>
<i>Sample entries:</i>				
November 27, 2015	Barangay Outreach Program	Information dissemination on the rights of women in cases involving RA 9262 and other laws to be conducted by the 287 district offices of the Public Attorney's Office (PAO)	[provide list of target barangays and schedule]	Open to the general public, particularly residents of the identified barangays  Media coverage is discouraged
November 25 to December 12, 2015	Participation in the Orange Your Icon for 18 Days advocacy	<p><i>(Agency name)</i> joins the Orange Your Icon for 18 Days advocacy of the Philippine Commission on Women in solidarity with the global UNiTE to End VAW Campaign.</p> <p>We will be displaying orange flags and lighting our building façade with orange spotlights throughout the campaign period to publicly declare our support to the anti-VAW advocacy and promote zero tolerance to VAW.</p>	<p>November 25 to December 12, 2015</p> <p>Launch/ceremonial lighting of building facade: November 25, 2015; 6:30 PM</p>	<p>Agency officials and employees</p> <p>General public and clients are welcome to witness the event</p> <p>Media coverage is allowed</p>

Contact Person: \_\_\_\_\_

Contact Details: \_\_\_\_\_

Please submit your filled-out form to the Philippine Commission on Women through email [media@pcw.gov.ph](mailto:media@pcw.gov.ph) or fax number (02) 736-4449. You may download a copy of this form at [www.pcw.gov.ph](http://www.pcw.gov.ph)