



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
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November 20, 2017

MEMORANDUM CIRCULAR
NO. 2017 - 158

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

SUBJECT : 2017 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

Proclamation 1172, Series of 2006 declares November 25 to December 12 of every year as the “18-Day Campaign to End Violence Against Women (VAW)” and Republic Act 10398, Series of 2012 declares November 25 of every year as “National Consciousness Day For The Elimination of Violence Against Women and Children.”

In pursuance of the above, the Philippine Commission on Women (PCW) in coordination with the Inter-Agency Council on Violence Against Women and Their Children (IACVAWC) is spearheading the nationwide observance of this year’s 18-Day Campaign to End VAW from November 25 to December 12, 2017 with the theme **“VAW-free community starts with Me.”**

To ensure its success, all local government units (LGUs) are hereby encouraged to observe the 18-Day Campaign to End VAW in their respective localities and initiate activities for synchronized efforts in line with the theme.

The following are the suggested activities for guidance of the LGUs:

- Hanging of the official streamer bearing this year’s campaign theme. Streamer design can be downloaded from the PCW website <http://pcw.gov.ph/VAWfreePH2017>;
- Uploading of the official logo and advocacy materials for the 18-Day Campaign to End VAW in the agency/LGU/organization’s official website and social media sites;
- Development of information, education and communication (IEC) materials to raise awareness on VAW like fans and flyers for their clientele. PCW-developed materials may be reproduced by agencies, provided that the content and design of the material is retained. Printer-ready copy of the materials can be downloaded via <https://tinyurl.com/Anti-VAW-IEC>. The uploaded materials are designed for interested organizations to incorporate their official logo below the phrase *“Reprinted and distributed by:”* so that due acknowledgment could be given to their contribution to the campaign;

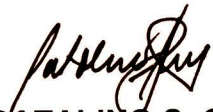
- Organizing activities related to this year's theme and focus during 18-Day Campaign period, with both external and internal stakeholders as participants;
- Participation in online campaign threads and discussions about the observance using hashtag #VAWfreePH;
- Participation in the nationwide Orange Your Icon Advocacy Initiative;
- Conduct of other anti-VAW activities in line with the needs of their stakeholders; and
- **For regional/field offices and LGUs:** Coordination with other government regional offices or LGUs for inter-agency/LGU collaboration in holding a kick-off activity on November 24 (*refer to Annex 1 for suggested program: VAW: The Unspoken Words*). Requirements and materials relative to the program can be downloaded from <http://pcw.gov.ph/VAWfreePH2017>.

Expenses related to the 2017 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget and may be reflected in the 2017 GAD accomplishment reports of the government agencies, provided that the activities conducted are in line with the theme and focus are of concern stipulated in PCW Memorandum Circular No. 2017-04.

For more information and/or comments and suggestions, please visit the campaign page at the PCW website (<http://pcw.gov.ph/VAWfreePH2017>) or contact PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number (02) 735-1654 local 131 or (02) 735-85-09 or email media@pcw.gov.ph and look for Nikki delos Santos-Francisco, Kim Harold Peji, or Katherine Gutlay.

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.


CATALINO S. CUY Jr.
 Officer-In-Charge



VAW: The Unspoken Words

Venue, Date and Time	Venue shall be indoor, preferably an auditorium, function room or hall. Agencies/organizations can hold this half-day activity during the duration of the 18-Day Campaign to End VAW.
Objectives	<ol style="list-style-type: none"> 1. Create more awareness on VAW that happens in various contexts; 2. Provide a venue where the audience can share their insights on VAW; and 3. Inform the audience about salient provisions of laws addressing VAW in the Philippines.
Target Participants	Around 100 to 200 pax, depending on your chosen venue.
Requirements	<p>Facilitator</p> <ul style="list-style-type: none"> ✓ Resource Speaker on Violence Against Women ✓ Speaker's Guide ✓ Guide Questionnaires <p>Equipment and Supplies</p> <ul style="list-style-type: none"> ✓ Laptop and Projector ✓ Audio Equipment/Speakers or amplifiers ✓ Pen and paper for the participants ✓ Notepads/Post-its ✓ Panel boards for commitment setting
Suggested Flow of Program	<ol style="list-style-type: none"> I. Preliminaries <ul style="list-style-type: none"> • Lupang Hinirang All-Women Cast Music Video • Opening Prayer • Welcome Remarks <i>c/o the host agency</i> • Opening Remarks • 18-Day Campaign to End VAW Message (Please download at PCW website) • Intermission II. Showing of videos - VAW: The Unspoken Words <ul style="list-style-type: none"> ➤ VAW in Home Discussion / Sharing of Insights ➤ VAW in Workplace Discussion / Sharing of Insights ➤ VAW in Street Discussion / Sharing of Insights

	<ul style="list-style-type: none"> ➤ VAW in Digital Media Discussion / Sharing of Insights ➤ VAW in Schools Discussion / Sharing of Insights <p><i>III. Discussion of Anti-VAW related laws</i></p> <ul style="list-style-type: none"> ➤ RA 9262: Anti-Violence Against Women and their Children Act of 2004 ➤ RA 8353: Anti-Rape Law of 1997 ➤ RA 7877: Anti-Sexual Harassment of 1995 <p>Closing Remarks Commitment Ritual</p>
<p>Materials for VAW: The Unspoken Words</p>	<p>VAW: The Unspoken Words videos and discussion guidelines can be downloaded via http://pcw.gov.ph/VAWfreePH2017.</p> <p>Government agencies can create their own unspoken words and LGUs can translate it in their own language.</p>
<p>Events Documentation and Coverage</p>	<p>For documentation purposes, please send photos with corresponding captions of the activity at events.pcw@gmail.com.</p>