



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>



30 OCT 2019

MEMORANDUM CIRCULAR
NO. 2019 - 182

TO : ALL PROVINCIAL GOVERNORS, BARMM CHIEF MINISTER, CITY/MUNICIPAL MAYORS, PUNONG BARANGAYS, DILG REGIONAL DIRECTORS, BARMM MINISTER OF LOCAL GOVERNMENT, FIELD OFFICERS AND OTHERS CONCERNED

SUBJECT : 2019 OBSERVANCE OF THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

Pursuant to Proclamation 1172, Series of 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, Series of 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), is spearheading the 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 of the campaign, all local government units (LGUs) are encouraged to undertake related activities, such as:

I. Production and distribution or exhibition of Information, Education and Communication (IEC) Materials

- Hanging of 2019 18-Day Campaign to End VAW official streamer in all government agencies, including DILG regional offices and LGUs. Streamer design and guide for the printing can be downloaded from the PCW website, <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>.
- Development, production and distribution of IEC materials for 2019 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials such as Anti-VAW flyer. 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 from the PCW website, <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>. The materials are designed for interested organizations to incorporate their official logo below the phrase "*Reprinted and distributed by,*" so that due acknowledgement could be given to their contribution for the campaign.

II. Participation in the 18-Day Campaign to End VAW Online Advocacy

- Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in government agencies' website and social media accounts;
- Participating 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 hashtag #VAWfreePH and encourage the use of 18-Day Campaign to End VAW Facebook Profile Frame available through the PCW FB page, <https://www.facebook.com/PCWgovph>.
- Simultaneous reading of prayer for VAWC victim-survivors during the November 25, 2019 Flag Raising Ceremony. Copy of the prayer can be downloaded via <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>.
- Enjoining all LGUs to participate in the #VAWFreePH National Movement (Commitment to End Violence Against Women: "*I VOW to End VAW*") which will be launched on November 25, 2019. The online sign-up page will be featured in PCW's website, <https://www.pcw.gov.ph>.

III. For LGUs in Metro Manila: 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. Details of the activity is available in PCW's website and PCW FB page;

- IV. **Information dissemination for the "Cine Juana Digital Shorts Competition for Senior High School and College Students"** to local schools, colleges, and universities nationwide. Information of the film making contest is available in PCW's website and PCW FB page;
- V. **Participation in the nationwide "Orange Your Icon Advocacy Initiative"**. Information for the activity is available in PCW's website and PCW FB page; and
- VI. **Conduct of other Anti-VAW activities in line with the needs of their stakeholders.**

Expenses related to the 2019 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget of LGUs, subject to pertinent accounting and auditing rules and regulations, and may be reflected in the 2019 GAD Accomplishment Reports of the government agencies, provided, that the activities conducted are in line with the theme and focus of the campaign.

For more information and details, please visit the campaign page in the PCW website <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women> and PCW social media accounts (www.facebook.com/PCWgovph, www.twitter.com/PCWgovph, and Youtube.com/CommissionOnWomenPH).

For questions and clarifications, LGUs may contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number (02) 8352-5372 and look for Ms. Vicky T. Atanacio or Ms. Nevi Calma, or email VAWfreePH2019@pcw.gov.ph.

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

For information and guidance.


USEC. BERNARDO C. FLORECE, JR.
Officer-In-Charge

