



MC No. 17, s. 2015

MEMORANDUM CIRCULAR

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND NATIONAL GOVERNMENT AGENCIES (NGAs); GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs); AND STATE UNIVERSITIES AND COLLEGES (SUCs)

SUBJECT : 18-Day Campaign to End Violence Against Women (VAW)

Pursuant to Republic Act 10398 and Proclamation No. 1172, s. 2006, the Philippine Commission on Women (PCW) in coordination with other government member agencies of the Inter-Agency Council on Violence Against Women and Their Children (IACVAWC), shall lead the observance of the ***“18-Day Campaign to End Violence Against Women”***.

With the theme ***“End VAW Now! It’s Our Duty!: Gains and Ways Forward”*** the event aims to give emphasis on how far the government agencies and other stakeholders have gone in terms of programs and projects that address violence against women and children.

To promote public awareness in the observance of the event, all government agencies are enjoined to actively participate in the various 18-Day Campaign to End VAW Activities, as follows:

1. Participation in the ORANGE YOUR ICON FOR 18 DAYS advocacy;
2. Hanging of streamer in all government agencies, including regional offices, Philippine Embassies and Consulates;
3. Participation in the online campaign thread about the observance by uploading official logo and campaign information in government agencies’ website, Facebook, Twitter pages (official hashtag #endVAWph);
4. Inclusion of 18-Day Campaign and other VAW IEC materials in agency publications or newsletters;
5. Conduct of advocacy campaigns and production/dissemination of information materials about VAW to employees, clients and other stakeholders;

6. Agencies with Men Opposed to VAW Everywhere (MOVE) chapters are requested allow MOVE members among their employees to organize or join activities focused on male responsibility in ending VAW;
7. For Regional and Field Offices of government agencies, co-organizing or joining regional and local advocacy events with agency members of the regional and local Inter-Agency Council Against Trafficking and Violence Against Women and Children (RCATVAWC/LCATVAWC);

For agencies in Metro-Manila Area, participation in the following activities led by PCW:

1. November 25 - Kick-off activity: Assembly of Anti-VAW Advocacy Supporters to be held in Aliw Theatre, Pasay City.
2. 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);
3. December 2 – Barangay VAW Desk Congress (Guidelines for participation of Barangays to be issued by DILG and PCW); and
4. December 8-10 – CineJuana 2015 Film Festival (open to the public, free admission; PCW to issue announcement on films and screening schedules).

Expenses related to the 18-Day Campaign to End VAW may be charged to the Agency's Gender and Development (GAD) Budget, as reflected in their 2015 GAD Plans.

All government Agencies are also requested to provide PCW with information or calendar of activities on 18-Day Campaign to End VAW. To facilitate this process, agencies are advised to feature or upload announcements, reports, photos and videos of their campaign activities in their respective official agency websites and send a link to the site to PCW through media@pcw.gov.ph. Agencies who wish to have their major activities featured in PCW website are requested to submit to PCW information about their activities using the attached form.

For more information, you may get in touch with Rica B. Alvis, PCW Information Resource Management Division at 735-8509 or 0917-8454814 or email her at imd@pcw.gov.ph. You may also visit www.pcw.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

23 OCT 2015