



MC No. 22, s. 2018

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 2018 18-Day Campaign to End Violence Against Women

Pursuant to Presidential Proclamation No. 1172, s. 2006, the **Philippine Commission on Women (PCW)** leads the annual observance of the **18-Day Campaign To End Violence Against Women (VAW)** on **November 25 to December 12, 2018**.

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.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake related activities, such as:

- I. Production and Distribution or Exhibition of Information, Education and Communication (IEC) Materials**
 - a. Hanging of the 2018 18-Day Campaign to End VAW official streamer.
 - b. Development, production and distribution or IEC materials for 2018 18-Day Campaign to End Violence Against Women which include collaterals designed by PCW and agency-specific materials like Anti-VAW flyers.
- II. Participate on the 18-Day Campaign to End VAW online advocacy**
 - a. Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in the agency/LGU/organization's official website and social media accounts.
 - b. Participation in the online campaign threads about the observance by uploading photos, news features and other information relative to the 18-Day Campaign to End VAW using the hashtag #VAWfreePH.



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Bawat Kawani, Lingkod Bayani

III. Participate in the PCW-organized 18-Day Campaign to End VAW information campaigns/advocacy activities

- a. **For agencies/offices/LGUs in the Greater Manila Area:** Participation in the VAW Experiential Museum at the Mowelfund Plaza in Quezon City on December 4-7, 2018. Interested Participants may register online at: <https://pcw.gov.ph/VAWfreePH2018>.
- b. Attend the CineJuana Film Screening and Open Forum on VAW. This activity shall use film as springboard for discussing VAW and the experiences of VAW victim-survivors. PCW is co-hosting two public screening with two local government units.

The following are the details of the PCW-led screenings:

Activity Information	Contact Person
<p>Date : November 26, 2018 Time : 1:00 p.m. – 5:00 p.m. Venue : Annex Building, Bacolod City, New Government Center</p> <p><i>In partnership with Bacolod City Local Government; for Bacolod-based agencies and invited participants only.</i></p>	<p>Ms. Marian Joquino Tel. No.: (034) 432-1602 Email : dssdbac@gmail.com</p>
<p>Date : December 12, 2018 Time : 1:00 p.m. – 5:00 p.m. Venue : Surigao City Gym, City Hall Compound, Borromeo St., Surigao City</p> <p><i>In partnership with the Provincial Government of Surigao del Norte: for Surigao City-based agencies and invited participants only.</i></p>	<p>Ms. Florian Trinidad Tel. No.: (086) 232-7942 CP. No.: (+63) 919-2462792 Email : pwc.sdn@gmail.com</p>

Other government agencies or local government units are encouraged to hold similar screening in their organizations and may use the PCW's short films – **VAW: The unspoken words**. The short films, facilitator's guide, and relevant documents can be downloaded for free from the PCW website.

- c. Attend the MOVEment to Eliminate Gender-Based Violence: A Conference of Male Advocates on December 3-4, 2018.
- d. Simultaneous reading of prayer for VAWC victims survivors during the **November 26, 2018** Flag Raising Ceremony.

IV. Participate in the nationwide Orange Your Icon Advocacy Initiative.

- a. Agencies are encouraged to decorate landmarks and iconic spots in their area with the color orange, which represents hope and a future free from gender-based violence against women and girls.

Expenses related to the 2018 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget of government agencies, following the GAD Planning and Budgeting Guidelines.

For more information and details, you may coordinate with **Ms. Katherine Gutlay**, **Ms. Trisha Reyes** and **Ms. Nikki Francisco**, PCW Corporate Affairs and Information Resource Management Division (CAIRMD), at telephone numbers (02) 735-1654 local 131 and (02) 735-85-09 or through mobile number 0917-8454814 or through email at events.pcw@gmail.com.



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Chairperson

23 NOV 2018