



MC No. 21, s. 2014

MEMORANDUM CIRCULAR

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

SUBJECT : 2014 18-Day Campaign to End Violence Against Women (VAW)

Republic Act 10398 declares November 25 of every year as the National Consciousness Day for the Elimination of Violence Against Women and Children.

Under the law, government Agencies are mandated to organize, engage or participate in activities designed to raise public awareness on the problem of violence and elimination of all forms of 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 in line with reinforcing the theme, "**End VAW Now. It's Our Duty!**", as follows:

1. Organizing activities about the observance;
2. Displaying or hanging of event's streamer in accordance with the prescribed design provided by the PCW. The design and logo can be downloaded from the PCW website (www.pcw.gov.ph);
3. Uploading of the official logo and campaign video in the Agency's website, facebook account and/or twitter page;
4. Participation in the online campaign thread about the observance;
5. Inclusion of 18-day campaign IEC materials in the Agency's publications/newsletters;
6. Dissemination of information to Agency's networks and partners about various forms of VAW, its causes, and responsibilities of laypersons in ending this scourge; and
7. Participation in the 2014 Walk to End VAW activity on 25 November at Quezon Memorial Circle and mobilize as many delegates as possible.

Expenses related to the 18-day Campaign to End VAW may be charged to the Agency's Gender and Development (GAD) Budget.

In a Race to Serve: Responsive, Accessible, Courteous and Effective Public Service

All government Agencies are also requested to submit their calendar of activities to the Philippine Commission on Women (PCW) for consolidation and dissemination, through the PCW website (www.pcw.gov.ph) on or before November 5, 2014.

For more information, you may contact Nikki Delos Santos at 735-8509 or 0917-6267647 or email her at media@pcw.gov.ph.


FRANCISCO T. DUQUE III, MD, MSc
Chairman

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