



M.C. No. 26, s. 2016

## MEMORANDUM CIRCULAR

**TO :** 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 :** 2016 18-Day Campaign to End VAW

Pursuant to Presidential Proclamation No. 224 and 227 and Republic Act No. 6469, the Philippine Commission on Women (PCW) is spearheading the annual observance of the 18-Day Campaign To End Violence Against Women (VAW) on November 25 to December 12.

The theme of the campaign is “**VAW-Free Community Starts with Me**”, which gives emphasis on everyone’s commitment and contributions to ending VAW and our continued pursuit for our common vision of a VAW-free community. Specifically, the 2016 campaign has the following objectives:

- to increase public awareness on VAW and the vision of creating VAW-free communities through various activities;
- to build on the output of the 2015 campaign, particularly the vision of a VAW-free community through the “We Can Be Violence-Free” advocacy video;
- to forge partnerships with both private and public sector in advocating for a VAW-free community;
- to present an ideal picture of a VAW-free community, thereby inspiring the general public to make a personal commitment to end violence against women and children; and
- to highlight what each person or sector can do in promoting VAW-free communities.

*In a R.A.C.E. to Serve: Responsive, Accessible, Courteous and Effective Public Service*

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

- Organizing activities related to this year's theme and focus areas during the 18-Day Campaign, with both external and internal stakeholders as participants;
- Hanging of the 2016 18-Day Campaign to End VAW official streamer in all government agencies, including regional offices, local government units, and Philippine embassies and consulates;
- Featuring the organization's calendar of activities, activity implementation reports, and Anti-VAW advocacy materials in their official websites, social media accounts and publications, and sending links to the reports to PCW through e-mail [media@pcw.gov.ph](mailto:media@pcw.gov.ph);
- Uploading of the official logo, advocacy video, and other 18-Day Campaign to End VAW advocacy materials in government agencies' website, Facebook, Youtube, and Twitter pages;
- Participating in the online campaign thread about the campaign using the hashtag #VAWfreePH;
- Developing, producing, and distributing IEC materials on the campaign, which includes collaterals designed by PCW as well as agency-specific materials like fans and flyers to their clients;
- Participating in the nationwide Orange Your Icon Activity;
- ***For agencies/offices/LGUs located in the Greater Manila Area:*** Participating in the 2016 18-Day Campaign To End VAW Kick-Off Activity on **November 25, 2016 at the Philippine International Convention Center (PICC)** and mobilizing as many delegates as possible. Participation of agency delegates to the kick-off activity on the said date shall be on official business time. Participants from offices implementing a four-day work week that do not hold office on Fridays shall be entitled to one day compensatory time-off;
- ***For agencies/offices and LGUs far from Greater Manila Area:*** Coordinating with other government offices or LGUs in their area for inter-agency/LGU collaboration in holding a regional/local version of the 2016 18-Day Campaign to End VAW Kick-Off Activity on November 25, 2016 (refer to Annex 1 for suggested program).

All government agencies and LGUs are enjoined to participate in the 2016 18-Day Campaign to End VAW. It is discretionary on the part of the agency heads to allow their employees to attend on official business/time, as provided for under CSC Memorandum Circular No. 43, s. 1993.

Expenses related to the 2016 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.

Please visit [www.pcw.gov.ph/event/VAWfreePH](http://www.pcw.gov.ph/event/VAWfreePH), [www.facebook.com/PCWgovPH](http://www.facebook.com/PCWgovPH), and [Youtube.com/CommissionOnWomenPH](http://Youtube.com/CommissionOnWomenPH) for details like Concept Note and advocacy materials and videos.

For questions and clarifications, agencies may contact the PCW Information Resource Management Division (02) 735-85-09, (02) 735-16-54 local 131, 0917-626-7647 (Nikki Delos Santos Francisco), 0917-845-4814 (Kim Harold Peji) or email [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

  
**ALICIA DELA ROSA-BALA**  
Chairperson

02 NOV 2016

ANNEX 1

**SUGGESTED PROGRAM**

<b>I. Opening Program</b>
All-Women Cast Lupang Hinirang Video
Anti-Violence Against Women Prayer
Welcome Remarks
Introduction of Keynote Speaker
Keynote Speech
<b>II. Towards a VAW-free Community (“Me” viewed from various perspectives)</b>
a. Commitment of a woman/girl in achieving VAW-free community
b. Commitment of a man/boy in achieving VAW-free community
c. Commitment of government agencies in achieving VAW-free community
d. Commitment of non-government organizations/civil society organizations in achieving VAW-free community
e. Commitment of academe/training institutions in achieving VAW-free community
f. Commitment of Barangay in achieving VAW-free community
<b>III. Commitment Ritual</b>
AVP of IACVAWC Commitments to achieving VAW-free community
Announcement of Orange Your Icon 18 sites
“Oranging of hands”