



PCW MEMORANDUM CIRCULAR NO. 2017-04

To : All Heads of Executive Departments, Agencies, Bureaus, Officers, State Universities and Colleges (SUCs), Government-Owned and/or Controlled Corporations (GOCCs), Legislative and Judiciary Branches, Constitutional Bodies, Local Government Units and All Others Concerned

Subject : 2017 Observance of the 18-Day Campaign to End Violence Against Women (VAW)

Date : October 23, 2017

1. Purpose

This Memorandum Circular is issued to provide a general guide for stakeholders on the national observance of the 18-Day Campaign to End Violence Against Women (VAW) on November 25 to December 12, 2017.

2. Background and Policy Mandates

The Philippine Commission on Women, in coordination with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC) spearheads the nationwide observance of the 18-Day Campaign to End VAW.

The campaign is conducted annually to raise awareness that VAW is a public issue of national concern. It is in line with the Philippine Government's goal to protect the human rights of women and its commitment to address all forms of VAW.

The following issuances provide the national legal bases for the annual advocacy event:

- Proclamation 1172 s. 2006 – Declaring 25 November to 12 December as the 18-Day Campaign to End Violence Against Women (VAW)
- Republic Act 10398 (2013) – Declaring November 25 of Every Year as National Consciousness Day for the Elimination of Violence Against Women and Children

3. Policy Content and Guidelines

3.1. Campaign Theme

As agreed by the IACVAWC, the campaign shall adopt the theme **“VAW-free community starts with Me”** from 2016 to 2021.

The chosen theme elevates 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 is also consistent with the pronouncements of President Rodrigo Roa Duterte in his First and Second State of the Nation Address to put an end to VAW and implement the Magna Carta of Women down to the barangay level.

3.2. Campaign Focus for 2017

Results of the 2013 National Demographic and Health Survey (NDHS) conducted by the Philippine Statistics Authority (PSA) every five years show that one out of five (20%) of women aged 15 to 49 years has experienced physical violence. The NDHS is conducted every five years. It should be noted that survey results are more indicative of the prevalence of violence in the country, since the administrative data on number of clients served by service providers like the police, social workers, and health workers only capture cases reported to these offices. Considering the prevalence of VAW, the **2017 Campaign to End VAW shall focus on Primary Prevention, to reduce incidents of VAW in the country.**

To help achieve this objective, the 2017 campaign shall feature activities aimed at making people understand VAW from the point of view of victim-survivors. It is hoped that such deeper understanding would ignite compassion from stakeholders, so that they would neither commit, condone, nor remain silent about VAW. For service providers, such compassion would result in better service delivery to VAW victim-survivors.

3.3. Suggested Activities

In view of the above, government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations at the national, regional, and local levels are enjoined to conduct any of the following activities in line with this year's campaign theme:

- 3.3.1. Hanging of the official streamer bearing this year's campaign theme. Streamer design can be downloaded from the PCW website <http://pcw.gov.ph/VAWfreePH2017>;

- 3.3.2. Uploading of the official logo and advocacy materials for the 18-Day Campaign to End VAW in the agency/LGU/organization's official website and social media sites;
- 3.3.3. Development of information, education and communication (IEC) materials to raise awareness on VAW like fans and flyers for their clientele. 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 via <https://tinyurl.com/Anti-VAW-IEC> . The uploaded materials are designed for interested organizations to incorporate their official logo below the phrase "*Reprinted and distributed by:*" so that due acknowledgment could be given to their contribution to the campaign;
- 3.3.4. Organizing activities related to this year's theme and focus during 18-Day Campaign period, with both external and internal stakeholders as participants;
- 3.3.5. Participation in online campaign threads and discussions about the observance using hashtag #VAWfreePH;
- 3.3.6. Participation in the nationwide Orange Your Icon Advocacy Initiative;
- 3.3.7. Conduct of other anti-VAW activities in line with the agency's mandates and the needs of their stakeholders;
- 3.3.8. **For agencies / offices / LGUs in the Greater Manila Area:** Participation in the VAW Experiential Museum at the Philippine Educational Theatre Association (PETA) Theatre in Quezon City on November 24-26, 2017. This event is open to the public but due to the nature of the activity, there is limited viewing capacity. To maximize use of our resources and accommodate participants who wish to learn from the experience, please register only when you are sure that you can participate on the date and time that you have chosen. Interested individuals and organizations can register via <http://pcw.gov.ph/VAWfreePH2017> beginning November 8, 2017;
- 3.3.9. **For regional/field offices and LGUs:** Coordination with other government regional offices or LGUs for inter-agency / LGU collaboration in holding a kick-off activity on November 24 (*refer to Annex 1 for suggested program: VAW: The Unspoken Words*). Requirements and materials relative to the program can be downloaded from <http://pcw.gov.ph/VAWfreePH2017>; and

3.3.10. Preparation of reports regarding their 18-Day Campaign to End VAW activities to be made available through the agency's official website and social media accounts, copy furnish PCW by sending a link to these sites to email address: events.pcw@gmail.com.

3.4. Use of Gender and Development (GAD) Budget

The 18-Day Campaign to End VAW is one of the annual advocacy campaigns spearheaded by the PCW. It addresses the continuing prevalence of VAW in the country as a gender issue. As such, expenses related to the 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget and may be reflected in the 2017 GAD accomplishment reports of the government offices, provided that the activities conducted are in line with the theme and focus area of concern provided in this circular.

4. Inquiries and Feedback

For more information and for comments and suggestions, please visit the campaign page at the PCW website (<http://pcw.gov.ph/VAWfreePH2017>) or contact PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone numbers (02) 735-1654 local 121 or (02) 735-85-09 or email media@pcw.gov.ph and look for Nikki delos Santos-Francisco, Kim Harold Peji, or Katherine Gutlay.

For your guidance and appropriate action.



RHODORA T. MASILANG-BUCOY, PhD
Chairperson *2*
Philippine Commission on Women