

Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
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October 5, 2016

MEMORANDUM CIRCULAR
NO. 2016 - 140

TO : ALL PROVINCIAL GOVERNORS, THE ARMM REGIONAL GOVERNOR, CITY/MUNICIPAL MAYORS, DILG REGIONAL DIRECTORS, DILG ARMM REGIONAL SECRETARY, FIELD OFFICERS AND OTHERS CONCERNED

SUBJECT : 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

Proclamation 1172, Series of 2006 declares November 25 to December 12 of every year as the "18-Day Campaign to End Violence Against Women (VAW)" and Republic Act No. 10398, Series of 2012 declares November 25 of every year as "National Consciousness Day For The Elimination of Violence Against Women and Children."

In pursuance of the above, the Philippine Commission on Women (PCW) in coordination with other government and non-government organizations is spearheading the nationwide commemoration of this year's 18-Day Campaign to End VAW from November 25 to December 12, 2016 with the theme, "**VAW-Free Community Starts With Me.**"

The theme is in line with one of the pronouncements of President Rodrigo Roa Duterte during his First State of the Nation Address to put an end to VAW and implement the Magna Carta of Women down to the barangay level. Further, it aims to enjoin everyone to pursue the common vision of a VAW-free community and give emphasis on everyone's commitment and contributions in ending VAW.

To ensure its success, all local government units (LGUs) are hereby encouraged to observe the 18-Day Campaign in their respective localities and initiate activities for synchronized efforts in line with reinforcing the theme.

The following are the suggested activities for guidance of all LGUs:

Orange Your Icon for 18 Days

- LGUs are enjoined to collaborate with the Department of Tourism (DOT) through its regional offices to ensure coordinated and holistic support in preparation and implementation of said activity since most of the tourism sites and attractions in the country are under the jurisdiction of the LGUs (*please see attached briefer*).

Production, display and distribution of IEC materials

- Hanging of streamer in front of the provincial/city/municipality hall announcing the LGUs participation in the campaign (see *PCW website, <http://pcw.gov.ph/event/VAWfreePH>, for specifications/design of the streamer*);
- Participation in the online campaign thread about the observance by uploading the official logo and campaign information in LGUs' website, Facebook and Twitter pages (*official hashtag #VAWfreePH*); and
- Feature LGUs 18-Day Campaign to End VAW activities with photos and/or videos in their existing publications, website and social media accounts. For documentation purposes, LGUs are advised to send their website links to events.pcw@gmail.com.

Organizing local activities in line with the observance

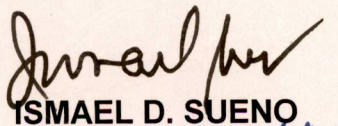
- Conduct of advocacy campaigns and production/dissemination of information materials about VAW to constituents, employees, clients and stakeholders;
- LGUs with Men Opposed to VAW Everywhere (MOVE) chapters are requested to allow MOVE members among their employees to organize or join activities focused on male responsibility in ending VAW; and
- Co-organizing or joining regional and local advocacy events with members of the Regional and Local Committee on Anti-Trafficking and Violence Against Women and Their Children (R/LCAT-VAWC)

Expenses related to the 18-Day Campaign to End VAW may be charged to the GAD Budget of LGUs, as reflected in their GAD Plans for 2016.

For questions and clarifications, please contact Ms. Anne Dominique Delos Santos-Francisco of PCW Information Resource Management Division at telephone numbers: (02) 735-8509 and (02) 735-1654 Local 131, Mr. Kim Harold T. Peji at mobile number 0917-8454814 or Ms. Honey Castro at 0917-5447524 or email at events.pcw@gmail.com.

All DILG Regional Directors and Field Officers are hereby directed to disseminate this Memorandum Circular in their respective areas of jurisdiction and provide technical assistance when appropriate and necessary.

For information and guidance.


ISMAEL D. SUENO
Secretary





2016 Orange Your Icon for 18 Days

*In support of the 18-Day Campaign to End Violence Against Women
25 November to 12 December 2016*

Background

The Philippine Commission on Women (PCW) launched **ORANGE YOUR ICON for 18 Days** as one of the major activities during the 2015 18-Day Campaign to End Violence Against Women (VAW), in solidarity with the United Nations' UNiTE to End VAW Campaign.

Said activity aimed to strengthen the anti-VAW advocacy by enjoining new audiences to join the cause to end VAW. The idea is to attract the public's curiosity on why major landmarks or icons nationwide are colored orange, thereby providing opportunities for advocates to explain the Anti-VAW advocacy.

Different government agencies and local government units participated in this creative effort. The Office of the President of the Philippines, National Museum, UP College of Law, Quezon Memorial Circle in Quezon City, Municipality of Villaverde in Nueva Vizcaya, and Aklan Provincial Capitol showed their participation by lighting their buildings into orange and putting orange streamers/banners in their building façade.

This year, PCW in partnership with the Department of Tourism (DOT) and its attached agencies, is taking up this creative advocacy effort into new level. DOT-selected national and regional tourism sites in Luzon, Visayas and Mindanao will be orange to bring more awareness and consciousness on VAW as a public issue.

Our objectives

- To strengthen the anti-VAW advocacy by enjoining new audiences to join our cause and spreading awareness about VAW and the vision of creating VAW-free communities

- To promote community and tourism sector involvement in sharing the vision of a violence-free community
- To promote national and local tourism sites and landmarks alongside the campaign for fostering VAW-free communities

Why orange?

As a bright and optimistic color, orange represents hope and a future free from violence against women and girls.

Collaborators

1. **Philippine Commission on Women** – leads the annual observance of the 18-Day Campaign to End VAW, wherein one of the major activities is the Orange Your Icon advocacy initiative
2. **Department of Tourism** and its regional offices and attached agencies – major partner of PCW for the Orange Your Icon advocacy initiative by ensuring the participation of selected tourism sites throughout the country
3. **Concerned Local Government Units (LGUs)** – shall cooperate with the DOT Regional Teams in preparing for the participation of icons within their respective jurisdictions, as indicated in the mechanics below
4. **Concerned government instrumentalities interested in complementing or supporting the advocacy initiative** – may complement or support the Orange Your Icon advocacy initiative by coordinating with their respective LGUs and DOT Regional Teams regarding possible sharing of their own VAW-related public advocacy resources and materials

Mechanics

1. Regional Offices of DOT and its attached agencies (DOT regional teams) shall choose a landmark or icon in their area or community. It can be historical places, prominent natural or human-made attractions, statues, monuments or buildings, which could potentially get the attention of more people.
2. DOT regional teams shall collaborate with the LGU where the icon is located. The chosen icon shall retain its orange décor throughout the period of the 18-Day Campaign to End VAW (November 25 to December 12). They may use flags, streamers or banners; paint their landmark orange if possible; use orange spotlights at night; or any other creative ways of making it orange

without violating any existing policies or regulations regarding the preservation and maintenance of said icons. -

3. A signage explaining the Orange Your Icon advocacy initiative and VAW core messages should also be prominently displayed in the area. PCW and DOT will prepare the standard contents and designs for the signage.
4. A marker will be placed in the vicinity of the selected icons. Unlike the orange décor which will be removed after the 18-day period, the marker will remain in the area to indicate its participation in the advocacy initiative. The idea is to increase the number of designated Orange Your Icon landmarks and attractions in the coming years. DOT regional teams and concerned LGU partners shall choose and designate an area within the vicinity of the chosen icon where the permanent marker will be placed. Where needed, the concerned LGU shall facilitate and/or issue the necessary clearance for placing the markers.
5. DOT and PCW will formulate core messages with regards to the anti-VAW advocacy, the Orange Your Icon Campaign, and its link with tourism.
6. DOT and its attached agencies shall develop information, education and communication materials (IEC) that can be given out or made visible to people visiting the area. It shall contain a briefer on the Orange Your Icon Campaign and the 2016 18-Day Campaign to End VAW flyer. It will also be best if the regional teams can collaborate with the LGU concerned in preparing a flyer that features the situationer in the locality and available programs and services for VAW survivors (e.g. helplines, police women and children's desk, barangay VAW Desk) that is accessible in that specific LGU.
7. If feasible, a simultaneous ceremonial opening may be arranged on November 25 which is the National Consciousness Day for the Elimination of Violence Against Women and Children. DOT regional teams can collaborate with the R/IACAT/VAWCS¹ in holding public events in the area during the campaign period.
8. For documentation and publicity purposes, participating sites shall provide high definition photos and videos of their icon and actual on-site activities to PCW and DOT head office.
9. Activities relative to the Orange Your Icon advocacy initiative and the 18-Day Campaign to End VAW supports the nationwide efforts to disseminate information and address the issue of VAW. Thus, these can be included in the agency or LGU Gender and Development plans and accomplishment reports.

¹ R/IACAT-VAWC – stands for Local / Regional Inter-Agency Committee on Anti-Trafficking and Violence Against Women and Children