



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA cor. Quezon Avenue, West Triangle, Quezon City
Telephone Numbers: 925.03.30 / 925.03.31 / Fax: 925.03.32
[http:// www.dilg.gov.ph](http://www.dilg.gov.ph)

November 22, 2018

MEMORANDUM CIRCULAR

NO. 2018 - 204

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

SUBJECT : 2018 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

Pursuant to Proclamation 1172, Series of 2006 which 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 which declares November 25 of every year as the “National Consciousness Day for the Elimination of Violence Against Women and Children,” the Philippine Commission on Women (PCW) in coordination with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC) is spearheading the 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.

The 2018 campaign shall focus on primary prevention to reduce incidents of VAW across the country. This can be achieved by helping 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 not commit, condone, or remain silent about VAW. For service providers, such compassion towards victim-survivors would encourage them to provide better services to their clients.

To promote public awareness of VAW as an issue of national concern, all local government units (LGUs) are encouraged to undertake programs and activities relative to the theme and focus of the 2018 campaign, such as:

I. Production and distribution or exhibition of Information, Education and Communication (IEC) Materials

- a.) Hanging of 2018 18-Day Campaign to End VAW official streamer in all regional offices and local government units. Streamer design and guide for printing can be downloaded from the PCW website <https://pcw.gov.ph/VAWfreePH2018>.
- b.) Development, production and distribution of IEC materials for the 2018 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials like Anti-VAW flyers. 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 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 for their contribution to the campaign.

II. Participation to 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 government agencies’ website and social media accounts.
- b.) Participating in the online campaign thread about the observance by uploading photos, news features and other information relative to 18-Day Campaign to End VAW using the hashtag #VAWfreePH.
- c.) Simultaneous reading of prayer for VAWC victim-survivors during the November 26, 2018 Flag Raising Ceremony (Annex A).

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

- a.) **2018 VAW Experiential Museum (for LGUs in Greater Manila Area)** – using participative theatre, the VAW Experiential Museum is an effective way to make the public understand the difficult experiences of VAW victim-survivors by making use of their senses (see, hear and feel) and appealing to their emotions.

The event is open to the public for free, but with limited viewing capacity. The participation of youth (age 15-30) is encouraged. Interested parties should register through the PCW website <https://pcw.gov.ph/VAWfreePH2018> and be guided by the details below.

Date and Time	Activity Details
December 4, 2018 (Tuesday) 8:00 a.m. Venue: Mowelfund Plaza, No. 66 Rosario Drive corner Ilang-Ilang Street, Cubao, Quezon City	Assembly of Anti-VAW advocates and Opening of the VAW Experiential Museum <i>(by invitation only; intended for IACVAWC agencies and major event partners)</i>

	<p>Tentative Activity Highlights</p> <ul style="list-style-type: none"> • Launch of the VAW Mapathon for the Creation of VAWC Desks and Centers Information Map (in partnership with DSWD) • Launch of Radio Commercials on Street Harassment (in partnership with DDB Group) • Recognition of the team who worked on the conviction of child pornography and human trafficking perpetrator (in partnership with DOJ)
<p>December 4 to 7, 2018 (Tuesday-Friday)</p> <p>Venue: Mowelfund Plaza, No. 66 Rosario Drive corner Ilang-Ilang Street, Cubao, Quezon City</p>	<p>VAW Experiential Museum (<i>open to the public; register via PCW website</i>)</p> <ul style="list-style-type: none"> • 1st Screening: 10:00 AM • 2nd Screening: 1:30 PM

- b.) **CineJuana Film Screening and Open Forum on VAW** – this activity shall use film showing as springboard for discussing VAW and the experiences of VAW victim-survivors. The event shall also provide a venue for the participants to discuss the film with the director/producers as well as with local service providers to learn about the different anti-VAW mechanisms available in their locality.

PCW is co-hosting two public screenings with two local government units. Other government agencies or local government units can hold a similar screening in their organizations or localities. Below are the details of PCW-led screenings:

Activity Information	Contact Person
<p>Date: November 26, 2018 (Monday) Time: 1:00 – 5:00 p.m. Venue: Annex Bldg., 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 address: dssdbac@gmail.com</p>
<p>Date: December 12, 2018 (Wednesday) Time: 1:00 – 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) 919-246-2792 Email address: pwc.sdn@gmail.com</p>

- c.) Interested parties can also use 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.
- d.) **MOVEment to Eliminate Gender-Based Violence: A Conference of Male Advocates (December 3 and 4, 2018 | Venue: TBA)** – The Men Opposed to Violence Everywhere (MOVE) is holding a conference to gather its members from various chapters and other male advocacy groups to heighten and sustain anti-VAW efforts and promote gender-sensitive delivery of anti-VAW services of both national and local government.

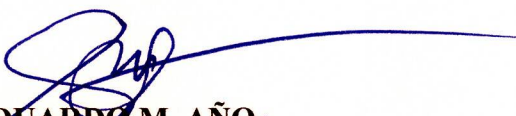
IV. Participation in the nationwide Orange Your Icon Advocacy Initiative

- a.) LGUs are enjoined to participate in this initiative by decorating 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.

For more information about the 18-Day Campaign to End VAW, please visit the PCW website: <https://pcw.gov.ph/VAWfreePH2018>. For questions and clarifications, interested parties may contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone nos.: (02) 735-85-09, (02) 735-16-54 local 131, mobile no. 0917-845-4814 and look for Ms. Katherine Gutlay, Ms. Trisha Reyes or Ms. Nikki Francisco or email 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.


EDUARDO M. AÑO Jr.
Secretary



Prayer for 18-Day Campaign to End Violence Against Women (VAW)

As we observe the 18-Day Campaign to End Violence against Women or VAW from November 25 to December 12, we ask You Lord to look with kindness upon all of us who are gathered here. Fill our hearts and minds with love, wisdom and courage as we face our daily lives.

We pray for all women and girls who suffer from domestic violence, rape, incest, sexual harassment, trafficking, prostitution and other forms of violence; may they have the courage to break their silence, find protection, healing and justice.

We pray for the perpetrators of VAW; that they may learn to respect women and girls and stop the violence.

Oh loving Father and Mother, send us Your Spirit, so that everything that we do will be done with love and respect for our fellow humans, regardless of age, sex, class, ethnicity and ability.

Oh powerful God, develop in us a high regard for the thoughts, feelings and experiences of everyone, and bestow on us the capacity to promote, protect and fulfill the rights of women and girls.

Almighty Creator,

grant us the strength to stand up against all forms of violence happening to women and girls,

the sharpness to recognize a silenced victim of VAW,

the courage to speak up against VAW,

the resourcefulness to help a victim of VAW,

and the resolve to never commit any form of VAW.

For all of these, we implore Your guidance

Amen.