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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)



2020 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

Memorandum Circular No. 2020-166
Date: 08 DEC 2020

1. BACKGROUND

- 1.1 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).
- 1.2 The campaign supports the Philippine Government’s goal to protect the human rights of women and its commitment to address all forms of gender-based violence against women. The 2016-2021 theme “**VAW-free community starts with Me**” highlights the role of each juana and juan in pursuing the common vision of a safe community free from violence against women and girls.
- 1.3 This year’s campaign highlights the essence of the Barangay, through the VAW Desk, as an integral part of a VAW-free community. As the first responder to VAW incidents, VAW Desks are expected to be fully equipped and capacitated to provide the services mandated by law. Government agencies, local

government units (LGUs), state colleges and universities, and other stakeholders are strongly encouraged to engage in the campaign.

2. PURPOSE

To promote public awareness about the campaign and to enjoin all DILG Regional Offices and LGUs to undertake activities related to the campaign.

3. SCOPE/COVERAGE

All Provincial Governors, City/Municipal Mayors, Punong Barangays, DILG Regional Directors and Field Officers, the BARMM Minister of Local Government, and others concerned.

4. POLICY CONTENT AND GUIDELINES

All DILG Regional Offices and local government units are enjoined to undertake the following activities:

4.1 Production and dissemination of Information, Education and Communication (IEC) materials

4.1.1 Hanging of the 2020 18-Day Campaign to End VAW official streamer; Streamer design and guide for the printing can be downloaded from the PCW website, <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/>.

4.1.2 Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in their website and social media accounts.

4.1.3 Creating and distributing information education and communication (IEC) materials for 2020 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW like Anti-VAW flyer for distribution to clients and the general public. 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 from the PCW website, <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/>. The materials are designed for interested organizations to incorporate their official logo below the phrase "Reprinted and distributed by," so that due acknowledgement could be given to their contribution for the campaign.

4.2 Participation in the 18-Day Campaign to End VAW online advocacy

- 4.2.1 Participating in the **online campaign thread** about the observance by uploading photos, news features, and other information relative to the 18-Day Campaign to End VAW in social media accounts using the hashtag **#VAWfreePH** and encouraging the use of **18-Day Campaign to End VAW Facebook Profile Frame** available through the PCW FB page, <https://www.facebook.com/PCWgovph>.
- 4.2.2 Uploading **video message of support for the campaign to end VAW in their respective social media accounts** either as individuals or organizations, **featuring the head of office or other top-ranking officers** and using the official hashtag **#VAWfreePH**.
- 4.2.3 Sharing of the **VAW Puppet Online Series** through their social media pages. This is the online adaptation of the 2019 Anti-VAW Expo VAW awareness puppet show. The VAW puppet online series aims to disseminate the essential messages and information on VAW shared through stories and characters expounding on violence against women and their children, sexual harassment, and trafficking in persons. The online series will be released on PCW's official Facebook and YouTube accounts aiming to reach many of our stakeholders virtually.

4.2.4 **Joining the 2020 Online Talakayan towards VAW-free Barangays.** This aims to strengthen the protection of women from VAW in the grassroots by informing service providers of the roles and responsibilities of Barangay VAW Desks, laws on VAW including Republic Act 9262, role of other service providers, and the referral network in effect for victim survivors. The series will also comprise of talakayan on sexual harassment, the Safe Spaces Act, and laws against trafficking in persons. A full session will be dedicated for barangays, wherein discussion on the setting up and operationalization of Barangay VAW Desk will be tackled. For more information, visit <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/>.

4.3 Orange Your Icon

Participation in the nationwide “Orange Your Icon” advocacy campaign 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. Information for the activity is available in PCW’s website and PCW FB page. Please use **#OrangeYourIcon2020** when you feature your Orange Your Icon initiative in your social media pages.

4.4. Flag-Raising Ceremony

Simultaneous reading of prayer for VAWC victim-survivors as part of the Flag Raising and Lowering Ceremonies during the campaign period (1st working day of the week: December 1 and 7; Fridays. November 27, December 4, and 11). Copy of the prayer can be downloaded via <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/>.

4.5 Conduct of other activities in line with the campaign

Aside from joining PCW-initiated activities online, stakeholders are enjoined to organize their own activities which they find suited for their situation, as long as these are relevant for this year’s campaign theme and focus. Such activities may be intended for their employees, clients, or both.

- 4.6 The expenses that may be incurred by government offices in line with the theme and focus of this year's observance of the 18-Day Campaign to End VAW may be charged to the GAD Budget and subsequently reported in their GAD Accomplishment Reports.
- 4.7 For more information about the campaign, please visit <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/> as well as PCW social media accounts (facebook.com/PCWgovph, twitter.com/PCWgovph, and youtube.com/user/CommissionOnWomenPH).

5. DISSEMINATION

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.

6. REFERENCES

- 6.1 Letter of Atty. Kristine Rosary E. Yuzon-Chaves, Executive Director, Philippine Commission on Women
- 6.2 Proclamation 1172, Series of 2006 (Declaring November 25 to December 12 of Every Year as the "18-Day Campaign to End Violence Against Women")
- 6.3 Republic Act No. 10398, Series of 2012 (An Act Declaring November Twenty-Five of Every Year as "National Consciousness Day for the Elimination of Violence Against Women and Children")

7. APPROVING AUTHORITY


EDUARDO M. AÑO
Secretary

8. FEEDBACK

