



Inter-Agency Council on
Violence Against
Women and Their Children

NATIONAL ADVOCACY & COMMUNICATION PLAN 2017 2022

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Violence Against
Women and Their Children**

**Philippine
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National Advocacy and Communication Plan

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INTRODUCTION

The need to develop an advocacy and communication plan was identified as one of the priority projects in the new Strategic Plan of IACVAWC for 2017-2022 in view of implementing the council's mandate outlined in RA 9262. This step is in response to the issues surfaced during stakeholder consultations, namely:

- **the limited delivery of advocacy programs to reach women in the marginalized and vulnerable sectors such as IP women, Muslim women, elderly women, women with disabilities, women in remote areas, and young girls;**
- **lack of user-friendly information materials customized to a particular sector and age group,**
- **seasonality and sporadic frequency of VAW advocacy campaigns, and**
- **limited skills and capacity of frontline service providers (i.e. barangay officials) in handling VAW/C related cases.**

While consciousness and understanding of violence against women have considerably grown throughout the decade – with increase of reporting noted among women in the last 13 years as well as decreasing number of women who think that violence in the context of intimate relationships are warranted – help-seeking behavior among women who have experienced violence remain low. Even among the women who choose to seek help, only 3 in 10 choose to take the formal pathways and mechanisms offered by the government. Apart from prevailing cultural norms that overestimate women's resilience and capacity to put up with hardships, the low uptake of services stems from poor confidence in public services and weak links of information dissemination or awareness raising activities with service provision. Low awareness on where to avail VAW services have consistently been raised as one of the main reasons that prevent women from seeking help.

This National Advocacy and Communication Plan was formulated in response to challenges faced in implementing RA 9262 as primary preventive mechanism to reduce the developmental and human rights impact of gender-based violence against women. It aims to:

- **Consolidate advocacy and communication campaigns and activities undertaken by IACVAWC council members, implementing agencies and partner organizations under a common goal, strategic objectives, framework and measures of success;**
- **Provide national guidance to IACVAWC implementing agencies on target audiences corresponding key messages, and appropriate communication channels to reach the said audiences;**
- **Assist IACVAWC implementing agencies, and other partner CSOs, NGOs and organizations in planning their VAW communication and advocacy activities to ensure that available resources, existing networks and partnerships, and favorable policy environments are effectively utilized to contribute to attaining the overall programmatic goal of the IACVAWC Strategic Plan for 2017 – 2022, and;**
- **Provide an overall national direction to ground subnational, and local communication and advocacy activities of IACVAWC implementing agencies, partner organizations and development partners.**

This national plan was drafted through review of relevant documents, reports as well as advocacy and communication materials produced in the last five years; a stakeholders' communication planning workshop and close consultation with the IACVAWC secretariat and its technical working committee.

The intended users of this plan are:

- **IACVAWC Implementing Agencies and Local Government Units**
- **Partner civil society and non-government organizations, including private sector partners**
- **IACVAWC Secretariat**
- **International development partners**

1. SITUATIONAL ANALYSIS

Violence against women

In the Philippines, **one in five women aged 15-49 have experienced either physical and sexual violence**, with the highest frequency of physical violence experienced the past year, reported among young women aged 15-19 years old (NDHS 2013).



Despite this, as of 2013, the NDHS reports that **only 30 per cent of those who have experienced violence sought assistance from designated agencies or authorities, 66 per cent of whom choose to seek help within their family network.**

In a series of stakeholder consultations conducted by PCW with duty bearers and victim survivors last November-December 2016, low help-seeking behavior were primarily ascribed to:

preference or internalization of women's capacity to suffer in silence

fear for personal safety, ruining family reputation, political bias and reprisal from concerned officials

lack of confidence in receiving assistance from duty bearers or designated service providers

lack of awareness for available services and protective mechanisms they may avail

The Women Safety Module conducted under the 2013 National Health Demographic Survey identify several risk factors for violence such as wealth, employment, and education.

Results show, that women from the lowest three wealth quintiles and those economically dependent on their husbands, partners, and kin more likely to experience violence than those from upper quintiles. For instance, in 2013 more women outside paid employment have experienced violence, at 36 percent, compared to the 22 percent who are employed.

Although data suggest that economic independence and access to education considerably determine the risk of violence, reports of violence cutting across wealth quintiles, and financial advantage suggest that cultural norms and societal conditions that predispose women to experience violence – where women have generally less power and opportunity to assert their rights -- remain widespread. Such that even among women employed for cash about 1 in five have still experienced violence since they were 15 years old. And 14 percent of women who have attended college report to have experienced violence at one point in their lives.



Reports of help-seeking behavior among women victim-survivors provide further insight into the normalization of violence in the lives of Filipino women as well as continuing normative expectations that relegate gender-based violence as a ‘familial’ or personal matter to be resolved inside the ‘home’.

Violence against women have real health, human rights and development consequences. Foremost, it violates the rights of women to equality, security, liberty, integrity and dignity. The experience of violence limits the growth and potential of women, their families, and eventually of their communities. For instance, VAW is responsible for one out of every five healthy days lost to women of reproductive age. With large proportion of women participating in the workforce, both as unpaid and paid laborers – notwithstanding the emotional and social costs, VAW also presents a significant national burden. In 2002, the Philippines spent an estimated 6B Php to treat VAW survivors that covered costs of medical treatment, psychological therapies and programs for survivors, maintenance of shelters, costs of legal and court proceeding to prosecute perpetrators, and training costs of service providers.

Policy mechanisms and other laws to address VAW

The watershed legislation, Magna Carta of Women (MCW or RA 9710) enacted in 2009 demonstrates the state's affirmation of its constitutional mandate to guarantee the "role of women in nation building and ensures the substantive equality of women and men" by seeking to "eliminate discrimination by dismantling social structures, such as laws and institutions, that treat women unequally and bar them from attaining their full human development."

Republic Act No. 9262 or "Anti-Violence Against Women and their Children Act" demonstrates the government's commitment to uphold the dignity of women and children, their human rights and fundamental freedoms guaranteed under the Constitution, the Universal Declaration of Human Rights, the Convention on the Elimination of All Forms of Discrimination Against Women, Convention on the Rights of the Child and other human rights instruments of which the Philippines is a party. The law outlines the forms of violence committed against women and their children, classifies those as public crime and ensures the protective measures for victim-survivors. RA 9262 defines 'violence against women and children as:

“any act or series of acts committed by any person against a woman who is his wife, former wife, or against a woman with whom he has a common child, or against her child whether legitimate or illegitimate, within or without the family which result in or is likely to result in physical, sexual, psychological harm or suffering, or economic abuse including threats of such act, battery, assault, coercion, harassment or arbitrary deprivation of liberty.”

The law comprehensively details other punishable forms of violence experienced by women such as acts of intimidation, deprivation or threats to deprive financial support and legal right, destruction of household property, infliction or threats to inflict physical harm to self for the purpose of controlling a woman's decisions, economic deprivation and other actions known to inflict mental and emotional anguish to women and their children.¹

¹Earlier, laws such as RA 7877 Anti-Sexual Harassment Act of 1995, RA 8353 Anti-Rape Law of 1997, RA 9208 Anti-Trafficking in Persons Act of 2003 (presently amended as the Expanded Anti-Trafficking in Persons Act of 2012) were considered notable in providing protective legal mechanism that guarantee women's fundamental freedoms (see Annex 1).

Preventing VAW: What has been done so far

The Inter-Agency Council on Violence Against Women and their Children (IACVAWC) puts prevention and quality response to victims as key strategies in addressing violence against women (VAW). In the last ten years, the government has managed to raise recognition for VAW as a human rights issue through policies, national laws and local codes and ordinances that outline clear mandates of government agencies and local government units to prevent and respond to VAW. These policy mechanisms provided, and continue to provide a strong basis for varied information campaigns, resource allocation and response support conducted across all levels of governance.

In the last five years, the different members of the IACVAWC have implemented varied advocacy and communication campaigns with the aim to “systematically address social and cultural norms that perpetuate violence against women and children” primarily by: (1) addressing discriminatory norms related to VAWC, and (2) deepening sensitization among local officials on VAWC as human rights. Meanwhile different community-based programs led by LGUs, CSO’s and NGO’s provided varied formats of community orientation and education activities to strengthen the human rights dimension of violence against women by increasing the gender sensitivity among local community leaders and informing women of their rights including the protective mechanisms that they may and should avail to protect themselves, and their children.

Among the notable broad campaigns and intervention were:

- **18-day Campaign To End VAW, a yearly gathering of duty-bearers and stakeholders adapted from the international campaign 16 Days of Activism Against Gender Violence originating from the first Women’s Global Leadership Institute in 1991. The campaign emphasizes a multi-sectoral approach towards ending violence against women by bringing together national and local stakeholders to honor, celebrate and renew their commitments in ending VAW. During the 18-day period, implementing government agencies led by PCW and IACVAWC launched ground activities to promote public awareness on the campaign to end VAW.**

In 2015, these activities included a forum with male advocates, training of guidance counselors in handling gender-based violence, congress of barangay VAW desk persons in NCR, and 2-day film festival at National Commission for Culture and Arts. It continues to provide a high profile platform to intensify the visibility of VAW prevention programs across local and national levels. In particular, it serves as a prompt for local government units in intensifying awareness campaigns, public discussions and orientation

activities in the communities with some LGUs designing activities for specific audience segments.

- **Out-of-home Anti-VAW Print and online campaign implemented in partnership with creative communications agency DDB Group Philippines timed during the much anticipated super boxing match between Manny Pacquiao and Floyd Mayweather. The campaign generated visibility for violence against women by strategically using Pacquiao vs. Mayweather promotional materials as touch point to create awareness for domestic violence that take place all-year round in everyday spaces shared by men and women.**
- **Continuous training and orientation of barangay officials and other service providers on their roles and duties in preventing VAW and upholding a safe, dignified and just environment for women in their communities. This has been especially critical in municipalities, cities and barangays with newly designated VAW Desk Officers.**
- **Bilang Babae Campaign, an online advocacy initiative of the Philippine Commission on Women during the 2017 National Women’s Month Celebration. Using social media platforms, the initiative sought to gather women netizen’s perspectives on the changes that they want to see relative to women’s issues and concerns, and how they see themselves contributing to make these changes happen.**
- **Engaging men advocates for ending violence against women across government agencies has consistently encouraged the participation of men in creating safe spaces for women. MOVE, institutionalized at various levels of governance, is a valuable opportunity to steer positive behavior change among potential male offenders.**

In support of building the capacities of local implementers and service providers, implementing agencies have also been conducting regular gender sensitivity trainings among employees and personnel, including the distribution of printed information materials, not only to enhance their gender awareness but equip them with capacities to handle VAW-related cases.

Meanwhile, sporadic awareness and information dissemination activities were conducted by implementing agencies through intermittent provision of printed materials informing women of their rights and protective services that they may avail through the said agencies. For instance, DOLE have developed information materials on the 10-day VAWC leave and conducted orientation activities in several regions among DOLE officers and members of workers’ organizations.

Gaps in advocacy and communication campaigns

Section 54 of the Implementing Rules and Regulations of RA 9262 designates the IACVAWC with the mandate to spearhead activities and initiatives that will (1) promote the dissemination of information about the law, including the various issues and problems related to VAWC, (2) creation of mechanisms to ensure the integration of VAWC core message in the programs and projects of all stakeholders, specifically in the education curriculum, training modules and manuals and other VAWC-related documents, and (3) develop capacity of stakeholders to respond to VAWC cases.

Since its establishment, IACVAWC have made noteworthy gains in raising the profile of violence against women in programs and priorities of its stakeholders particularly through massive advocacy and awareness campaigns, most notably across government agencies and local government leaders and authorities. However, an assessment report, in view of the development of IACVAWC Strategic Plan, 2017-2022 commissioned by PCW in 2015, noted the need to:

- **draft a more programmatic, consistent and sustained information campaign throughout the year;**
- **produce targeted information, education and communication materials that are specific to the needs of different audience segments;**
- **systematically distribute information, education and communication materials in communities;**
- **continue to address systematic factors – cultural, economic and societal bias – that predispose women to experience violence;**
- **and enhance the capacity and competency of frontline service providers in information-giving, and value-free and gender-sensitive service.³**

³“Strategic Plan on Violence Against Women and their Children, 2017 -2022,” IACVAWC, 30 June 2017.

A rapid review of existing information, education and communication (IEC) materials produced by the IACVAWC secretariat and member agencies in the last five years corroborate the lack of targeted materials for specific audience segments. Apart from outlining details of VAW laws which exist to protect women, directed towards the general public, the current package of IEC materials either fall short of driving women to seek help or fail in informing them of where they may avail these services. And while some materials do provide contact details of frontline agencies that women may approach in their communities, given the lack of a central “help hub” or “information hub” women who are mostly hesitant to avail of services end up not reaching out to agencies as the information often seems impersonal and “generic.”

Likewise, consultations with the stakeholders conducted last 2016 confirm inadequate resources of local government units (LGU) in conducting communication and orientation activities as well as producing information materials for the targeted beneficiaries. The reported quantities of printed materials produced by implementing agencies in 2015 support the findings that communication campaigns have limited reach.

The review also indicates the lack of a national communication campaign aligning the different communication and advocacy efforts conducted by the member agencies and local government units towards a common communication and/or advocacy objective. While agency specific and local government unit driven initiatives are laudable and undeniably fills in the gap for information dissemination and awareness-raising in the communities, the lack of a national strategic communication campaign and plan has lent to the inconsistent quality of materials and messages disseminated to the target audiences, leading many of the women even more reluctant with seeking help. Likewise, the absence of a national plan has also led to the redundancy of communication efforts and potentially, ineffective use of already limited advocacy and communication resources across IACVAWC agencies.

Summary of opportunities and threat

The strong government mandate to support prevention of VAW across all sectors and levels of governance, as enacted in the Magna Carta of Women and RA 9262, provides a strong policy and fiscal basis to mainstream communication interventions to prevent VAW, and promote a safe, enabling and supportive environment for women from all sectors. However, the lack of programmatic and nationally coordinated communication plan to bring these initiatives under a common strategy, goal and set of objectives have led to the weak impact of current communication interventions in changing both the help-seeking behavior of women victim-survivors, particularly among those belonging to marginal sectors, and mindset of government service providers.

Likewise, despite the availability of national administrative indicators that provide insight on the status of women in general, the lack of formative studies that provide insight to existing knowledge, attitudes and perception of women on violence as well as barriers preventing them from accessing services and seeking help force implementing agencies to limit their communication interventions on awareness raising activities instead of high-impact behavioral change communication programs. The lack of baseline data restricts not just planning but also understanding and evaluating the impact and effectiveness of the said programs.

The following table enumerates other opportunities and threats that face communication interventions to prevent and end VAW in our communities.

Table 1. Summary of opportunities and threats

Opportunities	Threats
<p>Strong political mandate for the allocation of resources to support the preventive and response mechanisms to advance the elimination violence against women</p>	<p>Ineffective allocation and utilization of resources, especially of GAD fund, in ensuring that current preventive and response measures are functional and strategically contribute towards the programmatic goal of violence-free communities.</p>
<p>High public profile of 18 Days Campaign as a yearly opportunity to raise the advocacy for ending violence against women. The campaign also serves as an effective means to mobilize the support and increase motivation of duty-bearers and other relevant stakeholders</p>	<p>Limited reach of the 18 Day campaign as most of these activities are designed to reach stakeholders and implementers rather than the women victim-survivors/clients</p> <p>Sporadic and seasonal nature of these campaigns</p>
<p>Ongoing and continuous orientation and training activities conducted among service providers to provide them with necessary knowledge and skills to handle VAW cases and foster safe communities for women</p>	<p>Lack of a post-training mentoring and supportive supervision mechanisms to ensure that skills and knowledge gained by the service providers are translated into competency and proficiencies</p>
<p>Existing working relationship with international development partners in addressing the underlying factors of violence against women and gender-based violence</p>	<p>Sustaining dialogue with international development partners and ensuring that their investments are steered towards the programmatic interest</p>

2. NATIONAL ADVOCACY AND COMMUNICATION STRATEGY 2017-2022

This national advocacy and communication strategy is developed to support the overall goal of IACVAWC Strategic Plan for 2017-2022 towards a violence-free community through more systematic primary prevention, accessible and effective response system and strengthened functional mechanisms for coordination, planning, implementation, monitoring, evaluation and reporting. It aligns with the programmatic objective of Key Result Area (KRA) 1 on Primary Prevention which seeks to promote a culture of prevention through increased understanding and recognition of violence against women and its impact.

This plan proceeds from the priority issues identified under KRA 1 Primary Prevention, namely:

- **the limited delivery of advocacy programs to reach women in the marginalized and vulnerable sectors such as IP women, Muslim women, elderly women, women with disabilities, women in remote areas, and young girls;**
- **lack of user-friendly information materials customized to a particular sector and age group,**
- **seasonality and sporadic frequency of VAW advocacy campaigns, and**
- **limited skills and capacity of frontline service providers (i.e. barangay officials) in handling VAW/C related cases.**

Furthermore, this national advocacy and communication plan provides a common framework to ground the different advocacy and communication initiatives, campaigns, activities and interventions implemented by IACVAWC member agencies and their partner organizations (see Fig 1). Through this common framework, IACVAWC member agencies and front-line local government agencies can effectively utilize existing networks, available resources, and partnerships and direct them towards attaining violent-free communities for all women across the country and all levels of governance.

Empowering women and increasing their confidence in the duty-bearers' capacity to foster a violent-free and environment that upholds their fundamental right to "equality, security, liberty, integrity and dignity" is integral in ensuring that the mandate of protective state mechanisms are realized. Key to this is changing the current help-seeking behavior of women and women-victim survivors who either do not seek help because they don't know where to go or have low confidence in the quality of services available for them.

The IACVAWC National Advocacy and Communication Strategic Plan for 2017-2022, therefore, aims the achievement of the following outcome:



Empowered women, especially from disadvantaged sectors taking action to protect themselves, their children and families from gender-based violence.

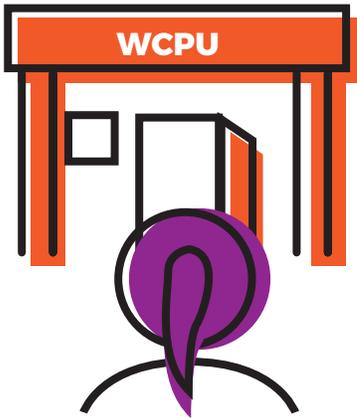
Through the following strategic objectives:



1. Enhance interpersonal communication skills, competency and capacities of frontline service providers and duty-bearers from government and civil society organizations in providing responsive, compassionate, gender sensitive and value-free services to women through an integrated training and mentoring-coaching program

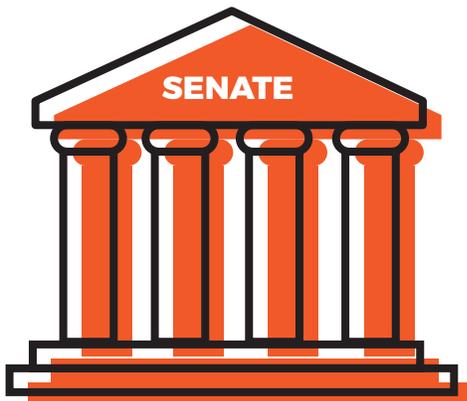
2. Establish a central information hub on VAW services that women may avail and promote these services and interventions through online, social media and mobile channels





3. Convince women, particularly those from disadvantaged sectors to seek help and assistance from any of the designated line agencies through increased awareness and confidence of protective services and mechanism available for them

4. Strengthen supportive community-level mechanisms through mobilization and cultivation of a support group and champions composed of women victim-survivors who have benefitted from protective services guaranteed by the government and VAW laws.



5. Continued advocacy and lobbying on revision of laws and policies that are discriminatory and disadvantageous to women, including the effective utilization of GAD budget as outlined in RA 9262 and Magna Carta for Women

NATIONAL ADVOCACY AND COMMUNICATION CAMPAIGN

Preventing and Ending Violence Against Women

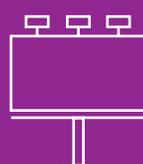
MASS MEDIA



Television/cinema placements



Radio plugs, program and announcer-on-board



Out-of-home print campaign



Social media postings

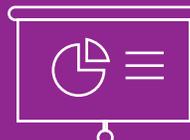
INTERPERSONAL CHANNELS



Flyers, brochures, pamphlets, fans, booklets



Flipcharts for one-on-one counseling



Flipcharts or Powerpoint presentations for group education sessions



Video clips

SOCIAL MOBILIZATION AND ADVOCACY



House-to-house visits, community education sessions



Information and health caravans



Mobilization of support groups



Training and mentoring of service providers



Religious leaders, community leaders, and stakeholders summit



Policy guidance and technical briefs

Figure 1. Framework of National Advocacy and Communication Campaign to Prevent and End Violence Against Women

Primary and secondary audience segments

The NDHS (2013) reports that violence against women remain widespread, with one in five women aged 15-49 experiencing either physical or sexual violence. Demographic data also indicate that while risk and vulnerability to violence vary according to age, access to education and financial advantage, the threat of violence exist for considerable segment of women across wealth quintiles and access to education. Such that even among women employed for cash, about 1 in five have reported experiencing violence since they were 15 years old. And while women attending college are less likely to be at risk for violence, 14 per cent report to have experienced violence at one point in their lives. Data however, suggest that age is a significant risk factor with the highest frequency of violence in the past year reported among adolescents and youth.

The Women's Safety Module adds that while the survey instruments were designed to optimally capture the extent of violence in the country, there is still a likelihood of underreporting particularly on sexual violence. And thus, the real extent of violence could be much higher than currently known. Underreporting, even recognition of violence, to a certain extent, is expected under conditions in which violence against women is normalized and embedded in societal structures, practices, and community organization that administer women's lives.

Reports of violence across all demographic variables imply that women, given the prevailing societal conditions that predispose them to violence, are all at risk of violence and becoming victim-survivors. Communication campaigns, interventions and activities should primarily reach out to women and directed towards addressing and reducing the behavioral & cultural barriers that prevent them from seeking out help and availing the fundamental protective measures that are guaranteed to them by law and other state mechanisms. Specific conditions that limit the access of disadvantaged sectors to information and services also need to be taken into consideration, especially when identifying the touch points and communication channels to reach them.

Meanwhile, duty-bearers and service providers from frontline government agencies and local government will be targeted as secondary audiences since their quality of understanding of VAW is critical in ensuring that women are empowered to assert and avail of what is guaranteed to them by the state.

The next table below provides a guideline of the behavioral objectives and key messages that national communication and advocacy campaigns need to pursue. It also outlines the messages for women belonging to the disadvantaged sectors. The means for reaching the disadvantaged sectors of women – Muslim women, IP, in-school and out-of-school youth, and elderly are outlined in the preceding section in consideration of their existing access to information and culturally-appropriate channels that are most effective to reaching them.

Table 2. Behavioral objective and key messages per primary and secondary audiences

Audience	Current behavior, attitude & perception	Behavioral Objectives	National key message/s
Primary Audience			
Women	<ul style="list-style-type: none"> • 70 % of those who experienced violence do not seek help because of fear of reprisal and poor confidence and perception of public service providers • Majority of those who seek help prefer seeking help from family network and friends • Women hesitate to seek help from their immediate barangays because of fear of retaliation, reprisal, unfair treatment and even gossiping • Most vulnerable women are either invisible (unemployment/unpaid work) or have limited social engagement apart from their immediate family or filial network. 	<ul style="list-style-type: none"> • Increased appreciation for the risks and underlying factors of violence • Improved quality of understanding of guaranteed right to free, equitable, dignified and value-free protective services • Persuaded to seek help without hesitation from the designated state mechanisms • Increased public confidence in public institutions mandated to protect their rights 	<p><i>Hindi mo kailangan magtiis o manahimik. May mga ahensiya at iba pang kakabaihang handang makinig sa iyo.</i></p> <p><i>Mahalaga ang tulong ng kapwa babae sa ibang babae</i></p>

Audience	Current behavior, attitude & perception	Behavioral Objectives	National key message/s
Muslim Women	<ul style="list-style-type: none"> • Weak understanding of provisions in the Quran and Shariah law that guarantee the rights of women to peaceful, safe, and dignified family environment • Fear that Shariah courts are biased in favor of men • Limited access to information 	<ul style="list-style-type: none"> • Appreciate how existing formal legal mechanisms designed to protect their rights are in keeping with their culture, values, and tradition • Understand that even traditional beliefs and values uphold women’s rights • Persuaded to seek help without hesitation both from community (traditional) channels to resolve dispute and designated state mechanisms 	<p><i>Tinataguyod ng Islam ang karapatan at kaligtasan ng mga kababaihan mula sa karahasan sa loob at labas ng tahanan</i></p>
IP Women	<ul style="list-style-type: none"> • Preference to seek tribal and customary practices on dispute resolution rather than through government or formal channels • Economic and financial dependency prevents women from “speaking up” against their husbands • Limited access to information 		<p><i>Kaisa ang ating komunidad sa pagpapanatiling ligtas ang mga kababaihan mula sa karahasan sa loob man o labas ng tahanan</i></p> <p><i>Tinataguyod ng ating kultura at paniniwala ang karapatan ng mga kababaihan na magpahayag ng saloobin at protektahan ang ating sarili</i></p>

Audience	Current behavior, attitude & perception	Behavioral Objectives	National key message/s
Secondary Audience			
<p>Front-line service providers</p>	<ul style="list-style-type: none"> • Tendency to impose personal values on women clients, particularly on settling VAW/C disputes “within the family or household” • Inadequate skills and competency in handling VAW cases and providing “value-free” service to women clients • Limited understanding of their role in upholding the rights of women guaranteed by the VAW laws ensuring a safe environment for women • Low interest and motivation of barangay officials in conforming to their mandated roles and responsibilities outlined in RA 9262, and other VAW laws. 	<p>Provide value-free services to women</p> <p>Facilitate resolution of disputes and cases through terms that are in keeping with standard in providing gender-sensitive VAW services</p> <p>Improved quality of understanding of their role in implementing VAW protective and responsive mechanisms</p>	<p><i>Nakasalalay sa iyong paggampan sa iyong tungkulin na walang babaeng masasaktan sa inyong komunidad</i></p> <p><i>Mahalaga ang inyong siguraduhing ligtas ang mga kababaihan sa aking komunidad.</i></p>

Audience	Current behavior, attitude & perception	Behavioral Objectives	National key message/s
Community and religious leaders	<ul style="list-style-type: none"> Practices strong influence on steering the mindset and behavior among both men and women 	Actively participating in informing and educating men and women of fundamental rights of women	<p><i>Tinataguyod ng Islam ang karapatan at kaligtasan ng mga kababaihan mula sa karahasan sa loob at labas ng tahanan</i></p> <p><i>Kaisa kayo sa pagpapanatiling ligtas ang mga kababaihan mula sa karahasan</i></p> <p><i>Mahalaga kayo para siguraduhing ligtas ang mga kababaihan sa inyong komunidad.</i></p> <p><i>Ang pamilyang malaya sa karahasan ay pamilyang may mahinusay na buhay.</i></p>

3. ADVOCOM PLAN MATRIX

Single Overarching Communication Outcome

Empowered women, especially from disadvantaged sectors taking action to protect themselves, their children and families from gender-based violence.

National key message

“Hindi mo kailangan manahimik o magtiis, nariyan ang IACVAWC at iba pa na handang makinig at tumulong sa iyo.”

Outcome Indicator/s

Fifty percent change in help-seeking behavior of women experiencing violence (NDHS 2022)

Table 3. National Advocacy & Communication Plan

Strategic Communication Plans	Audience segment reached	Advocacy & Communication Channels			Measure of success	Implementing/responsible agency
		Mass Media Channels	Interpersonal Channels	Social Mobilization & Advocacy		
Enhance interpersonal communication skills, competency and capacities of frontline service providers and duty-bearers from government and civil society organizations in providing responsive, compassionate, gender sensitive and value-free services to women through an integrated training and mentoring-coaching program	Service providers		<ul style="list-style-type: none"> Competency-based training and mentoring-coaching program Handbook, guidelines, or manuals of operating procedures Pin Job Aids >desk flipcharts for one-on-one counselling >Large fliptarps for community orientation >Powerpoint presentation Lesson exemplars 	<ul style="list-style-type: none"> Regular orientation activities across all frontline implementing agencies Department, office, or administration order 18-Day Campaign Training of teachers and guidance counselors 	<ul style="list-style-type: none"> Number of trainings conducted Number of post-training coaching sessions conducted Number of personnel trained Number of service providers certified as competent and proficient service providers Number of teachers and guidance counselors trained 	IACVAWC Secretariat, PCW, DepEd and frontline implementing agencies: DSWD, DILG, DOH and other concerned agencies

Strategic Communication Plans	Audience segment reached	Advocacy & Communication Channels			Measure of success	Implementing/responsible agency
		Mass Media Channels	Interpersonal Channels	Social Mobilization & Advocacy		
<p>Convince women, particularly those from disadvantaged sectors to seek help and assistance from any of the designated line agencies through increased awareness and confidence of protective services and mechanism available for them</p>	Women	<ul style="list-style-type: none"> •Out-of-home print campaign w/ placements in high traffic areas such as transport hubs, local markets, shopping malls, sari-sari stores, barangay and municipal halls •Centralized information platform, mapping out available VAW Services •Social media campaign and listening command center •Online and print articles and press releases •Development of content tie-up with online news and entertainment platform to drive audiences to central information hub •Radio plugs and Announcer-on-board 	<ul style="list-style-type: none"> •Family development sessions (4Ps) •Pre-marriage counselling •House-to-house orientation •Community education sessions •Take away materials such as brochures and flyers •Family development sessions •Pre-marriage counselling •House-to-house orientation •Community education sessions •Take away materials such as brochures and flyers •Testimonials (video or face-to-face testimonials) 	<ul style="list-style-type: none"> •Information caravans tied up with existing health and social services caravans •Barangay assemblies 	<p>Number of women reached</p> <p>Number of women persuaded to seek help from designated service providers</p> <p>Increase in number of women seeking VAW services</p>	<ul style="list-style-type: none"> • IACVAWC • Frontline implementing agencies: DSWD, DILG, DOH, DOJ •DDB

Strategic Communication Plans	Audience segment reached	Advocacy & Communication Channels			Measure of success	Implementing/responsible agency
		Mass Media Channels	Interpersonal Channels	Social Mobilization & Advocacy		
	Out-of-school youth	<ul style="list-style-type: none"> •Cinema placements •SMS/Text blasts 	<ul style="list-style-type: none"> • Short video clips to be placed in high traffic areas such as pharmacies, stores, transport hubs •House-to-house campaigns 	<ul style="list-style-type: none"> •Youth information caravan •Workplace orientation activities 		TESDA, National Youth Commission, Department of Labor & Employment
	In-school youth		<ul style="list-style-type: none"> • Integration of VAWC core messages in school curriculum •Brochures, flyers, fans •Learning materials 	<ul style="list-style-type: none"> • School orientation activities • PTA meetings 		DepED, DOH-POPCOM, CHED
	Muslim Women		<ul style="list-style-type: none"> • Community education and orientation activities • House-to-house visits 	Worship activities and community meetings		<ul style="list-style-type: none"> •IACVAWC Secretariat •ARMM-DILG, ARMM-DSWD, ARMM-DOJ •NCIP
	IP Women		<ul style="list-style-type: none"> • Short video clips 	Community meetings and assemblies		
	Elderly women		<ul style="list-style-type: none"> • Senior citizen booklet • Short video clips that may be played at pharmacies, health centers, and hospitals 	Health and information caravans		

Strategic Communication Plans	Audience segment reached	Advocacy & Communication Channels			Measure of success	Implementing/responsible agency
		Mass Media Channels	Interpersonal Channels	Social Mobilization & Advocacy		
Strengthen supportive community-level mechanisms through mobilization and cultivation of a support group and champions composed of women victim-survivors who have benefitted from protective services guaranteed by the government and VAW laws.	Women victim-survivors			<ul style="list-style-type: none"> • Creation & establishment of organized support group of victim-survivors • Community 	Support groups established and accredited as people's organization	<ul style="list-style-type: none"> • IACVAWC Secretariat • PCW • DSWD
	Community & religious leaders		Pamphlets for religious and community leaders, i.e. "The Model Family in Islam"	<ul style="list-style-type: none"> • Religious leaders and community leaders summit/forum • Community orientation among among community and religious leaders 	Religious forums organized Orientation on religious & community leaders organized	<ul style="list-style-type: none"> • IACVAWC Secretariat • PCW • National Commission for Indigenous Population • Commission on Human Rights
Continued advocacy and lobbying on revision of laws and policies that are discriminatory and disadvantageous to women, including the effective utilization of GAD budget as outlined in the RA 9262 and Magna Carta of Women	Policy Makers & Decision makers Media		<ul style="list-style-type: none"> • Policy briefs and technical notes • Short audio-visual presentation • Lessons learnt document • Media briefers and kits 	<ul style="list-style-type: none"> • Legislators and policy-makers' forum • Stakeholders' forum or summit 	Laws, policies, administrative orders and policies reviewed Stakeholder consultations convened	<ul style="list-style-type: none"> • PCW • IACVAW Secretariat

4. ADVOCOM IMPLEMENTATION WORK PLAN

Table 4. National Advocacy & Communication Plan Implementation Work Plan 2017 – 2002

Strategic Objective 1: Convince women, particularly those from disadvantaged sectors to seek help and assistance from any of the designated line agencies through increased awareness and confidence of protective services and mechanism available for them

Indicator/s:

- Percent change in the help-seeking behavior; 50 per cent change in 2023*
- Percent change in reporting in areas covered by IACVAWC campaigns; 10% increase by 2020, 10% increase by 2022**
- Percentage increase in level of understanding of VAW and support available for VAW victims among target audiences

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Roll-out of Strategic Plan on Violence Against Women and Their Children 2017-2002 and National Advocacy and Communication Plan			Dissemination of Strategic Plan	IACVAWC Secretariat	Q4, 2018
Conduct baseline study on knowledge, attitudes, and perception including barriers to access and use of available VAW-related services	Terms of reference of baseline study Study tool	500,000	Baseline data on knowledge, attitudes and perception of women on VAW, including the protective services and measures offered by the state	IACVAWC Secretariat, PCW	Q1, 2018
Development of national communication campaign to address violence against women	Creative agency to assist in the development of the communication campaign; Terms of reference for creative agency	1,000,000	Proof of concept and prototype of national communication campaign	DOH, PCW, DDB, IACVAWC Secretariat	

*Data source: NDHS Data

**Data source: PNP and other agencies data (national and regional)

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Pre-test of information, education, and communication (IEC) materials in support of the national communication campaign	<ul style="list-style-type: none"> • Pre-test design 	300,000	Pre-test report	PCW and IACVAWC Secretariat	Q2, 2018
Finalization and production of IEC materials in support of the national communication campaign	<ul style="list-style-type: none"> • Printer, suppliers for the production of IEC materials • Production of TV and Radio materials and AOBs • Media plan for TV and Radio placements 	3, 800,000/yr – printed materials 10, 000,000/yr – cinema airing 5,000, 000/yr radio airing 500, 000 – production of radio/AOBs 1,000, 000 – production of TV/Cinema	IEC materials supporting the National Communication Campaign to address VAW/C in the Philippines	DOH, DSWD, IACVAWC Secretariat	Q3, 2018
Development of tracking and monitoring tool for the IEC materials		100,000	Monitoring and evaluation plan including the tools	IACVACWC Secretariat	
National launch, dissemination and rollout of communication and advocacy campaign to IACVAWC	<ul style="list-style-type: none"> • Activity design for national launch and dissemination. • Event organizer, venue and logistics 	300,000	Dissemination of National Communication Campaign (including distribution of print-ready high resolution files) Regional Dissemination Plans of IACVAWC	IACVAWC Secretariat	Q1, 2019

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Roll-out of IEC materials and communication campaign	Distribution plan and tracking tool	2M/year	Acknowledgement of receipt of materials		Yearly
Regional roll-out of national communication campaign to LGUs	Technical assistance from IACVAWC and national offices of IACVAWC implementing agencies	300,000	Provincial/municipal or city-level dissemination plans	RIACVAWC, DILG	Q1, 2019
Monitoring of communication campaigns	Monitoring and tracking plan	500,000/yr	Quarterly monitoring report	IACVAWC Secretariat, IACVAWC	Quarterly from 2019 to 2022
Midline assessment of the National Communication Campaign to Address Violence Against Women	Terms of reference for external midline assessment Consultant to conduct assessment	150,000 – consultant fees 50,000 – operational expense	Midline Assessment Report	IACVAWC	Q1, 2021

Strategic Objective 2: Establish a central information hub on VAW services that women may avail and promote these services and interventions through online, social media and mobile channels

Indicator/s:

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Mapping of current VAW services provided by implementing agencies, LGUs, CSOs and private sector partners		500,000		IACVAWC Secretariat, LGUs	Q4, 2017
Encoding of inventory of VAW services on GIS (geographic information system) platform	GIS specialist GIS software Terms of agreement with GIS specialist	500,000	Map of VAW services	IACVAWC Secretariat, PCW, DSWD	Q1, 2018
Launch and roll out information hub		200,000		IACVAWC Secretariat, PCW	Q4

Strategic Objective 3: Enhance interpersonal communication skills, competency and capacities of frontline service providers and duty-bearers from government and civil society organizations in providing responsive, compassionate, gender sensitive and value-free services to women through an integrated training and mentoring-coaching program

Indicator/s:

- Level of satisfaction on services received from implementing agencies and service providers
- Number of service providers trained and mentored

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Baseline survey on level of client satisfaction	Survey Tool	500,000	Baseline data on level of client satisfaction	IACVAWC	Q1, 2018
Training and needs assessment (TNA) survey among service providers and implementing agencies	TNA design and consultant/team to conduct TNA	200, 000	TNA Report	PCW	
Development of competency-based training and mentoring-coaching module	Consultant to develop an integrated training and mentoring-coaching module	250,000	Pilot draft of integrated training and coaching module	DILG PCW DSWD	
Conduct consultation workshops for the integration of VAW core messages per year level	Concept paper and activity design of consultation workshop	200,000	Prototype of lesson exemplars	DepEd	
Development of client satisfaction survey tool			Client satisfaction survey tool	IACVAWC Secretariat	Q2, 2018

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Pilot run of the integrated training module	Pre-test/pilot run design Resource person to conduct pilot run of training	300,000	Pilot-test report	DILG	Q2, 2018
Finalization and production of training module	Suppliers to produce training modules	1,000,000	Integrated training and mentoring-coaching program module	DILG	
Pilot testing of learning materials/lesson exemplars integrating VAW core messages per year level	Pilot design	100,000	Pilot test report	DepEd	
Finalization and production of of lesson exemplars		2,000,000	Lesson Exemplars		Q3, 2018
Roll-out of training of trainers for LGU service-providers	Roll-out plan	300,000	Barangay action plans	DILG, LGA, LGUs, CHR	Q1, 2019
Roll-out and dissemination of lesson exemplars to teachers through training and orientation activities	Roll-out and dissemination plan		School action plans	DepEd	

Strategic Objective 4: Strengthen supportive community-level mechanisms through mobilization and cultivation of a support group and champions composed of women victim-survivors who have benefitted from protective services guaranteed by the government and VAW laws.

Indicator/s:

Support groups established in IACVAWC priority areas
Women-victim survivor champions identified

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Mapping of existing victim-survivor support groups (both formal and informal)	Survey design, survey/research team	250,000	Baseline data on victim-survivor support groups	DSWD	Q1, 2018
Consultation with and mobilization of informal network of support groups	Activity design	300,000	Consultation report Action plans	DSWD	
Establishment of formal support groups for	Community mobilizers to assist support groups in formalizing their support groups to seek accreditations as registered people's organizations Technical assistance from DSWD central office			DSWD, LGUs, DILG	Q3, 2018

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Consultation with religious and community leaders among Muslim and IP communities		250,000	Consultation report	DSWD	Q3, 2018
Launch of support group network (ideally dovetailed with the National launch, dissemination and roll-out of the Communication Campaign)	<ul style="list-style-type: none"> • Activity design • Resource persons • Venue and logistics 	300,000	Support group network	DSWD	Q4, 2018
Convene religious and community leaders summit	<ul style="list-style-type: none"> • Activity design • Resource persons • Venue and logistics 	300,000	<ul style="list-style-type: none"> • Religious and Community Leaders Summit • Community Action Plans 	CHR	Q1, 2019
Regional or community-level orientation of religious leaders	<ul style="list-style-type: none"> • Technical assistance from PCW, IACVAWC and DSWD 	200,00	Muslim and IP communities oriented	NCIP, NCMF, IACVAWC	Q3, 2020
Establish communities of practice among stakeholders, leaders and support groups	<ul style="list-style-type: none"> • Technical assistance from PCW • Framework for communities of practice 	300,000	<ul style="list-style-type: none"> • Cross learning forums or visits conducted • Pool of “experts” and champions established 	DSWD, DILG, IACVAWC Secretariat	Q1, 2020

Strategic Objective 5: Continued advocacy and lobbying on revision of laws and policies that are discriminatory and disadvantageous to women, including the effective utilization of GAD budget as outlined in the RA 9262 and Magna Carta for Women

Indicator/s:

Policy gap analysis document and agenda

Policy brief/notes

Lessons learnt document

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
Engaging the media in advocacy	IACVAWC Terms of engagement with media Media kits with data on VAW, infographics and briefers	150,000	<ul style="list-style-type: none"> •Media Briefer •Media Orientation and Forum •Media personalities/ champions identified 	PCW, IACVAWC	2019 - 2022
Review of VAW laws and policies and identification of policy gaps and	Terms of reference and framework for reviewing existing policy mechanisms Consultant to carry out review of laws and policies	150,000 – consultants fee 50,000 – operational expense	Policy gap analysis	PCW	Q1, 2019
Documentation of lesson learnt and good practices	Terms of reference for documenting lesson learnt and good practices Consultant to carry out documentation of good practices and lessons learnt	150,000 – consultants fee 50,000 – operational expense	Lesson Learnt Document	PCW, IACVAWC	Q3, 2019

Activities	Resources needed	Budget (in Php)	Measure of success	Lead Implementing Agency	Timeline
National stakeholder consultation, dissemination of policy gap analysis and agenda setting	Venue, logistics	200,000	<ul style="list-style-type: none"> •Advocacy agendas •Stakeholder advocacy plans •Policy recommendations 	PCW, IACVAWC Secretariat	Q1, 2020
Lobbying for revisions of policies and laws that are discriminatory and disadvantageous to women			<ul style="list-style-type: none"> •Policy brief and notes 	PCW	2020 - 2022

5. Recommended next steps

The following lists the recommended immediate next steps for the implementation of this National Advocacy and Communication Plan:

- **Validation and vetting of the National Advocacy and Communication Plan 2017-2022** to IACVAWC implementing agencies, partner CSOs and NGOs, and other stakeholders to ensure that all advocacy and communication activities for the next five years contribute towards the overall outcomes outlined in the IACVAWC Strategic Plan 2017-2022. Dissemination of the final draft, through national council meeting, of this National Advocacy and Communication Plan is suggested immediately after the validation and vetting.
- **Conduct of baseline activities** to determine: (1) existing knowledge, attitudes and practice of clients -- primary audience segments and (2) training needs of service providers so they may provide the quality of services that will drive positive help-seeking behavior among women
- **Establish a central information and response hub/platform** that women may consult and reach to inquire about available protective and response mechanisms that they may avail. An online resource platform similar to an online map of services and appointment system is recommended so that the majority of women who hesitate on approaching community-level services are provided with alternative avenues to seek help. This information and response hub/platform is critical in generating demand and increased awareness for VAW services, and ultimately guaranteeing the mandate of RA 9262 and other VAW laws.
- **Immediate evaluation and review of current training modules** for service providers to determine its effectiveness in developing the capacities of service providers and implementers in providing gender-sensitive and value-free services to women-victim survivors. In relation to this, a post-training coaching-mentoring or supportive supervision model may be studied to ensure that service providers develop the competency and proficiency in fulfilling the mandates of the RA 9262 and other VAW laws.
- Upon the development of the national communication campaign, encourage the RIACAT-VAWC to translate the IEC materials into local languages and context. Provision of layered editable prototypes along with guidelines for dissemination and use is also recommended so that RIACAT-VAWCs can immediately adapt the materials into their local conditions.
- Encourage the continued conduct of studies and researches that look into the underlying the causes of violence against women and identify community-level mechanisms that may be explored in the promoting safe spaces for women that are in keeping with existing cultural practices and belief.



**Inter-Agency Council on
Violence Against
Women and Their Children**

**Philippine
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