



MEMORANDUM CIRCULAR NO. 2020-07

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

SUBJECT: **Guide for the 2020 Observance of the 18-Day Campaign to End Violence Against Women (VAW)**

DATE: November 9, 2020

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, 2020.

2. Background and Policy Mandates

The Philippine Commission on Women (PCW), 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 Violence Against Women (VAW).

The following provide the national legal mandates for the annual advocacy campaign:

- **Proclamation 1172, Series of 2006** - Declaring November 25 to December 12 of Every Year as the “18-Day Campaign to End Violence Against Women (VAW)”
- **Republic Act No. 10398** - Declaring November 25 of Every Year as the “National Consciousness Day for the Elimination of Violence Against Women and Children”

3. Campaign Objectives

This campaign aims to:

- Promote awareness on the forms of violence women and girls experience;
- Provide information on laws protecting women and girls;
- Feature VAW-related services that people can access and avail;
- Promote the strengthening of a prevention and response system on VAW; and
- Gather public support for the campaign

4. Guide for 2020 observance of the 18-Day Campaign to End VAW

4.1. Campaign Theme

Consistent with the agreement of the IACVAWC, the campaign theme for the period 2016-2021 is “**VAW-free community starts with Me.**”

The 18-Day Campaign to End VAW 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 pronouncement 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.

4.2. Focus for 2020

The 2020 Campaign comes at a time when the country is dealing with the COVID-19 pandemic. The health crisis not only affected marginalized and vulnerable sectors the most, but also aggravated underlying gender issues related to VAW/Gender-Based Violence (GBV).

The COVID-19 pandemic highlighted the challenge of strengthening the functionality of Barangay VAW Desks. As the first responder to VAW/GBV incidents in the community, VAW Desks are expected to be fully equipped and capacitated to provide the services mandated by law. The 2020 campaign shall highlight the essence of the Barangay as an integral part of a VAW-free community in consonance with the recurring theme “**VAW-free community starts with Me**”. Aside from capacitating VAW Desk Officers and other barangay officials on how to handle VAW/GBC cases, the campaign reiterates everyone’s commitment and contributions on ending VAW and calls on the general public to make a personal commitment to end violence against women and children.

4.3. 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:

- 4.3.1. Hanging of 2020 18-Day Campaign to End VAW official streamer in all government agencies, including DILG’s regional offices and local government units (LGUs); 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>.
- 4.3.2. 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;
- 4.3.3. 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;

- 4.3.4. **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 in social media accounts using the hashtag **#VAWfreePH** and encourage the use of **18-Day Campaign to End VAW Facebook Profile Frame** available through the **PCW FB page**, <https://www.facebook.com/PCWgovph>.

As part of the online campaign, we enjoin all government agencies, local government units, development partners, and other stakeholders to upload their **video message of support for the campaign to end VAW to their respective social media accounts** either as individuals or organizations, **featuring the head of office or other**

top-ranking officers. Please set the post to “public” and include our official hashtag #VAWfreePH so we can share your posts to our social media account.

- 4.3.5. For those using Viber App Messaging platform, we encourage you to download the 18-Day Campaign to End VAW Sticker pack. These Viber Sticker Pack that contain vibrant illustrations but with meaningful messages about VAW. This will be launched on November 25, 2020. Visit <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women> for more information.
- 4.3.6. Sharing of the **VAW Puppet Online Series** through your organization’s 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.
- 4.3.7. Participation in the **#VAWfreePH National Movement** (Commitment to End Violence Against Women: “I VOW to End VAW”) movement which will be launched on *November 25, 2020*. The online sign-up page will be featured in PCW’s website, <https://www.pcw.gov.ph>.
- 4.3.8. 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.
- 4.3.9. 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 can be downloaded via <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women>.
- 4.3.10. **Join the 2020 Online Talakayan Towards VAW-free Barangays.** Adapting to the new normal, the PCW reaches out to the stakeholders through virtual platforms by launching an Online Talakayan Series. 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>.
- 4.3.11. 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;
- 4.3.12. **For Regional GAD Committees, Regional Inter-Agency Committees on Trafficking in Persons and VAWC, regional/field offices, and LGUs:**

Coordination with other government regional offices or LGUs for inter-agency and LGU collaboration in holding regional and local activities at the regional and local level.

Requirements and materials relative to the program can be downloaded from <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women>.

5. Adherence of Community Quarantine Measures and Health Protocols

All stakeholders at the national, regional, and local level are advised to follow the community quarantine and health protocols that are being enforced in their respective areas.

The PCW leaves the decision to continue or forego on the ground activities to the agencies and local government units, considering the prevailing threats brought about by the COVID-19 pandemic in their locality. Notwithstanding the limitations on organizing activities that require physical gathering, stakeholders are strongly encouraged to join the online advocacy initiated by PCW and conduct online activities as detailed in Item 4 above.

6. 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 maybe reflected in the 2020 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.

7. Inquiries and Feedback

For more information and for comments and suggestions, please visit the campaign page at the PCW website (<https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women>) and PCW social media accounts (www.facebook.com/PCWgovph, www.twitter.com/PCWgovph, and www.youtube.com/user/CommissionOnWomenPH).

You may also contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number (02) 8352-5372 or 8735-1653 and look for Ms. Nevi Calma, Ms. Vicky T. Atanacio, Ms. Louise Garcia or email VAWfreePH2020@pcw.gov.ph.

For guidance and appropriate action.


SANDRA S. MONTANO
Chairperson 