

MEMORANDUM CIRCULAR NO. 2022-04

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

SUBJECT: Guide for the 2022 Observance of the 18-Day Campaign to End Violence Against Women (VAW)

DATE: September 14, 2022

1. Purpose

This Memorandum Circular shall guide all stakeholders on the observance of the 18-Day Campaign to End Violence Against Women (VAW) from November 25 to December 12, 2022. It covers the following sections:

- Background of the 18-Day Campaign to End VAW and its legal bases;
- Campaign Objectives;
- Campaign Theme for 2022 to 2027;
- Focus for the 2022 Campaign;
- Suggested Activities for Stakeholders;
- Compliance with Protocols relative to COVID-19;
- Non-partisan nature of campaign activities;
- Use of Gender and Development (GAD) Budget; and
- Details for sending inquiries and feedback.

2. Background and Policy Mandates

Violence Against Women (VAW) continues to be one of the country's pervasive social problems and grave manifestations of gender inequality. The 2008, 2013, and 2017 National Demographic Health Survey, released by the Philippine Statistics Authority, showed that 1 in 4 Filipino women aged 15-49 had experienced physical, emotional, or sexual violence from their husband or partner.

Globally, the World Health Organization estimates that about 1 in 3 women (35%) have experienced either physical and/or sexual violence from an intimate partner or non-partner in their lifetime. Cognizant of the issue, the United Nations launched UNiTE by 2030 to End Violence against Women campaign (UNiTE), a multi-year effort aimed at preventing and eliminating violence against women and girls (VAWG) worldwide. This global campaign "calls on governments, civil society, women's organizations, young people, the private sector, the media, and the entire UN system to join forces in addressing the global pandemic of violence against women and girls."

A violation of women's rights and fundamental freedoms, VAW affects women's overall personality and welfare, endangers her health, development, and well-being, and affects not only her family but also the community.

Given the impacts of VAW and in line with various international and local declarations, the Philippines ramped up efforts to drive discussions and increase awareness on violence wielded against women and girls. One of these continuing initiatives is the annual participation in the global campaign to end VAW which the Philippines has been observing since 2002.

Spearheaded by the PCW in collaboration with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC), the campaign is anchored on the following national legal mandates:

- **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

Year 2022 marks the 20th year since the Philippines first supported the 16 Days of Activism Against Gender-Based Violence.

In 2002, the Philippine government joined this global campaign with the call to action to immediately pass the Anti-Trafficking in Persons Act, subsequently enacted as Republic Act 9208 in the year that followed. The succeeding years of the campaign became instrumental in advocating for the passage of other anti-VAW laws and promoting or popularizing the same. This includes the enactment of the Anti-Violence Against Women and Their Children Act (Republic Act 9262) in the year 2004, the crafting and adoption of Republic Act 9208 and Republic Act 9262's Implementing Rules and Regulations, and the creation of Inter-Agency Councils and Committees and the national, regional, and local levels to oversee the popularization and implementation of the laws.

Being a milestone year, the 2022 campaign aims to gain insights as to where the country stands in terms of understanding and acting on VAW. The major activities will endeavor to gauge the awareness of citizens on VAW and its forms and manifestations as well as underscore the gains attained in the journey towards a VAW-free community.

4. Guide for 2022 observance of the 18-Day Campaign to End VAW

4.1. Campaign Theme from 2022-2027

This year will mark the start of our new six-year (2022-2027) recurring theme for the campaign: "**UNiTEd for a VAW-free Philippines**". It aims to highlight the powerful impact of harnessing and consolidating individual efforts towards the goal of having a VAW-free Philippines. This chosen theme also supports the [United Nations' UNiTE by 2030 to End VAW Campaign \(UNiTE\)](#).

4.2. Focus for 2022

This year's campaign aims to highlight the gains and milestones achieved in the efforts to prevent and address VAW in the country toward the assessment of VAW-related laws' implementation and strengthening of the same. The activities will also attempt to gauge the level of the community's awareness on VAW, its forms, as well as the actions they can take to respond to the issue. It will continue to broaden the general public's knowledge on the laws protecting women and girls from violence as well as the services available for victim survivors.

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. The printing and display of the 2022 18-Day Campaign to End VAW official **banner** in their offices or localities. The design, specifications, and guidelines for the banner can be downloaded from the PCW website:

<https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>
or from this link and bit.ly/2022_18day_collaterals;

- 4.3.2. Government agencies, local government units, and other organizations are encouraged to present their 18-Day Campaign to End VAW activities in their respective **Flag Raising Ceremonies** in November and recommend the participation of their staffers and stakeholders. The use of the **All-Women Cast Lupang Hinirang Video** in activities is also recommended. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>;

- 4.3.3. Signifying support to the campaign by **uploading the official logo, banner, advocacy videos, and other 18-Day Campaign to End VAW advocacy materials** on their website and social media accounts;

- 4.3.4. Development and production of **Information, Education and Communication (IEC) materials** for the 2022 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW for distribution to staffers, clients, and the general public;

- 4.3.5. Agencies and LGUs may **reproduce PCW-developed materials on VAW** provided that the content, design, and integrity of the materials are retained. Printer-ready copies of the materials are available on the PCW website:

<https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>
or from this link: bit.ly/2022_18day_collaterals.

Interested organizations can integrate their official logo in the placeholder so that due acknowledgement could be given to their contribution for the campaign;

- 4.3.6. Playing/showing of PCW-produced and agency-produced (if there are any) **videos/infomercials on VAW, anti-VAW laws, and services for survivors** in public areas, electronic billboards, television/radio programs and other relevant platforms/venues managed by their office. PCW-produced videos can be downloaded from the PCW Digital Library, <https://library.pcw.gov.ph>, PCW's official YouTube channel (PCWGovPH), and Facebook page, <https://www.facebook.com/PCWgovph>;
- 4.3.7. Participation 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 hashtags **#VAWfreePH**. The use of the **18-Day Campaign to End VAW Facebook Profile Frame** for agency pages and individual profiles is also encouraged. The designs will be made available through the **PCW FB page**, <https://www.facebook.com/PCWgovph>;
- 4.3.8. PCW also encourages participants to download the 18-Day Campaign to End VAW **Sticker pack** on messaging platforms (Viber and Telegram). These sticker packs contain illustrations and meaningful messages about VAW. Visit <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women> for more information;
- 4.3.9. Conduct of **orientation or forum** regarding anti-VAW laws (e.g. Republic Act 9262 also known as the Anti-Violence Against Women and their Children Act, Republic Act 11313 or the Safe Spaces Act, and anti-Trafficking in Persons laws) which can inform internal and external stakeholders on their core provisions. Government and private entities tasked to implement specific provisions of these laws are also encouraged to conduct internal discussions, capacity-building activities, and learning sessions on operationalizing their mandates and assessing the status of their implementation;
- 4.3.10. **18-Day Campaign Kick-off Ceremony** - The PCW, in collaboration with the Inter-Agency Council on Violence Against Women and their Children, will launch the campaign on November 25, 2022. The kick-off ceremony will be the venue to feature the milestones and developments in the country's combat against VAW and will spotlight the means and ways to fortify anti-VAW efforts. Other activities for this year's campaign will also be launched in the commencement ceremony, including The Orange Exhibit and VAW Survivor Stories. Participating agencies, LGUs, and organizations can also mount their respective ceremonies and create space for meaningful discussions on the campaign and what it stands for;
- 4.3.11. **The Orange Exhibit: Journey towards a VAW-free Philippines** - The Orange Exhibit is a trip down memory lane: from 2002 when the Philippines started participating in the global campaign to end VAW and its 20 years of elevating the discussion on this pervasive social issue. To be

installed at the campaign launch, the Orange Exhibit will underscore how the campaign became instrumental in raising awareness on VAW, leading to the passage of landmark legislation, including RA 9208 (Anti-Trafficking in Persons Act of 2003) and RA 9262 (Anti-Violence Against Women and Their Children Act of 2004), as well as the popularization of anti-VAW laws, including those covering rapes and sexual harassment. Agencies, institutions, and organizations can **download the exhibit design and install it within the campaign period in their respective offices or public places** for wider reach. They can also **develop their own Orange Exhibit** featuring the accomplishments of the agencies in the fight against VAW as well as the services available for survivors, if any. Check <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women> for the exhibit materials;

4.3.12. Participation in the **#RaiseYourVoice Experience Sharing Campaign** - In line with making survivors taking the narrative, #RaiseYourVoice Experience Sharing Campaign encourages people to speak up against VAW, be it intimate partner violence, sexual violence, sexual harassment, trafficking in persons, and other forms. By posting a video online on their own experiences of VAW, survivors can help destigmatize VAW and survivors, prevent victim-blaming, and encourage help-seeking behavior;

4.3.13. Participation in the **#VowToEndVAW Online Commitment** - If survivors stand up against VAW, the community must stand alongside them. With #VowToEndVAW, all the citizens are invited to post their photos, posing with the Stop VAW sign and indicating in the caption what they can do to contribute to a VAW-free Philippines;

4.3.14. **Orange Your Icon Advocacy Initiative.** A staple in the campaign, this initiative enjoins government offices and private organizations nationwide to color its major landmarks or iconic spots with orange from November 25 to December 12 this year in line with the 18-Day Campaign to End VAW. Launched in 2015, this initiative aims to gain the attention of the general public and provide opportunities for advocates to explain and declare their support for the Anti-VAW advocacy. This will serve as a launch-pad for public discourse and for disseminating the message of zero-tolerance for VAW. Use the hashtag **#OrangeYourIcon2022** when featuring relevant initiatives on agency and individual social media pages. Visit the PCW website for more details:

<https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>

4.3.15. Organizing relevant, timely, appropriate, and impactful activities related to this year's theme and focus during the 18-Day Campaign to End VAW period, with both external and internal stakeholders as participants;

4.3.16. **For Regional GAD Committees, Regional and Local 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/2022-18-day-campaign-to-end-violence-against-women>

- 4.3.19. For **Men Opposed against Violence Everywhere (MOVE) Chapters**: Gather support from fellow males and conduct activities that can highlight positive masculinity and male advocates' important role in the anti-VAW advocacy.

5. Compliance with Protocols relative to COVID-19

Stakeholders are advised to follow the protocols set by appropriate authorities relative to the conduct of public events that require physical gathering of people. The PCW leaves the decision to continue or forgo 18-Day Campaign to End VAW public events to agency heads and local chief executives, considering specific COVID-19 threats or other analogous circumstances that may arise in their localities.

6. Non-partisan nature of the campaign

The annual observance of the 18-Day Campaign to End VAW is strictly neither partisan nor politically motivated. To maintain the focus on the advocacy, the PCW discourages the use of any PCW-produced material for political gains, favors, and grandstanding and reminds public officials and employees of the significance and integrity of the campaign.

7. Issuance of parallel Memorandum by oversight agencies

The PCW encourages all other government offices at the national and local levels, and other stakeholders to release their respective issuances detailing guidelines, activities, and reminders concerning the 18-Day Campaign to End VAW, as they deem appropriate and relevant to their mandate.

8. Use of Gender and Development (GAD) Budget

Expenses for appropriate activities for the 18-Day Campaign to End VAW may be charged to the GAD Budget and may be reflected in the 2022 GAD accomplishment reports of the government offices, provided that the said undertakings are organized in line with the theme, objectives, and focus of the campaign, and is relevant to their respective functions or mandates.

Nothing in this circular shall be interpreted to amend previously set policies on GAD Planning and Budgeting, or any procurement, finance, and administrative-related policies set by appropriate oversight agencies.


9. Inquiries and Feedback

For more information, comments, and suggestions, stakeholders may visit the campaign page at the PCW website:

<https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>.

They can also visit PCW social media accounts (www.facebook.com/PCWgovph, www.twitter.com/PCWgovph, and www.youtube.com/CommissionOnWomenPH). For queries, stakeholders 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, Mr. Ann Jun Magnaye, and Ms. Jescel Aquino or email vawfreeph@pcw.gov.ph.

For guidance and appropriate action.


ATTY. KRISTINE ROSARY E. YUZON-CHAVES
Executive Director
O/C