



OFFICE OF THE PRESIDENT  
**PHILIPPINE COMMISSION ON WOMEN**  
*"Philippine Machinery for the Advancement of Women"*

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**MEMORANDUM CIRCULAR NO. 2015-05**

**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, Local Government Units and All Others Concerned

**SUBJECT:** **2015 18-Day Campaign to End Violence Against Women (VAW)**

**DATE:** 12 October 2015

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**Background**

Every year, women's groups from different regions of the world observe the period from November 25 to December 10 as the 16 Days of Activism Against Gender-Based Violence. It originated from the First Women's Global Leadership Institute sponsored by the Center for Women's Global Leadership in 1991. The campaign links November 25 (International Day Against VAW) and December 10 (International Human Rights Day) to emphasize that VAW is a human rights violation.

The global campaign is further strengthened with the launching in 2008 of the United Nations (UN) Secretary-General's UNiTE to End VAW Campaign which envisions a world free from all forms of violence against women and girls. For the UN, this vision can only be realized through meaningful actions and ongoing political commitments of national governments, backed by adequate resources.

In the Philippines, the **18-Day Campaign to End VAW** was launched in 2006 to be observed annually from November 25 to December 12 pursuant to Proclamation No. 117. The Presidential Proclamation extended the national campaign to 18 days, to include December 12, a historic date that marked the start of opening for signature in year 2000 of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention against Transnational Organized Crime. This Philippine initiative recognizes that trafficking is a form of VAW. The objective of this annual event is to raise awareness among all stakeholders that VAW is a public issue of national concern. It supports the Philippine Government's goal to protect the human rights of women and its commitment to address all forms of VAW.

**The 2015 18-Day Campaign to End VAW**

With the theme "**End VAW Now! It's Our Duty!: Gains and Ways Forward,**" this year's 18-Day Campaign to End VAW considers this period as another turning point in our anti-VAW advocacy. The expected change in leadership at the national and local levels by mid-2016 makes this year's campaign a fitting time for duty-bearers and advocates to reflect and take stock of milestones and accomplishments in the last five years (gains), continue looking

forward to our vision of a VAW-free community, and identify concrete/ actionable steps towards reaching that vision (ways forward).

In this regard, government agencies, non-government organizations, sectoral groups, private and civic organizations at the national, regional and local levels are enjoined to conduct the following activities in line with this year's campaign theme:

1. Hanging of the official streamer bearing this year's campaign theme. The streamer design can be downloaded from the PCW website (<http://www.pcw.gov.ph/event/2015-18-day-campaign-end-violence-against-women-vaw>);
2. Uploading of the official logo and advocacy materials for the 18-Day Campaign to End VAW in the agency's official website and social media sites;
3. Development of information, education and communication (IEC) materials to raise awareness on VAW;
4. For NCR-based agencies/offices/LGUs, participation to the following activities:
  - a. Campaign kick-off activity, "**Assembly of Anti-VAW Advocacy Supporters,**" on November 25, 2015, 01:00pm at the Aliw Theater, Pasay City. The activity is a gathering of government, non-government, academe and private sector stakeholders to take stock of milestone accomplishments (gains) in addressing Violence Against Women (VAW) in the Philippines. Interested agencies/organizations shall be allowed to register a maximum of 20 persons through the PCW website;
  - b. "**Promoting Safe Communities: Forum with Male Advocates Against Violence Everywhere**" on December 01, 2015, 09:00 am – 03:00 pm at the AFP Theatre, Camp Aguinaldo, Quezon City. The forum aims to highlight the vital role of men and boys in ending VAWC, including street and public places harassment. While it targets men and boys as its audience, the forum also seeks to gather good practices of public and private organizations and their efforts in making their communities a safe place for women and girls. This activity is open to the public and is free of charge but prior registration is required. Visit the PCW website for information on registration procedure;
  - c. "**NCR VAW Desk Officers Congress on VAWC**" on December 02, 2015 in Metro Manila (exact venue to be announced). This activity is expected to secure commitment of officials from around 500 barangays in Metro Manila in taking concrete actions to eliminate VAW in their communities. Attendance is by invitation only;
  - d. "**2015 CineJuana Film Festival**" on December 8-10, 2015 in Metro Manila (exact venue to be announced). The film festival will showcase films focusing on the issue of VAW. The film is open to public for free. This activity is in partnership with the Government Service Insurance System, National Commission for Culture and the Arts and Film Development Council of the Philippines;

5. Participation in the “**Orange Your Icon for 18-Days**” activity. This advocacy aims to strengthen anti-VAW awareness by putting orange decorations to major landmarks or icons in the office or community area. The idea is to attract the public’s curiosity on why major landmarks or icons nationwide are colored orange, thereby providing opportunities for advocates to explain the Anti-VAW advocacy. Guidelines and information for the conduct of this activity can be found at the activity’s webpage: <http://www.pcw.gov.ph/event/orange-your-icon-18-days>;
6. Conduct of other anti-VAW activities in line with the agency’s mandates; and
7. Preparation of reports on anti-VAW initiatives to be made available online through the agency’s official website, copy furnished PCW by sending a link to these sites to [media@pcw.gov.ph](mailto:media@pcw.gov.ph). By identifying gains and making these results available online, government agencies and instrumentalities will be able to recognize the efforts of duty-bearers in fulfilling their mandates and inform the public that programs and services are in place and available for them.

Expenses related to the 18-Day Campaign to End VAW may be charged to the agency’s Gender and Development (GAD) budget.

For more information, please visit the PCW website ([www.pcw.gov.ph](http://www.pcw.gov.ph)) or contact Ms. Rica B. Alvis of the Information Resource Management Division (IRMD) at tel. no. 735 8509 or email at [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph).

For guidance and appropriate action.

  
**REMEDIOS I. RIKKEN**  
Chairperson *ast*  
Philippine Commission on Women