



MC No. 34, s. 2017

## MEMORANDUM CIRCULAR

**FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES**

**SUBJECT : 2017 18-Day Campaign to End Violence Against Women**

Pursuant to Presidential Proclamation No. 1172, s. 2006, the Philippine Commission on Women (PCW) leads the annual observance of the 18-Day Campaign To End Violence Against Women (VAW) on November 25 to December 12, 2017.

This year's theme "**VAW-free community starts with Me**", gives emphasis on everyone's commitment and contributions to ending VAW and the continued pursuit for a common vision of a VAW-free community.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake related activities, such as:

- Hanging of the official streamer bearing this year's campaign theme. Design template can be downloaded at <http://pcw.gov.ph/VAWfreePH2017>;
- Uploading of the official logo, advocacy materials for the 18-Day Campaign to End VAW in the agency/LGU/organization's official website and social media sites;
- Development of information, education and communication (IEC) materials to raise awareness on VAW like fans and flyers for their clientele. 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 at <https://tinyurl.com/Anti-VAW-IEC>. The uploaded materials are designed for interested organizations to incorporate their official logo below the phrase "Reprinted and distributed by:" so that due acknowledgment could be given to their contribution to the campaign;
- Organizing activities related to this year's theme and focus during the 18-Day Campaign period, with both external and internal stakeholders as participants;
- Participation in the online campaign threads and discussions about the observance using the hashtag #VAWfreePH;
- Participation in the nationwide Orange Your Icon Advocacy initiative;
- Conduct of other anti-VAW activities in line with the agency's mandates and the needs of their stakeholders;
- **For agencies/offices/LGUs in the Greater Manila Area:** Participation in the VAW Experiential Museum at the **Philippine Educational Theatre Association (PETA) Theatre in Quezon City on November 24-26, 2017**. Interested participants may register online at <http://pcw.gov.ph/VAWfreePH2017> beginning

Bawat Kawani, Lingkod Bayani

November 8, 2017 (please register if you are sure that you can participate on the date and time that you have chosen);and

- **For regional/field offices and LGUs:** Coordination with other government regional offices or LGUs in their area for inter-agency / LGU collaboration in holding a regional/local version of the 2017 18-Day Campaign to End VaW Kick-Off activity on November 24, 2017 (refer to Annex 1 for suggested program).

All government agencies are enjoined to participate in the 2017 18-Day Campaign to End VAW. However, it is discretionary on the part of the agency heads to allow their employees to attend on official/business time, as provided for under CSC Memorandum Circular No. 43, s. 1993.

Expenses related to the 2017 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget of government agencies, following the GAD Planning and Budgeting Guidelines.

For more information and details, you may coordinate with **Ms. Nikki Delos Santos Francisco, Mr. Kim Harold Peji** and **Ms. Katherine Gutlay** at telephone numbers (02) 735-1654 local 131 and (02) 735-85-09 or through email at [media@pcw.gov.ph](mailto:media@pcw.gov.ph). You may also visit the campaign website at <http://pcw.gov.ph/VAWfreePH2017>.

  
**ALICIA dela ROSA-BALA**  
*Chairperson*

21 NOV 2017