



Republic of the Philippines
Department of Education
Region IV-A
SCHOOLS DIVISION OF QUEZON PROVINCE

9 November 2020

DIVISION MEMORANDUM
DM No. 348, s. 2020

2020 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

To: OIC-Assistant Schools Division Superintendents, CID and SGOD Chiefs, Education Program Supervisors and Specialists, Public Schools District Supervisors, District GAD Program Coordinators and All Concerned

1. According to the Philippine Commission on Women (PCW), **violence against women (VAW)** is a grave violation of women's rights and fundamental freedoms. It manifests deep-seated discrimination and gender inequality and continues to be one of the country's perennial social problems.
2. In connection, various measures and mechanisms have been employed and implemented to address such problems. One of which is the **18-Day Campaign to End VAW**, an advocacy campaign that is observed annually from **November 25 to December 12** as mandated by **Proclamation 1172 s. 2006**.
3. The **18-Day Campaign to End VAW** is a support mechanism to achieve the Philippine government's goal of protecting the human rights of women and girls by upholding its commitment to address all forms of gender-based violence as protected in the 1987 Constitution.
4. By virtue of **Republic Act 10398 or the Act declaring November 25 of every year as the National Consciousness Day for the Elimination of VAWC**, government agencies are mandated to raise awareness on the problem of violence and the elimination of all forms of violence against women and girls.
5. Therefore, this year's campaign has the recurring theme **"VAW-free community starts with Me"** which reiterates everyone's commitment and contributions to eliminate VAW and calls on the general public to make a personal commitment to end violence against women and children.

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6. Specifically, 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; and
 - promote the strengthening of a prevention and response system on VAW; and
 - gather public support to end VAW
7. In support to the conduct of the said campaign to end VAW, this Office through the Division GAD Focal Point System (GFPS) invites all school GFPS to join the **18-Day Campaign to End VAW** through **ANY or ALL** of the following activities:
- Orange Your Icon for 18 Days** – This creative activity is an initiative of the PCW enjoining stakeholders to signify their support to the campaign to end VAW by adorning their **landmarks or iconic spots** with the color orange. Aside from making this public statement, this activity also sparks the public's curiosity, thereby providing opportunities for advocates to explain the cause. This initiative is in support to the global UN Secretary General's UNITE to End VAW Campaign. As a bright and optimistic color, orange was chosen to symbolize a brighter future for victim-survivors of VAW.
 - 18-Day Campaign Online Advocacy** – This is a support initiative of the SDO Quezon to this campaign by sharing the advocacy activities online. Hence, all GAD advocates of SDO Quezon are encouraged to do the following:
 - Use of official hashtag: **#VAWfreeSDOQuezon** and making their posts public to generate shares online.
 - Use of 18-Day Campaign to End VAW Facebook Profile Frame: **SDO Quezon No to VAWC**. Please see Enclosure No. 1 for the suggested fb profile frame.
 - Feature the 18-Day Campaign to End VAW in **DepEd Tayo Facebook Page** (School, District and Division).
 - Online Talakayan sa VAW** – Schools are encouraged to conduct an online orientation/seminar to raise awareness of the stakeholders on VAW within the period of 18-day campaign.
 - Orange Your Shirt** – This is a division-initiative to support VAW encouraging all employees in SDO Quezon to **wear orange shirt on November 25, 2020** to signify one's personal commitment to end violence against women and children.
 - Raise Your Orange Flag** - This is a division-initiative to support VAW encouraging all schools in SDO Quezon to **place orange flags on any conspicuous areas** to signify

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the institution's solidarity to this campaign's theme "**VAW-free community starts with Me**".

9. In connection, all District Offices through their **District GAD Coordinators with the supervision of the Public Schools District Supervisors (PSDSs)** are requested to submit a **newsletter report** featuring the school's best practices regarding the conduct of the said activity not later than **December 17, 2020** through **quezonprov.gfps20@gmail.com**.

10. Immediate dissemination of this Memorandum is highly desired.

ELIAS A. ALICAYA, JR. EdD
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent

hrdmgd11/09/2020

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Enclosure No. 1 to DM No. 348 s. 2020

Suggested Facebook Profile Frame: SDO-Quezon 18-Day Campaign Online Advocacy to End VAW



**You may search it through: SDO Quezon No to VAWC*

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