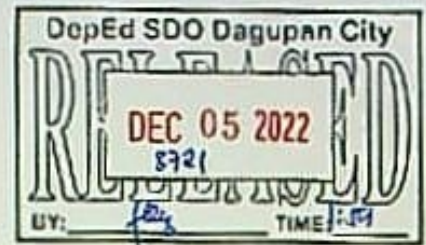




Republic of the Philippines  
**Department of Education**  
REGION I  
SCHOOLS DIVISION OFFICE DAGUPAN CITY

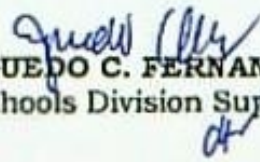


Office of the Schools Division  
Superintendent

**Division Advisory**  
No. 32 s. 2022  
December 2, 2022

Enclosed is Regional Memorandum no. 1383, s. 2022 dated December 2, 2022 re: **Observance of the 2022 18-Day Campaign to End Violence Against Women (VAW)** on promoting public awareness on the 18-Day Campaign to End VAW from November 25 to December 12, 2022 spearheaded by the Philippine Commission on Women in collaboration with the Inter-Agency Council on Violence Against Women and their Children.

For information and dissemination.

  
AGUEDO C. FERNANDEZ, CESO V  
Schools Division Superintendent



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Republic of the Philippines  
Department of Education  
REGION I



Office of the Regional Director

DEC 02 2022

REGIONAL MEMORANDUM  
No. 1383, s. 2022

**OBSERVANCE OF THE 2022 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)**

To: Schools Division Superintendents

1. The Philippine Commission on Women (PCW), in collaboration with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC) is spearheading the annual observation of the 18-Day Campaign to End VAW from **November 25 to December 12**.

2. This year will mark the start of the new six-year (2022-2027) recurring theme for the campaign: **"UNiTed for the VAW-free Philippines"** which attempts to emphasize the significant influence of capturing and consolidating individual efforts in order to achieve a Philippines free from VAW. The focus of the 2022 campaign intends to emphasize the successes and landmarks made in the country's efforts to prevent and address VAW in order to assess and reinforce the relevant laws. The activities will also gauge the community's awareness on VAW as well as the steps they might take to address the problem.

3. To promote public awareness about this celebration, all Schools Division Offices and Schools are encouraged to undertake the following activities:

- a. The printing and display of the 2022 18-Day Campaign to End VAW official banner in 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>;
- b. The use of the All-Women Cast Lupang Hinirang Video in activities is recommended. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>;
- c. Signifying support to the campaign by uploading the official logo, banner, advocacy videos, and other 18-Day Campaign to End VAW advocacy materials on your website and other social media accounts;
- d. Development and production of Information, Education, and Communication (IEC) materials for 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 learners, stakeholders, and the general public;

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- c. PCW-developed materials on VAW may be reproduced 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/>;
- f. Playing /showing of PWC-produced and SDO-produced (if there are any) **videos/infomercials on VAW, anti-VAW laws, and services for survivors** during relevant activities in schools or classrooms. PCW-produced videos can be downloaded from the PCW Digital GAD Library, <https://library.pcw.gov.ph/>, PCW's official YouTube channel (PCWGovPH), and the Facebook page, <https://library.pcw.gov.ph/>;
- g. 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 SDO pages and individual profiles is also encouraged. The designs will be made available through the PCW FB page, <https://www.facebook.com/PCWgovph>;
- h. The 18-Day Campaign to End VAW **Sticker pack** on messaging platforms (Viber and Telegram) can also be downloaded. 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;
- i. **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 and Republic Act 11313 or the Safe Spaces Act, and Anti-Trafficking in Persons laws).
- j. **The Orange Exhibit: Journey towards 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. Exhibit materials can be downloaded from <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women>;
- k. 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 on VAW, survivors can help destigmatize VAW and survivors, prevent victim-blaming, and encourage help-seeking behavior;
- l. 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 photos, posing with the

Stop VAW sign and indicating in the caption what they can do to contribute to a VAW-free Philippines;

- m. **Orange your Icon Advocacy Initiative.** A staple in the campaign, this initiative enjoins government offices and private organizations nationwide to color its landmarks or iconic spots with orange from November 25 to December 12 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 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>;
- n. 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 the external and internal stakeholders as participants.

4. For queries and other concerns, please contact HRDD through (072) 682-23-24 or e-mail at [hrdd.region1@deped.gov.ph](mailto:hrdd.region1@deped.gov.ph).

5. For information and dissemination.

  
**TOLENTINO G. AQUINO**  
Director IV

Reference: DM-OUHROD-2022-0476

Encl.: None

To be indicated in the Perpetual Index  
Under the following subjects:

ORIENTATIONS

PROGRAMS

HRDD/vrdg/RM\_2022 18-DAYCAMPAIGNTOENDVAW  
December 1, 2022

