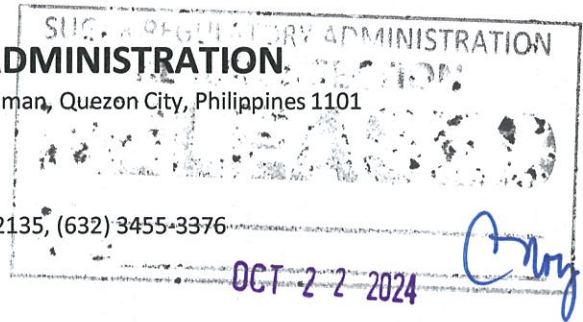




Republic of the Philippines
Department of Agriculture

SUGAR REGULATORY ADMINISTRATION

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MEMO-SRAGAD-2024-Oct-008

MEMORANDUM ORDER NO. 7 Series of 2024

To : ALL SRA EMPLOYEES AND CONTRACT OF SERVICES (COS)

From : 
PABLO LUIS S. AZCONA
Administrator

Date : October 18, 2024

Subject : **OBSERVANCE OF 2024 18-DAY CAMPAIGN TO END VIOLENCE
AGAINST WOMEN (VAW)**

The SRA joins the Philippine Commission on Women (PCW) in the observance of the **18-day Campaign To End Violence Against Women (VAW)** which will commence on November 25, 2024 up to December 12, 2024. This campaign is in pursuant to *Proclamation No. 1172, Series of 2006* Declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women (VAW)" and *Republic Act No. 10398* Declaring November 25 of Every Year as the "National Consciousness Day for the Elimination of Violence Against Women and Children."

Aligning the Philippine Campaign with UNiTE by 2030 and sustaining the traction gained from the 2016 to 2021 theme, "VAW-Free Community Starts with Me," the upcoming Campaign will focus on the new recurring banner "UNiTEd for a VAW-free Philippines." This theme aims to highlight the powerful impact of combining individual efforts towards a VAW-free Philippines.

The 2024 18-day Campaign to End VAW will center around the recurring six-year (2022-2027) theme, "**UNiTEd for a VAW-free Philippines**," which is still aligned with the "UNiTE by 2030 to End VAW" initiative of the UN.

With its sub-theme, "**VAW Bigyang-Wakas, Ngayon na ang Oras!**" this year's 18-day Campaign specifically aims to:

- Highlight 20 years of achievements in addressing VAW by marking two decades of the Anti-VAWC Act (RA 9262);



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- Raise public awareness about the various forms and impact of VAW, while emphasizing that VAW is a public crime and encourage safe, effective interventions in preventing and addressing VAW within their communities, particularly in public spaces;
- Encourage individuals, communities, and government to work together to create a comprehensive response to VAW with strong focus on prevention;
- Empower survivors by disseminating information on available support services and resources, fostering a society that empowers survivors to seek justice and rebuild their lives; and
- Launch the National Action Plan to End VAW (NAPEVAW), which lays down the roadmap toward eliminating VAW in the country.

In support to this campaign, the SRA Gender and Development Committee will adopt and carry out the following suggested activities from PCW in line with this year's campaign theme:

Inclusion in flag ceremonies of VAW-related presentations, other campaign materials, and the "All-Women Cast Lupang Hinirang" video during the campaign period to raise awareness and encourage active participation of internal stakeholders. The use of the "18-day Campaign to End VAW Prayer" is likewise highly encouraged;

Display of campaign banner at the stakeholders' conspicuous places in respective offices and landmarks. Stakeholders can integrate their own logo in the placeholder so that due acknowledgment will be given for their participation.

Online participation under #VAWfreePH, #VowToEndVAW, #FilipinoMarespeto #SafeSpacesKasaliTayo, and other campaign-related hashtags. Stakeholders can signify their online support to the advocacy through various ways:

- Uploading of the official campaign logo, banner, advocacy videos, and other materials in SRA official website and SRA GESI Facebook account;
- Sharing of VAW-related materials, news, articles, photos, and other relevant information online;
- Using the 18-day Campaign to End VAW Facebook Profile Frame, which is available on the PCW Facebook page; and

Dissemination of information, education, and communication (IEC) materials related to VAW during the campaign period. PCW-produced publication materials may also be printed and used, provided that the original content, design, and integrity of the materials are retained;

Public showing of VAW-related videos through Television displays in SRA vicinity. PCW-produced videos can be downloaded for free via PCW Digital GAD Library, PCW YouTube channel, and PCW Facebook page.

Conduct of other VAW-related activities such as discussions, orientations, and learning sessions on VAW, anti-VAW laws, and VAW services during the campaign period to educate internal and external stakeholders;

Orange Your Icon. The use of flags, streamers, or other decorations to color offices, buildings or other landmark with orange. It may include orange lights at night, painting, fabric, and other materials to flaunt creativity and promote the advocacy. Orange symbolizes the sun and the bright future for victim survivors, provided that adequate services, support, and resources are provided to them. The UN Secretary-General chose this color in accordance with UNiTE to End VAW, a multi-year initiative designed to prevent and eradicate worldwide violence against women and girls.

Advocating for positive masculinity by organizing activities that emphasize positive masculinity and the crucial roles of male advocates in the anti-VAW advocacy.

All Department Heads are hereby directed to advise their respective personnel, including their Contract of Services (COS), to give full support to these aforesaid activities.

Attached is the PCW Memorandum Circular No. 2024-04 dated 16 September 2024 for your reference and guidance.

For strict compliance.



MEMORANDUM CIRCULAR NO. 2024-04

TO: All Heads of Executive Departments, National Government Agencies (NGAs), 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 (LGUs), and All Others Concerned

SUBJECT: Guide for the 2024 Observance of the 18-day Campaign to End Violence Against Women (VAW)

DATE: September 16, 2024

1.0 Purpose

This Memorandum Circular shall guide all stakeholders on the FY 2024 observance of the 18-day Campaign to End Violence Against Women (VAW) from November 25 to December 12.

2.0 Campaign Background and its Legal Bases

Spearheaded by the Philippine Commission on Women (PCW), in collaboration with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC), the 18-day Campaign to End VAW is anchored on the following national 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”
- Republic Act (RA) No. 10398 – Declaring November 25 of Every Year as the “National Consciousness Day for the Elimination of Violence Against Women and Children”

The 18-day Campaign to End VAW in the Philippines aligns with the global 16 Days of Activism Against Gender-Based Violence Campaign, which runs annually from November 25 (International Day for the Elimination of Violence Against Women) to December 10 (Human Rights Day). This global campaign began in 1991.

In 1992, the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) recognized VAW as a violation of human rights, defining it as gender-based violence. At its eleventh session, the CEDAW Committee adopted General

Recommendation No. 19, stating that “discrimination against women includes gender-based violence or ‘violence which is directed against a woman because she is a woman or that affects women disproportionately,’ and, as such, is a violation of their human right.”¹

In 1993, the UN General Assembly adopted the Declaration on the Elimination of Violence Against Women (DEVAW) where VAW is defined as “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.”²

In the same year, the Philippines established the Women and Children Protection Center (WCPC) under the Philippine National Police (PNP) to address violence against women and children cases. Subsequently, landmark legislations like [RA 7877 \(Anti-Sexual Harassment Act of 1995\)](#) and [RA 8353 \(The Anti-Rape Law of 1997\)](#) were signed into law.

In 2002, the Philippines officially joined the 16 Days of Activism Against Gender-Based Violence through the National Commission on the Role of Filipino Women (now Philippine Commission on Women). Subsequent laws such as RA 9208 (Anti-Trafficking in Persons Act of 2003) and [RA 9262 \(Anti-Violence Against Women and Their Children Act of 2004\)](#) were enacted. By virtue of Presidential Proclamation 1172, Series of 2006, the 16 Days National Campaign to End VAW was extended to 18 days, to include December 12, a historic date that marked the signing of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children back in 2000.

In 2008, the United Nations launched the “UNiTE by 2030 to End VAW” initiative. Since then, the Philippines continued its anti-VAW advocacies and enacted additional VAW-related laws, including RA 10364 (Expanded Anti-Trafficking in Persons Act of 2012), [RA 11313 \(Safe Spaces Act\)](#) in 2019, [RA 11648 \(an act amending RA 8353 or The Anti-Rape Law of 1997\)](#) in 2022, and [RA 11862 \(Expanded Anti-Trafficking in Persons Act of 2022\)](#).

3.0 Campaign Theme and Objectives

The 2024 18-day Campaign to End VAW will center around the recurring six-year (2022-2027) theme, “**UNITEd for a VAW-free Philippines**,” which is still aligned with the “UNiTE by 2030 to End VAW” initiative of the UN.

With its sub-theme, “**VAW Bigyang-Wakas, Ngayon na ang Oras!**” this year’s 18-day Campaign specifically aims to:

- Highlight 20 years of achievements in addressing VAW by marking two decades of the Anti-VAWC Act (RA 9262);
- Raise public awareness about the various forms and impact of VAW, while emphasizing that VAW is a public crime and encourage safe, effective interventions in preventing and addressing VAW within their communities, particularly in public spaces;
- Encourage individuals, communities, and government to work together to create a comprehensive response to VAW with strong focus on prevention;

¹ “CEDAW General Recommendation 35 on gender-based violence against women, updating general recommendation No 19,” Right to Education Initiative, Accessed August 14, 2024, <https://www.right-to-education.org/resource/cedaw-general-recommendation-35-gender-based-violence-against-women-updating-general>.

² “Declaration on the Elimination of Violence against Women,” Human Rights Instruments, United Nations Human Rights Office of the High Commissioner, Accessed August 14, 2024, <https://www.ohchr.org/en/instruments-mechanisms/instruments/declaration-elimination-violence-against-women>.

- Empower survivors by disseminating information on available support services and resources, fostering a society that empowers survivors to seek justice and rebuild their lives; and
- Launch the National Action Plan to End VAW (NAPEVAW), which lays down the roadmap toward eliminating VAW in the country.

4.0 Guide for the Observance of the 18-Day Campaign to End VAW

4.1 Campaign Activities for 2024

The PCW, mandated to lead, coordinate, monitor, and evaluate the nationwide yearly observance of the 18-Day Campaign to End VAW from November 25 to December 12, will conduct the following campaign activities:

4.1.1. A kick-off ceremony themed, **“VAW Bigyang-Wakas, Ngayon na ang Oras!”** on November 25, 2024 to unveil preliminary findings from the RA 9262 assessment, launch the NAPEVAW, discuss the crucial role of Barangay VAW Desks as proactive VAW responders and advocates for VAW prevention at the local level, and feature victim-survivors who have benefitted from the Anti-VAWC Act of 2004;

4.1.2. Sharing of compelling materials on **“Human, Hindi Laruan: Anti-Trafficking in Persons Awareness Campaign”** in collaboration with the Inter-Agency Council Against Trafficking (IACAT) to raise public awareness about trafficking in persons (TIP) during the campaign period;

4.1.3. A trip down memory lane through **The Orange Exhibit: Journey towards a VAW-free Philippines**, which will be installed at the campaign’s kick-off ceremony to chronicle the nation’s progress in the fight against VAW and inspire continued commitment to this crucial cause;

4.1.4. Disseminating the message of zero-tolerance for VAW through the **#OrangeYourIcon Movement** by enjoining government offices, private institutions, and other participating stakeholders to illuminate or decorate their most prominent landmarks and iconic sites in orange;

4.1.5. Creative expression of anti-VAW support through the **“Do the Macho Choir” Challenge** where participants can reimagine the “Macho Choir” radio plugs by singing, dancing, acting, or sharing their personal takeaways on catcalling and other forms of harassment that can lead to violence;

4.1.6. Sustaining the use of **#VAWfreePH** as the official hashtag for the 18-day Campaign to End VAW in support for the advocacy towards a VAW-free Philippines;

4.1.7. Participating in the **Safe Spaces Campaign** by using the hashtags **#FilipinoMarespeto** and **#SafeSpacesKasaliTayo** to foster a culture of respect, inspire others to address gender-based sexual harassment (GBSH), and create safer spaces for all; and

4.1.8. Making a **#VowToEndVAW Commitment** by posting “Stop VAW” photos captioned with personal thoughts and suggestions on how to achieve a VAW-

free Philippines.

4.2. Campaign Participation of Stakeholders

In line with the observance of the 2024 18-day Campaign to End VAW, participating government agencies, non-governmental organizations, sectoral groups, private entities, civil society organizations, and other stakeholders at the national, regional, and local levels can conduct any of the following activities:

4.2.1. Inclusion in flag ceremonies of VAW-related presentations, other campaign materials, and the “All-Women Cast Lupang Hinirang” video during the campaign period to raise awareness and encourage active participation of internal stakeholders. The “All-Women Cast Lupang Hinirang” video can be downloaded from bit.ly/AllWomenAnthem. The use of the “18-day Campaign to End VAW Prayer” is likewise highly encouraged;

4.2.2. Printing and display of campaign banner at the stakeholders’ conspicuous places in respective offices and landmarks. Stakeholders can integrate their own logo in the placeholder so that due acknowledgment will be given for their participation. To know about the design, specifications, and guidelines on the use of the banner, visit bit.ly/vawfreeph2024;

4.2.3. Online participation under #VAWfreePH, #VowToEndVAW, #FilipinoMarespeto #SafeSpacesKasaliTayo, and other campaign-related hashtags. Stakeholders can signify their online support to the advocacy through various ways:

- Uploading of the official campaign logo, banner, advocacy videos, and other materials on websites and social media accounts;
- Sharing of VAW-related materials, news, articles, photos, and other relevant information online;
- Using the 18-day Campaign to End VAW Facebook Profile Frame, which is available on the PCW Facebook page; and
- Downloading, sending, and using VAW digital sticker packs on messaging platforms like Viber and Telegram.

4.2.4. Development, production, and dissemination of information, education, and communication (IEC) materials related to VAW during the campaign period. PCW-produced publication materials may also be printed and used, provided that the original content, design, and integrity of the materials are retained;

4.2.5. Public showing of VAW-related videos through electronic billboards, television/radio programs, and other platforms/venues managed by the stakeholders’ offices. PCW-produced videos can be downloaded for free via [PCW Digital GAD Library](#), [PCW YouTube channel](#), and [PCW Facebook page](#). **The PCW does not endorse any film or movie for the 18-day Campaign to End VAW** and leaves the discretion on the rental or purchase of such to the management of the organization, subject to the applicable rules on procurement, financial management, and auditing;

4.2.6. Installation of “The Orange Exhibit: Journey towards a VAW-free Philippines” at the stakeholders’ offices within the campaign period (design can be downloaded from bit.ly/orangeexhibit). Own version of the “Orange Exhibit” may also be developed to chronicle agencies’ achievements in the fight against VAW;

4.2.7. Conduct of other VAW-related activities such as discussions, orientations, and learning sessions on VAW, anti-VAW laws, and VAW services during the campaign period to educate internal and external stakeholders;

4.2.8. Conduct of regional and local campaign activities related to the 18-day Campaign to End VAW in coordination and collaboration with regional and local anti-trafficking and VAWC and/or gender and development (GAD) Committees, other government regional offices, or local government units (LGUs); and

4.2.9. Advocating for positive masculinity by organizing activities that emphasize positive masculinity and the crucial roles of male advocates in the anti-VAW advocacy.

5.0 Non-partisan Nature of the Campaign

The annual observance of the 18-day Campaign to End VAW is strictly a non-partisan activity. The PCW discourages the use of any PCW-produced material for political gains, favors, and grandstanding and is therefore reminding public officials, employees, and other stakeholders to maintain the focus on the advocacy alone.

6.0 Issuance of Parallel Memorandum by Oversight Agencies

The PCW requests oversight bodies and all participating government offices at the national, regional, and local levels and other stakeholders to release their respective issuances with detailed guidelines, activities, and reminders concerning the 18-day Campaign to End VAW as deemed appropriate and relevant to their mandates.

7.0 Use of Gender and Development (GAD) Budget

Expenses for the activities of the 18-day Campaign to End VAW may be charged to the GAD Budget and reflected in the FY 2024 GAD Accomplishment Reports of the participating government agencies and instrumentalities, provided that the said undertakings are organized in line with the theme, objectives, and focus of the campaign set forth in this Circular, and 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 (including RA 9184), finance, and administrative-related policies set by appropriate oversight agencies.

8.0 Details for Sending Inquiries

Stakeholders may visit the 2024 18-day Campaign to End VAW page or the PCW social media accounts at @PCWgovPH ([Facebook](#), [Instagram](#), [X](#), [LinkedIn](#), [YouTube](#), and [Viber](#)) for more information.

They may contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number (02) 8736-1654 local 129 or 0917-845-4814, and look for Ms. Nevi Calma, Mr. Ann Jun Magnaye, or Ms. Jescel Aquino for other details.

They can also opt to send an email to vawfreeph@pcw.gov.ph.

For guidance and appropriate action.


(Sgd) ERMELITA V. VALDEAVILLA
Chairperson