



Republic of the Philippines  
**Department of Education**

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01 DEC 2017

DepEd MEMORANDUM  
No. **193**, s. 2017

**2017 OBSERVANCE OF THE 18-DAY CAMPAIGN TO END VIOLENCE  
AGAINST WOMEN AND CHILDREN**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. The Philippine Commission on Women (PCW), in coordination with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC), spearheads the nationwide 2017 Observance of the 18-Day Campaign to End Violence Against Women and Children with the theme VAW-Free Community Starts with Me from November 25 to December 12, 2017.

2. This is pursuant to Presidential Proclamation No. 1172, s. 2006 entitled 18-Day Campaign to End Violence Against Women (VAW), and Republic Act 10398, s. 2012 entitled An Act Declaring November Twenty-Five of Every Year as National Consciousness Day for the Elimination of Violence Against Women and Children.

3. To promote public awareness about the campaign, all offices of the Department of Education, including regional and schools divisions offices and schools, are encouraged to undertake the following suggested activities:

- a. Hanging of streamer bearing this year's campaign theme. Streamer design can be downloaded from the PCW website:  
<http://pcw.gov.ph/VAWfreePH2017>;
- b. Uploading of the official logo and advocacy materials for the campaign in school's official website or social media site;
- c. Development of information, education, and communication (IEC) materials like fans and flyers for distribution to clientele. PCW-developed materials may be reproduced by any organization, provided that the content and design of the material is retained. Printer-ready copy of the materials can be downloaded from <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;
- d. Organizing activities related to this year's theme and focus during the campaign period, and conducting school/district/division level contests (essay writing, poster making, slogan making, among others);

- e. Participation in online campaign threads and discussions about the observance using #VAWfreePH;
  - f. Participation in the nationwide Orange Your Icon Advocacy Initiative; and
  - g. For regional/field offices: Coordination with other government regional offices or local government units (LGUs) for inter-agency/LGU collaboration in holding a kickoff activity on **November 24, 2017**. Refer to the enclosed suggested program: VAW: The Unspoken Words. Requirements and materials relative to the program can be downloaded from <http://pcw.gov.ph/VAWfreePH2017>.
4. Expenses related to the 2017 Observance of the 18-Day Campaign to End VAW shall be charged to the Gender and Development (GAD) budget of government offices, subject to the usual accounting and auditing rules and regulations.
5. For more information, comments or suggestions, visit the PCW website <http://pcw.gov.ph/VAWfreePH2017> or contact **Ms. Nikki delos Santos-Francisco**, **Mr. Kim Harold Peji**, or **Ms. Katherine Gutlay**, Corporate Affairs and Information Resource Management Division (CAIRMD), Philippine Commission on Women at telephone nos. (02) 735-1654 local 131 or (02) 735-8509, or through email address: [media@pcw.gov.ph](mailto:media@pcw.gov.ph).
6. Immediate dissemination of this Memorandum is desired.



**LEONOR MAGTOLIS BRIONES**  
Secretary

References:

DepEd Memorandum Nos.: 149 and 210, s. 2016

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

CAMPAIGN  
CELEBRATIONS AND FESTIVALS  
OFFICIALS  
PROGRAMS  
SCHOOLS