



Republic of the Philippines  
Department of Education

01 DEC 2020

DepEd MEMORANDUM  
No. **079**, s. 2020

**2020 OBSERVANCE OF THE 18-DAY CAMPAIGN TO END  
VIOLENCE AGAINST WOMEN**

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 **2020 Observance of the 18-Day Campaign to End Violence Against Women (VAW)** with the theme, VAW-Free Community Starts with Me, from November 25 to December 12, 2020.

2. This campaign is pursuant to the Presidential Proclamation No. 1172, s. 2006 *Declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women*, and the Republic Act No. 10398 *Declaring November 25 of Every Year as the National Consciousness Day for the Elimination of Violence Against Women and Children*.

3. To promote public awareness about the campaign, all DepEd offices, including the central, regional, and schools division offices and schools, are encouraged to undertake the following suggested activities:

- a. Hanging of streamer bearing this year's campaign theme. Streamer design and specification can be downloaded from the link, <https://bit.ly/DepEdVAW2020>;
- b. Uploading of the official logo, advocacy videos, and materials on the national/regional, or schools' official website or social media accounts;
- c. Creating information, education, and communication (IEC) materials for distribution to clientele. A printer-ready copy of the materials can be downloaded from the PCW website, <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women>. The materials are designed for interested offices and schools to incorporate the official DepEd and their office/school logo below the phrase, **Reprinted and distributed by** so that due acknowledgment could be given to their contribution in the campaign;
- d. Participating in the online campaign threads by uploading photos, news features, and other information relative to the campaign using the hashtag #VAWfreePH and to use the 18-Day Campaign to End VAW on Facebook Profile Frame available through the PCW FB page, <https://www.facebook.com/PCWgovph>;
- e. Those using the Viber App Messaging platform are encouraged to download the campaign sticker pack, which will be launched on November 25, 2020;

- f. Sharing of the VAW Puppet Online Series through the offices and the schools' official social media pages;
- g. Participating in the #VAWfreePH National Movement, which will be launched on November 25, 2020, featured on PCW's website;
- h. Participating in the nationwide "Orange Your Icon" advocacy campaign by using #OrangeYourIcon2020 in featuring and decorating landmarks and iconic spots with the color orange, which represents hope and a future free from gender-based violence against women and girls;
- i. Joining the 2020 Online *Talakayan* Towards VAW-free Barangays. This series aims to strengthen the protection of women from VAW in the grassroots by informing service providers of the roles and responsibilities of Barangay VAW Desk, laws on VAW and the referral network in effect for victim-survivors; and
- j. For regional/field offices, coordinating with other government regional offices or local government units (LGUs) for inter-agency/LGU collaboration in holding regional and local activities. Requirements and materials relative to the program can be downloaded from the PCW's website.

4. Expenses related to the 2020 Observance of the 18-Day Campaign to End VAW shall be charged to the respective Gender and Development (GAD) Budget of offices and schools, subject to the usual accounting and auditing rules and regulations. The campaign may also be reflected in the 2020 GAD Accomplishment Reports of each office and school.

5. For more information, comments and suggestions, visit the PCW campaign page at <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women> and PCW social media accounts at [www.facebook.com/PCWgovph](http://www.facebook.com/PCWgovph), [www.twitter.com/PCWgovph](http://www.twitter.com/PCWgovph), and [www.youtube.com/user/CommissionOnWomenPH](http://www.youtube.com/user/CommissionOnWomenPH).

6. For more information, please contact **Ms. Nevi Calma**, **Ms. Vicky T. Atanacio** or **Ms. Louise Garcia**, PCW Corporate Affairs and Information Resource Management Division through email at [VAWfreePH2020@pcw.gov.ph](mailto:VAWfreePH2020@pcw.gov.ph) or at telephone numbers (02) 8352-5372 and (02) 8735-1653

7. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
 Secretary

Reference:  
 DepEd Memorandum No. 193, s. 2017

To be indicated in the Perpetual Index  
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