



Republic of the Philippines  
**Department of Education**

DepEd MEMORANDUM  
No. **065**, s. 2024

NOV 25 2024

**2024 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, in collaboration with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC), spearheads the **2024 Observance of the 18-Day Campaign to End Violence Against Women (VAW)**. 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.

2. The 18-day Campaign is anchored on Presidential Proclamation (PP) No. 1172, s. 2006, declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women, and Republic Act (RA) No. 10398, An Act Declaring November 25 of Every Year as the National Consciousness Day for the Elimination of Violence Against Women and Children.

3. 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 11th session, the CEDAW Committee adopted General Recommendation No. 19, stating that **discrimination against women includes gender-based violence or violence that 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.

4. In 1993, the United Nations (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**.

5. 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's cases. Subsequently, landmark legislation like RA 7877 (Anti-Sexual Harassment Act of 1995) and RA 8353 (Anti-Rape Law of 1997) were signed into law.



*[Handwritten signatures]*

6. 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 the 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 PP 1172, s. 2006, the 16-Day 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.

7. In 2008, the UN launched UNiTE by 2030 to End VAW initiative. Since then, the Philippines has 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).

8. 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.

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

- a. highlight 20 years of achievements in addressing VAW by marking two decades of the Anti-VAWC Act (RA 9262);
- b. raise public awareness about the various forms and impacts of VAW while emphasizing that VAW is a public crime and encouraging safe, effective interventions in preventing and addressing VAW within their communities, particularly in public spaces;
- c. encourage individuals, communities, and government to work together to create a comprehensive response to VAW with a strong focus on prevention;
- d. 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
- e. launch the National Action Plan to End VAW (NAPEVAW), which lays down the roadmap toward eliminating VAW in the country.

10. To promote public awareness about this celebration, all DepEd offices, including the Central, regional, schools division offices (SDOs), and schools, as well as private basic education institutions, are encouraged to undertake the following activities based on the Philippine Commission on Women (PCW) Memorandum Circular No. 2024-04 of the Guide for the 2024 Observance of the 18-Day Campaign to End VAW.

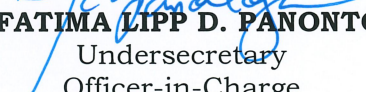
- a. **Inclusion in flag ceremonies** of VAW-related presentations, other campaign materials, and the All-Women Cast Lupang Hinirang video during the campaign period to raise awareness and encourage active participation of internal stakeholders. The All-Women Cast Lupang Hinirang video can be downloaded from [bit.ly/AllWomenAnthem](https://bit.ly/AllWomenAnthem). The use of the 18-Day Campaign to End VAW Prayer is likewise highly encouraged.
- b. Print and **display campaign banners** in conspicuous places within stakeholders' 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](https://bit.ly/vawfreeph2024).

- c. **Online participation** under #VAWfreePH, #VowToEndVAW, #FilipinoMarespeto, #SafeSpacesKasaliTayo, and other campaign-related hashtags. Stakeholders can signify their online support for 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.
- d. 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.
- e. **Public showing of VAW-related videos** through electronic billboards, television and radio programs, and other platforms or venues managed by 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.
- f. **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](http://bit.ly/orangeexhibit)). Own version of the Orange Exhibit may also be developed to chronicle agencies' achievements in the fight against VAW.
- g. **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.
- h. **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, VAWC and/or gender and development (GAD) committees, other government regional offices, or local government units (LGUs).
- i. **Advocate for positive masculinity** by organizing activities that emphasize positive masculinity and the crucial roles of male advocates in anti-VAW advocacy.

## DepEd-Initiated Activities

- a. The Bureau of Human Resource and Organizational Development-Employee Welfare Division GAD Secretariat will be conducting a culminating activity designed to ensure the prevention of gender-based violence (GBV) among women and children in the basic education sector. An additional memorandum shall be released regarding the details of the said activity.
  - b. Regional, SDOs, and schools, as well as private basic education institutions, are encouraged to conduct their own activities so long as they are within the contemplation of the information provided therein and must comply with the existing provisions of DepEd Order No. 9, s. 2005, titled Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith.
11. For information on PCW-organized activities, schedules, and detailed guidelines, all concerned may visit PCW's social media accounts: **@PCWgovPH** on **Facebook**, **Instagram**, **X**, **LinkedIn**, **YouTube**, and **Viber**.
12. For more information and coordination, please contact the **Bureau of Human Resource and Organizational Development-Employee Welfare Division Gender and Development Secretariat**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City, through email at [gfps.secretariat@deped.gov.ph](mailto:gfps.secretariat@deped.gov.ph) or at telephone number (02) 8633-7229.
13. Immediate dissemination of this Memorandum is desired.



  
**ATTY. FATIMA LIPP D. PANONTONGAN**  
Undersecretary  
Officer-in-Charge  
Department of Education

### References:

- DepEd Order (No. 9, s. 2005)
- DepEd Memorandum No. 065, s. 2023

To be indicated in the Perpetual Index  
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