



25 November 2022

MEMORANDUM NO. 752
Series of 2022

T O: All VPs, College Deans, Chancellors, Department Heads, Directors/Heads of Academic, Research, Extension, and Administrative Offices, College GAD Coordinators, and USSC President

R E: Guide for the 2022 Observance of the 18-Day Campaign to End Violence Against Women (VAW)

The Philippine Commission on Women's MC No. 2022-04 states that Violence Against Women (VAW) continues to be one of the country's pervasive social problems and grave manifestations of gender inequality. 2008, 2013, and 2017 National Demographic Health Survey, released by the Philippine Statistics Authority, showed that 1 in 4 Filipino women aged 15-49 had experienced physical, emotional, or sexual violence from their husbands or partner.

Likewise, on a global scale, the World Health Organization estimates that about 1 in 3 women (35%) have experienced either physical and/or sexual violence from an intimate partner or non-partner in their lifetime. Cognizant of the issue, the United Nations launched UNiTE by 2030 to End Violence against Women campaign (UNiTE), a multi-year effort aimed at preventing and eliminating violence against women and girls (VAWG) worldwide.

A violation of women's rights and fundamental freedom, VAW affects women's overall personality and welfare, endangers her health, development, and well-being, and affects not only her family but also the community.

In response to this social problem, the PCW encourages continued discussion and awareness-raising activities such as participation in the global campaign end VAW since 2002. Likewise, various measures and mechanisms have been employed and implemented to address it. One of which is the **18-Day Campaign to End VAW**, an advocacy campaign that is observed annually from **November 25 to December 12** as mandated by Proclamation 1172 s. 2006 and declaring November 25 of every year as the "National Consciousness Day for the Elimination of Violence Against Women and Children as mandated by Republic Act No. 10398.

This year marks the start of the new six-year (2022-2027) recurring theme for the campaign: **"UNiTEd for a VAW-free Philippines"**. It aims to highlight the powerful impact of harnessing and consolidating individual efforts towards the goal of having a VAW-free Philippines. This chosen theme also supports the United Nations' UNiTE by 2030 to End VAW Campaign (UNiTE). The major activities will endeavor to gauge the awareness of citizens on VAW and its forms and manifestations as well as underscore the gains attained in the journey towards a VAW-free community <https://pcw.gov.ph/2022-18-day-campaign-to-end-violence-against-women/>.

VSU through the Gender Resource Center supports the 18-Day Campaign to End VAW. Among the activities we are undertaking is the **Orange Your Icon Advocacy Initiative**, where we color the VSU obelisks and the signage with orange as well as posting the End-VAW streamers to attract and spark the public's curiosity, and playing/showing of PCW-produced and agency-produced (if there are any) **videos/infomercials on VAW, anti-VAW laws, and services for survivors**, and distribution of IEC materials such as brochures on various GAD laws such as the RA 926, RA 11312. PCW-produced videos can be downloaded from the [PCW Digital GAD Library](#), PCW's official YouTube channel (PCWGovPH), and [Facebook page](#)

A separate program will be issued for the Forum on Gender Equality, Diversity, and Social Inclusion scheduled on December 12, 2022.

All College Deans, Directors, Center/Department/Office Heads, and College GAD Coordinators in the main and component colleges are requested to include in your monthly staff meeting for November and December 2022, an input on the campaign and to encourage the participation of your faculty, staff, and students in all the activities.

Likewise, the GAD Coordinators are required to submit the documentation report on the campaign activities organized/implemented in their respective colleges and offices to the Gender Resource Center by December 20, 2022.

Everyone is enjoined to participate in this campaign toward a more gender-equal and inclusive VSU.

Please be guided accordingly.


EDGARDO E. TULIN
President *oic 11/25/22*