Republic of the Philippines
Department of Education
Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY

DepED DIVISION OFFICE BAGUIO CITY
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DIVISION MEMORANDUM
No. 755-2026

DISSEMINATION OF THE 2026 OBSERVANCE OF THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN AND CHILDREN (EVAWC)

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Public Schools District Supervisors
All Elementary and Secondary School Heads
Others Concerned

1. In line with Regional Memorandum No. 876, s. 2026, titled **Dissemination of the 2026 Observance of the 18-Day Campaign to End Violence Against Women (VAW)**, this Office disseminates the Philippine Commission on Women (PCW) Memorandum Circular No. 05-2026, titled Observance of the 18-Day Campaign to End Violence Against Women (VAW).

2. The Division GAD Focal Point System (GFPS), school heads, and school GAD coordinators are enjoined to undertake the necessary preparations and implement appropriate activities in observance of the 18-Day Campaign to End VAW, in accordance with the guidelines and directives stipulated in the aforementioned PCW Memorandum Circular.

3. All concerned are encouraged to actively participate in the campaign through information dissemination, advocacy initiatives, and other relevant activities that promote awareness, gender equality, respect for women's rights, and a safe and violence-free environment in the workplace, schools, and communities.

4. The Division GFPS shall facilitate the dissemination and coordination of the campaign activities, while school heads shall ensure the active involvement and participation of their respective school communities.

5. Immediate and widest dissemination of this Memorandum is desired.

SORAYA T. FACULO PhD, CESO V
Schools Division Superintendent

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MEMORANDUM CIRCULAR NO. 2026-05

FOR: 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 2026 Observance of the 18-day Campaign to End Violence Against Women (VAW)

DATE: October 09, 2026

1. Purpose

This Memorandum Circular provides guidance for nationwide observance of the 18-Day Campaign to End Violence Against Women (VAW) on November 25 to December 12, 2026. It aims to drive coordinated, multi-stakeholder, and cost-efficient participation across all sectors.

2. Context and Legal Mandates

The continuing prevalence of violence against women underscores the need to strengthen prevention, protection, response, and collective action. Globally, nearly one in three women have experienced physical and/or sexual violence in their lifetime.[1] In the Philippines, 13,078 reported cases[2] of violence against women were recorded by the Philippine National Police in 2025 alone.

Led by the Philippine Commission on Women, the Philippines has observed the Campaign to End VAW since 2002, bringing together government agencies, civil society organizations, and communities to raise awareness,strengthen prevention efforts, and promote action toward a VAW-free country. The observance is now anchored on Proclamation No. 1172, s. 2006 and Republic Act No. 10398, and is supported by national mandates, including the National Action Plan to End VAW 2025-2030 (NAP EVAW):

- RA 7877: Anti-Sexual Harassment Act of 1995;
- RA 9208, as amended: Anti-Trafficking in Persons Act;
- RA 9262: Anti-Violence Against Women and Their Children Act of 2004; and
- RA 11313: Safe Spaces Act.

[1] UN Women. (2025, November 25). *Facts and figures: Ending violence against women.* https://www.unwomen.org/en/articles/facts-and-figures/facts-and-figures-ending-violence-against-women

[2] This figure represents cases reported to the police only. It may not reflect the full extent of VAW incidents in the country.

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3. 2026 Campaign Theme, Focus, and Objectives

3.1. **Overarching Theme (2022-2027): *UNiTEd for a VAW-free Philippines,*** emphasizes shared responsibility and whole-of-nation action in preventing and ending VAW.

3.2. **2026 Focus:** Aligned with the NAP EVAW's direction, the 2026 campaign shall highlight community engagement in VAW prevention initiatives through arts, participatory advocacy, and dialogues that challenge harmful gender norms, including engaging men and youth in VAW prevention efforts.

4. Recommended Activities for Stakeholders

4.1. **Flag Ceremony Integration:** Recite the Prayer to End VAW (bit.ly/PrayerToEndVAW) and conduct brief anti-VAW orientations during flag ceremonies and general assemblies.

4.2. **Organize Localized "CineBabaylan: Pelikula. Pagninilay. Pag-unawa. Pagkilos. Pag-asa" Film Screenings with Talkback Sessions:** Host screening and talkback sessions using the films selected by the PCW and the Cultural Center of the Philippines (CCP). Regional and local Gender and Development (GAD) and anti-VAW mechanisms are highly encouraged to collaborate and host this for their local communities. For the talkback session guide, minimum requirements, and logistical arrangements, visit the PCW website: https://pcw.gov.ph/2026-18-day-campaign/.

4.3. **Information Dissemination:** Create your own or use and localize PCW's available information materials on VAW. Ensure that IEC materials use **gender-fair, inclusive, respectful, and non-stereotyping language and images** promote dignity, equality, respect, safety, and a culture free from violence. You may reprint and distribute PCW materials to your employees, clients, and nearby communities/barangays. You may also broadcast or share PCW advocacy videos across digital and office platforms, such as official social media accounts, electronic billboards, and televisions where transacting clients may view these while waiting. Visit PCW website for details.

4.4. **Digital Advocacy:** Participate in PCW's ***#MrRespeto*** *Challenge*, ***"Do the Macho Choir"*** Challenge, and use the official **Facebook frames** and digital sticker packs, which PCW will launch for the 2026 campaign. ***Use the campaign official hashtag #VAWfreePH*** to consolidate and maximize online reach.

4.5. **Visibility and Awareness Actions:** Display the official campaign banner, light up landmark sites and office facades in orange (#OrangeYourIcon), and setup Orange Exhibits or Community Art Walls focused on VAW prevention. Full mechanics available on PCW website.

Agencies are also encouraged to document and feature their campaign activities in their respective GAD Corners (digital and physical), particularly activities conducted for clients or local communities (client-focused GAD activities).

4.6. **Capacity Building:** Conduct forums, webinars, and referral mechanism orientations for your frontline workers, youth, men, barangay VAW desk officers, and student or community leaders, with emphasis on VAW prevention and gender-sensitive and holistic assistance to survivors.

5. Operational Guidelines

5.1. **Non-partisan Nature:** The 18-Day Campaign to End VAW is a strictly non-partisan initiative. Campaign activities, materials, and communication platforms, and other campaign resources shall be used strictly for the advocacy to end VAW, never for political promotion, electioneering, or personal gain.

5.2. **Austerity and Sustainability:** When feasible, re-use existing banners and materials. Agencies are advised to exercise prudence in producing new shirts or giveaway items, unless these are necessary for meaningful community/public engagement (client-focused). Production/procurement of single-use materials is highly discouraged.

5.3. **Use of GAD Budget:** Expenses for the campaign may be charged to the agency's FY 2026 GAD Budget, provided that the activities conducted are directly linked to identified GAD outcomes in their GAD Plan. Compliance with general government accounting, auditing, procurement, and GAD planning and budgeting rules shall be observed; GAD expenditures are subject to audit by the Commission on Audit.

5.4. **Issuance of Parallel Memoranda by Oversight Agencies:** Oversight agencies, constitutional bodies, and national and regional offices may issue appropriate issuances or guidance to their respective offices or covered units, consistent with their mandates. Such issuances should complement, and not contradict, this Circular and shall remain subject to applicable laws, rules, regulations, and government policies.

6. Resources and Inquiries

Stakeholders may access and download full 2026 campaign details, templates, toolkits, mechanics/guidelines for suggested activities, and digital copies of PCW-produced information, education, and communication materials at (https://pcw.gov.ph/2026-18-day-campaign/).

For inquiries, contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD):

- Telephone: (02) 8735-1654
- Mobile: 0917-845-4814
- Email: vawfreeph@pcw.gov.ph | media@pcw.gov.ph
- Contact Persons: Ms. Jescel Aquino or Ms. Ciarra Dave Abcede

For guidance and appropriate action.

(SGD)
ERMELITA V. VALDEAVILLA
Chairperson