



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

21 Nov 2025

DIVISION MEMORANDUM

No. 678, s. 2025

**OBSERVANCE OF THE 18-DAY CAMPAIGN TO END
VIOLENCE AGAINST WOMEN AND CHILDREN (VAWC)**

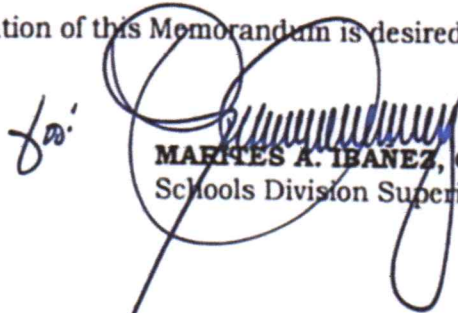
TO: Assistant Schools Division Superintendents
Chief Education Supervisors, SGOD and CID
Education Program Supervisors
CID, SGOD and OSDS Personnel
Public Schools District Supervisors
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. In line with the national observance of the 18-Day Campaign to End Violence Against Women (VAW) from **November 25 to December 12, 2025**, this Office enjoins all schools, sub-offices, and SDO employees to actively participate in activities that promote gender equality, women's empowerment, and the prevention of all forms of violence against women and their children (VAWC). The 2025 campaign adopts the theme **"UNiTeD for a VAW-free Philippines,"** reaffirming the Department's commitment to creating safe, supportive, and inclusive learning and working environments.
2. The objectives of the activity are to:
 - a. raise awareness on VAWC-related laws, policies, and mechanisms within the DepEd community;
 - b. strengthen the capacities of teaching and non-teaching personnel on handling and responding to VAWC cases in accordance with DepEd Orders and national legislation;
 - c. promote gender-sensitive and child-friendly practices in schools; and
 - d. foster a culture of respect, protection, and accountability among learners, personnel, and stakeholders.
3. In support of this campaign, all schools, sub-offices and SDO employees are encouraged to conduct any of the following activities:
 - Hanging of campaign streamers using the official design template;
 - VAWC advocacy sessions, webinars, or flag-raising program segments;
 - Distribution of collaterals or posting of IEC materials on VAWC prevention, RA 9262, RA 11313, and Child Protection Policies;
 - Orange Day activities (wearing orange shirt on November 24, 2025, and every Friday during the campaign period);
 - Student-led advocacy actions such as poster-making, spoken poetry, or short video campaigns promoting respect and equality;



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

- Orientation for parents and guardians on positive discipline and safeguarding.
 - For SDO employees, conduct of a contest for the 1-minute video campaign to end VAWC
4. All activities should adhere to DepEd policies on the conduct of school events, child protection, gender and development (GAD) mainstreaming, and the prudent use of funds. Schools may utilize their GAD funds, local resources, or collaboration with partner agencies and LGUs where appropriate.
 5. Sub-office's GAD focal person and school heads shall ensure the proper documentation, posting, and submission of accomplishment reports to the SGOD-Education Program Supervisor, through email at **marian.arias@deped.gov.ph** on or before December 19, 2025.
 6. For queries or further information, please contact Dr. Marian L. Arias, SGOD GAD Focal Person at the email address mentioned above.
 7. Attached is the list of 2025 PCW-led Campaign Activities for your reference.
 8. All are encouraged to visit the official 2025 18-Day Campaign to End VAW webpage or follow the PCW's social media accounts (**@PCWgovPH on Facebook, Instagram, X, LinkedIn, YouTube, and Viber**) for campaign-related information, updates, and promotional materials.
 9. Immediate and wide dissemination of this Memorandum is desired.

for:

MARIETES A. IBANEZ, CESO V
Schools Division Superintendent

Reference: RA No. 9262

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

Issuances-Division Memorandum

MLA/ OBSERVANCE OF THE 18-DAY CAMPAIGN TO END
VIOLENCE AGAINST WOMEN AND CHILDREN (VAWC)/R2-146803/ 11-21-2025



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

PCW-LED CAMPAIGN ACTIVITIES FOR 2025

As the lead agency for the annual observance of the 18-Day Campaign to End VAW from November 25 to December 12, the PCW will host the following campaign activities:

- 1. Youth Forum Against VAW** – The PCW and IACVAWC will convene a Youth Forum that gathers student leaders, Sangguniang Kabataan officials, youth organizations, and guidance counselors to deepen awareness and strengthen advocacy against violence toward women and girls. The forum will feature focused discussions on the root causes of VAW, the importance of male involvement, bystander intervention, youth empowerment, the role of digital media, the dynamics of VAW in relationships, and the institutionalization of anti-VAW programs in schools. By engaging both young people and school counselors, the activity aims to build their capacities, encourage grassroots-led initiatives, and establish an online community to sustain active participation in the fight against VAW.
- 2. Development of Compendium of IEC Materials for the Anti-VAW Campaign** – A booklet-format compendium will be published, compiling key information, education, and communication (IEC) materials developed throughout the campaign's implementation. It will serve as a reference for advocates, educators, and stakeholders, containing FAQs on anti-VAW laws and advocacy tools;
- 3. Media Engagement** – A press conference will be conducted to officially present the 2025 campaign. It will raise awareness of gender-based violence, highlight the roles of various sectors—including youth, men, and local leaders—and call for stronger support for the National Action Plan to End VAW (NAP EVAW);
- 4. “Do the Macho Choir” Challenge** – This creative social media initiative invites the public to reinterpret the 2018 “Macho Choir” radio plugs. By using music and performance, the challenge aims to spark conversations around catcalling and sexual harassment;
- 5. #MrRespeto Challenge** – A digital campaign promoting positive Filipino masculinity. Men and boys are encouraged to post personal stories, reflections, or pledges under the hashtag #MrRespeto to counter harmful stereotypes and promote respect and accountability;
- 6. #VowToEndVAW Commitment** – An online movement encouraging Filipinos to express their stand against VAW by posting photos doing the “Stop VAW” hand sign, accompanied by a personal vow. This initiative emphasizes individual responsibility and community solidarity



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

7. Suggested Activities for Stakeholders

In support of the 2025 18-Day Campaign to End Violence Against Women (VAW), government agencies, non-governmental organizations, sectoral groups, private institutions, civil society organizations, and other stakeholders at the national, regional, and local levels are encouraged to implement any of the following campaign activities:

8. Inclusion in Flag Ceremonies

VAW-related presentations and other campaign materials can be shown in flag ceremonies throughout the campaign period, including the **All-Women Cast Lupang Hinirang video and the Prayer to End Violence Against Women;**

9. Display of Campaign Banner

The official campaign banner can be printed (with the participating stakeholders' own logo) and displayed at conspicuous places in their respective offices and landmarks;

10. Online Participation

- Upload the official campaign logo, banner, advocacy videos, and other materials on websites and social media accounts
- Share VAW-related news, articles, photos, and other relevant information online using #VAWfreePH and other campaign hashtags
- Use the 18-day Campaign to End VAW Facebook Profile Frame, which is available on the PCW Facebook page
- Download, send, and use anti-VAW digital sticker packs on messaging platforms like Viber and Telegram

11. #OrangeYourIcon Movement

This initiative invites government and private institutions across the country to light up landmarks, buildings, or icons in orange during the campaign. More than just a visual spectacle, this initiative sparks public interest, transforms everyday spaces into platforms for awareness, and inspires conversation around ending violence against women and girls;

12. The Orange Exhibit: Journey towards a VAW-free Philippines

Set up **The Orange Exhibit: Journey towards a VAW-free Philippines** at the



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

stakeholders' offices within the campaign period. Stakeholders may also develop their own version of the "Orange Exhibit" to chronicle agencies' achievements in the fight against VAW;

13. Dissemination of IEC Materials

Distribute updated VAW-related information, education, and communication (IEC) materials 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;

14. Translate IEC materials to local major languages

Support the localization of key messages by translating IEC materials into major local languages spoken in the community. This ensures inclusivity and wider reach, especially for grassroots audiences. Translated materials should retain the original meaning, tone, and intent of the messages, while remaining culturally sensitive and contextually appropriate;

15. Public Showing of PCW-produced VAW-related Videos

VAW-related videos produced by the PCW may be shown publicly via electronic billboards, television/radio programs, and other platforms or venues (To download for free, visit the **PCW Digital GAD Library**, **PCW YouTube channel**, and **PCW Facebook page**);

16. Conduct of other VAW Prevention and Awareness Activities

Organize relevant, timely, and impactful activities such as discussions, orientations, and learning sessions on VAW, anti-VAW laws, and VAW services during the campaign period for both internal and external stakeholders;

17. Conduct of Regional and Local Campaign Activities

Coordinate and collaborate with other government regional offices or local government units (LGUs) to hold activities related to the 18-day Campaign to End VAW;

18. Be featured in the official Calendar of Activities

The PCW invites agencies with planned activities intended for external stakeholders (client-focused activities), to have them featured in the official 18-Day Campaign to End VAW Calendar of Activities. Activity details should be submitted through this link: <https://bit.ly/202518DCTEVCA> no later than October 31.



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

19. Official Campaign Hashtag

The official hashtag #VAWfreePH shall be used across all digital platforms during the 18-Day Campaign to End VAW to unify efforts, raise public awareness, and foster solidarity. Participating stakeholders are encouraged to include the hashtag in all online materials and posts to amplify the campaign's message of building a VAW-free and inclusive Bagong Pilipinas

20. Non-partisan Nature of the Campaign

The 18-Day Campaign to End Violence Against Women is a strictly non-partisan initiative. The PCW reminds all public officials, government employees, and stakeholders to uphold the integrity of the advocacy by refraining from using PCW-produced materials for political promotion, personal gain, or grandstanding. The focus must remain on advancing the campaign's message and purpose.

21. Issuance of Parallel Memoranda by Oversight Agencies

The PCW encourages oversight bodies, government agencies at the national, regional, and local levels, and other stakeholders to issue their respective memoranda containing relevant guidelines, activities, and reminders in support of the 18-Day Campaign to End Violence Against Women. These issuances should align with their respective mandates and help reinforce the campaign's objectives across all levels.

22. Use of Gender and Development (GAD) Budget

Participating government agencies and instrumentalities may charge expenses related to the implementation of activities for the 18-Day Campaign to End Violence Against Women (VAW) to their respective GAD Budgets, provided that such activities are consistent with the theme, objectives, and overall focus of the Campaign as stipulated in this Circular, and are aligned with their mandates and functions. These activities shall also be duly reflected in their FY 2025 GAD Accomplishment Reports.

Nothing in this Circular shall be construed as an amendment to existing policies on GAD Planning and Budgeting, or to any applicable procurement, financial, or administrative regulations, including those set forth under Republic Act No. 9184 and relevant issuances by oversight agencies.

23. Details for Sending Inquiries and Feedback

Stakeholders are encouraged to visit the official 2025 18-Day Campaign to End VAW webpage or follow the PCW's social media accounts (@PCWgovPH on [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#), [YouTube](#), and [Viber](#)) for campaign-related information, updates, and promotional materials.