



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

19 Nov 2025

DIVISION MEMORANDUM

No. 721, s. 2025

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

To: OIC-Assistant Schools Division Superintendent
OIC-CID Chief Education Supervisor
OIC-SGOD Chief Education Supervisor
School Heads/OICs (Public Elementary and Secondary Schools)
All Others Concerned

1. Pursuant to Republic Act 10398 titled "An Act Declaring November Twenty-Five of Every Year as National Consciousness Day for the Elimination of Violence Against Women and Children" and Presidential Proclamation No. 1172, s. 2006 titled "Declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women," this Office, through the Division Gender and Development Focal Point System (GFPS) joins the nation in observing the 18-Day Campaign to End Violence Against Women and Children (VAWC) on November 25, 2025 until December 12, 2025, with recurring six-year (2022-2027) theme "*UNITED for a VAW-Free Philippines.*"
2. This year's 18-day Campaign specifically aims to:
 - Accelerate the implementation of the *National Action Plan to End Violence Against Women*, especially at the *local level*.
 - Mobilize *youth* to speak out against violence, raise awareness, and actively advocate for a VAW free future.
 - Empower *men* to be proactive allies by promoting respectful behavior, challenging harmful norms, and supporting gender equality.
 - Encourage *bystanders* to take action, break the silence, and intervene safely and effectively.
 - Mainstream VAW prevention across sectors to ensure a *whole-of-nation* approach, linking it with broader social, economic and governance agendas to address root causes and systemic barriers.
3. Anent to this, all public schools GFPS are highly encouraged to implement the activities declare on their respective 2025 GAD Plan and Budget (GPB) and suggested activities by the Philippine Commission on Women (PCW) such as:
 - Inclusion in flag ceremonies of VAW-related presentations, other campaign materials, and the "All-Women Cast Lupang Hinirang" video during the



Address: Toclong I-C, Imus City, Cavite
Telephone No.: (046) 4198450 to 53
Email Address: imus.city@deped.gov.ph
Website: www.depedimuscity.com
Facebook Page: @sdoimuscity



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. The use of the “18-day Campaign to End VAW Prayer” is likewise highly encouraged;

- Printing and displaying of campaign banner at the stakeholders’ conspicuous places in respective 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/202518DCTEV BANNER;
- Online participation support to the advocacy through various ways:
 - 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
- Join the #OrangeYourIcon Movement for 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;
- 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). Own version of the “Orange Exhibit” may also be developed to chronicle agencies’ achievements in the fight against VAW;
- 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;
- 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;
- Public showing of VAW-related videos through electronic billboards, television/radio programs, and other platforms/venues managed by the stakeholders’ offices. PCW-produced videos can be downloaded for free via PCW Digital GAD Library, PCW YouTube channel, and PCW Facebook page;
- 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;
- 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 and VAWC and/or gender and development (GAD) Committees, other government regional offices, or local government units (LGUs); and
- Advocating for positive masculinity by organizing activities that emphasize positive masculinity and the crucial roles of male advocates in the anti-VAW advocacy.

4. For inquiries and clarifications, please contact Ms. Naamah C. Mambalos, Planning Officer III/Division GFPS Focal Person, at (046)-419- 8450 to 53 local 227.
5. Immediate and wide dissemination of this Memorandum is earnestly desired.



Digitally signed by
Mendoza Homer
Napenas
Date: 2025.11.19
05:29:44 +08:00

HOMER N. MENDOZA

Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent



Encl.: None

Reference: As stated

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

PROGRAMS

sgod/ncm/November 17, 2025