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Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

November 19, 2026

DIVISION MEMORANDUM
No. 570 s. 2025

2026 OBSERVANCE OF THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)

To: Assistant Schools Division Superintendents
CID and SGOD Chiefs
Education Program Supervisors
Public Schools District Supervisors
Elementary & Secondary School Heads
All Division Office Unit Heads
All Teaching and Non-Teaching Personnel
All Others Concerned

1. Pursuant to the Philippine Commission on Women (PCW) Memorandum Circular No. 2026-05 titled *"Guide for the 2026 Observance of the 18-day Campaign to End Violence Against Women (VAW),"* this Office enjoins all schools and offices in the Division to actively participate in the observance of the **18-Day Campaign to End Violence Against Women (VAW)** from November 25 to December 12, 2026.

2. This year's overarching theme (2022-2027), *"UNiTEd for a VAW-free Philippines,"* emphasizes shared responsibility and whole-of-nation action in preventing and ending VAW, while the 2026 Focus is aligned with the NAP EVAW's direction that highlights 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.

3. To deepen understanding and promote active involvement, all schools and offices are encouraged to undertake activities aligned with the following key objectives:

- **LEARN.** Understand VAW, its different forms and manifestations, its underlying factors, and its impact on women and girls.
- **REFLECT**. Examine personal beliefs, attitudes, behaviors, and social norms that may tolerate, excuse, normalize, or perpetuate violence.
- **CONNECT**. Recognize the roles of individuals, families, communities, institutions, and different sectors in preventing VAW and supporting those affected by violence.
- **ACT**. Take safe, appropriate, and meaningful action to prevent violence, challenge harmful norms, promote respectful relationships, and respond when violence occurs.
- **SUSTAIN**. Carry these commitments beyond the 18-day observance and contribute to longer-term changes in attitudes, behaviors, practices, and systems.

5. The following recommended activities may be conducted during the campaign period:

A. **Flag Ceremony Integration** – Prayer to End VAW and brief anti-VAW orientations. Access the prayer here: **bit.ly/PrayerToEndVAW**

Address: Provincial Capitol Compound, Brgy. Guinhawa, City of Malolos, Bulacan
Website: https://bulacandeped.com.ph
Email: bulacan@deped.gov.ph

B. **"CineBabaylan: Pelikula. Pagninilay. Pag-unawa. Pagkilos. Pag-asa" Film Screenings with Talkback Sessions:** – Localized film screenings and talkback sessions. For the talkback session guide, minimum requirements, and logistical arrangements, visit the PCW website: **https://pcw.gov.ph/2026-18-day-campaign/**

C. **Information Dissemination** – PCW IEC materials and advocacy videos. Visit PCW website for details: **https://pcw.gov.ph/2026-18-day-campaign/**

D. **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's official hashtag #*VAWfreePH* to consolidate and maximize online reach. Visit PCW website for details: **https://pcw.gov.ph/2026-18-day-campaign/**

E. **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 the PCW website.

F. **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.

6. All participating schools are instructed to document their activities and submit a brief report with photos all in ONE PDF file format, saved in one folder through the link **https://tinyurl.com/ANTIVAWC2026** using the naming convention <SCHOOLID_SCHOOLNAME_ANTIVAW2026> not later than December 15, 2026.

7. For reference and access to official campaign materials, schools may visit the Philippine Commission on Women website at **https://pcw.gov.ph/2026-18-day-campaign/**

8. Immediate and wide dissemination of this Memorandum is directed for the information, guidance, and compliance of all concerned.

[redacted]

CECILIA E. VALDERAMA, PhD, CESO VI
Schools Division Superintendent [redacted]

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

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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.

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[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.

1145 Jose P. Laurel Street, Malacañan Palace Complex, San Miguel, Manila 1005 Philippines
(63-2) 8735-1654 / 8735-4767 / 8736-7712 records@pcw.gov.ph https://www.pcw.gov.ph

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

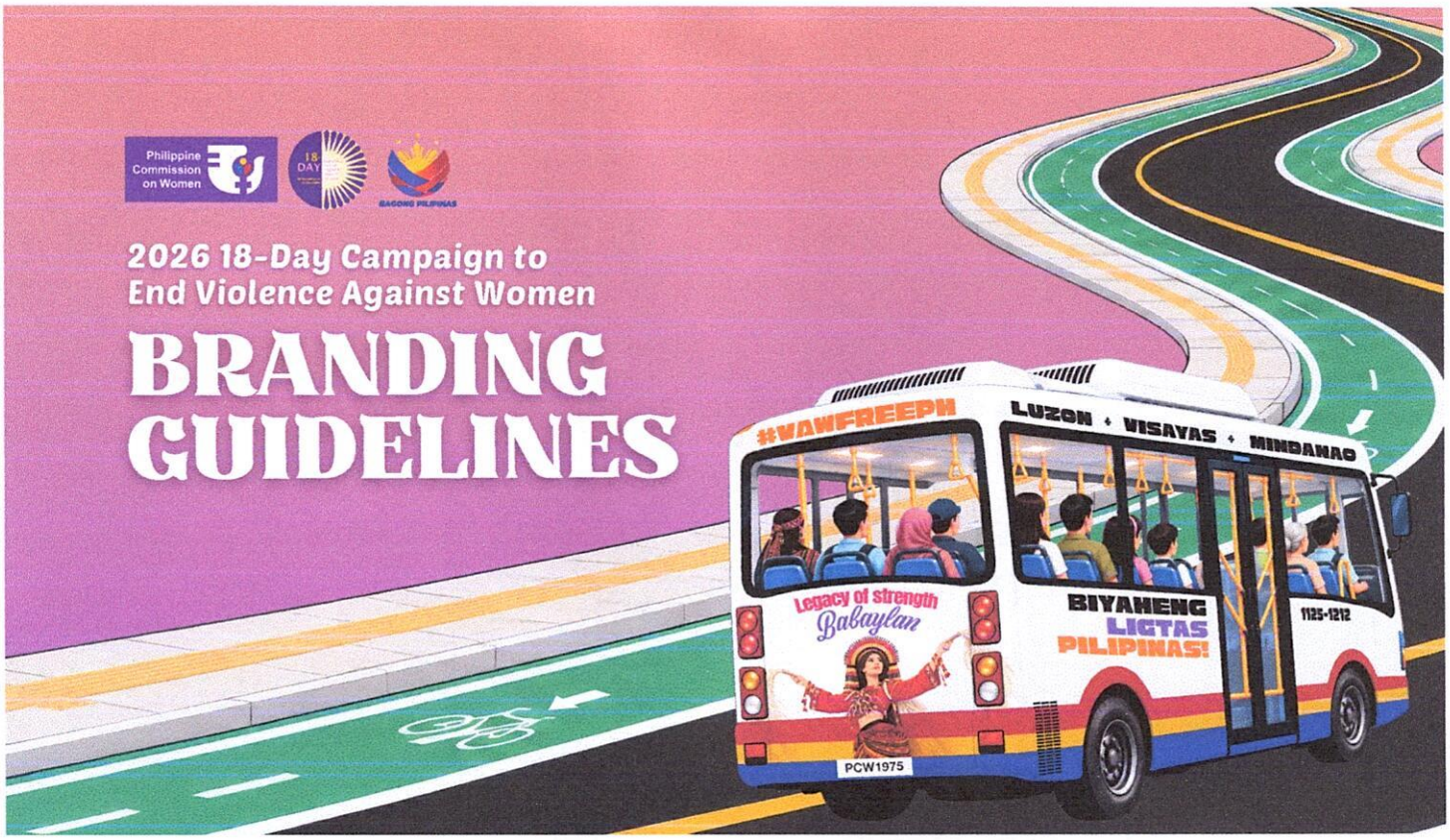
Stakeholders may access and download full 2026 campaign details, templates, toolkits, mechanics/guidelines for suggested activities, and digital copies of PCW-produced information, education, and communication materials at (https://pcw.gov.ph/2026-18-day-campaign/).

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



2026 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

November 25, 2025 to December 12, 2026

This Branding Guide features the correct usage of logos, colors, and other brand assets related to the 2026 18-Day Campaign to End Violence Against Women.

It provides guidance on applying these brand elements across campaign materials to ensure a cohesive visual identity, strengthen campaign recognition, and reinforce the Philippine Commission on Women as the authority on gender equality and women's empowerment in the country.

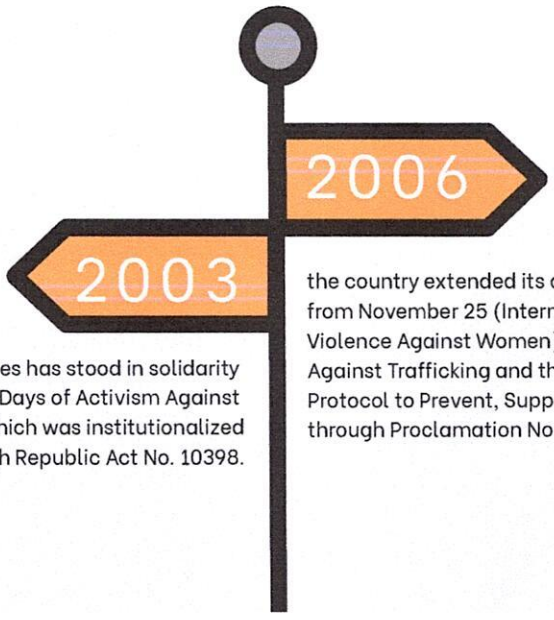
Brand Identity
Logo Guidelines
Campaign Theme Logo
Color Palette
Typography
Advocacy Materials
Digital Collaterals
Online Campaign
Calendar of Events Form
Activity Photos Form

CONTENTS

DISCLAIMER

The 18-Day Campaign to End Violence Against Women is a **strictly non-partisan initiative**. 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.

Background



the Philippines has stood in solidarity with the global 16 Days of Activism Against Gender-Based Violence, which was institutionalized nationally through Republic Act No. 10398.

the country extended its annual observance to 18 days, from November 25 (International Day for the Elimination of Violence Against Women) to December 12 (International Day Against Trafficking and the signing anniversary of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons) through Proclamation No. 1172.

Logo Guidelines

18-Day Campaign To End VAW Logo





To ensure that this logo always appears clearly and unobstructed, it is important to take note of the following:

- The logo shall not be modified and tampered with. No other elements should be present within the logo itself.
- Provide an area of clear space around it.
- There should be a minimum clear space, which is equal to the height of "M" as indicated in the figure, around the logo. No other object shall appear within the indicated area at any time and where possible. The clear space can also be increased.
- The logo shall always be legible and must never lose its integrity when reduced to smaller size.
- The logo shall appear in print not smaller than 25mm in width.

Download Now

The PCW Logo



This is the logo of the Philippine Commission on Women. It consists of the dove symbol and the wordmark "Philippine Commission on Women". Both elements must be used together at all times. In most applications, the logo is placed inside an identity box or band for emphasis and distinction. The color used for the box or band is purple, which is globally recognized as the color of women, symbolizing justice and dignity.

The PCW logo must not be altered or recreated in any way that violates the integrity of its design. Thus, the relationship of its elements shown here should always be retained. Neither the icon nor the typography should be used independently of the other. The only exception permissible is when used on social media sites and other applications, but shall be subject for approval.

The PCW Logo



Royal purple logo



White (stand-alone) logo





Treatment in reverse and black & white

The PCW logo has been designed as a unit, consisting of the symbol and the logotype. There are two acceptable full logo variations: the white and the royal purple.

Royal purple logo
The dove symbol is not outlined and the logotype is in reverse for better contrast

DOWNLOAD

White (stand-alone) logo
The dove symbol is outlined in black and the logotype is in black. Intended for more formal applications such as form headers When using this option, make sure that the dove symbol is outlined in black and the logotype is in black. The Flag element at th center of the dove has no outline.

DOWNLOAD

Treatment in reverse and black & white
For instances in which the PCW logo will appear on a black & white or grayscale publication, the PCW logo should appear 100% black on white. When placed on a black background, the logo should appear 100% white.

DOWNLOAD Black & White DOWNLOAD Reverse Black and White

The PCW Logo



Clear space and minimum size

The logo should maintain a minimum clear space equal to the height of the "P" around the whole logo. No other object should appear within this area at any time, and where possible, this clear space should be increased.

The PCW logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the logo should never appear in print smaller than 25mm in width.

The PCW logo appears in the official campaign streamer with the phrase "In support of" on top. This indicates that the participating stakeholders support the PCW-led campaign; it does not necessarily mean that PCW is endorsing any activity, project, program, product, or service that any interested group from the government or the private sector may initiate in line with the campaign. The use of PCW logo for other purposes other than the templates/designs released by the Commission is not allowed, unless prior approval is secured by writing to the Office of the Executive Director (Send email to: records@pcw.gov.ph)

"In support of" Logo

In support of:



Use of the PCW Logo with 18-Day Campaign to End VAW Logo

This logo variation prominently displays the phrase "In support of:" on top of the PCW logo, and where appropriate, a PCW brand logo for a specific initiative (e.g. National Women's Month Celebration, 18-Day Campaign to End VAW). When used with a brand logo, the PCW logo shall be placed on the right-most part of the layout.

The use of this logo variation indicates that the proponent supports the PCW and its advocacy; it does not necessarily mean PCW's endorsement of any activity, project, program, product, or service that any interested group from the government or the private sector may initiate.

This logo variation shall be generally used for PCW-led programs, projects, and activities wherein stakeholders have the freedom to conceptualize and organize their own initiatives to support the general objectives set by the PCW.

Its use may also be allowed for self-initiated programs, activities, and projects of other entities that support the advocacies and objectives of PCW on gender equality and women's empowerment.

Incorrect Use of PCW Logo

Please don't do any of these



Cropping of logo



use of old logo and rearrangement of words, characters and symbol

Distorted



Use of transparent background and changing or adding of outline



Change of color

Color Palette

Primary Palette

Print materials and other brand assets should be attuned with the given color guides for consistency.

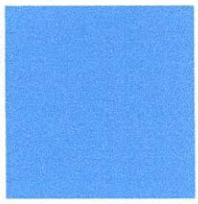
White
#FFFFFF
0-0-0-0
255-255-255



Black
#000000
0-0-0
75-68-67-90



Orange
#FF6D00
0-71-100-0
255-109-0



Blue
#0071BC
87-53-0-0
0-113-188

Secondary Palette

Print materials and other brand assets should be attuned with the given color guides for consistency.

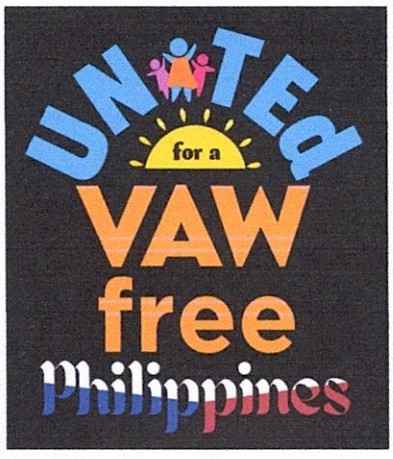
#FF6D00 0-71-100-0 255-109-0	#FF8030 0-62-85-0 255-128-48	#FFA269 0-45-61-0 255-162-105	#FFBA8F 0-33-43-0 255-186-143
#0071BC 87-53-0-0 0-113-188	#7AA4DD 51-28-0-0 122-164-221	#B1C9EA 28-13-0-0 177-201-234	#C9D7EC 19-9-1-0 201-215-236

Other Palette

Print materials and other brand assets should be attuned with the given color guides for consistency.

#BE272D 190-39-45 18-98-93-8	#2D3291 45-50-145 100-96-4-1	#FFD012 255-208-18 1-17-98-0

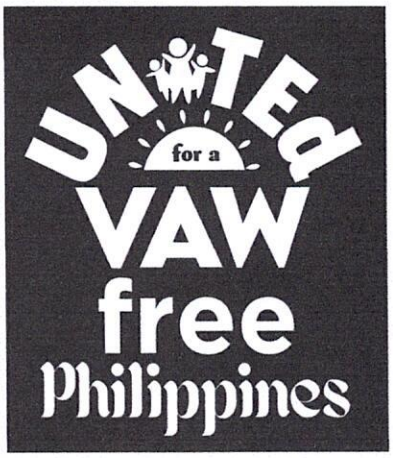
Typography



PNG Download file



PNG Download file



PNG Download file



PNG Download file

Advocacy Materials

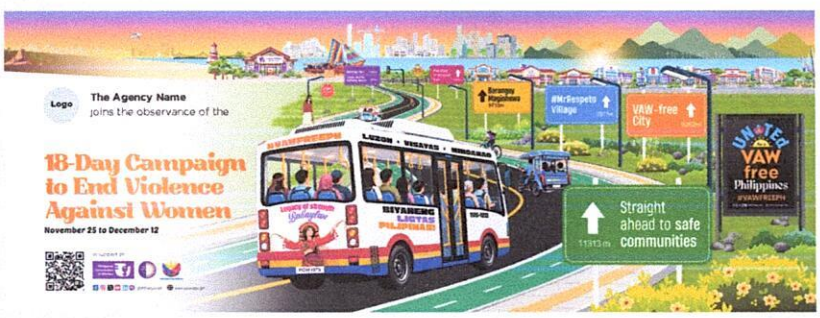
REMINDER

PCW does not sell these items.

The designs provided here are FREE and only SERVE AS REFERENCE for agencies and other stakeholders who wish to produce collaterals for the campaign.

Agencies and stakeholders who wish to develop their own materials must ensure the correct usage of designs as stated in this guide.

Advocacy Streamer



Gotham Bold - The Department of the Interior and Local Government | #000000
Gotham Book - joins the observance of the| #000000

Ps PSD **Download file**

Canva **Template link**

Streamer Specifications:

Dimensions: **11 ft. length and 4 ft. width**

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportioned is maintained.

Advocacy Roll Up Banner

Banner Specifications:

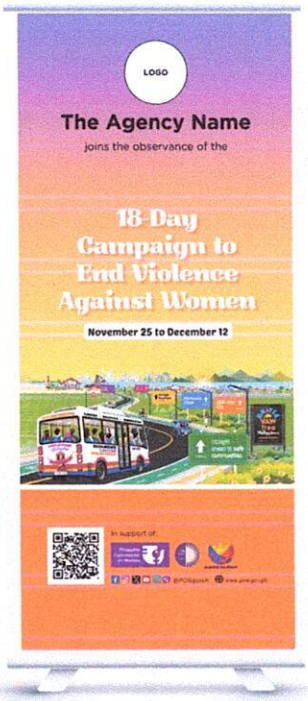
Dimensions: **200cm height and 85cm width**

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportion is maintained.

Ps PSD **Download file**

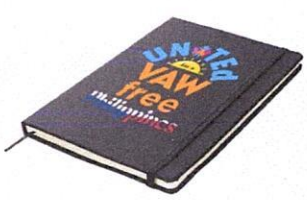
Canva **Template link**



Other Advocacy Collaterals

Agencies *may produce their preferred collaterals as long as the 2026 18-Day Campaign typography and campaign color will be dominant in the design.*









Digital Collaterals

#OrangeYourProfile

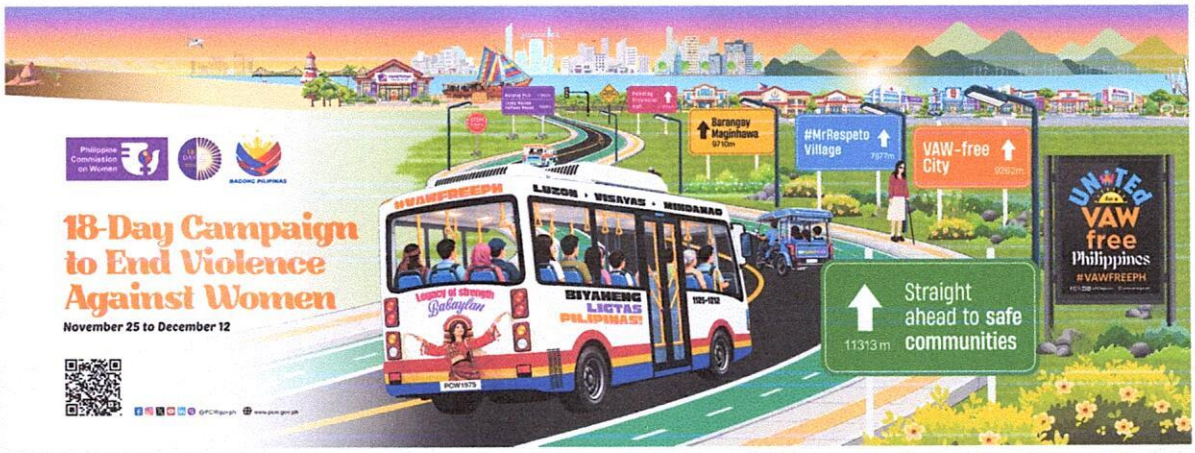
Get your 2026 18-Day Campaign to End VAW Profile Frame here

How to get the Advocacy Profile Frame:

1. Scan the QR Code or click the link:
   Twibbonize: **https://twb.nz/vawfreeph2026**
2. Add your photo, click next, and download.
3. Post your advocacy profile picture on social media with the message of support.



Web Banner



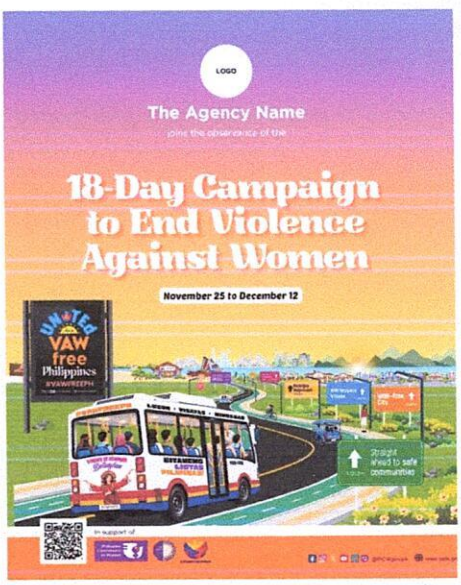
Ps PSD **Download file**

Social media card

Canva **Template link**

Specifications:
Image Size: 2000px by 2000px & 1080px x 1350px | 300 dpi | RGB

To ensure the integrity of this IEC material, no other elements should be present within the design itself.



Zoom Background

Specifications:

Zoom background for online events
Image Size: 1920 x 1080 px

Download design file

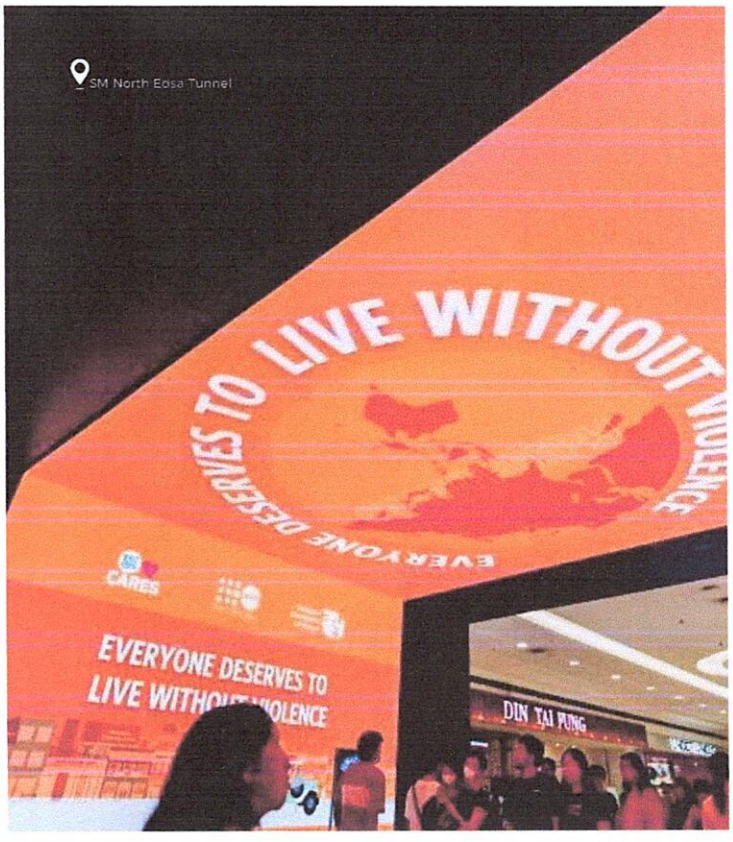


Activities

#OrangeYourIcon Campaign

- This initiative enjoins government offices and private organizations nationwide to color its major landmarks or icons with orange from November 25 to December 12.
- Share it on social media using the hashtags #VAWFreePH and #OrangeYourIcon2026

Launched in 2015, this initiative aims to attract and spark public's curiosity which provides opportunities for advocates to explain and to declare their support to the Anti-VAW advocacy. This will serve as a springboard for public discourse and for disseminating the message of zero tolerance for VAW.



#DoTheMachoChoir Challenge

- This challenge invites everyone to record and post creative performances using the provided 30-second Filipino nursery-rhyme-inspired tunes through singing, dancing, or acting to raise awareness that catcalling is gender-based sexual harassment—not a compliment or a joke—under Republic Act No. 11313, or the Safe Spaces Act.
- All performances and creative interpretations must uphold the campaign's core messages of gender equality, respect, dignity, and safe spaces.

Catcalling is still harassment, no matter the tune.
Join the call to stop it.



OFFICIAL HASHTAG

#VAWFREEPH

This 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.

Be part of the official **Calendar of Events!**

Submit your programs and activities to be part of the **2026 18-Day Campaign to End VAW Calendar of Events Page!**

https://bit.ly/202618DCTEVCA

Deadline for submission: November 22, 2026 | 11:59 PM

Be featured on **PCW's Facebook Page!**

https://bit.ly/202610DCTEVAP

Fill out the **form**, upload your best activity photo, and be featured on PCW's Facebook page.

Deadline for submission: December 13, 2026 | 8:00 AM

Know more about the 2026 18-Day Campaign

Philippine Commission on Women

18-DAY

1145 Jose P. Laurel Street, Malacañan Palace Complex, San Miguel, Manila 1005 Philippines

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