



Kick-Off Ceremony for the 18-Day Campaign to End Violence Against Women (VAW)

November 25, 2022 | 1:00 to 5:00 PM

Philippine International Convention Center, Pasay City
Meeting Room 1 (Jose Rizal Hall)

REPLY FORM FOR REPRESENTATIVES

Name of Agency/Organization:		
Complete Name(s)	Designation(s)	Contact details (email address, mobile number, office landline)
1. JOVEN D. CORDETA	Administrative Aide I	hanjostar@gmail.com 09054781916
2. JAY-R R. OABEL	Administrative Officer V	09683149805

Please email the accomplished Reply Form to iacvawc@pcw.gov.ph on or before November 10, 2022. For questions or any other concerns, please contact Ms. Anna Maravillas or Ms. Nevi Calma at (02) 8736-1654 local 122 or 131, 0917-8671907, 0917-8454814.



The Philippine Commission on Women
leads the observance of the



18-Day Campaign to End Violence Against Women

November 25 to December 12, 2022

UNited for a VAW-FREE PHILIPPINES



Kick-Off Ceremony

Date: November 25, 2022

Time: 1:00 to 5:00 PM

Venue: Meeting Room 1 (Jose Rizal Hall), PICC, Pasay City

Time	Activity
1:00-2:00 PM	Registration and seating
2:00 PM	I. Preliminaries <ul style="list-style-type: none">• VAW prayer and National Anthem• Opening Message Atty. Kristine Rosary E. Yuzon-Chaves Executive Director, Philippine Commission on Women• Keynote Speech Secretary Benjamin C. Abalos Jr. Department of the Interior and Local Government IACVAWC and IAOCSSA Co-Chair, IACAT member II. Presentation of PCW-led Activities <ul style="list-style-type: none">• Launching of Orange Exhibit• Presentation of VAW Survivor Stories• Presentation of VAW Social Experiments III. Responses from Advocacy Stakeholders <ul style="list-style-type: none">• Mr. Marlon Peralta GAD Coordinator, Men Opposed to VAW Everywhere (MOVE) DND Chapter• Ms. Elizabeth Angsioco National Chairperson, Democratic Socialist Women of the Philippines (DSWP)• Undersecretary Margarita N. Gutierrez Undersecretary for Plans, Public Affairs and Communication Department of the Interior and Local Government

4:00 PM	IV. Closing Program <ul style="list-style-type: none"> • Symbolic Show of Support • Announcement of other Campaign activities • Closing Message Secretary Erwin T. Tulfo Department of Social Welfare and Development IACVAWC Chair, IACAT Co-Chair, IAOCSSA member
5:00 PM	End of Event

CAMPAIGN ACTIVITIES FOR 2022

November 25 to December 12, 2022

The 18-Day Campaign to End VAW for 2022 shall highlight the government's achievements in its long-standing fight to end violence against women. It aims to:

- promote awareness on the forms of violence, the laws that provide for the protection of victims, and the available VAW-related services stipulated under these laws;
- gather insights on the general public's level of awareness on VAW; and
- highlight the gains and milestones in the efforts to prevent and address VAW and the Philippines' participation in the global campaign to end it.

The Campaign looks into the popularization of VAW-related laws and the strategies in place to strengthen its implementation. PCW, as the lead agency for the campaign, presents its line-up of activities to further the advocacy and gauge community awareness about VAW, its forms, and actions that can be taken to address it:

1. **18-Day Campaign Kick-off Ceremony** – In collaboration with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC), PCW will launch the campaign on November 25, 2022 at the Philippine International Convention Center (PICC), Pasay City. The event shall feature messages from agencies leading the anti-VAW advocacy, highlight the country's milestones and developments in implementing VAW-related laws, and present the results of PCW-led activities such as The Orange Exhibit, VAW Survivor Stories, and VAW Social Experiments.
2. **VAW Survivor Stories** – PCW will premiere a series of video interviews with victim-survivors who have agreed to share their experiences of dealing with and rising from violence and abuse. This aims to shed light on the experiences of women-victims who were able to report and take legal action against their abusers. Ultimately, the videos aim to inspire other victims and the public in general to seek help against VAW.
3. **VAW Social Experiment** – In partnership with Philippine Educational Theater Association (PETA), PCW is conducting a number of social experiments in Luzon,

Visayas, and Mindanao prior to the start of the campaign. The experiments aim to test people's reactions when presented with a staged scenario portraying intimate partner violence, sexual harassment, and trafficking in persons. The results will be documented, processed, and shown during the kick-off event on November 25, 2022.

4. **The Orange Exhibit: Journey towards a VAW-free Philippines** – The exhibit features the country's 20-year journey of participating in the global advocacy. The materials will be displayed at the PICC during the Kick-Off Ceremony and will underscore how the annual 18-day Campaign became instrumental in raising awareness on VAW, in the passage and popularization of landmark legislations.
5. **Orange Your Icon Advocacy Initiative** – Launched in 2015, this initiative calls on all government offices and private organizations nationwide to color their major landmarks and/or icons with orange from November 25 to December 12 of every year. The adoption of the orange color symbolizes support to the campaign and sparks public curiosity at the same time. This provides opportunities for public discourse towards heightened awareness about the Anti-VAW advocacy.
6. **Online Activities** – PCW shall promote three (3) main hashtags to raise awareness on VAW, encourage victim-survivors to share their experiences, and call attention to the national campaign. The hashtags are also intended to streamline the consolidation of posts, content, and feedback from people who participate in the online trend.
 - a. **#RaiseYourVoice** – Users can use this hashtag when posting content related to their personal experiences of violence. This aims to help victim-survivors talk about the realities of being subjected to abuse and help destigmatize conversations about VAW. By letting victims take control of their narratives, PCW hopes to foster healthy dialogue, diminish victim-blaming, and encourage help-seeking behavior.
 - b. **#VowToEndVAW** – This hashtag calls for commitment among stakeholders, public and private alike, to stand up against violence. Users may use this hashtag to post photos of them posing with the “Stop VAW” sign or gesture and caption it with their pledge of support to the advocacy.
 - c. **#VAWfreePH** – This hashtag will be carried over from the previous campaign's theme to sustain the consolidation of posts relevant to the advocacy. PCW will also use this hashtag when posting online content and developing IEC materials about the campaign.

Reference:

- [PCW Memorandum Circular No. 2022-04: Guide for the 2022 Observance of the 18-Day Campaign to End Violence Against Women \(VAW\)](#)
- [Webpage for the 2022 18-Day Campaign to End VAW on the PCW website](#)