

2018 18-Day Campaign to End VAW

Theme: VAW-free community starts with me

Campaign Background

The 18-Day Campaign to End Violence Against Women (VAW) is observed annually from November 25 to December 12 to raise awareness among all stakeholders that VAW is a public issue of national concern. It supports the Philippine Government's goal to protect the human rights of women and its commitment to address all forms of gender-based violence. The following issuances provide the national legal mandates for the annual campaign:

- **Proclamation 1172 s. 2006** – Declaring 25 November to 12 December as the 18-Day Campaign to End Violence Against Women (VAW)
- **Republic Act 10398 (2013)** – Declaring November 25 of Every Year as National Consciousness Day for the Elimination of Violence Against Women and Children In Support of the Worldwide Campaign to End VAW

The 16 Days of Activism Against Gender-Based Violence began in 1991, linking November 25 (International Day Against VAW) and December 10 (International Human Rights Day) to emphasize that VAW is a human rights violation. It is further strengthened with the launching in 2008 of the United Nations (UN) Secretary-General's UNiTE to End VAW Campaign which envisions a world free from all forms of violence against women and girls. For the UN, this vision can only be realized through meaningful actions and ongoing political commitments of national governments, backed by adequate resources.

The Philippine Campaign to End VAW

The Philippine government has participated in this worldwide campaign to eliminate VAW since 2002. Recognizing that human trafficking is a form of VAW, Presidential Proclamation 1172 s. 2006 extended the national campaign to 18 days, to include December 12, a historic date that marked the start of opening for signature in year 2000 of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention Against Transnational Organized Crime.

The 2018 18-Day Campaign to End VAW

The National Demographic and Health Survey (NDHS), which is conducted by the Philippine Statistics Authority (PSA) every five years, provides a picture of the alarming incidence of VAW in the Philippines.

Results from the preliminary NDHS conducted in 2017 show that out of the 11,558 ever-married Filipino women aged 15 to 49 surveyed, one in 4 or 26% has experienced physical, sexual, or emotional violence committed by their husband or partner. These survey results are more indicative of the prevalence of violence in the country, since the administrative data on number of

clients served by service providers like the police, social workers, and health workers only capture cases reported to these offices.

Considering such prevalence, the 2018 Campaign will continue to emphasize the role of all individuals in combating violence against women and girls within various institutions. To do this, the 2018 18-Day Campaign to End VAW shall focus on Primary Prevention to reduce incidents of VAW across the country. This can be achieved by letting people understand VAW from the point of view of victim-survivors. It is hoped that such deeper understanding would ignite compassion from stakeholders, so that they would not commit, condone, or remain silent about VAW. For service providers, such compassion towards victim-survivors would encourage them to provide better services to their clients.

Campaign Theme

The Inter-Agency Council on Violence Against Women (IACVAWC) adopted the theme “VAW-free community starts with Me” for the annual 18-Day Campaign to End VAW, from year 2016 to 2021. The theme elevates the campaign to positive advocacy as it enjoins everyone to pursue the common vision of a community free from violence against women and girls, and highlights what can be done to achieve such.

Campaign Objectives

The 2018 18-Day Campaign to End VAW aims to:

1. Give the public a glimpse of a VAW victim-survivor's ordeal to later develop in them the virtue of compassion or *malasakit*;
2. Promote awareness on the forms of violence women and girls experience, provide information on the laws protecting women and girls, and feature VAW-related services that people can access and avail; and
3. Gather public support for the Campaign.

18 things that we can do to help end VAW

Woman/Girl

1. Empower yourself. Know your rights and available courses of actions in case these rights are violated.
2. Speak out and report to the authorities in case your rights are violated.
3. Encourage others to fight for their rights.

Man/Boy

4. Respect women and girls in your home, workplace, and community.
5. Join male groups promoting Anti-VAW efforts and participate in discussions to broaden your awareness on the advocacy.
6. Enlighten/advise perpetrators to seek help and join the male Anti-VAW supporters.

Government agency

7. Equip yourselves with apt trainings and capacity development sessions to improve service delivery for your clients.
8. Develop monitoring and evaluation strategy to assess the service to your clients supporters.
9. Let people know that you provide the services! We need to inform the public that there are government offices that they can turn to and trust to assist them towards healing and seeking justice.

Barangay

10. Ensure that your Barangay VAW Desk is functional. You can use the Barangay VAW Desk Handbook developed by PCW and DILG with partner agencies to guide you on what to do.
11. Establish linkages with local and national government agencies, as well as other organizations near your barangay where you can refer victim-survivors of VAW for needed assistance which the barangay is not able to provide.
12. Promote harmonious family and community relationships in your barangay which is grounded on mutual respect for human rights, and take proactive steps to attain a VAW-free community.

Private sector

13. Support the Anti-VAW efforts of the government and your immediate community.
14. Establish your own Action Desks where employees and clients can go to in case VAW happens.
15. Develop internal rules to proactively ensure that your workplace is VAW-free.

Academe/training institutions

16. Include concepts of VAW and women's human rights in lesson plans/lesson guides of your teaching staff

17. Continually conduct/spearhead anti-VAW advocacies in your campus, and if possible, to your immediate community through extension programs.
18. Setup a Committee on Decorum and Investigation (CODI) where students and employees can seek help

How can individuals and organizations get involved in the campaign to end VAW?

Organize your own event and invite others to join your event. Government agencies, non-government organizations, sectoral groups, private and civic organizations are enjoined to conduct their own activities in line with this year's campaign theme and focus. You can get in touch with the Regional and Local Inter-Agency Committee Against Trafficking in Persons, VAWC, and Child Pornography (Regional/Local IACATVAWCP) in your area to know how you can participate in regional and local activities. You can also invite other groups and individuals to join your event. Hanging of streamer bearing this year's campaign theme is also encouraged.

Live a Life Free from VAW. A life free from VAW – it's our right! Freedom from VAW starts with knowing and respecting each person's rights. You can help end VAW by doing the following:

- Never commit VAW
- Never condone VAW
- Never remain silent about VAW
- If you are, or you know someone who is a victim of VAW:
- Seek help from sympathetic family members and friends
- Report and seek the help of the barangay, social worker, police, NBI, or public attorney's office nearest you.

Spread the word. Freedom from VAW is everyone's concern. Be a firm advocate and partner in ending VAW. Know more about VAW and share the information with everyone. Support efforts within your school, workplace of community to eliminate VAW and achieve our vision of a VAW-free community.

2018 Campaign Activities

The following key activities shall be conducted in partnership with key agencies and organizations:

1. VAW Experiential Museum

SCREENING SCHEDULE		
December 4 (Tuesday) <i>by invitation only</i>	<i>First screening</i>	8:00 AM to 12:00 PM
	<i>Second screening</i>	1:30 PM to 3:30 PM
December 5 - 7 (Wednesday - Friday) <i>open to the public</i>	<i>First screening</i>	10:00 AM to 12:00 PM
	<i>Second screening</i>	1:30 PM to 3:30 PM

Using participative theatre, the VAW Experiential Museum is an effective way to make the public understand the difficult experiences of VAW victim-survivors by making use of their senses (see, hear and feel) and appealing to their emotions.

Building on last year's success of the VAW Experiential Museum, the PCW shall stage another run of the activity from December 4-7, 2018 at the Mowelfund Plaza, No. 66, Rosario Drive, Quezon City. This year, the VAW Experiential Museum repositions its goal of Primary Prevention to focus on a younger audience, specifically engaging high school and college students and youth organizations. Aside from understanding the various forms of VAW committed in different institutions and spheres, the audience will get a chance to learn and ask questions about the various direct VAW-related legal, psychosocial, and medical services which they can avail. It is hoped that as they walk through the museum, the youth will develop compassion or malasakit for VAW victim-survivors and become active agents in ensuring a future free from VAW.

2. Cine Juana Film-screening and Forum on VAW

The event shall use a movie as springboard for discussing VAW as a national issue. The event shall also provide a venue for the participants to discuss the film with the director/producers as well as with local service providers to learn about the different anti-VAW mechanisms available in their city or region.

3. VAW: The Unspoken Words II and the VAW: Unspoken Words Facilitator's Guide

The PCW shall produce and publish a new set of videos for the *VAW: The Unspoken Words Series*. Additionally, the PCW shall produce and distribute a CD compilation of the series together with a booklet containing the poems and a facilitator's guideline for screenings.

4. 2018 18-Day Campaign to End VAW List of Recommended Films

The PCW shall review and release a list of recommended films which organizations and agencies can screen in their respective offices. Organizers and attendees are strongly advised to process insights and reflections conveyed by the film right after the film showing.

5. Orange Your Icon for 18 Days Advocacy Initiative

(November 25 to December 12, 2018)

Now on its fourth year in the Philippines, activity aims to strengthen the anti-VAW advocacy by enjoining new audiences to join the cause to end VAW. The idea is to attract the public's curiosity on why major landmarks or icons nationwide are colored orange, thereby providing opportunities for advocates to explain the Anti-VAW advocacy. Everyone is encouraged to participate in the initiative to show solidarity for the campaign to end VAW.

6. Production and Distribution of Advocacy Materials

Agencies and LGUs are requested to produce and distribute their own VAWC-related information materials to their clients and employees. Those who wish to reprint PCW-produced materials may download the electronic copy of the IEC materials through this link <https://tinyurl.com/Anti-VAW-IEC>.

7. Online advocacy

Official hashtag: #VAWfreePH

Feature 18-Day Campaign to End VAW in agency websites.

For more information about the 18-Day Campaign To End VAW, feel free to contact Corporate Affairs and Information Resource Management Division (CAIRMD) at (02) 735-1654 local 131 or (02) 735-85-09 or email events.pcw@gmail.com.