



CHEDRO-III MEMORANDUM

No. 103, series of 2020

For : **ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS IN REGION III**

Attention : **GAD FOCAL PERSONS/FACULTY/STAFF/STUDENTS**

Subject : **18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)**

Date : 20 November 2020

In line with the celebration of the annual advocacy campaign to end Violence Against Women, this Office hereby invites all concerned to participate in the **2020 18-Day Campaign to End Violence Against Women**.

This advocacy campaign is observed annually from November 25 to December 12 as mandated by Proclamation No. 1172 series of 2006. The campaign theme for the period 2016-2021 is "VAW-Free community starts with Me". The theme shifts the 18-Day Campaign to End VAW to positive advocacy as it enjoins everyone to pursue the common vision to a VAW-free community, and highlights what can be done to achieve such. The campaign objectives are as follows:

- Promote awareness on the forms of violence women and girls experience;
- Provide information on laws protecting women and girls;
- Feature VAW-related services that people can access and avail;
- Promote the strengthening of a prevention and response system on VAW; and
- Gather public support for the campaign

In order to promote public awareness of VAW as an issue of national concern, all higher education institutions are advised to undertake programs and activities relative to the theme and the focus of the 2020 campaign such as, but not be limited to the following from the period 25 November 2020 to 12 December 2020:

1. Hanging of 2020 18-Day Campaign to End VAW official streamer in conspicuous places of the campus by 24 November 2020 (template of which can be accessed via <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/>)
2. Uploading of the official logo, advocacy videos and other 18-Day Campaign to END VAW advocacy materials in government agencies' websites and social media accounts by 24 November 2020;
3. Participating in online campaign by uploading video message of support for the campaign to end VAW to their respective social media accounts either as individuals or organizations, featuring the head of the institution and other key officials;
4. Participation in the nationwide "Orange Your Icon" advocacy campaign by decorating landmarks and iconic spots in their area with the color orange which represents hope and a future free from gender-based violence against women and girls;

5. Conduct in-campus for a on End-VAW Campaign and other orientations on gender-related laws; and
Conduct in-campus fora on End-VAW Campaign and other orientations on gender-related laws; and
6. Stakeholders are enjoined to organize their own activities which they find suited for their situation, as long as these are relevant for this year's campaign theme and focus.

In observance of the 18-Day Campaign to End Violence Against Women (VAW), the CHED Regional Office III enjoins all to attend and participate in the following activities via Zoom:

Activity	Date/Time	Zoom Link
Online "Kapihan at Talakayan" Towards VAW-Free Campuses	27 November 2020/ 9-12 NN	https://zoom.us/j/97673053009?pwd=Tjg4RnZhZ1QzWkFzbkJtZVZnTE16UT09
Sharing of Best Practices on Gender and Development	03 December 2020/ 9-12 NN	https://zoom.us/j/96429835392?pwd=c0pHOXpBYmNsa0lmVWpYQTlHR2lmUT09
Reinvigorating the Minds and Hearts to End VAW Ten-Minute of Silence and Prayer to stop Violence Against Women	10 December 2020/ 9-12 NN	https://zoom.us/j/94849646447?pwd=c0pkWjVPTEdYTnBPNjZ2ODY0RkdIQT09

The Presidents/ Heads and designated key officials, GAD Focal Persons, faculty members and students are invited to attend the above-mentioned activities. Those who will not be able to login to the sessions and who would like to hear the sessions may also watch through <https://www.facebook.com/CHEDRegionalOffice3>.

Should there be any inquiries or concerns, the designated staff may directly coordinate with Ms. Cristeta L. Taran, CHEDRO III GAD Focal Point System (GFPS) member, at telephone number (045) 402-6659 or e-mail at chedro3@ched.gov.ph

For the HEIs' participation and attendance, please.



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