



Republic of the Philippines  
**Department of Education**

09 OCT 2014

DepEd MEMORANDUM  
No. **111**, s. 2014

**2014 ANNUAL 18-DAY CAMPAIGN TO END VIOLENCE  
AGAINST WOMEN AND CHILDREN (VAWC)**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services, Centers and Heads of Units  
Regional Directors  
Schools Division Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. Pursuant to Republic Act (RA) No. 10398 dated March 19, 2013, entitled *Declaring November 25 of Every Year as National Consciousness Day for the Elimination of Violence Against Women and Children (VAWC)*, the **2014 Annual 18-Day Campaign to End Violence Against Women and Children (VAWC)** will be conducted with the theme *End VAW Now! It's our Duty* from November 25 to December 12, 2014.

2. The Campaign aims to:

- a. increase awareness of rights-bearers on violence against women and children and to augment the efforts of duty-bearers in eliminating gender-based violence;
- b. increase commitment of rights-holders in eliminating violence against women and children; and
- c. forge partnerships among stakeholders in addressing VAWC.

3. All DepEd offices, including the regional and schools division offices and schools, are encouraged to undertake the following or similar activities during the campaign period:

- a. Kick-off activity, Walk to End VAW, organized by the Philippine Commission on Women (PCW) on *November 25, 2014* at the Quezon Memorial Circle, Quezon City;
- b. Online thread about the observance and uploading of activity photos in the PCW facebook account;
- c. Conduct of fora to disseminate information on various forms of VAW in their respective offices and schools and their stakeholders;
- d. Conduct of Poster-Making Contest sponsored by PCW for secondary schools;
- e. Conduct of school level contests (essay writing, poster-making, slogan-making, among others) and activities;
- f. Hanging of streamers announcing the campaign; and
- g. Production and distribution of education and information materials in the central, regional and division offices and schools.

4. All expenses relative to the campaign shall be charged to the GAD Funds, subject to the usual accounting and auditing rules and regulations.
5. All regional offices are expected to submit a **consolidated report** of all the activities conducted during the campaign period on or before **December 22, 2014** to the GAD Focal Point System Secretariat, Attention: **Ms. Maria Lourdes D. Pantoja**, Director III, National Educators Academy of the Philippines (NEAP) and concurrent Officer-in-Charge (OIC), Staff Development Division-Human Resource Development Service (SDD-HRDS), Rm. 205, Teodora Alonzo Bldg., Department of Education Central Office (DepEd CO), DepEd Complex, Meralco Avenue, Pasig City.
6. For more information, all concerned may contact the **Philippine Commission on Women-Information Resource Management Division (PCW-RMD)** at telephone no.: (02) 735-1654 local 131 or send a message through email addresses: [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph); [media@pcw.gov.ph](mailto:media@pcw.gov.ph) or visit the OPCW website: <http://www.pcw.gov.ph> or facebook page: [facebook.com/Philippine.commission.on.women](https://www.facebook.com/Philippine.commission.on.women).
7. Immediate dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary

Reference:

DepEd Memorandum: No. 207, s. 2013

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

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