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Office of the Regional Director

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October 24, 2025

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**GUIDE FOR THE 2025 OBSERVANCE OF THE 18-DAY CAMPAIGN TO END
VIOLENCE AGAINST WOMEN (VAW)**

In observance of the 2025 18-Day Campaign to End Violence Against Women (VAW), which runs from November 25 to December 12, 2025, all personnel are enjoined to actively participate in the nationwide campaign led by the Philippine Commission on Women (PCW).

With the theme **“UNITED for a VAW-free Philippines,”** this annual campaign seeks to strengthen the commitment of government agencies and stakeholders in promoting gender equality, women’s empowerment, and the elimination of all forms of violence against women and girls.

Attached is the memorandum for your reference and guidance.

Immediate dissemination of this Advisory is desired.

HRDD/ MRA/ rla/ RA
2025-156/ October 24, 2025

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MEMORANDUM CIRCULAR NO. 2025-08

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 2025 Observance of the 18-day Campaign to End Violence Against Women (VAW)

DATE: August 28, 2025

1. Purpose

This Memorandum Circular shall guide all stakeholders on the observance of the 18-Day Campaign to End Violence Against Women (VAW) from November 25 to December 12, 2025.

2. Campaign Background and its Legal Bases

Violence against women and girls remains one of the most pervasive and deeply entrenched human rights violations globally. It is a manifestation of systemic gender inequality, reinforced by harmful social norms, discrimination, and imbalanced power dynamics that continues to place women and girls at risk. Globally, nearly **1 in 3 women**—an approximately **736 million women aged 15 and older**—have experienced physical and/or sexual violence in their lifetime, often at the hands of an intimate partner. Alarmingly, **more than 640 million women** have endured intimate violence. The effects are far-reaching, leading to profound and lasting impacts on women's mental, physical, and reproductive health. In 2023 alone, an estimated **51,100 women and girls** were killed by intimate partners or family members—averaging 140 deaths per day—a tragic indicator of the urgency for systemic and sustained action.¹

In the Philippines, while progress has been made in advancing gender equality, violence against women remains a serious and ongoing concern. According to the 2022 National Demographic and Health Survey (NDHS), **18% of ever-married women aged 15 to 49**—have experienced physical, sexual, or emotional violence from a partner.² This equates to about 4.8 million Filipinas—each representing a voice that must not be silenced. These troubling statistics continue to emerge even as the Philippines is recognized as the most gender-equal country in Asia by the World Economic Forum's Global Gender Gap Report.³

¹UN Women. (2024, 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 Philippine Statistics Authority (PSA), & ICF. (2023). 2022 Philippine National Demographic and Health Survey (NDHS): Key indicators report. PSA and ICF.

³ World Economic Forum. (2024, June 11). Global Gender Gap Report 2024.

Since 2003, the Philippines has stood in solidarity with the global 16 Days of Activism Against Gender-Based Violence. It became a platform for the PCW and partner organizations to push for laws and institutional mechanisms to address VAW.

In 2006, 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 1172, series of 2006](#). The said issuance mandated the PCW to lead, coordinate, monitor and evaluate the nationwide yearly observance of the annual campaign. It likewise enjoined government entities at all levels to actively support and participate in the protection of human rights of women against violence and all other forms of discrimination.

The campaign was further strengthened with the enactment of [Republic Act No. 10398](#) 2013, which declared November 25 as the National Consciousness Day for the Elimination of VAWC. This law also mandated the following:

- **Heads of government agencies and instrumentalities, government-owned and -controlled corporations, local government units and employers in the private sector** shall, together with their employees, organize, engage or participate in activities designed to raise public awareness on the problem of violence, and the elimination of all forms of VAWC;
- The **Philippine Information Agency** shall allocate a minimum of one (1) hour airtime for programs exclusively raising public awareness on VAWC. All television and radio networks nationwide are likewise encouraged to provide airtime for such programs;
- **Publishers of local newspapers and magazines** are encouraged to highlight the problem of VAWC;
- The **Department of Education, the Commission on Higher Education, and the Technical Education and Skills Development Authority**, in coordination with the PCW and the **Department of Social Welfare and Development (DSWD)**, **women nongovernmental organizations (NGOs)**, and **other NGOs and people's organizations advocating for women's and children's human rights**, shall lead public and private school communities at all levels in organizing consciousness-raising activities on VAWC;
- The **Philippine Statistics Authority (formerly National Statistics Office)**, the **Philippine National Police**, the **DSWD**, the **Department of Labor and Employment**, the **Department of Foreign Affairs and all Philippine embassies and consulates** shall, in coordination with the PCW, undertake the data gathering and systematization of a database on all forms of VAWC, including Filipino women and children working and/or residing abroad. These agencies shall consolidate their findings and make a report to the public on the statistics and status of VAWC every November 25 of each year;
- At the regional level, the **Regional Inter-Agency Committee on Anti-Trafficking-Violence Against Women and Their Children** shall likewise coordinate, monitor and evaluate said activities for the annual campaign at the provincial, city, municipal and barangay levels. They shall also make an annual report of their findings to be reported to the public every November 25; and
- The **PCW**, the **Inter-Agency Council Against Trafficking in Persons** and the **Inter-Agency Council on Violence Against Women and their Children (IACVAWC)** shall likewise coordinate and tap the expertise of other government agencies and institutions like the **Movie and Television Review and Classification Board**

and the **Overseas Workers Welfare Administration**, as well as other private sector organizations in the implementation of activities for the 18-day Campaign.

To date, the 18-Day Campaign to End VAW has evolved into a nationwide unifying platform for advocacy, policy advancement, and community engagement. For 2025, the Campaign highlights the need for a whole-of-nation approach—calling on every Filipino—regardless of gender, age, or background, to actively speak up, take action to prevent violence, support survivors, promote justice and push for meaningful change. Ending VAW is a collective responsibility that calls on all of us to stand with women and girls in building a safer and more inclusive Bagong Pilipinas.

3. Campaign Focus and Objectives

To deepen the commitment to ending of violence against women and to build a safer, more just future for women and girls in the Philippines, the Philippine Commission on Women (PCW), together with the (IACVAWC), calls on every Juan and Juana to stand in solidarity through the annual 18-Day Campaign to End VAW.

With its recurring theme for 2022–2027, “**UNiTED for a VAW-free Philippines**,” the campaign highlights the transformative power of collective and coordinated action in addressing this urgent issue. Aligned with the “**UNITE by 2030 to End Violence Against Women**,” a global initiative of UN Women, the campaign reinforces the message that lasting change requires united effort across all sectors of society.

This 2025, the campaign focuses on advancing a **whole-of-nation approach**—mobilizing diverse voices and key players, including youth as changemakers, men as proactive allies, bystanders as empowered responders, and local leaders as catalysts for policy-driven transformation, in a shared commitment to fully eliminate gender-based violence, empower survivors, and promote justice. It specifically aims to:

- Accelerate the implementation of the *National Action Plan to End Violence Against Women*, especially at the *local level*.
- Mobilize *youth* to speak out against violence, raise awareness, and actively advocate for a VAW free future.
- Empower *men* to be proactive allies by promoting respectful behavior, challenging harmful norms, and supporting gender equality.
- Encourage *bystanders* to take action, break the silence, and intervene safely and effectively.
- Mainstream VAW prevention across sectors to ensure a *whole-of-nation* approach, linking it with broader social,economic and governance agendas to address root causes and systemic barriers.

4. Guide for the Observance of the 18-Day Campaign to End VAW

4.1 PCW-led Campaign Activities for 2025

As the lead agency for the annual observance of the 18-Day Campaign to End VAW from November 25 to December 12, the PCW will host the following campaign activities:

4.1.1. Youth Forum Against VAW – The PCW and IACVAWC will convene a Youth Forum that gathers student leaders, Sangguniang Kabataan officials, youth organizations, and guidance counselors to deepen awareness and strengthen advocacy against violence toward women and girls. The forum will feature focused discussions on the root causes of VAW, the importance of male involvement, bystander intervention, youth empowerment, the role of

digital media, the dynamics of VAW in relationships, and the institutionalization of anti-VAW programs in schools. By engaging both young people and school counselors, the activity aims to build their capacities, encourage grassroots-led initiatives, and establish an online community to sustain active participation in the fight against VAW.

4.1.2. Development of Compendium of IEC Materials for the Anti-VAW Campaign – A booklet-format compendium will be published, compiling key information, education, and communication (IEC) materials developed throughout the campaign's implementation. It will serve as a reference for advocates, educators, and stakeholders, containing FAQs on anti-VAW laws and advocacy tools;

4.1.4. Media Engagement – A press conference will be conducted to officially present the 2025 campaign. It will raise awareness of gender-based violence, highlight the roles of various sectors—including youth, men, and local leaders—and call for stronger support for the National Action Plan to End VAW (NAP EVAW);

4.1.5. “Do the Macho Choir” Challenge – This creative social media initiative invites the public to reinterpret the 2018 “Macho Choir” radio plugs. By using music and performance, the challenge aims to spark conversations around catcalling and sexual harassment;

4.1.6. #MrRespeto Challenge – A digital campaign promoting positive Filipino masculinity. Men and boys are encouraged to post personal stories, reflections, or pledges under the hashtag #MrRespeto to counter harmful stereotypes and promote respect and accountability;

4.1.7. #VowToEndVAW Commitment – An online movement encouraging Filipinos to express their stand against VAW by posting photos doing the “Stop VAW” hand sign, accompanied by a personal vow. This initiative emphasizes individual responsibility and community solidarity

4.2. Suggested Activities for Stakeholders

In support of the 2025 18-Day Campaign to End Violence Against Women (VAW), government agencies, non-governmental organizations, sectoral groups, private institutions, civil society organizations, and other stakeholders at the national, regional, and local levels are encouraged to implement any of the following campaign activities:

4.2.1. Inclusion in Flag Ceremonies

VAW-related presentations and other campaign materials can be shown in flag ceremonies throughout the campaign period, including the [All-Women Cast Lupang Hinirang](#) video and the [Prayer to End Violence Against Women](#);

4.2.2. Display of Campaign Banner

The official campaign banner can be printed (with the participating stakeholders' own logo) and displayed at conspicuous places in their respective offices and landmarks;

4.2.3. Online Participation

- Upload the official campaign logo, banner, advocacy videos, and other materials on websites and social media accounts
- Share VAW-related news, articles, photos, and other relevant information online using #VAWfreePH and other campaign hashtags
- Use the 18-day Campaign to End VAW Facebook Profile Frame, which is available on the PCW Facebook page

- Download, send, and use anti-VAW digital sticker packs on messaging platforms like Viber and Telegram

4.2.4. #OrangeYourIcon Movement

This initiative invites government and private institutions across the country to light up landmarks, buildings, or icons in orange during the campaign. More than just a visual spectacle, this initiative sparks public interest, transforms everyday spaces into platforms for awareness, and inspires conversation around ending violence against women and girls;

4.2.5. The Orange Exhibit: Journey towards a VAW-free Philippines

Set up [The Orange Exhibit: Journey towards a VAW-free Philippines](#) at the stakeholders' offices within the campaign period. Stakeholders may also develop their own version of the "Orange Exhibit" to chronicle agencies' achievements in the fight against VAW;

4.2.6. Dissemination of IEC Materials

Distribute updated VAW-related information, education, and communication (IEC) materials during the campaign period. PCW-produced publication materials may also be printed and used, provided that the original content, design, and integrity of the materials are retained;

4.2.7. Translate IEC materials to local major languages

Support the localization of key messages by translating IEC materials into major local languages spoken in the community. This ensures inclusivity and wider reach, especially for grassroots audiences. Translated materials should retain the original meaning, tone, and intent of the messages, while remaining culturally sensitive and contextually appropriate;

4.2.8. Public Showing of PCW-produced VAW-related Videos

VAW-related videos produced by the PCW may be shown publicly via electronic billboards, television/radio programs, and other platforms or venues (To download for free, visit the [PCW Digital GAD Library](#), [PCW YouTube channel](#), and [PCW Facebook page](#));

4.2.9. Conduct of other VAW Prevention and Awareness Activities

Organize relevant, timely, and impactful activities such as discussions, orientations, and learning sessions on VAW, anti-VAW laws, and VAW services during the campaign period for both internal and external stakeholders;

4.2.10. Conduct of Regional and Local Campaign Activities

Coordinate and collaborate with other government regional offices or local government units (LGUs) to hold activities related to the 18-day Campaign to End VAW;

4.2.11. Be featured in the official Calendar of Activities

The PCW invites agencies with planned activities intended for external stakeholders (client-focused activities), to have them featured in the official 18-Day Campaign to End VAW Calendar of Activities. Activity details should be submitted through this link: <https://bit.ly/202518DCTEVCA> no later than October 31.

4.3. Official Campaign Hashtag

The official hashtag #VAWfreePH 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.

5.0 Non-partisan Nature of the Campaign

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

6.0 Issuance of Parallel Memoranda by Oversight Agencies

The PCW encourages oversight bodies, government agencies at the national, regional, and local levels, and other stakeholders to issue their respective memoranda containing relevant guidelines, activities, and reminders in support of the 18-Day Campaign to End Violence Against Women. These issuances should align with their respective mandates and help reinforce the campaign's objectives across all levels.

7.0 Use of Gender and Development (GAD) Budget

Participating government agencies and instrumentalities may charge expenses related to the implementation of activities for the 18-Day Campaign to End Violence Against Women (VAW) to their respective GAD Budgets, provided that such activities are consistent with the theme, objectives, and overall focus of the Campaign as stipulated in this Circular, and are aligned with their mandates and functions. These activities shall also be duly reflected in their FY 2025 GAD Accomplishment Reports.

Nothing in this Circular shall be construed as an amendment to existing policies on GAD Planning and Budgeting, or to any applicable procurement, financial, or administrative regulations, including those set forth under Republic Act No. 9184 and relevant issuances by oversight agencies.

8.0 Details for Sending Inquiries and Feedback

Stakeholders are encouraged to visit the official 2025 18-Day Campaign to End VAW webpage or follow the PCW's social media accounts (@PCWgovPH on Facebook, Instagram, X, LinkedIn, YouTube, and Viber) for campaign-related information, updates, and promotional materials.

For further inquiries, clarifications, or submissions of comments and suggestions, stakeholders may contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) through telephone number (02) 8736-1654 local 129 or mobile number 0917-845-4814. They may look for Ms. Jescel Aquino, Ms. Shiekah Sandigan, or Ms. Micky Ann Calahia.

Email communications may also be sent to yawfreeph@pcw.gov.ph.

For guidance and appropriate action.



ERMELITA V. VALDEAVILLA
Chairperson *morilla*