



03 November 2021

CUSTOMS MEMORANDUM CIRCULAR
No. 233-2021

To: The Assistant Commissioner
All Deputy Commissioners
All Directors and Division Chiefs
All District/Port Collectors
And Others Concerned

SUBJECT: CAMPAIGN TO END VIOLENCE AGAINST WOMEN

Attached is the memorandum dated 28 October 2021 from Mr. Alvin P. Diaz, Director IV, Central Administration Office, Department of Finance entitled:

"2021 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN".

It is informed that everyone is encouraged to participate in the activities from November 25 to 12 December 2021.

For your information and guidance.

For record purposes, please confirm the dissemination of this circular throughout your offices within fifteen (15) days from receipt hereof.


REY LEONARDO B. GUERRERO
Commissioner



CMC NO. 233 - 2021 9.2

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MEMORANDUM

FOR : ALL HEADS OF BUREAUS AND ATTACHED AGENCIES
(See Distribution List)

ATTENTION : GENDER AND DEVELOPMENT (GAD) FOCAL POINTS



BOC-09-25621

FROM : 
ALVIN P. DIAZ
Director IV
Central Administration Office

SUBJECT : 2021 18-DAY CAMPAIGN TO END VIOLENCE AGAINST
WOMEN

DATE : 28 October 2021

The Department of Finance shall once again participate in this year's 18-Day Campaign to End Violence Against Women (VAW), an activity which has been observed annually, locally and internationally, from November 25 to December 12.

Violence against women (VAW) violates human rights and continues to be one of the country's perennial social problems. It manifests and perpetuates discrimination and gender inequality. It violates the fundamental right of women to live a life free from violence as upheld in international commitments and their local translation. VAW also affects women and girls' general well-being, leaving long-term physical, psychological, sexual, and mental consequences, thereby hampering women from achieving their full potential.

Campaign Theme (2016-2021)

In 2016, the Inter-Agency Council on Violence Against Women (IACVAWC) adopted the theme "VAW-free community starts with Me" for the 18-Day Campaign to End VAW. The Council also agreed that the said theme shall be used every year from 2016 to 2021. The theme elevates the campaign to positive advocacy as it enjoins everyone

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to pursue the common vision of a community free from violence against women and girls, and highlights what can be done to achieve such.

2021 Focus and Objectives

Over two years after the enactment and approval of the IRR of the Safe Spaces Act, there is a need to intensify awareness raising on the core provisions of the law, the penalties, and mechanisms in place as the country continues to fight the COVID-19 pandemic which breeds various forms of VAW, especially online with many spending their time in the digital realm. Thus, the 2021 18-Day Campaign to End VAW shall spotlight on RA No. 11313.

General Objective of the 2021 Campaign

The 2021 campaign generally aims to promote awareness about the SSA, both for the general public and the institutions that are mandated to implement the law.

All government agencies and local government units (LGUs), including the private sector are enjoined to align their campaign activities with this general objective.

Everyone is encouraged to support and participate in the following key activities organized by the PCW:

A. "Safe Spaces, Kasali Tayo" Online Event

(November 25, December 3, and December 10, 2021)

The PCW, in coordination with the Inter-Agency Council on Violence against Women and Children (IACVAWC), will conduct four online events aiming to elevate the public's knowledge of the law, focusing on how victims can utilize the processes and mechanisms stipulated therein.

On **November 25**, the campaign will kick off with the launching of the "Let's Make this a Safe Space" ground campaign, "#SanaAllSpacesSafe" experience-sharing online campaign, as well as the commitment-sharing of IACVAWC members.

On **December 3**, the online discussion will revolve around what victims can do should they experience gender-based sexual harassment (GBSH) in the streets and public spaces or on cyberspace.

On **December 10**, Resource Persons shall elaborate on the mechanisms in place in preventing and responding to GBSH cases in the workplace and educational/training institutions, as well as the responsibilities of the employers and the schools stated under the Safe Spaces Act.

On **December 12**, as a culminating activity, a video featuring the highlights of the campaign will be released by the PCW.

B. Let's Make this a Safe Space Ground Campaign

Aside from maximizing online platforms, this year's campaign aims to gain traction in the ground as well, mounting tangible visual messages in the streets, public spaces, private establishments, public utility vehicles, sidewalks, alleys, restrooms, and other spaces. This is also aligned with the objective of preventing GBSH in public spaces and the streets, a core provision under the Safe Spaces Act. Designs for various materials like posters, stickers, billboards, brochures and primers will be made available for download for agencies, private entities, and other stakeholders to produce and post in conspicuous places in their areas. PCW will also collaborate with the Department of Transportation (DOTr) and its attached agencies so IEC materials can also be posted, distributed, or shown in transport terminals and public utility vehicles. All the materials shall bear the link to the webpage featuring all pertinent information and resources related to the Safe Spaces Act. PCW will also distribute IEC materials to select provinces and cities in the Philippines to make sure the national awareness campaign reaches different stakeholders in the country.

C. #SanaAllSpacesSafe Online Campaign

This online campaign aims to encourage the public to share how they visualize a community without gender-based sexual harassment. Under the hashtag #SanaAllSpacesSafe, it serves as a platform for all genders to expound on their imagery of and hopes for a VAW-free community, also opening discussions on experiences relative to VAW and/or sexual harassment.

D. Do the Macho Choir!

In 2018, the Philippine Commission on Women, in partnership with DDB Cares, developed three (3) radio plugs entitled "Macho Choir", featuring three 30-second nursery melodies with lyrics which emphasize that catcalling is a form of sexual harassment. With "Do the Macho Choir" video challenge, participants can sing, dance, act, and give their own creative spin to the Macho Choir and post their take on one or all of the plugs under the hashtag, #DoTheMachoChoir.

E. Safe Spaces Pledge

Towards the goal of building a VAW-free community, this encourages everyone to commit to ensuring safe spaces for all in any way possible. Officials of agencies, implementers, service providers, establishment owners, educators, employers, influencers, and ordinary people can share their #SafeSpacesPledge vowing to do their part in making all spaces safe through actions as public servants, private institutions, or as individuals.

F. Orange Your Icon Advocacy Initiative

This initiative enjoins government offices and private organizations nationwide to color its major landmarks or icons with orange from November 25 to December 12 this year in line with the 18-Day Campaign to End VAW. Launched in 2015, this initiative aims to attract and spark public's curiosity which provides opportunities for advocates to explain and to declare their support to the Anti-VAW advocacy. This will serve as a springboard for public discourse and for disseminating the message of zero-tolerance for VAW.

G. Other Online Campaign

The online advocacy campaign will be strengthened through different social media cards on VAW, use of official hashtag: #VAWFreePH, use of 18-Day Campaign to End VAW Facebook Profile Frame available through the PCW FB page, encouraging agencies to feature the 18-Day Campaign to End VAW on their websites and social media accounts. Viber stickers bearing messages on the Safe Spaces Act and VAW in general will be up for download.

Aside from joining the PCW-organized activities, government agencies, LGUs, the private sector, as well as regional and local GAD and anti-VAW mechanisms are encouraged to organize their own activities that are aligned with the general objectives of the 2021 campaign, such as:

- Display of official campaign banner in conspicuous places of their offices as well as their online platforms;
- Development, printing, and distribution of advocacy materials on SSA, especially for their clients;
- Playing/showing of PCW-produced and agency-produced (if there are any) videos/infomercials on VAW and SSA in public areas, electronic billboards, and tv/radio programs managed by their office;
- Conduct of orientation or forum regarding SSA;
- For government and private entities tasked to implement specific provisions of the SSA, conduct of internal discussions on operationalizing their mandates under the law

Your agencies may conduct other relevant activities during the 18-day campaign to end VAW. All costs that will be incurred shall be charged against the 2021 GAD Budget of respective agencies.

For further details, please visit the PCW Website at www.pcw.gov.ph for PCW-led activities.

Thank you once again for your support in ending violence against women.

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