



# BUREAU OF CUSTOMS

Professionalism Integrity Accountability

MASTER COPY



mmr

27 October 2020

## CUSTOMS MEMORANDUM CIRCULAR

NO. 254-2020

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 19 October 2020 from Mr. Alvin P. Diaz, Director, Central Administration Office, Department of Finance entitled:

#### **"2020 18-Day Campaign to End Violence Against Women (VAW)".**

Everyone is encouraged to participate in the Nationwide "Orange your Icon advocacy initiative" 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

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

OCT 29 2020



BOC-09-16223

South Harbor, Gate 3, Port Area, Manila 1099  
Tel. Nos 8527-4537, 8527-1935

Website: [www.customs.gov.ph](http://www.customs.gov.ph) Email: [Boc.cares@customs.gov.ph](mailto:Boc.cares@customs.gov.ph)

*A Modernized and Credible Customs Administration That is Among the World's Best*

omit

CMC No. 254-2020



Republic of the Philippines  
**DEPARTMENT OF FINANCE**

Roxas Boulevard Corner Pablo Ocampo, Sr. Street  
Manila 1004

Internal Admin Group  
Received by: VICKY REYES  
Date: 10/22/20  
Time: 10:30



BOC-09-16223

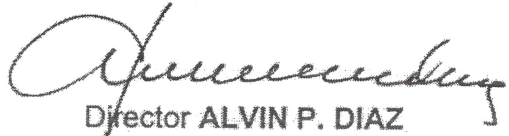
**MASTER COPY**

BUREAU OF CUSTOMS MESSAGE CENTER	
<b>RECEIVED</b>	
OCT 21 2020	
BY: _____	TIME: 16:19

**MEMORANDUM**

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

**ATTENTION :** GENDER AND DEVELOPMENT (GAD) FOCAL POINTS

**FROM :**   
Director ALVIN P. DIAZ  
Central Administration Office

**SUBJECT :** 2020 18-Day Campaign to End Violence Against Women (VAW)

**DATE :** 19 October 2020

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.

The 2020 Campaign comes at a time when the country is reeling from the COVID-19 pandemic that aggravated underlying gender issues and affected marginalized and vulnerable sectors. Women may experience different forms of VAW while locked down in their homes with the perpetrators, with tension rising from uncertainties in health, security, and economy creating a perfect storm. The implementation of varying community quarantine measures also hindered victims to seek help, report the abuse, and/or escape their perpetrators due to the suspension of public transportation, strict orders to stay home, and limited issuance of quarantine passes. Sexual harassment, victim-blaming, and several instances of online forms of VAW were also observed.

The campaign theme "VAW-free community starts with Me", which will be used for six years (2016-2021), gives emphasis on our continuous pursuit of achieving a VAW-free community through everyone's commitment and contributions to ending VAW. It also shifts the campaign to positive advocacy messaging to encourage more people to participate and commit to pursuing the common vision of a VAW-free community.

4:22 10/21

In line with this, PCW is seeking support by undertaking the following activities:

- I. Display of event's streamer bearing 2020 18-Day Campaign to End VAW logo in DOF Gate from 25 November to 12 December 2020. Attached is the copy of the tarpaulin design and specs provided by PCW. Soft copy of the streamer can be downloaded from the PCW Website, <https://pcw.gov.ph/2020-18-day-campaign-to-end-violence-against-women/>.
- II. Direct the bureaus and attached agencies to issue memorandum to their respective Regional/District Offices to enjoining their active participation to the 18-day Campaign to End VAW.
- III. Production and dissemination of Advocacy Materials for the 2020 18-Day Campaign to End VAW celebration.

The DOF GAD and bureau/agency GFPS are encouraged to produce flyers containing information on the 2020 18-Day Campaign to End VAW for distribution to their employees and clients, subject to approval of the Bureau/Agency Head.

- IV. **VAW Puppet web series** – The VAW awareness puppet show from the 2019 Anti-VAW Expo goes online, packed with core messages on VAW shared through stories and characters expounding on VAW, sexual harassment, and trafficking in persons. The web series will be released on PCW's official Facebook and Youtube accounts aiming to reach many of our stakeholders virtually.
- V. Participation in the nationwide "Orange your Icon advocacy initiative" 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. Information for the activity is available in PCW's website and PCW FB page.
- VI. Online advocacy:
  - Use of official hashtag: #VAWfreePH and making their posts public to generate traction online
  - Use of 18-Day Campaign to End VAW Facebook Profile Frame available through the PCW FB page
  - Feature the 18-Day Campaign to End VAW in agency websites and social media accounts
  - Sharing the social media cards that PCW will release through its official Facebook and Twitter accounts



Cmc No. 254-2020

*Handwritten signature*  
**MASTER COPY**

Your central/regional/district offices may conduct other relevant activities during the 18-day campaign to end VAW. All costs that will be incurred shall be charged against the 2020 GAD Budget of respective agencies.

For further details, please visit the PCW website at [www.pcw.gov.ph](http://www.pcw.gov.ph) for PCW-led activities.

Thank you once again for your support in the DOF GAD initiatives.



This is the official streamer for the 2020 18-Day Campaign to End VAW.



Streamer Specifications:

Dimensions:

4ft. (height) x 11ft. (width)

Font Color:

#df5107

Font used: The [Insert AGENCY NAME here] Calibri Bold

Notes:

1. The photo (.JPG) and photoshop (.PSD) files of the streamer design are provided in the download folder indicated above.
2. Aside from your agency/organization's name and logo, please do not superimpose other graphics and/or text not related to the 18-Day Campaign to End VAW.