



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF FINANCE  
**BUREAU OF CUSTOMS**  
Manila 1099

December 1, 2014

**CUSTOMS MEMORANDUM CIRCULAR**

**NO.** 143-2014

**TO:** All Deputy Commissioners  
All Directors & Chiefs  
All District / Port Collectors  
And Others Concerned

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

Attached is the Memorandum dated 04 November 2014 of Ms. Ma. Teresa S. Habitan, Assistant Secretary and Chair, DOF GAD Focal Point System, informing that pursuant to Presidential Proclamation No. 1172, R.A. 10398 and CSC-MC No. 24, s.2014, the country is once again observing the 18-Day Campaign to End Violence Against Women from November 25 to December 12, 2014 with the theme: "End VAW Now! It's Our Duty!"

This Bureau is also enjoined to participate in any or all of the activities stated therein to achieve the Campaign's objective, to wit:

1. To increase awareness of rights-bearer on violence against women and to augment the efforts of duty-bearers in eliminating gender-biased violence;
2. To increase commitment of rights-holder in eliminating violence against women and children,
3. To forge partnership among stakeholders in addressing VAW.

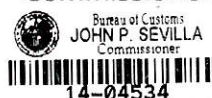
For further information, you may contact the Information Resource Management Division, PCW at 735-1654 loc. 131 or 735-8509 or email [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph). You may also open PCW website at [www.pcw.gov.ph](http://www.pcw.gov.ph).

For your information and guidance.

Please confirm dissemination of this circular throughout your offices immediately.

  
**JOHN P. SEVILLA**

Commissioner



DEC 04 2014

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REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF FINANCE  
**BUREAU OF CUSTOMS**

November 18, 2014

**Memorandum**

**For : Ms. DIMPNA O. LEJOS**  
**Director**  
**Administration Office, IAG**

*Voted 11/18* *Draft CMO/CPO*  
*IA&M memo to all concerned*

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

In compliance with your directive to submit recommendation/s in connection with the memorandum ASec. Ma. Teresa S. Habitan, Chair, DOF Focal Point System regarding the above-mentioned subject, the undersigned submits the following:

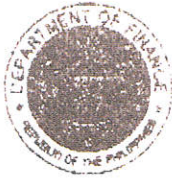
1. A CMC be issued and circulated by the CRMD directing all Customs personnel to observe the 18-Day Campaign to End Violence Against Women with the theme: "End VAW Now! It's Our Duty!" from November 25 to December 12, 2014;
2. Coordinate with MISTG to link the official campaign video – Orange the Philippines Campaign, in the Bureau's website;
3. Encourage Customs personnel to join the poster making contest organized by the Philippine Commission on Women (PCW);
4. Direct GSD to hang streamers and posters with said theme in strategic places throughout the Bureau;
5. Hold series of seminars on VAWC to be participated by Customs personnel; and
6. Declare every 25<sup>th</sup> of the month as Orange Day and enjoin everyone to wear orange t-shirt on that day.

For your information.

  
**STEPHANIE A. FERNANDO**  
Administrative Officer IV, ITDD

  
**GLADYS D. FONTANILLA**  
Administrative Officer V, ITDD

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Republic of the Philippines  
**DEPARTMENT OF FINANCE**  
Roxas Boulevard Corner Pablo Ocampo Sr. Street  
Manila 1004

**Internal Admin. Group**  
Received by: **VICKY REYES**  
Date: 11/12/14  
Time: 4:45

**ADMINISTRATION OFFICE**  
Received by: DIP1A2  
Date: 11-12-14  
Time: 9:35 AM



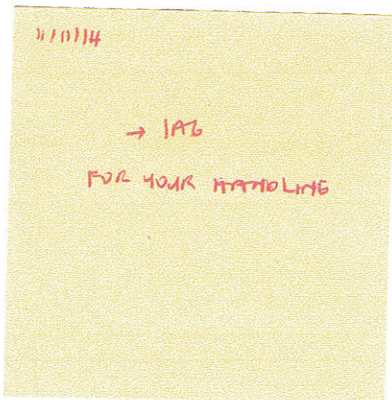
MEMO FOR :

- Commissioner **KIM S. JACINTO-HENARES**  
Bureau of Internal Revenue
- Commissioner **JOHN PHILLIP P. SEVILLA**  
Bureau of Customs
- Treasurer of the Philippines **ROSALIA V. DE LEON**  
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- Officer-in-Charge **EULOGIO T. CASTILLO**  
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- President & Chief Executive Officer **GILDA E. PICO**  
Land Bank of the Philippines
- President and General Manager **ROBERT G. VERGARA**  
Government Service Insurance System
- President & Chief Executive Officer **EMILIO S. DE QUIROS, JR.**, Social Security System

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

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

04 November 2014



Greetings from the DOF Gender and Development (GAD) Focal Point System!

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Please be informed that pursuant to Presidential Proclamation No. 1172, R.A. 10398 and CSC-MC No. 24, s. 2014, the country is once again observing the 18-Day Campaign to End Violence Against Women from November 25 to December 12, 2014 with the theme: "End VAW Now! It's Our Duty!"

The Campaign's objectives are as follows:

1. To increase awareness of rights-bearer on violence against women and to augment the efforts of duty-bearers in eliminating gender-based violence;
2. To increase commitment of rights-holder in eliminating violence against women and children,
3. To forge partnerships among stakeholders in addressing VAW.

Relative to this observance, agencies are enjoined to participate in any or all of the following activities:

1. Orange the Philippines Campaign (online and social media campaign)
  - Share the campaign collaterals in your agency's official Facebook and Twitter page;
  - Link the official campaign video in your agency's website
  - Change your Facebook and Twitter display picture and cover photo throughout the campaign period
  - Use the hashtag #endVAWph
2. Streamers and Posters Campaign - hang campaign streamers and posters in your agency
3. Multimedia campaign - produce and disseminate print, audio-video or any multimedia informal and education campaign (IEC) materials all throughout the campaign period
4. 2014 Walk To End VAW (kick-off activity) - participate in the Walk to End VAW on November 25 tentatively set at Quezon City Memorial Circle
5. Poster-making contest - join the poster-making contest organized by the PCW
6. VAW Forum-Caravan - join discussion/fora on VAW spearheaded by the PCW and CHED
7. Orange Day every 25th of the Month - wear Orange t-shirt every 25th of the month
8. Other agency-led GAD activities

For more information, please contact the Information Resource Management Division, PCW at 735-1654 loc. 131 or 735-8509 or email [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph). You may also open PCW website at [www.pcw.gov.ph](http://www.pcw.gov.ph).

*Ma. Teresa S. Habitan*

**MA. TERESA S. HABITAN**

Assistant Secretary and

Chair, DOF GAD Focal Point System