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

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14 November 2024

**CUSTOMS MEMORANDUM CIRCULAR**  
NO. 191-2024

**TO :** ASSISTANT COMMISSIONER  
ALL DEPUTY COMMISSIONERS  
ALL DIRECTORS AND DIVISION CHIEFS  
ALL DISTRICT AND SUB-PORT COLLECTORS  
ALL OTHERS CONCERNED

**SUBJECT :** 2024 18-DAY CAMPAIGN TO END VIOLENCE AGAINST  
WOMEN

Attached herewith is Memorandum dated 06 November 2024 from **Mr. ALVIN P. DIAZ**, Director IV, CAO, Department of Finance with the above-mentioned subject.

For records purposes, please disseminate this circular throughout your respective offices and submit the necessary confirmation within fifteen (15) days from receipt hereof.

For your information and reference.

**BIENVENIDO Y. RUBIO**  
Commissioner



Gate 3, South Harbor, Port Area, Manila 1018

+63 (02) 8705-6000, +63 (02) 8527-1968 | [www.customs.gov.ph](http://www.customs.gov.ph) | [boc.cares@customs.gov.ph](mailto:boc.cares@customs.gov.ph)




Republic of the Philippines  
**DEPARTMENT OF FINANCE**  
 Roxas Blvd. corner P. Ocampo St., 1004 Manila



## MEMORANDUM

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

ATTENTION : GENDER AND DEVELOPMENT (GAD) FOCAL POINTS

FROM :   
 ALWIN P. DIAZ  
 Director IV, CAO

SUBJECT : 2024 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

DATE : 06 November 2024

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.

**I. Campaign Theme and Objectives.** For the year 2024, the 18-Day Campaign to End VAW will center around the recurring six-year (2022-2027) theme: **"UNiTEd for a VAW-free Philippines."**

This theme aligns with UN Women's UNITE by 2030 to End VAW Campaign, highlighting the powerful impact of combining individual efforts towards a collaborative and united thrust for a VAW-free Philippines.

With its sub-theme, **"VAW Bigyang-Wakas, Ngayon na ang Oras!"** this year's 18-day Campaign specifically aims to:

- Highlight 20 years of achievements in addressing VAW by marking two decades of the Anti-VAWC Act (RA 9262);
- Raise public awareness about the various forms and impact of VAW, while emphasizing that VAW is a public crime and encourage safe, effective

interventions in preventing and addressing VAW within their communities, particularly in public spaces;

- Encourage individuals, communities, and government to work together to create a comprehensive response to VAW with strong focus on prevention;
- Empower survivors by disseminating information on available support services and resources, fostering a society that empowers survivors to seek justice and rebuild their lives; and
- Launch the National Action Plan to End VAW (NAPEVAW), which lays down the roadmap toward eliminating VAW in the country.

II. **Proposed DOF-Organized Activities.** The following are included in the approved FY2024 GAD Plan and Budget (GPB FY2024) in support to the 18-Day Campaign to End VAW:

1. **Printing and displaying of the 2024 18-Day Campaign to End VAW official banner** at the DOF entrance and DOF-GAD website and social media platforms;
2. **The use of “All-Women Cast of Lupang Hinirang” video and a motivational talk in the context of VAW** during flag raising ceremonies (November 25, December 2, and 09, 2024), friday learning sessions, and seminars for the whole duration of the campaign;
3. Installation of solidarity wall at Podium level, as part of the campaign and inspire continued commitment to this crucial cause;
4. **Wearing of Violence Against Women (VAW) Campaign Shirts** on 29 November and 06 December 2024 (#OrangeFriday);
5. Playing or showing of videos/infomercials on **VAW, anti-VAW laws, and VAW-related services** through TV monitors inside the DOF premises;
6. Posting **Safe Spaces Act** Posters;
7. Online participation under #VAWfreePH, #VowToEndVAW, #FilipinoMarespeto #SafeSpacesKasaliTayo, and other campaign-related hashtags; and
8. 10 December 2024: **Seminar on Anti-Sexual Harassment for the members and legal officers of Committee on Decorum and Investigation (CODI)** from 9:00AM to 4:00PM at DOF  
Subject Matter Expert: Atty. Allen L. Espino

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 2024 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 ending violence against women.

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