



Republic of the Philippines
Department of Education
CARAGA REGION

November 14 2025

REGIONAL MEMORANDUM

No. 1232 , s. 2025

To: Schools Division Superintendents
RO-Functional Division Chiefs
All Others Concerned

18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN 2025

1. In alignment with the annual 18-Day Campaign to End Violence Against Women, observed from November 25 to December 12, DepEd Caraga shall actively participate in activities initiated by Regional Interagency Committees, and shall initiate and facilitate activities to raise awareness, strengthen advocacy, and mobilize support to eliminate all forms of gender-based violence among its clients, partners and stakeholders.
2. This campaign serves as a strategic platform to raise awareness, mobilize stakeholders, and reinforce institutional commitments toward the protection and empowerment of women. Through coordinated efforts across local government units, agencies, and civil society organizations, the region aims to foster a culture of respect, equality, and accountability.
3. In this regard, all DepEd Offices and Schools are encouraged to conduct any of the following PCW-recommended activities, including, but not limited to:

Activity	Description
Kick –off Ceremony (Nov 25)	Launch the campaign with a symbolic event such as a flag-raising, press conference, or community gathering.
Orange your Icon	Light up or decorate public spaces and landmarks in orange, the campaign’s official color, to symbolize a VAW-free future.
Information Drive	Disseminate campaign materials (posters,infographics, videos) through social media, websites, and local bulletin boards.
Online Advocacy	Use official hashtags like #VAWFreePH and #EndVAW to promote messages and engage the public digitally
Webinars and Forums	Host sessions on laws protecting women, gender sensitivity, and reporting mechanisms.
Workshops and Trainings	Conduct gender-based violence prevention training for employees, students, and community leaders.
School-based Activities	Integrate VAW awareness into classroom discussions, contests, and student-led initiatives
Art and Media Contests	Organize poster-making, spoken word, or video competitions themed around ending VAW.

Community Outreach	Partner with local groups to hold barangay-level dialogues, counseling sessions, or mobile services for women.
Thematic Days	Align with international observances like World AIDS Day (December 1) and Human Rights Day (December 10) to highlight intersections with VAW.

4. DepEd Caraga Regional Office shall :

- Send 12 personnel to join the **Kick-Off Ceremony** on November 25, 2025 spearheaded by RIACAT-VAWC at Philippine Science HS Campus, DOP Government Center, Tiniwisan, Butuan City.
- Join the **Motorcade** from Butuan Sports Complex, Libertad Butuan City, utilizing the agency's vehicle with advocacy tarpaulin and orange balloons.
- Encourage participants to **wear** the **End-VAW advocacy shirt** during the kick-off ceremony and every Wednesday throughout the 18-day campaign period.
- Hang an advocacy **campaign tarp** at the office façade for the entire duration of the campaign.
- Conduct of Regionwide 3-Min VLOG competition among learners of the 12 SDOs of Caraga Region.
- Participate in the 18-day campaign to end VAW **Culmination Program** – Ecumenical service and other advocacy campaign activities.
- Engage in other activities initiated by partners and stakeholders.

5. All SDOs are encouraged to submit a consolidated activity completion report of the 18-day campaign to end VAW in their schools before the 3rd week of December to the Regional Office and shall form part of their annual GAD accomplishment Report.

6. For immediate dissemination and compliance.

MARIA INES C. ASUNCION

Director IV
Regional Director 

Encl.: None

Reference: None

To be indicated in the Perpetual Index
under the following subjects:

PROMOTIONS

RIGHTS

ESSD/ajc
11/11/2025