OFFICE OF THE EXECUTIVE DIRECTOR

November 24, 2025

ADMINISTRATIVE ORDER NO. 545
Series of 2025

TO : **PCAARRD Directorate and Staff**

FROM : **REYNALDO V. EBORA, PhD**
Executive Director

SUBJECT : **2025 Observance of the 18-Day Campaign to End Violence Against Women (VAW)**

In support to the 2025 observance of the 18-Day Campaign to End Violence Against Women (VAW), you are enjoined to participate in the following activities organized by PCAARRD and Philippine Commission on Women (PCW):

Activity	Details
Period for Display of "Orange Your Icon Movement" decorations Support and promote the End VAW Campaign through orange decorations in PCAARRD landmarks and icons	November 24 - December 12 PCAARRD Gate, PCAARRD Main Lobby, PCAARRD Divisions' Offices, PCAARRD Marker, the Offering
Alam mo VAW? Information Drive Posters are installed in PCAARRD lobbies and bulletin boards	
Online Campaign for #VAWFreePH and #VowToEndVAW Support continues online with sharing and liking of photos and informative materials related to VAW. Don't forget to use the official hashtags #VAWFreePH and #VowToEndVAW	November 24 - December 12 GADSPU and PCAARRD Social Media
Launching Program of PCAARRD's End VAW Campaign • Listen to key messages in support of PCAARRD's End VAW Campaign and know the details about all activities lined-up for the 18-day campaign • Show support by placing campaign stickers in PCAARRD's AdVAWCacy Wall to End VAW	November 24 E.O. Tan Hall
Orange Tuesdays Always choose a VAW-free community, wear anything orange on Tuesdays.	November 25, December 2 & 9 PCAARRD

Activity	Details
Orange Fest and END VAW signature Campaign • After flag ceremony, refreshments and snacks are free until supplies last • Join the "I vow to end VAW" signature campaign	December 1 E.O. Tan Hall
Alam mo VAW? GADiscussion Webinar • Webinar on Promoting Safe and Inclusive Workplace • Webinar on Gender Fair Language	December 3 December 10 Via Zoom and Facebook Live
LaVAWn: Basic Self-Defense Session • Open for all who want to be equipped with basic self-defense techniques	December 5 W.D Dar Hall

Everyone is highly encouraged to participate in these activities. For further details on these organized campaigns activities, please visit tinyurl.com/PCAARRD-End-VAW-Activities. You may also contact Ms. Frances Efraim T. Valdez of SERD at gad@pcaarrd.dost.gov.ph for any questions.

Attached is the PCW Memorandum Circular No. 2025-08 calling all agencies to promote public awareness in the observance of the event, for your reference.

Thank you.