



Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF PANABO CITY

October 15, 2025

DIVISION MEMORANDUM

No. 0226, s. 2025

**CALL FOR PARTICIPATION IN THE 18-DAY CAMPAIGN TO END
VIOLENCE AGAINST WOMEN**

To : Assistant Schools Division Superintendent
Chief of the Schools Governance and Operations Division
Chief of the Curriculum Implementation Division
All Public and Private Secondary Schools
All Concerned

1. Attached is the invitation letter from the Office of the City Mayor's Office – Gender and Development Office, inviting interested schools to send entries and participate in the series of inter-school competitions in line with the 18-Day Campaign to End Violence Against Women, which will officially commence on November 25, 2025. For more information, please see the attached mechanics and guidelines of each competition.
2. The following are the inter-school competitions:
 - a. **Video Advocacy Campaign Contest** (1 Participant per school)
 - b. **Digital Poster Making Contest** (1 Participant per school)
 - c. **Jingle and Yells Competition** (Minimum of 15 and maximum of 30 Participants)
3. Schools with interested participants are required to submit the names of the official participants to the registration sheet link through: **<https://tinyurl.com/18DayVAWCampaign> on or before October 17, 2025.**
4. For your guidance and information.

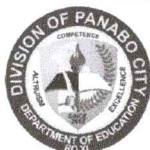

JINKY B. FIRMAN PhD, CESO VI
Schools Division Superintendent

Enclosed.: As stated.
SGOD/ABA/ljh

RELEASED

OCT 16 2025

RECORDS SECTION, SDO PANABO CITY
BY 



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Panabo City, Davao del Norte
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Republic of the Philippines
Province of Davao del Norte
CITY OF PANABO

GENDER AND DEVELOPMENT

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Service to God*

October 14, 2025

JINKY B. FIRMAN, PhD, CESO VI
School Superintendent
DepEd – Panabo City

Dear **Dr. Firman**,

Greetings!

Under Proclamation No. 1172, Series of 2006, which declares November 25 to December 12 of every year as the “18-Day Campaign to End Violence Against Women (VAW),” we are pleased to announce this year’s theme: “UNITED for a VAW-Free Philippines,” with the sub-theme: “VAW Bigyang Wakas, Ngayon na ang Oras!”

In line with this, the Gender and Development (GAD) Office has organized various activities to raise awareness, build capacities, and strengthen advocacy efforts against VAW. These activities include:

- Advocacy campaigns
- Capacity-building sessions
- MOA signing with academic institutions
- Recognition of the Most Functional Barangay VAW Desk and Outstanding Barangay VAW Desk Officer
- A Jingle and Yells Competition (Inter-School)
- Video Advocacy Campaign Contest (Inter-School)
- Digital Poster Making Contest (Inter-School)

The campaign will officially commence on November 25, 2025, with a motorcade followed by an opening program.

As one of our steadfast partners in this endeavor, we would be honored if you could join us and grace the event with your presence.

For your reference, we have attached a copy of the guidelines of all the events.

We look forward to your positive response and active participation in this important advocacy.

Thank you for your unwavering support and commitment to a VAW-free Philippines.

Very truly yours,

JO-ANNE RELAMPAGOS-CAPUYAN
Executive Secretary IV/OIC-GAD





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GUIDELINES FOR THE DIGITAL POSTER MAKING COTEST FOR THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

I. Background

The 18-Day Campaign to End Violence Against Women (VAW) is observed annually to raise awareness, promote protective laws, and strengthen collective advocacy against all forms of gender-based violence which will commence on November 25 and will culminate on December 12, 2025. The theme for this year, **“UNITED for a VAW-Free Philippines,”** calls on everyone to stand together against violence and uphold the rights of women and girls.

In Panabo City, the Local Government Unit (LGU), in close partnership with the academe which included DepEd Panabo, private schools, State Universities and Colleges (SUCs), and private Higher Education Institutions (HEIs), takes the lead in advancing this campaign. By engaging the youth sector, this initiative not only strengthens awareness of women's rights but also nurtures future leaders who are empowered, socially responsible, and advocates of safe, inclusive, and violence-free communities. This partnership underscores the importance of education and youth development in sustaining a VAW-free Panabo City and contributing to a VAW-free Philippines.

As part of the campaign, a **Digital Poster-Making Contest** will be held to engage students in creative expression and advocacy. This contest aims to highlight the theme through impactful visuals that can be shared both online and offline to amplify the message of a VAW-free Philippines.

II. Objectives

The contest seeks to:

1. Encourage students to creatively advocate for women's rights and safety.
2. Raise awareness of the forms of violence experienced by women and girls.
3. Promote knowledge of protective laws and services.
4. Mobilize public support for ending VAW through visual art.

III. Eligibility

- **Category A (Basic Education):** Senior high school students both in Public and Private Schools in the DepEd Panabo City Division.
- **Category B (Higher Education):** College students in both SUCs and Private HEIs of Panabo City..

IV. Mechanics

1. Content

- Posters must interpret the campaign theme *“UNITED for a VAW-Free Philippines.”*
- Designs should reflect one or more of the following:
 - Forms of violence against women and girls
 - Laws and policies protecting women and girls
 - Available services and referral mechanisms
 - Collective/community action to prevent VAW
- All entries must be **original, student-created digital artworks.**



- Resolution: At least 300 dpi, A3 size (11.7 x 16.5 inches)
- Color Mode: RGB
- Must include the campaign hashtag **#VAWFreePH** and the official theme text *"UNITED for a VAW-Free Philippines"* in the design.

3. Ethical Guidelines

- Do not use copyrighted images or materials (all elements must be original or royalty-free).
- Avoid violent, graphic, or offensive depictions.
- Ensure respect for the dignity of women and girls.

4. Submission

- Posters must be submitted digitally via Google Drive or Flash Drive.
- Each entry must include:
 - Full Name of Participant
 - School/Institution and Category
 - Title of Artwork
 - One-paragraph Artist's Statement (explaining the concept and how it reflects the theme)

5. Venue

- The Event will be held at DNSC AVR on December 5, 2025, 8:30 AM to 12 NN.

V. Evaluation Rubrics

Category A – Basic Education

Criteria	Weight	Description
Relevance to Theme	30%	Clearly reflects VAW advocacy and campaign objectives.
Creativity & Originality	30%	Fresh, innovative, and engaging design.
Visual Impact	20%	Strong visual appeal; message is eye-catching and memorable.
Technical Quality	20%	Good use of digital tools; clarity, composition, and balance are evident.

Category B – Higher Education

Criteria	Weight	Description
Relevance & Depth	30%	Art demonstrates critical understanding of VAW issues and advocacy.
Creativity & Innovation	25%	Original approach; innovative use of digital tools and techniques.
Visual Impact	25%	Compelling, powerful visuals that resonate with the audience.
Technical Excellence	20%	Professional execution; high-quality composition and design.



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VI. Recognition

- **Certificates of Participation** for all entries.
- Winning artworks shall receive cash prize and will be featured in campaign exhibits, online platforms, and advocacy materials. Other entries shall receive a consolation price.

VII. Contact Information

For submissions and inquiries, please contact:

Jackelyn Sereño

Project Development officer I

LGU-Panabo City

Together, let us unite our voices and creativity for a VAW-Free Philippines.



GUIDELINES FOR THE JINGLE AND YELLS COMPETITION ON THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

I. Background

The Philippine Government, through the annual observance of the **18-Day Campaign to End Violence Against Women (VAW)**, underscores its commitment to eliminate all forms of gender-based violence which will commence on November 25 and will culminate on December 12, 2025. This year's campaign theme, "**UNITED for a VAW-Free Philippines**," calls on everyone to join forces in addressing the global pandemic of violence against women and girls.

In Panabo City, the Local Government Unit (LGU), in close partnership with the academe which includes DepEd Panabo, private schools, State Universities and Colleges (SUCs), and private Higher Education Institutions (HEIs), takes the lead in advancing this campaign. By engaging the youth sector, this initiative not only strengthens awareness of women's rights but also nurtures future leaders who are empowered, socially responsible, and advocates of safe, inclusive, and violence-free communities. This partnership underscores the importance of education and youth development in sustaining a VAW-free Panabo City and contributing to a VAW-free Philippines.

As part of the campaign, the conduct of the **Song and Yell Contest** provides a lively and creative medium to raise awareness on VAW. Through music, chants, rhythm, and collective performance, students are empowered to amplify messages of respect, equality, and solidarity while energizing communities to actively participate in the advocacy.

II. Objectives

The contest seeks to:

1. Use music and chants as tools for advocacy against violence.
2. Strengthen awareness of women's rights and protective laws.
3. Encourage teamwork, creativity, and youth participation in anti-VAW initiatives.
4. Mobilize community support through collective performance and artistic expression.

III. Eligibility

- **Category A (Basic Education):** Junior/Senior high school students both in Public and Private Schools in the DepEd Panabo City Division.
- **Category B (Higher Education):** College students in both SUCs and Private HEIs of Panabo City.

IV. Mechanics





Performances must highlight the campaign theme “*UNITED for a VAW-Free Philippines.*”

- Lyrics and chants should reflect anti-VAW advocacy, laws, and services.
- Entries must be original compositions or adaptations with proper credit.

2. Performance Requirements

- Duration: 3–5 minutes
- Language: Filipino, English, or local dialect (subtitles or translation if dialect is used)
- Number of performers: Minimum 15, maximum 30 participants per group
- Props and instruments are allowed but must be safe and simple to set up.

3. Ethical Guidelines

- Performances should be respectful and empowering; no offensive or discriminatory language.
- Avoid violent, graphic, or demeaning portrayals.
- Ensure that the dignity of women and girls is upheld.

4. Submission

- Contest will be held live at Panabo Gymnasium.
- Groups must pre-register through [Office/Online Form] and submit:
 - Group Name and School/Institution
 - Lyrics of song/yell with brief explanation of concept

V. Evaluation Rubrics

Song and Yell Contest

Criteria	Weight	Description
Relevance to Theme	30%	Lyrics and performance clearly reflect anti-VAW advocacy.
Creativity & Originality	20%	Innovative lyrics, chants, and choreography.
Performance & Delivery	15%	Stage presence, energy, timing, and coordination.
Clarity of Message	25%	Lyrics and chants are understandable; message is compelling.
Audience Impact	10%	Inspires unity, empathy, and commitment to a VAW-free community.



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VI. Recognition

- **Certificates of Participation** for all groups.
- Winning videos shall receive cash prize and maybe featured in official campaign platforms and used in advocacy initiatives. Other entries shall receive a consolation price.

VII. Contact Information

For clarifications, submissions, and inquiries, please contact:

Jackelyn Sereño-Pahk

Project Development officer I

LGU-Panabo City

Together, let us unite our voices, energy, and creativity for a VAW-Free Panabo City.



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GUIDELINES FOR THE VIDEO ADVOCACY CAMPAIGN ON THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN

I. Background

The Philippine Government, through the annual observance of the **18-Day Campaign to End Violence Against Women (VAW)**, underscores its commitment to eliminate all forms of gender-based violence which will commence on November 25 and will culminate on December 12, 2025. This year's campaign theme, "**UNITED for a VAW-Free Philippines**," calls on everyone to join forces in addressing the global pandemic of violence against women and girls.

In Panabo City, the Local Government Unit (LGU), in close partnership with the academe which includes DepEd Panabo, private schools, State Universities and Colleges (SUCs), and private Higher Education Institutions (HEIs), takes the lead in advancing this campaign. By engaging the youth sector, this initiative not only strengthens awareness of women's rights but also nurtures future leaders who are empowered, socially responsible, and advocates of safe, inclusive, and violence-free communities. This partnership underscores the importance of education and youth development in sustaining a VAW-free Panabo City and contributing to a VAW-free Philippines.

As part of the campaign, a **Video Advocacy Contest** will be conducted among students in both the **Basic Education** and **Higher Education** levels. This initiative seeks to harness creativity, critical thinking, and advocacy skills to raise awareness on VAW, promote protective laws, feature available services, and strengthen public support for a VAW-free Philippines.

II. Objectives

The Video Advocacy Campaign aims to:

1. **Promote Awareness.** Highlight the various forms of violence experienced by women and girls.
2. **Educate the Public.** Provide accessible information on laws that protect women and girls.
3. **Feature Services.** Showcase VAW-related support systems and referral mechanisms.
4. **Mobilize Support.** Encourage active participation in creating a VAW-free environment.

III. Eligibility

- **Category A (Basic Education):** Junior/Senior high school students both in Public and Private Schools in the DepEd Panabo City Division.
- **Category B (Higher Education):** College students in both SUCs and Private HEIs of Panabo City.

IV. Mechanics

1. Content

- Entries must reflect the campaign theme and objectives.
- Videos should highlight at least one of the following:
 - Forms of violence against women and girls
 - Rights and protective laws (e.g., RA 9262, RA 11313, RA 9710)
 - Available services and referral pathways



- Collective action for a VAW-free Philippines
- Entries must be original student-produced works.

2. Technical Requirements

- Length: 3–5 minutes
- Format: MP4, 1080p preferred
- Language: Filipino, English, or local dialect (subtitled if needed)
- Must feature the official hashtag **#VAWFreePH**

3. Ethical Considerations

- Avoid graphic or explicit depictions of violence.
- Respect confidentiality and dignity of survivors.
- Apply sensitivity in storytelling (e.g., dramatization, animation, spoken word, documentary).

4. Submission

- Videos must be submitted via Google Drive.
- Each entry must be accompanied by:
 - Video Title
 - Name(s) of participant(s)
 - School/Institution and Category
 - One-paragraph description of the concept

5. Submission Timeline

- **Deadline for Registration:** November 7, 2025
- **Submission Period:** November 10–14, 2025
- **Deadline for Final Submission:** November 25, 2025

V. Evaluation Rubrics

Category A – Basic Education

Criteria	Weight	Descriptors
Content Relevance	30%	Aligns with VAW theme; age-appropriate; demonstrates basic understanding of women's rights and laws.
Creativity & Originality	25%	Unique approach; engaging storytelling through visuals, sound, or narrative.
Clarity of Message	20%	Advocacy message is simple and easy to grasp; clear delivery and subtitles.
Technical Quality	10%	Clear visuals/audio; coherent editing; adheres to time limits.
Impact & Call to Action	15%	Inspires empathy and action; encourages collective responsibility.



Category B – Higher Education

Criteria	Weight	Descriptors
Content Relevance & Depth	30%	Addresses VAW with critical insight; integrates laws, policies, and services.
Creativity & Innovation	20%	Demonstrates originality; advanced storytelling or production methods.
Clarity & Persuasiveness	20%	Strong, compelling advocacy; logically structured; evidence-based.
Technical Execution	10%	High-quality production (visuals, audio, editing, pacing).
Advocacy Impact & Sustainability	20%	Inspires long-term awareness or community action.

VI. Facebook Posting & People’s Choice Award/ Recognition

- All qualified entries will be posted on the **official Panabo City LGU Facebook Page** on **November 25, 2025**.
- Online voting will be open from **November 25 to December 8 2025**.
- The **People’s Choice Award** will be based on **combined reactions (Like, Heart, Care, Wow)** and **shares**, with the following weight:
 - 1 reaction = 1 point
 - 1 share = 3 points (must be set to public)
- The video with the highest total points will receive the **People’s Choice Award Certificate** during the awarding ceremony.
- Certificates of participation for all entries.
- Winning videos shall receive **cash prize** and maybe featured in official campaign platforms and used in advocacy initiatives. Other entries shall receive a consolation price.

VII. Contact Information

For clarifications, submissions, and inquiries, please contact:

Jackelyn F. Sereño
Project Development Officer I
LGU Panabo City
09690237542

Let us work together and stay UNITED for a VAW-Free Philippines