



COMMISSION ON HIGHER EDUCATION  
**REGIONAL OFFICE I**



**CHED REGIONAL MEMORANDUM ORDER**

No. 34, s. 2024

**FOR :** **PRESIDENTS/HEADS**  
Higher Education Institutions (HEIs) in Region 1

**SUBJECT :** **PARTICIPATION IN THE VARIOUS ACTIVITIES FOR THE 18-DAY  
CAMPAIGN TO END VIOLENCE AGAINST WOMEN AND  
CHILDREN (VAWC)**

**DATE :** **November 11, 2024**

1. Pursuant to Republic Act No. 10398 or the Act declaring November 25 of every year as the National Consciousness Day for the Elimination of VAWC and Proclamation No. 1172, s. 2006, declaring November 25 to December 12 of Every Year as the "18-Day Campaign to End Violence Against Women," this Office will spearhead the following activities from **November 25 to December 12, 2024**:

Name of Activity	Date	Participants
1. Hanging of Tarpaulin/Streamer and Posting of IEC Materials in social media	<b>November 25, 2024</b>	CHEDRO1 and HEIs
2. Kick-off Activity: Project WOW: Wellness of Wo-Men (Women and Men of CHEDRO1)	November 29, 2024	CHEDRO1
3. Project BABAE (Balitaktakan, Aliwan at Bahaginan Alay kay Eba) 2024: A Gender Sensitivity Training for GAD Focal Persons	December 11-12, 2024 Venue: To be announced	Selected 30 GAD Focal Persons
4. Ending VAW Project Excellence Award (E-VAW-PEA): Best VAW Project	December 12, 2024  <b>Deadline of Submission of Entries:</b> December 9, 2024	Student Organizations
5. VAW Infographics Contest	December 12, 2024  <b>Deadline of Submission of Entries:</b> December 9, 2024	Students



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2. The objectives of the activities are to:
  - a. **Increase Public Awareness:** Increase public understanding of the various forms of VAW, its prevalence, and the profound impact it has on survivors, families, and communities.
  - b. **Challenge Gender Stereotypes:** Conduct gender sensitivity training to challenge traditional gender roles, stereotypes, and norms that contribute to VAW.
  - c. **Promote Education:** Conduct activities that develop and disseminate advocacy materials such as infographics, to increase awareness among schools, workplaces, and communities about the negative consequences of VAW.
  - d. **Promote Health and Wellness:** Conduct extension activities that promote health and wellness of women and men through pampering services, games, and gift-giving.
3. As part of the national celebration, HEIs are enjoined to promote the event in their respective institutions by:
  - a. sharing the official social media platforms all VAW activities, advocacy materials and postings of Philippine Commission for Women; and
  - b. hanging streamers and social media posters using agency/HEI logo and the theme.

Recommended size for the streamer is 4x11ft. It can be accessed through this link:  
Streamer/Banner: <https://bit.ly/VAWstreamer>  
Social Media Poster: <https://bit.ly/VAWSocialMed>
4. Participants in the Ending **VAW Project Excellence Award (E-VAW-PEA): Best VAW Project** and **VAW Infographics** competitions shall be **bonafide tertiary students**. Attached are the registration forms, mechanics and criteria for the competitions.
5. Registration in the above-mentioned training and competitions is FREE.
6. Certificates and cash prizes will be awarded to the winners in the competitions.
7. For inquiries, please call Dr. Ricky A. Cera, Education Supervisor, Ms. Dianne Joyce B. Montemayor, Administrative Officer III, this Office, at telephone numbers (072) 682 – 9623; (072) 242 – 2750 loc. 2008; or email them at [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph) , [djmontemayor@ched.gov.ph](mailto:djmontemayor@ched.gov.ph).
8. Your active participation is desired.

**CHRISTINE N. FERRER**  
Director IV

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### REGISTRATION, MECHANICS AND CRITERIA FOR THE ACTIVITIES DURING THE 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN AND CHILDREN (VAWC)

November 25 – December 12, 2024

#### A. Project BABAE (Balitaktakan, Aliwan at Bahaginan Alay kay Eba) 2024: A Gender Sensitivity Training for GAD Focal Persons

1. The first thirty (30) GAD Focal Persons to register shall be considered. Provided, however, that said registrant has not yet attended any gender sensitivity training.
2. To register, please go to this link <https://bit.ly/BabaeGST2024>, and wait for the confirmation email.

#### B. Ending VAW Project Excellence Award (E-VAW-PEA): Best VAW Project

1. The contest is open to all registered student organizations in their respective HEIs.
2. CHEDRO1 will choose three best implemented projects whose purpose is to prevent/end VAW or help the victims of VAW.
3. To join, submit a simplified project accomplishment report that includes the following:
  - a. Cover Page (preferably poster-type)
  - b. Name and Brief Description of the Project
  - c. Date and Venue
  - d. Club and Individual Proponents
  - e. Beneficiaries
  - f. Partners (if there were any)
  - g. Rationale that includes the Objectives
  - h. Budgetary Requirements
  - i. Activities
  - j. Documentation such as pictures or videos
  - k. Insights from the beneficiaries/proponents/partners
4. Entries shall be in pdf format:
  - a. Paper size: A4
  - b. Font size: 12
  - c. Font type: Arial
  - d. Margin: 1" all sides
5. Each entry is also required to submit a 3-5 minute creative video of the VAW project.
6. File name: E-VAW-PEA\_name of your school\_name of your organization
7. Projects will be judged according to:

Relevance	40%
Impact and Sustainability	20%
Creativity and Resourcefulness	20%
Report	20%
8. The entries must be sent, together with the complete name of the students, programs and year levels, and name of University/College that they are representing, at [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph), [djmontemayor@ched.gov.ph](mailto:djmontemayor@ched.gov.ph) on or before **December 09, 2024**.



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HEDC Government Center, Brgy. Sevilla, City of San Fernando, La Union, Philippines

[chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph); Website: [www.chedro1.com](http://www.chedro1.com) | [www.ched.gov.ph](http://www.ched.gov.ph)

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### C. VAW Infographics Contest

1. This contest is open to all bonafide tertiary students.
2. The infographics should be in portrait format. The entry should be originally created by the participant and no other party has any right, title, claim or interest in the infographics. The CHEDRO1 reserves the right to verify this through various means and disqualify any entry at any time.
3. Infographics size: The size should be in portrait format with 8.25 inches (width) x 11.75 inches (length) - A4 size, including the white margins.
4. The infographics should revolve around the theme "VAW Bigyang Wakas, Ngayon na ang Oras."
5. The infographics will become property of CHEDRO1 and will be used as part of its advocacy campaign materials.
6. The entries must be sent, together with the complete name of the students, programs and year levels, and name of University/College that they are representing, at [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph) , [djmontemayor@ched.gov.ph](mailto:djmontemayor@ched.gov.ph) on or **before December 09, 2024.**
7. The organizers will upload the entries on the CHED Region 1 Facebook page.
8. CHEDRO1 shall have the intellectual property rights and exclusive use of the infographics submitted. CHED shall have the sole right to use, produce or reproduce the submitted infographics with proper credit/citation.
9. There will be three (3) winning entries that will receive cash prizes and certificates.
10. The criteria for judging are as follows:

Content	Accuracy and reliability of the information. Timeliness of the information to adequately support the purpose of the infographics.	50%
Focus	Clarity of the title/topic presented and the complementation of the illustration to the title/topic.	20%
Visual Appeal	Aesthetics (color, scheme, neatness, design composition) and originality of the infographics design.	20%
Technicalities	Free of technical and grammatical errors. Legibility of the information pertinent to the topic.	10%
TOTAL		100%



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