



COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE I



### PROJECT PROPOSAL

PROJECT TITLE	2024 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN AND THEIR CHILDREN (VAWC)
RESPONSIBLE AGENCY	Commission on Higher Education Region 1
PROJECT LEAD	DR. RICKY A. CERA
PROPOSED BUDGET	Php 270,000.00
SOURCE OF FUND	GAD Fund
TARGET SUSTAINABLE DEVELOPMENT GOALS	<p><b>Goal 4: QUALITY EDUCATION</b> - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p> <p><b>Goal 5: GENDER EQUALITY</b> – Achieve gender equality and empower all women and girls.</p> <p><b>Goal 17: PARTNERSHIPS FOR THE GOALS</b> - Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.</p>

### BACKGROUND:

The 18-Day Campaign to End Violence Against Women (VAW) is an annual advocacy initiative held every November 25 to December 12 in the Philippines. Instituted by Republic Act No. 10398, this campaign calls attention to the widespread violence faced by women and girls, advocating for human rights and pushing for transformative actions to prevent and eliminate such violence. As gender-based violence (GBV) remains pervasive in both public and private spheres, this campaign serves as a powerful platform to foster awareness, promote supportive policies, and encourage active community participation.

In 2024, this campaign aims to deepen community engagement through grassroots efforts and raise awareness about the importance of ending VAW in the context of Sustainable Development Goals (SDGs), specifically SDG 5: Gender Equality. The campaign will bring attention to the physical, psychological, and economic impacts of VAW and urge stakeholders, including government, educational institutions, and non-profit organizations, to play a proactive role in cultivating a safe and just society for women and girls.

As one of the responsible agencies in educating duty-bearers and protecting stakeholders against VAW, CHED ROI actively participates in the 18-day Campaign to End Violence against Women (VAW). With the belief that the united efforts of the government and the citizenry, VAW can be prevented and eventually stopped from happening.

### OBJECTIVES:

1. **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.
2. **Challenge Gender Stereotypes:** Conduct gender sensitivity training to challenge traditional gender roles, stereotypes, and norms that contribute to VAW.





COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE I



3. **Promote Education:** Conduct activities that develop and disseminate educational materials such as infographics, to increase awareness among schools, workplaces, and communities about the negative consequences of VAW.
4. **Promote Health and Wellness:** Conduct extension activities that promote health and wellness of women and men through pampering services, games, and gift-giving.

### LIST OF PROPOSED ACTIVITIES

Date	Activities/Programs	Participants	Number of Participants	Personnel-in-charge
November 25, 2024	Hanging of Tarpaulin and Streamer Posting of IEC materials in social media.	CHEDRO1 HEIs	91	GFPS Members
November 25, December 2, 9, 2024	Inclusion of VAW related AVPs (Prayer and National Anthem Hymn) during Monday Flag Raising Ceremonies	CHEDRO1	54	CHEDRO1 Technical Team
November 29, 2024	Kick-off Activity: CHEDRO1 and Ribbon Cutting of Orange Exhibit  <b>Project WOW: Wellness of WoMen of CHEDRO1</b>	CHEDRO1 Employees	54	GFPS Members, UniFAST
December 3, 2024	Extension Activity: <b>Panangaro tan Pamaliket (Pagmamahal at Pagbibigayan)</b>	Women Victims	32	Angie, Ricky, Al, Dianne, Janelle, Daisy, Kotaro
December 11-12, 2024	<b>Project BABAE:</b> Balitaktakan, Aliwan at Bahaginan Alay kay Eba: <b>A Gender Sensitivity Training for GAD Focal Persons in Partnership with DMMMSU</b>	GAD Focal Persons	60	GFPS Members,
December 12, 2024	<b>VAW Contests:</b> <ul style="list-style-type: none"><li>Ending VAW Project Excellence Award (E-VAW-PEA) (SUCs, LUCs, Private HEI Category)</li><li>VAW Infographic Contest</li></ul>	Student Organizations, Students	50	GFPS Members







COMMISSION ON HIGHER EDUCATION  
**REGIONAL OFFICE I**



**WORK AND FINANCIAL PLAN**

DATE	ACTIVITY	PARTICULARS	AMOUNT
November 25, 2024	Hanging of Tarpaulin/Streamer Posting of IEC Materials in Social Media	Tarpaulin e-IEC materials	<b>1,500.00</b>
November 29, 2024	Kick-off Activity: CHEDRO1's <b>Project WOW: Wellness of Wo-Men</b> 1. body massage 2. manicure/ pedicure 3. hair treatment 4. foot spa	Advocacy T-shirt P380.00 @ 54 pax Meals: P450 @ 70 pax Professional fee Bed Foam (2 pcs)	20,520.00 31,500.00 27,000.00 4,000.00 <b>83,020.00</b>
December 3, 2024	Extension Activity: <b>Panangaro tan Pamaleket: An outreach project to the residents of DSWD Home for Girls</b>	Meals: P450.00 @ 50 pax Health Kits*: P700 @ 32 pax Materials Games and Prizes  *Sanitary pad, panty liner, wipes, alcohol, cotton buds, toothbrush, toothpaste, shampoo, conditioner, soap, face powder, hairbrush, cologne, ecobag	22,500.00 22,400.00 3,000.00 5,000.00 <b>52,900.00</b>
December 11-12, 2024	<b>Project BABAE:</b> Balitaktakan, Aliwan at Bahaginan Alay kay Eba: A Gender Sensitivity Training for HEI GAD Focal Persons in Partnership with DMMMSU	Meals: (Day 1- am snack, lunch, pm snack, dinner) P600 @ 60pax (Day 2- breakfast, am snack, lunch, pm snack) P600 @ 60pax Honorarium Conference Tshirt (P110.00 @ 100 pax) Conference Mug (P100.00 @100 pax) Awards and Prizes Tarpaulin (Roll-up), Frames, Special paper/ photo paper	72,000.00  5,000.00 11,000.00 10,000.00 2,000.00 2,580.00 <b>102,580.00</b>
December 12, 2024	Awarding Ceremony of VAW Contests: 1. Ending VAW Project Excellence Award (E-VAW-PEA) a. SUCs and LUCs Category	2 Winners – P5,000.00 4 Finalist – P3,000.00 Champion – P3,000.00 1 <sup>st</sup> RU – P2,000.00 2 <sup>nd</sup> RU – P1,000.00	10,000.00 12,000.00 6,000.00



COMMISSION ON HIGHER EDUCATION

# REGIONAL OFFICE I



	b. Private HEI Category 2. VAW Infographics Contest	Frames, Special paper/ photo paper	2,000.00 <b>30,000.00</b>
	<b>TOTAL</b>		<b>270,000.00</b>

## PROPOSED WORKING COMMITTEES

Committee	Members	Tasks
Oversight	Dr. Christine Ferrer Dr. Danilo Bose Dr. Nympha Buenio	To oversee the overall conduct of the activity
Steering and Overall Coordination	Dr. Angelica Dolores Dr. Ricky Cera	To coordinate all the needed resources to effectively facilitate the conduct of the activity To mobilize all other committees of the successful implementation of the project To conduct meeting in preparation for the various activities To prepare purchase orders identify supplies to be procured To process Travel Authority of staff involved in the project
Finance and Logistics	Ms. Janelle Petacio Mr. Mark Cantor	To facilitate the required cash advances and processing of payments to suppliers
Program, Invitation, Certificates and Plaques	Dr. Ricky A. Cera Dr. Al Gerald S. Barde Mr. Kotaro Jncyl Velasco	To prepare the invitation letters, program and certificates for the resource speakers, HEIs and other partner agencies.
Registration and Attendance	Ms. Dianne Joyce Montemayor	To prepare the attendance sheets and to assist the participants during registration
Documentation and Technical Support	Mr. Abert H. Subang Mr. Donnie Gallocanta, Jr. Mr. Kotaro Jncyl Velasco	To be in-charge of the sound system, presentations, and documentation during the conduct of the event To prepare news and activity report
Meals	Dr. Myrelle Faith D. Mina Ms. Andrea Quitaig	To coordinate with the service provider for food catering To distribute refreshments during the event
Transportation	Mr. Perfecto Duluena Mr. Alfredo Pascual	To make sure that the vehicles are in good condition to transport the team in the designated venues
Tokens, Gifts and Conference Kits	Dr. Myrelle Faith D. Mina Dr. Ricky A. Cera	To prepare and procure all the needed materials requested by the program organizer





COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE I

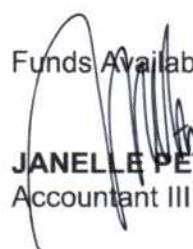


	Mr. Kotaro Jncyl Velasco	To prepare, package and distribute the tokens, gifts and conference kits
Physical Arrangement	Mr. Kotaro Jncyl Velasco Mr. Abert H. Subang	To prepare the venue and set up the tables and chairs in the conference hall for the conduct of the activity

Prepared by:

  
**RICKY A. CERA**  
Education Supervisor II

Funds Available:

  
**JANELLE PETACIO**  
Accountant III

Reviewed by:

  
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Recommending Approval:

  
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Chief Education Program Specialist

  
**NYMPHA N. BUENIO**  
Chief Administrative Officer

Approved by:

**CHRISTINE N. FERRER, EdD**  
Director IV







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Conference T-shirt for Participants (100 pcs.)	CHEDRO1 Employee T-Shirt (54 pcs.)
	

Souvenir mug (100 pcs.)	
	
FRONT	BACK