



Republic of the Philippines
Bangsamoro Autonomous Region in Muslim Mindanao
OFFICE OF THE CHIEF MINISTER

Bangsamoro Government Center, Governor Gutierrez Avenue, Rosary Heights VII, Cotabato City 9600

MEMORANDUM

Circular No. 0150

Series of 2025

TO : **ALL MINISTRIES, OFFICES, AGENCIES**
Bangsamoro Autonomous Region in Muslim Mindanao

SUBJECT : **OBSERVANCE OF THE 2025 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)**

DATE : **14 Jumadal Al-Awwal 1447 AH | 05 November 2025**

1. Proclamation No. 1172, s. 2006, declared November 25 to December 12 of every year as the "18-Day Campaign to End Violence Against Women," Republic Act No. 10398, s. 2013, declared November 25 of every year as the "National Consciousness Day for the Elimination of Violence Against Women and Children," and the Moral Governance Framework of the BARMM upholds respect for human dignity, justice, and gender equality.
2. Pursuant thereto, the Bangsamoro Women Commission (BWC)-BARMM, in solidarity with the Philippine Commission on Women (PCW), shall spearhead the **2025 18-Day Campaign to End VAW** in the region from **November 25 to December 12, 2025**.
3. This year's campaign will highlight the conduct of the 7th State of the Bangsamoro Women Address (SOBWA), a flagship event led by the BWC, providing an overview of the status, challenges, gains, and policy directions affecting Bangsamoro women throughout the region.
4. In support of the 2025 18-Day Campaign to End VAW, you are hereby enjoined to promote public awareness and advocacy through the following activities:
 - a. **Display the official tarpaulin** of the 2025 18-Day Campaign to End VAW at the façade of your office building/premises starting November 23, 2025;
 - b. **Wear the official campaign t-shirt** with an orange hijab for women during the Kick-off Ceremony, 7th SOBWA and related campaign events;
 - c. **Participation in the Kick-off Program:** All ministries, offices, and agencies are hereby **enjoined to designate at least ten (10) participants** to attend the **Kick-off Program** on **November 25, 2025, at 8:00 A.M.**, to be held at the **KCC Mall of Cotabato Convention and Events Center**.
 - d. **Charging of Expenses to the GAD Fund:** All costs incurred in relation hereto shall form part of your GAD Fund Utilization.

5. The campaign materials (e.g., tarpaulin layout, t-shirt design, and other advocacy materials) may be accessed through the following link: <https://bit.ly/3KZFAHA> or by scanning the QR code provided below.



6. For questions and/or further clarifications, you may coordinate with the BWC through Ms. Sahara Ali at 0968-894-0407 or Ms. Norhaydie Taup at 0956-448-0706.

For guidance and compliance.

By Authority of the Chief Minister
ABDULRAOF A. MACACUA


ABDULLAH M. CUSAIN
Acting Senior Minister

OCM-BARMM AMS-RD
AAA193841



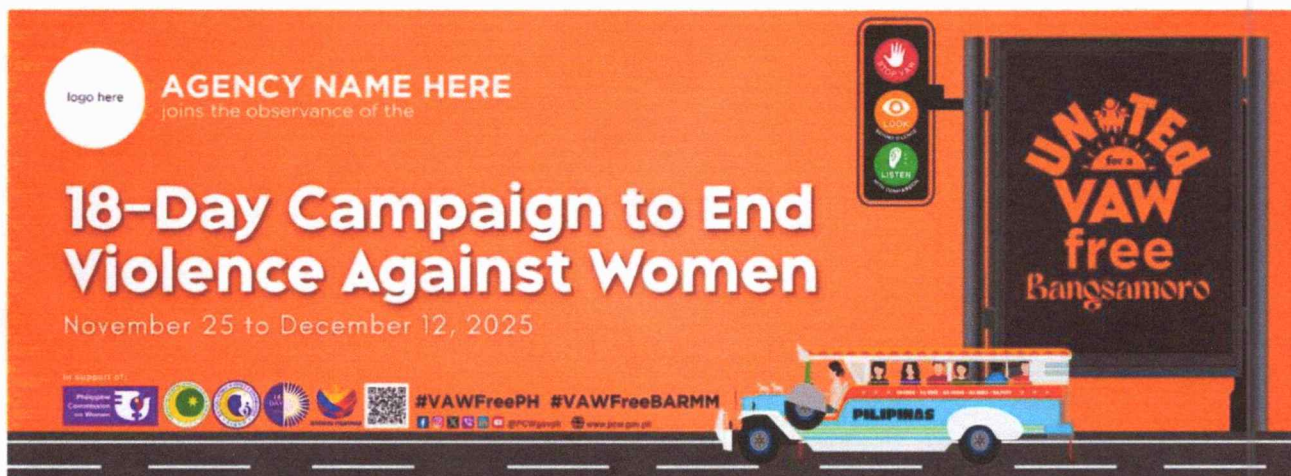
ADVOCACY STREAMER

Streamer Specifications:

Dimensions: **11 ft. length and 4 ft. width**

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportioned is maintained.



ADVOCACY T-SHIRT DESIGN

Round Neck T-Shirt Specifications:

**This may vary based on the agencies' preferred brand or type as long as the campaign color will be dominant in the design.*

Color: **Orange**

Texture Type: **Cotton/Polyester**

Printing Method: **Digital Silkscreen/Sublimation**

Print Design: **Print size must be visually clear and readable**



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DOWNLOAD

<https://bit.ly/3KZFHAH>