



Republic of the Philippines  
**Department of Education**  
Region III  
**SCHOOLS DIVISION OF PAMPANGA**

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November 13, 2023

DIVISION MEMORANDUM  
No. **613** , s. 2023

**2023 DIVISION SEARCH FOR THE BEST ADVOCACY CAMPAIGN MATERIALS  
TO END VIOLENCE AGAINST WOMEN AND CHILDREN (VAWC)**

To: Assistant Schools Division Superintendents  
Chief Education Supervisors  
Education Program Supervisors  
Public Schools District Supervisors  
Public Elementary and Secondary School Heads  
All Others Concerned

1. In line with the 18-day Campaign to End Violence Against Women (VAW) which is observed annually from November 25-December 12, the Schools Division of Pampanga, through the School Governance and Operations Division-Human Resource Development Section (SGOD-HRDS) will conduct the Division Search for the Best Advocacy Campaign Materials to End Violence Against Women and Children (VAWC).
2. The activity aims to:
  - a. intensify the advocacy to end VAWC through the sharing of schools' best practices;
  - b. produce advocacy materials (print and visual ads) that will be used during the 18-day campaign;
  - c. promote public awareness in the SDO and schools on the observance of the 18-day campaign to end VAWC;
  - d. emphasize that VAWC is human rights violation; and
  - e. envision a world free from all forms of violence against women and children.
3. This year's Search shall focus on both print and visual ads as advocacy materials in the said Observance. *See enclosed Guidelines on the Preparation of Advocacy Campaign Materials for information and guidance.*
4. Public Schools District Supervisors and Education Program Supervisors (in-charge of Clusters) through the District/Cluster GAD Focal Persons shall submit one (1) entry for print ads and one (1) entry for visual ads per district/cluster. All concerned are advised to strictly adhere with the specified timeline, thus, late entries will no longer be accepted. Accepted entries will be evaluated by the Division Evaluation Committee following the said guidelines enclosed to this Memorandum.



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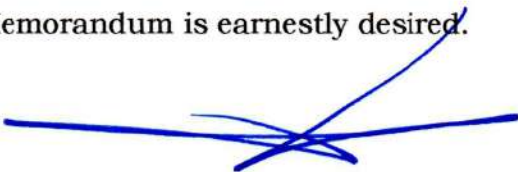
5. The following timeline shall be observed:

Activity	Date
District/Cluster Level Search	December 4, 2023
Submission of Official Entry per category per District/Cluster to Division Office	December 5, 2023
Division Level Evaluation of Entries per Category	December 6, 2023
Deliberation of Results	December 7, 2023
Announcement of Winners	December 11, 2023

6. Likewise, all schools are requested to conduct advocacy activities during the 18-day campaign to end violence against women and their children from **November 25, 2023 to December 12, 2023**.

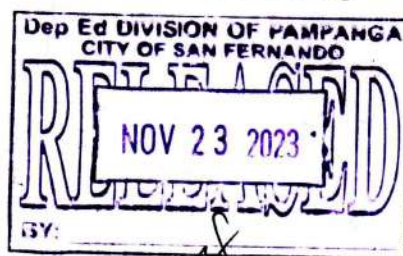
7. For more information, all concerned may contact the SGOD-HRDS or Mr. Jayson M. Santos, SEPS-HRD/Division GAD Focal Person, at email address: [jayson.santos001@deped.gov.ph](mailto:jayson.santos001@deped.gov.ph), DepEd Schools Division of Pampanga, High School Boulevard, Barangay Lourdes, City of San Fernando, Pampanga.

8. Immediate dissemination of this Memorandum is earnestly desired.

  
**ROMEO M. ALIP, PhD, CESO V**  
Schools Division Superintendent  
*B/S*

Encl.: As stated  
hrds/11-16-2023

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Enclosure to Division Memorandum No. \_\_\_\_, s. 2023

**GUIDELINES ON THE PREPARATION OF ADVOCACY CAMPAIGN MATERIALS**

1. The advocacy campaign material should be:

For Print Ads

- a three-fold flyer using A4 size bond paper. Use two or three different fonts to give the flyer design variety. The appropriate size of fonts used should be observed.

Submit ten (10) copies sealed in a short brown envelope, properly labeled.

For Visual Ads

- single poster type
  - Portrait orientation must have 720p x 1270p resolution
  - Landscape orientation must have 1270p x 720p resolution

Upload a copy of the material in a Google Drive to be shared at email add: [kristinmarie.santos@deped.gov.ph](mailto:kristinmarie.santos@deped.gov.ph) , properly labeled.

2. Materials should be eye-catching enough to make people take interest in reading it. Colored entries are preferred but stick to colors that complement each other and work well.
3. The advocacy materials should be informative; people should know at a quick glance what the materials is promoting, and all necessary points must be included.
4. The materials must be quality assured for spelling, grammar, and content/information.
5. Original pictures/icons relevant to the campaign should be added to give aesthetic feature to the material.
6. The SDO shall disqualify the entries found to have been copied from existing materials used by the Philippine Commission for Women (PCW).
7. Criteria for Judging will be as follows:

a. Content	30%
b. Layout and illustration	25%
c. Creativity	25%
d. Originality	20%
Total	100%



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END VIOLENCE AGAINST WOMEN (VAW)**

Evaluation Committee

Chairman	:	Assistant Schools Division Superintendent
Members	:	Chief Education Supervisor (SGOD) Chief Education Supervisor (CID) Administrative Officer V (Admin) Education Program Supervisor Information Technology Officer (Invited Evaluators)
Secretariat	:	Human Resource Development Section