

TPB 18-DAY CAMPAIGN TO END VAW BOOKLET



TOURISM PROMOTIONS BOARD PHILIPPINES



TOURISM PROMOTIONS BOARD
GENDER AND DEVELOPMENT
MAINSTREAMING PROGRAM

In support of:



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TPB JOINS THE 18-DAY CAMPAIGN TO END VAW

As part of the Tourism Promotions Board's (TPB) commitment to promoting a safe and inclusive society, TPB joins the 18-Day Campaign to End Violence Against Women (VAW) in compliance with Republic Act 10398 and Proclamation No. 1172, s. 2006. The TPB aligns itself with these mandates by organizing activities to increase awareness and campaign to end Violence Against Women (VAW) such as but not limited to: use of official hashtags e.g., #VAWFreePH, #FilipinoMarespeto, #SafeSpacesKasaliTayo, #VowToEndVAW) Observance of Orange Wednesdays, use of End VAW Zoom background, and information dissemination of Philippine Commission on Women (PCW) IEC materials on End VAW.

Moreover, TPB conducted major activities for the 18-Day Campaign to End Violence Against Women (VAW). Read more about the activities in the following section.



Be Safe: Safety Strategies in The Modern Times



Making TPB A Safe Workplace



We've Got Your Back, Sis!



Turismo Pamasko sa Bata: Art Heals the Heart

Be Safe: Safety Strategies in The Modern Times



In view of the 18-Day Campaign to End VAW, Tourism Promotions Board (TPB) conducted its first major activity for the campaign entitled “Be Smart, Be Safe: Safety Strategies in The Modern Times,” a practical self-defense workshop for TPB personnel on 12 December 2024, at the TPB Activity Room. TPB invited Mr. Rosenberg Lorenzo Rosete, a seasoned trainer in various martial arts disciplines, such as Muay Thai, Brazilian Jiu Jitsu and Mixed Martial Arts.

The training session was warmly opened by the acting head of Personnel and Human Resources Division Department (PHRDD), Ms. Rossandra Amythea Q. Cayago. Ms. Cayago emphasized that the training was not only to enhance the physical capabilities of men and women but also to boost confidence, raise awareness, prevent harm, and build resilience, ensuring that everyone can feel safe and protected regardless of gender. She reiterated that as participants learn from the session, they are not only protecting themselves from offenders but also joining a global campaign.

The session discussed theoretical aspects of self-defense, such as the anatomy of a self-defense situation and ABCs (Awareness, Boundary, and Combat) of self-defense, self-defense modules, including Basic Escapes and Maneuvers, Combative Techniques, Ground Defense, and Armed Fights.

The session taught the participants, especially women, how to be aware of their surroundings and, when necessary, perform techniques and strategies to escape dangerous situations.



Making TPB A Safe Workplace

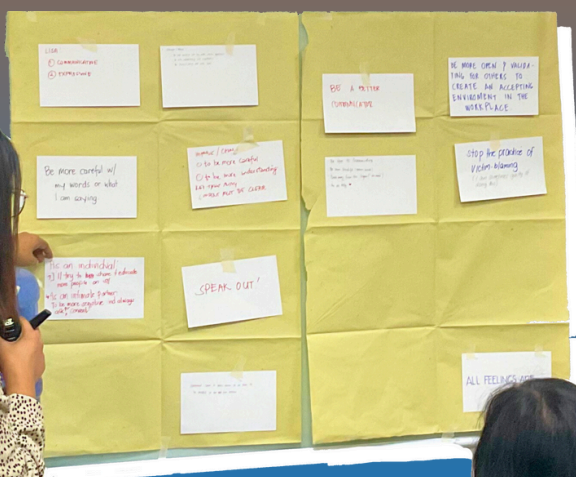
On December 13, 2024, TPB conducted a seminar entitled "Making TPB a Safe Workplace." The seminar, attended by TPB personnel, was led by the invited resource speaker, Ms. Janet A. De Leon, a training and information officer from the University of the Philippines, Office of Anti-Sexual Harassment (OASH). Ms. De Leon is also an educator at the UP College of Social Work and Community Development, and her research focuses on preventing sexual harassment and enhancing self-esteem among young adults.

During the seminar, Ms. De Leon discussed the key principles of safe spaces, including psychological safety, inclusion, respect, anti-discrimination, empathy, allyship, confidentiality, and accountability. According to her, a safe space must incorporate these principles to create an accepting environment for vulnerable individuals.

Ms. De Leon also highlighted various national laws and policies aimed at protecting personnel, especially those from marginalized groups, from gender-based sexual harassment. She emphasized the important role of the Committee on Decorum and Investigation (CODI) in assessing and investigating cases within the workplace. It is essential to have a designated authority to handle administrative cases internally before deciding whether to escalate them to the Supreme Court.

The seminar included activities that helped participants understand what constitutes a safe workplace, common misconceptions about sexual harassment, and case analyses of different forms of gender-based sexual harassment. The attendees actively participated and shared their perspectives on the topic.

The seminar concluded with the attendees presenting their commitments to improving practices for maintaining a safe and accepting workplace environment.





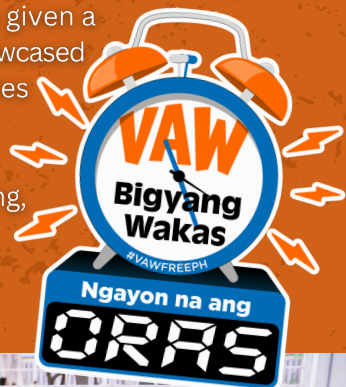
WE'VE GOT YOUR BACK, SIS!

The "We've Got Your Back, Sis!" campaign was established in 2023. This campaign symbolizes solidarity, support, and empowerment for women in the fight against violence, aligning with the objectives of the 18-Day Campaign to End VAW.

For this year's "We've Got Your Back, Sis!" initiative, a donation activity for survivors of violence and abuse was held on December 16, 2024 for residents of Haven for Women under the Department of Social Welfare and Development (DSWD), a residential care facility providing temporary shelter to victims of gender-based violence.

The TPB donated essential supplies and items that will aid the day-to-day operations of the shelter. TPB personnel were given the opportunity to be informed on how the shelter was founded and operations.

The TPB had the privilege to be given a tour of the facility where they showcased the various recreational activities that develop skills and provide financial opportunities for the residents such as sewing, painting, hairdressing, and baking.



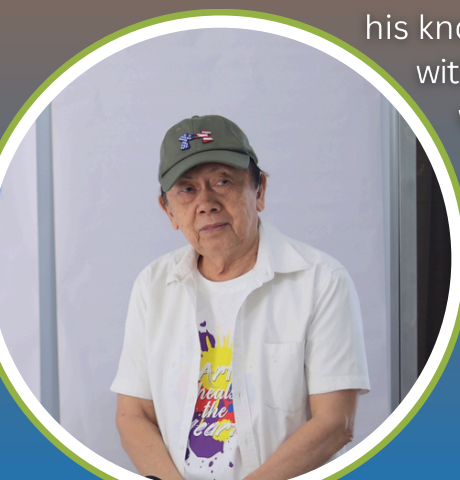


Turismo Pamasko sa Bata: Art Heals the Heart

TPB concluded its participation in the 18-Day Campaign to End VAW with its last major activity, Turismo Pamasko sa Bata: Art Heals the Heart. Held on 20 December 2024, this outreach activity and painting workshop took place at the Voice of the Free Facility, which provides care for children survivors of human trafficking and other forms of abuse.

Together with the TPB personnel, Mr. Fernando "Nanding" Sena was invited to lead the painting workshop for the children in the facility. Mr. Sena, a renowned Filipino artist and considered the Father of the Philippine Art Workshop, is known for his tireless efforts in sharing

his knowledge and talent with aspiring artists. The workshop aimed to offer therapeutic benefits through art, providing an outlet for expression and healing.



The program was formally opened by the Manager of the Administrative Department, Ms. Janet W. Canoy.

In her speech, Ms. Janet highlighted the importance of promoting arts and culture in today's time. She emphasized that reliving arts and culture should begin with the youth, referencing the saying, "Kabataan ang pag-asa ng bayan," and implying that creativity and innovation should be nurtured at an early age. She also reiterated the different forms of art, including singing and dancing, which the children in the facility had prepared for the visit of TPB personnel. She reminded the children that the arts have the power to help them realize their dreams and ambitions, encouraging them to continue aspiring for a bright future.





Mr. Sena commended the children for their vibrant singing and dancing performances, encouraging them to continue nurturing their talents. He also expressed heartfelt gratitude to the staff of the Voice of the Free Facility for their steadfast dedication in supporting the children. Mr. Sena concluded his message by reminding the children to always appreciate the talents they have been blessed with and to remember that these gifts are meant to be shared with others.

The painting workshop began with a 30-minute discussion by Mr. Sena on sketching techniques and the proper use of lines, shapes, and shadows. He then provided printed photos of subjects and sceneries for the children to use as references. Below are sample paintings by the children during the activity:



Their artworks not only highlighted their artistic abilities but also expressed resilience and hope in the face of adversity. TPB was fortunate to witness these beautiful and vibrant creations, which reflect the strength and determination of each child's unique journey.

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