



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
19th City Council

PRI9CC-084

16th Regular Session

RESOLUTION NO. SP- 5851, S-2014

A RESOLUTION STRONGLY SUPPORTING SENATE BILL NOS. 27 AND 499 ENTITLED THE PICTURE-BASED HEALTH WARNING ACT OF 2013, WHICH SEEKS TO EFFECTIVELY INSTILL HEALTH CONSCIOUSNESS THROUGH PICTURE-BASED WARNINGS ON TOBACCO PRODUCTS.

*Introduced by Councilor JULIENNE ALYSON RAE V. MEDALLA.
Co-Introduced by Councilors Anthony Peter D. Crisologo, Ricardo T. Belmonte, Jr., Dorothy A. Delarmente, Lena Marie P. Juico, Victor V. Ferrer, Jr., Alexis R. Herrera, Precious Hipolito Castelo, Voltaire Godofredo L. Liban III, Roderick M. Paulate, Ranulfo Z. Ludovica, Ramon P. Medalla, Estrella C. Valmocina, Allan Benedict S. Reyes, Gian Carlo G. Sotto, Franz S. Pumaren, Eufemio C. Lagumbay, Jose Mario Don S. De Leon, Jaime F. Borres, Jesus Manuel C. Suntay, Marvin C. Rillo, Vincent DG. Belmonte, Raquel S. Malañgen, Jessica Castelo Daza, Bayani V. Hipol, Jose A. Visaya, Godofredo T. Liban II, Andres Jose G. Yllana, Jr., Allan Butch T. Francisco, Karl Edgar C. Castelo, Candy A. Medina, Diorella Maria G. Sotto, Marivic Co-Pilar, Rogelio "Roger" P. Juan, Melencio "Bobby" T. Castelo, Jr., Donato C. Matias and Ricardo B. Corpuz.*

WHEREAS, Section 15, Article II of the Constitution states that the State shall protect and promote the right to health of the people and instill health consciousness among them;

WHEREAS, Republic Act No. 7394, also known as the Consumer Protection Act, states that Filipinos have the right to obtain accurate information as to the nature, quality, and quantity of the contents of consumer products, as well as the right to be protected from deceptive, unfair and unconscionable sales acts or practices;

WHEREAS, there is unequivocal scientific evidence establishing that death, disease and disability result from tobacco consumption and exposure to tobacco smoke. The World Health Organization (WHO) estimates that worldwide deaths related to tobacco will double in 2020 if present trends continue unchecked;

WHEREAS, recognizing the magnitude of the tobacco epidemic, the Philippines, along with other States, signed the Framework Convention on Tobacco Control (FCTC) – the only public health treaty initiated by the WHO. The FCTC requires State parties to adopt a comprehensive range of measures designed to reduce the devastating health and economic impacts of tobacco;

WHEREAS, according to the Department of Health (DOH), evidence shows that health information with pictures communicates health risks better especially to children and young people as well as the illiterate, and increase the motivation of tobacco users to quit and to decrease their tobacco consumption;

WHEREAS, pictorial health warnings on tobacco products already exists in fifteen (15) countries, both developed and developing, all over the world. Studies have shown that picture based warnings are more effective than text warnings alone;

WHEREAS, the proposed "Picture-Based Health Warning Act of 2013" mandates the placing of graphic health warnings on cigarette packaging to further strengthen the government's efforts to discourage smoking.


NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to support, as it does hereby strongly support Senate Bill Nos. 27 and 499 which seeks to effectively instill health consciousness through picture-based warnings on tobacco products. A

[Handwritten signature] *[Handwritten mark]*

RESOLVED, FURTHER, that a copy of this Resolution be forwarded to the proponents, Senate Majority Floor Leader, Honorable Senator Franklin M. Drilon, Honorable Senator Pia S. Cayetano and the Department of Health, for their information and guidance.

ADOPTED: January 27, 2014.



MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:


Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

CERTIFICATION

This is to certify that this Resolution was APPROVED by the City Council on Second Reading on January 27, 2014 and was CONFIRMED on February 3, 2014.


Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III 