

Republic of the Philippines  
City of Davao  
**OFFICE OF THE CITY COUNCIL**

**RESOLUTION NO. \_\_\_\_\_**  
Series of 2008

**A RESOLUTION SUPPORTING THE PASSAGE OF HOUSE BILL NO. 3364 KNOWN AS “AN ACT TO EFFECTIVELY INSTILL HEALTH CONSCIOUSNESS THROUGH PICTURE-BASED HEALTH WARNINGS ON TOBACCO PRODUCTS”**

**WHEREAS,** cigarette packs sold in the Philippines for over 20 years have been carrying text-based health warnings on them but have failed to decrease the growing population of Filipino smokers;

**WHEREAS,** according to the Southeast Asia Tobacco Control Alliance, the Philippines accounts for 16.62 percent of the more than 124.69 million adult smokers in Southeast Asia, making it the second largest country of smokers in the region—next to Indonesia at 46.16 percent;

**WHEREAS,** citing the urgent need to curb the tobacco epidemic that kills at least 10 Filipinos every hour and deepens the country’s poverty incidence, the Picture-Based Health Warning Bill was submitted by Northern Samar Congressman Paul Daza on December 20, 2007 along with Representatives Risa Hontiveros-Baraquel (AKBAYAN); Anna York Bondoc (4th District, Pampanga); Arthur Pingoy (2nd District, South Cotabato) and chairman of the Health Committee; Lorenzo Tañada III (4th District, Quezon); and Joel Villanueva (CIBAC), all of whom are united in their stand that the bill should be certified as a priority piece of legislation;

**WHEREAS,** there is a need for highly visible full-color photos on tobacco packs to show Filipinos the devastating effects of tobacco use and exposure to second-hand smoke and House Bill No. 3364 states that these photos should appear on at least 60 percent of the front and back panels of cigarette packs; studies show that picture-based warnings have been proven to effectively decrease the youth’s propensity to start smoking, and increase smokers’ desire to quit;

**WHEREAS,** the textual warning “Cigarette Smoking is Dangerous to Your Health,” is not enough to educate smokers and would-be smokers about the real dangers faced due to smoking because while the typical Filipino smoker knows that smoking is dangerous to his health, he/she tends to underestimate the risks because he/she does not have the benefit of seeing a gangrene-afflicted foot or a person with mouth and throat cancer, on cigarette packets;

**WHEREAS,** World Bank studies show that tobacco consumption contributes to poverty through tobacco spending that depletes the family income, increases health costs for heart and lung diseases, and causes loss of productivity, and ultimately, results in death; money that the poor could be spending on basic needs such as food, clothing, and shelter, let alone education, is wasted on tobacco;

**WHEREAS,** since tobacco users are at a much higher risk of falling ill, their families suffer from additional healthcare costs which becomes a drain on the national economy, as smoking-related diseases increase the government’s healthcare expenditures

since the health costs of tobacco far outweigh the economic gains from tobacco taxes;

**WHEREAS**, the World Health Organization's global treaty on tobacco control of which the Philippines is a signatory-country requires the Philippines to have effective warnings by September 2008;

**WHEREAS**, while the citizens of countries such as Australia, Canada, Brazil, Hong Kong, Singapore, Thailand, Uruguay, and Venezuela benefit from picture-based health warnings prominently displayed on cigarette packs, Filipinos suffer from the dire lack of information on the problems facing smokers; we deserve the same level of protection from tobacco that these other countries receive, and we need it now;

**WHEREAS**, Under the proposed law, the Department of Health will be tasked to administer the law and impose penalties for manufacturers, importers, distributors, and sellers who fail to comply with the strictures;

**WHEREAS**, an important provision in the bill is the removal of the wordings "light, low tar, and mild" on cigarette packs, which the World Health Organization's global treaty refers to as misleading and likely to create the impression that a particular brand is less harmful than other products;

**WHEREAS**, various medical associations, cause-oriented groups, organizations of health aficionados, and local government units all over the country are strongly backing the bill and as of the present, over 300,000 Filipinos have also demonstrated their support for picture-based health warnings by signing a petition with the battle cry: "The time to pass this law in the Philippines is right now. Otherwise, more smokers will get sick and die, more children will get hooked, and the poor will become even poorer. If picture-based warnings are imposed on tobacco companies in other countries, why can't they implement the same here?";

**THEREFORE BE IT RESOLVED AS IT IS HEREBY RESOLVED**, that this body support the passage of House Bill No. 3364 otherwise known as "**An Act To Effectively Instill Health Consciousness Through Picture-Based Health Warnings On Tobacco Products**";

**RESOLVED FURTHER**, that copies of this resolution be furnished the authors of the bill, the Speaker of the House of Representatives and all Sangguniang Panlungsods of the country for their information.

**HON. PILAR C. BRAGA, PhD**  
Sponsor

**HON. LEONARDO R. AVILA III**  
Co-Sponsor

**HON. SAMUEL R. BANGOY**  
Co-Sponsor

September \_\_\_\_, 2008 Regular Session (Suspended Rules)

