



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
20th City Council

PO20CC-081

26th Regular Session

ORDINANCE NO. SP- **2579**, S-2017

AN ORDINANCE PROHIBITING THE SELLING AND PROMOTION OF JUNK FOOD AND SUGARY DRINKS TO PREPARATORY, ELEMENTARY AND HIGH SCHOOL STUDENTS INSIDE AND WITHIN ONE HUNDRED (100) METERS PERIMETER IN PUBLIC AND PRIVATE SCHOOLS IN QUEZON CITY AND PROVIDING PENALTIES FOR VIOLATIONS THEREOF.

Introduced by Councilor IRENE R. BELMONTE.

Co-Introduced by Councilors Gian Carlo G. Sotto, Anthony Peter D. Crisologo, Elizabeth A. Delarmente, Victor V. Ferrer, Jr., Oliviere T. Belmonte, Alexis R. Herrera, Precious Hipolito Castelo, Voltaire Godofredo L. Liban III, Ramon P. Medalla, Ranulfo Z. Ludovica, Estrella C. Valmocina, Roderick M. Paulate, Allan Benedict S. Reyes, Kate Abigael G. Coseteng, Franz S. Pumaren, Eufemio C. Lagumbay, Marvin C. Rillo, Raquel S. Malañgen, Ivy Xenia L. Lagman, Marra C. Suntay, Jose A. Visaya, Karl Edgar C. Castelo, Julianne Alyson Rae V. Medalla, Godofredo T. Liban II, Andres Jose G. Yllana, Jr., Allan Butch T. Francisco, Marivic Co-Pilar, Melencio "Bobby" T. Castelo, Jr., Rogelio "Roger" P. Juan, Diorella Maria G. Sotto, Donato C. Matias, Eric Z. Medina and Ricardo B. Corpuz.

WHEREAS, the Quezon City Government recognizes the promotion of health and welfare of our children as one of the primary concerns of the city;

WHEREAS, according to the World Health Organization (WHO), by limiting intake of free sugars to less than 10% of total energy intake is part of a healthy diet. A further reduction to less than 5% of total energy intake is suggested for additional health benefits; ✕

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WHEREAS, WHO also stated that by eating at least 400 grams or 5 portions of fruits and vegetables per day reduces the risk of non-communicable diseases and helps ensure an adequate daily intake of dietary fiber;

WHEREAS, the selling of junk foods and sugary drinks within school perimeters is still an occurring problem of the school administrations and some parents;

WHEREAS, there is an existing Department of Education Division Order No. 65 Series of 2013, reiterating the prohibition on sale, distribution and bringing of junk foods and carbonated drinks at school canteens;

WHEREAS, pursuant to Section 5.6.1 (a) of D.O. No. 8, 2007 the schools are mandated to provide free potable drinking water and hand washing facilities available for all schools personnel, staff and students;

WHEREAS, other than merely monitoring, there is an urgent and paramount need to penalize school administrations and/or canteen owners and vendors within 100 meters perimeter of the school premises who sells junk foods and sugary drinks.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. TITLE - This Ordinance shall be known as the "QUEZON CITY ANTI-JUNK FOOD AND SUGARY DRINKS ORDINANCE OF 2017".

SECTION 2. SCOPE - This Ordinance shall cover all Private and Public Preparatory, Elementary and High Schools in Quezon City, inside and within the One Hundred (100) meters premises.

SECTION 3. DEFINITION OF TERMS - For purposes of this ordinance the following terms shall be defined as: *Y*

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Premises - includes inside and outside of the school within the One Hundred (100) meters perimeter.

Perimeter - shall be measured from the fence and/or boundary of the school.

Preparatory School - shall include day care, kindergarten, nursery and similar school level.

Junk Food - foods that are not made of indigenous, natural, fortified food products. This also include foods that are low in nutritional content and high in calories, salt and fats such as but not limited to "Sitsirya", instant noodles, street foods and those that shall be determined by the Joint Task Force.

Sugary Drinks/Beverage - any liquid substance made for drinking that are carbon-based or with carbon dioxide gas and/or categorized as soft drinks, sugar-based, synthetic or artificially flavored juices with high sugar content. This could also include drinks such as but not limited to "palamig", soda, energy drink, fruit punches, and those that shall be determined by the Joint Task Force.

Promotion - any act of giving junk foods and sugary drinks as a mode of promoting, publicity, encouraging the buying of, giving samples, marketing, advertising, sponsoring and any other act of similar nature.

SECTION 3. PROHIBITED ACT - It is unlawful for any person engaged in selling food within the premises as defined herein to sell and promote any junk food and sugary drinks to all students covered by this ordinance.

SECTION 4. Thirty (30) days grace period shall be given to concerned canteen and/or store owners and operators as well as establishment owners engaged in selling food within school premises to prepare and to completely comply with this ordinance.

/s/ [Signature] [Signature] [Signature]

SECTION 5. JOINT TASK FORCE - The Joint Task force is hereby created which shall be composed of the City Health Department as the lead agency, Department of Public Order and Safety, Market Development and Administration Department, Division of City Schools, Chairperson of the Committee on Health of every Barangay, and Chairperson of the Committee on Health, Quezon City Council.

SECTION 6. FUNCTIONS OF THE JOINT TASK FORCE -

- A. They shall be responsible for the monitoring and implementation of this ordinance.
- B. They shall identify the list of the prohibited junk foods and sugary drinks.

SECTION 7. IMPLEMENTING RULES AND REGULATIONS - Within sixty (60) days from the approval of this ordinance, the Joint Task Force shall formulate the Implementing Rules and Regulations of this Ordinance.

SECTION 8. PENALTY CLAUSE - Any person found violating the provisions of this ordinance shall be imposed a fine of:

First Offense - FINE of Php1,000.00

Second Offense - FINE of Php2,000.00.

Third Offense - FINE of Php5,000.00 and shall be a ground for revocation of their existing Barangay Permit or Business Permit whichever is applicable.

SECTION 9. REPEALING CLAUSE - All previous ordinances, rules and regulations, or parts thereof which are inconsistent with the foregoing are hereby modified, amended, or repealed accordingly.

SECTION 10. SEPARABILITY CLAUSE - If any part of the provisions of this Ordinance is held unconstitutional or invalid, other parts or provisions thereof which are not affected shall continue to remain in full force and effect. ✕

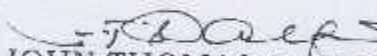
SECTION 11. EFFECTIVITY CLAUSE - This Ordinance shall become effective fifteen (15) days following the completion of its publication in the local newspaper of general circulation within the City.

ENACTED: March 20, 2017.

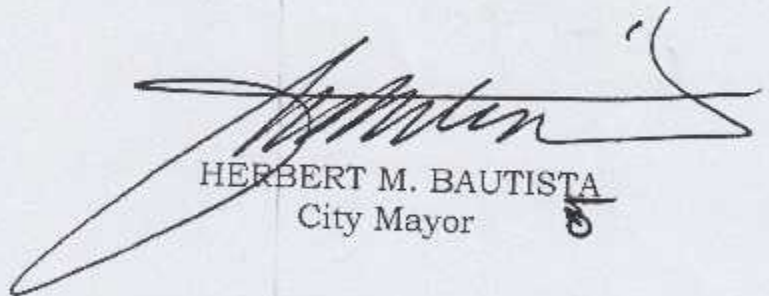


MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:



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

APPROVED: 22 JUN 2017


HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on March 20, 2017, was Reverted back for Second Reading on May 22, 2017 and was finally PASSED on Third/Final Reading on May 29, 2017.


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

