

THIRTEENTH CONGRESS OF THE }
REPUBLIC OF THE PHILIPPINES }
First Regular Session

'04 JUN 30 P8:47

SENATE

S. No. 625

RECEIVED BY: *Orla*

INTRODUCED BY HON. MANUEL B. VILLAR, JR.

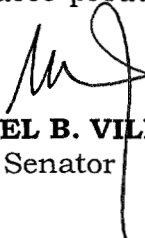
EXPLANATORY NOTE

The youth, which comprise almost two-thirds of our population, have always been the target market of cigarette manufacturers and companies. In fact, millions of pesos are spent each year in advertising to entice the youth to smoke.

Recent studies revealed that an average Filipino starts smoking as early as fourteen years old due to the influence of cigarette advertisements. Such finding is certainly alarming given the pernicious effects of cigarette smoking.

Thousands of Filipinos have already died and are continuously suffering from smoking related diseases. Unless concrete measures are taken, such malady is expected to further worsen.

The Constitution provides that the State shall promote the physical, spiritual, moral and social well-being of the youth. Pursuant to this provision, this bill seeks to impose certain limitations on advertisements relating to tobacco products, in order to protect the youth from this menace.


MANUEL B. VILLAR, JR.
Senator

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**AN ACT ESTABLISHING CERTAIN LIMITATIONS ON ADVERTISEMENTS
RELATING TO TOBACCO PRODUCTS**

*Be it enacted by the Senate and the House of Representatives of the Philippines in
Congress assembled:*

SECTION 1 . Advertising Restrictions

(1) **BILLBOARD** - It shall be unlawful to advertise cigarettes on any outdoor billboard that is located within 500 meters of any public or private elementary or secondary school, EXCEPT advertisement that is non-brand name specific if such advertisement is erected or maintained at street level and affixed to business establishments selling tobacco products at retail.

(2) **PERIODICALS**- It shall be unlawful to advertise cigarettes in any youth or student oriented newspaper, magazine, periodical or other publication

(3) **STADIA AND ARENAS** - It shall be unlawful to advertise cigarettes in any arena or stadium where amateur or professional sporting events or activities occur, EXCEPT advertisement that

(A) is contained in a program distributed at a sporting event;

(B) is displayed at a concession stand that sells cigarettes; -or

(C) is displayed during a sporting event where the sponsor of the event involved has, prior to the event, can ensure at least 75 percent of such event are age 18 or older.

(4) **TRANSPORTATION ADVERTISEMENTS**- It shall be unlawful to advertise cigarettes in or on taxis, buses, trains; or in bus, or train stations, terminals, or platforms unless the advertisement is displayed at a site where cigarettes are sold.

(5) **MOTION PICTURES**- No payment shall be made by any cigarette manufacturer or any agent thereof for the placement of any cigarette, cigarette package, or cigarette advertisement as a prop in any motion picture produced for viewing by the general public.

(6) **VIDEO GAMES**- No cigarette brand name or logo shall be placed in a video or on a video game machine.

(7) **FAMILY AMUSEMENT CENTER** - It shall be unlawful to advertise cigarettes on or within the premises of a Family Amusement Center and no cigarette brand or logo shall be placed in any amusement ride or attraction therein.

SECTION 2. Penalty - Except Paragraph (5), the manufacturer, distributor, seller or whoever causes the violation of any paragraph of the preceding section shall pay a fine in an amount not exceeding P30,000.00.

SECTION 3. Separability Clause - If any provision or part hereof, is held invalid or Unconstitutional, the remainder of the law or the provision not otherwise affected shall remain valid and subsisting.

SECTION 4. Repealing Clause - Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent with the provision of this Act is hereby repealed, modified or amended accordingly.

SECTION 5. Effectivity Clause -This Act shall take effect fifteen (15) days after its to publication in of least two (2) newspapers of general circulation.

Approved.