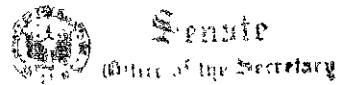


SIXTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Second Regular Session)



14 DEC 22 P4:15

SENATE
S. No. 2540

SENATE

Introduced by Senator Miriam Defensor Santiago

AN ACT
AUTHORIZING GRANTS TO PROMOTE MEDIA LITERACY AND YOUTH
EMPOWERMENT PROGRAMS, TO AUTHORIZE RESEARCH ON THE ROLE
AND IMPACT OF DEPICTIONS OF GIRLS AND WOMEN IN THE MEDIA,
TO PROVIDE FOR THE ESTABLISHMENT OF A NATIONAL TASK FORCE ON
GIRLS AND WOMEN IN THE MEDIA

EXPLANATORY NOTE

In the 2010 survey conducted by Girl Scouts of the USA's (GSUSA) Research Institute, Girls and Body Image, found that 89% of girls say the fashion industry places a lot of pressure on teenage girls to be thin. Further, only 46% think that the fashion industry does a good job of representing people of all races and ethnicities.

On the other hand, the American Psychological Association's (APA) Report on the Sexualization of Girls (2007) found that three of the most common mental health problems among girls, *i.e.*, eating disorders, depression or depressed mood, and low self-esteem, are linked to the sexualization of girls and women in media.¹

Hence, this bill seeks to improve media literacy for youth and to encourage the promotion of healthier media messages about girls and women. The bill takes a three-pronged approach to promote healthy media messages about girls and women. First, the bill creates a competitive grant program to encourage and support media literacy programs and youth empowerment groups. The bill also facilitates research on how depictions of women and girls in the media affect youth. Finally, it establishes a National Taskforce on Women and Girls in the Media, which will develop voluntary standards that

¹ This bill was originally filed in the U.S. House of Representatives by Representatives Baldwin, Capito, Schultz, Capps, and Sanchez during the 111th Congress, 2nd Session.


promote healthy, balanced, and positive images of girls and women in the media for the benefit of all youth.²


MIRIAM DEFENSOR SANTIAGO
RP

² <http://tammybaldwin.house.gov/PRArticle.aspx?NewsID=1625>.

14 DEC 22 P4:15

SENATE
S. No. 2540

RECEIVED BY 

Introduced by Senator Miriam Defensor Santiago

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

1 AN ACT

2 AUTHORIZING GRANTS TO PROMOTE MEDIA LITERACY AND YOUTH
3 EMPOWERMENT PROGRAMS, TO AUTHORIZE RESEARCH ON THE ROLE
4 AND IMPACT OF DEPICTIONS OF GIRLS AND WOMEN IN THE MEDIA,
5 TO PROVIDE FOR THE ESTABLISHMENT OF A NATIONAL TASK FORCE ON
6 GIRLS AND WOMEN IN THE MEDIA

7 SECTION 1. *Short Title.* – This Act shall be known as the “Healthy Media for
8 Youth Act”.

9 SECTION 2. *Definition of Terms.* – For purposes of this Act,

10 (1) “Media” includes television programs, motion pictures, video games, music
11 and music videos, the Internet, social media, digital video recorders, cell
12 phones, magazines, newspapers, advertisements, and other emerging
13 technologies designed for communication, entertainment, education, or
14 information.

15 (2) “Secretary” refers to the Secretary of the Department of Health.

16 (3) “Sexualization” refers to a circumstance when:

17 (A) a person’s value comes only from his or her sexual appeal or behavior,
18 to the exclusion of other characteristics;

19 (B) a person is held to a standard that equates physical attractiveness
20 (narrowly defined) and personal value with appearing, acting, and being
21 sexy;

1 (C)a person is sexually objectified, that is, made into a thing for others'
2 sexual use, rather than seen as a person with the capacity for
3 independent action and decisionmaking; or

4 (D)sexuality is inappropriately imposed upon a person.

5 (4) "Task Force" refers to the National Task Force on Girls and Women in the
6 Media convened under Section 5.

7 SECTION 3. *Grants to Promote Media Literacy and Youth Empowerment*

8 *Programs.* –The Secretary shall award grants to nonprofit organizations to provide for the
9 establishment, operation, coordination, and evaluation of programs to increase the media
10 literacy of girls and boys, including by:

11 (A) educating youth on how to apply their critical thinking skills when
12 consuming media images and messages;

13 (B)promoting healthy, balanced, and positive media depictions of girls and women
14 among youth; and

15 (C)countering the perpetuation and damaging effects of narrow, restrictive gender
16 roles, stereotypes, and expectations, including the sexualization of female
17 children, adolescents, and adults.

18 The programs may include:

19 (A) education on analytical skills that promote autonomy and critical
20 understanding of how girls and women are depicted in the media;

21 (B)age-appropriate education about negative effects of the sexualization of female
22 children, adolescents, and adults;

23 (C)education about how traditional, restrictive gender roles can be perpetuated
24 through media;

1 (D) education about how depictions of girls and women in the media can
2 negatively affect youths' body image, their choice of role models, relationships
3 among girls, and relationships and expectations between girls and boys;

4 (E) education on how to use media to positively influence others and to affect
5 healthier cultural norms and practices;

6 (F) education of parents, educators, and other adults on how depictions of girls and
7 women in the media impact youth; or

8 (G) support for public or private partnerships that encourage businesses,
9 advertisers, the entertainment industry, and other media content providers to
10 promote media content that:

11 (i) encourages healthy body images;

12 (ii) develops positive and active female role models; and

13 (iii) portrays equal and healthy relationships between female and male
14 characters.

15 The Secretary shall require each grant recipient under this subsection to submit to
16 the Secretary a report for each grant period that describes how grant funds were used; and
17 evaluates the effectiveness of the program funded through the grant.

18 The Secretary shall also award grants to nonprofit organizations to provide for the
19 establishment, operation, coordination, and evaluation of programs to support the
20 empowerment of girls or boys in a variety of ways, including by:

21 (A) encouraging youth empowerment through extracurricular activities and
22 programs; and

23 (B) supporting youth in a variety of ways that:

24 (i) develop self-esteem, skills, and talents; and

25 (ii) celebrate characteristics unrelated to sexual appeal or physical
26 appearance.

1 The programs funds may include:

2 (A) assisting youth in critiquing and rejecting sexualizing and objectifying
3 messages within society;

4 (B)teaching youth how to create and use media that contribute to social change,
5 especially in their communities;

6 (C)building confidence and self-efficacy;

7 (D) building leadership skills; or

8 (E)facilitating connections between girls and women, and boys and men, as
9 mentors.

10 The Secretary shall ensure that funding is targeted towards (but need not be
11 exclusively restricted to) projects that are:

12 (A) focused in urban, rural, and other underserved areas;

13 (B)gender-specific;

14 (C)focused on a variety of populations, including racial and ethnic minorities and
15 representatives of several socioeconomic status groups;

16 (D) culturally and linguistically appropriate for the populations being served;
17 and

18 (E)developed in collaboration with the long-term stakeholders.

19 The Secretary shall require each grant recipient to submit to the Secretary a report
20 for each grant period that describes how grant funds were used; and evaluates the
21 effectiveness of the program funded through the grant.

22 A grant may be made only if the applicant involved agrees to the following:

23 (1) Not more than 20 percent of the grant funds will be used for administration,
24 accounting, reporting, and program oversight functions.

25 (2) The grant will be used to supplement and not supplant funds from other
26 sources for increasing the media literacy of, and empowering, youth.

1 (3) The applicant will abide by any limitations deemed appropriate by the
2 Secretary on any charges to individuals receiving services pursuant to the
3 grant. As deemed appropriate by the Secretary, such limitations on charges
4 may vary based on the financial circumstances of the individual receiving
5 services.

6 Not later than two years after the date of effectivity of this Act, and annually
7 thereafter, the Secretary shall prepare and submit to the appropriate committees of the
8 Congress a report on the grants awarded, including a description of how the grant funds
9 were used; and an evaluation of the effectiveness of such grants.

10 SECTION 4. *Research on the Role and Impact of Girls and Women in the Media*
11 *on Youths' Development.* – The Secretary shall review, synthesize, and conduct or
12 support research on the role and impact of depictions of girls and women in the media on
13 the psychological, sexual, physical, and interpersonal development of youth in the
14 following areas:

15 (1) How depictions of girls and women in the media affect youth in the following
16 areas of childhood development:

17 (A) Cognitive areas such as mental health, self-esteem, learning abilities,
18 and problem solving skills.

19 (B) Physical areas such as diet, nutrition, exercise, body image, substance
20 abuse, and sleeping and eating routines.

21 (C) Social behavioral areas such as relationships with peers, interactions
22 with parents and family members, aggression, high-risk behaviors,
23 sexual behavior and development, and positive social behaviors.

24 (2) How depictions of girls and women in the media affect girls' and boys'
25 perceptions in the following areas:

1 (A) Girls' perceptions and attitudes about girls' and boys' abilities,
2 equity, appearances, and leadership potential.

3 (B) Boys' perceptions and attitudes about girls' and boys' abilities, equity,
4 appearances, and leadership potential.

5 (3) How the sexualization and objectification of girls and women in the media
6 affects girls and boys.

7 (4) The impact of depictions of girls and women in the media on youths' academic
8 performance.

9 (5) The impact that depictions of girls and women in the media has on girls and
10 boys of diverse racial and ethnic backgrounds and developmentally across age.

11 (6) How factors such as format, length of exposure, age of youth, and nature of
12 parental involvement impact youth.

13 (7) How food marketing and obesity campaigns affect girls' and boys' body
14 image, nutrition, and exercise, especially among eating-disordered youth
15 populations.

16 (8) Additional areas as designated by the Secretary.

17 Not later than two years after the date of the effectivity of this Act, and annually
18 thereafter, the Secretary shall prepare and submit to the appropriate committees of the
19 Congress a report that:

20 (1) synthesizes the results of research under this Act; and other related research by
21 the private or public sector;

22 (2) disaggregates such results by gender, race, and socioeconomic background;

23 (3) includes a compendium of key existing research on the role and impact of
24 depictions of girls and women in the media; and

25 (4) outlines gaps in research on the role and impact of depictions of girl and
26 women in the media and identifies areas where future research is needed.

1 SECTION 5. *National Task Force on Girls and Women in the Media.* – The
2 Secretary of the Department of Transportation and Communication (DOTC) shall
3 convene a task force, to be known as the National Task Force on Girls and Women in the
4 Media, to develop voluntary steps and goals for promoting healthy and positive
5 depictions of girls and women in the media for the benefit of all youth.

6 The Task Force shall include representatives of the media industry, nonprofit and
7 youth-serving organizations, academia and research entities, psychologists and other
8 child health professionals, and any other public or private entity designated by the
9 DOTC.

10 The Task Force shall identify:

11 (1) concerns with how the media regulated by the DOTC portrays girls and
12 women;

13 (2) the impact of negative depictions of girls and women on the development
14 of youth; and

15 (3) voluntary steps and goals that the public and private sectors can take to
16 promote healthy and positive media depictions of girls and women for the
17 benefit of all youth.

18 The DOTC Secretary shall ensure that the Task Force holds its first meeting not
19 later than 90 days after the date of the enactment of this Act.

20 Not later than 12 months after the date of the first meeting of the Task Force, the
21 DOTC shall submit a report to Congress that contains the findings of the Task Force; and
22 recommendations for areas of improvement regarding depictions of girls and women in
23 the media.

1 SECTION 6. *Separability Clause.* – If any provision of this Act shall be declared
2 unconstitutional, any other provision not affected thereby shall remain in full force and
3 effect.

4 SECTION 7. *Repealing Clause.* – All laws, decrees, orders, rules and regulations,
5 or parts thereof inconsistent with this Act are hereby repealed or amended accordingly.

6 SECTION 8. *Effectivity.* – This Act shall take effect fifteen (15) days after its
7 publication in at least two (2) newspapers of general circulation.

Approved,

/fldpdec2014