



Republic of the Philippines
Department of Social Welfare and Development

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SENATOR JUAN MIGUEL "MIGZ" F. ZUBIRI

Chairperson

Committee on Trade, Commerce and Entrepreneurship

Senate of the Philippines

Roxas Blvd., Pasay City

Dear **Senator Zubiri**:

The Department of Social Welfare and Development **supports Senate Bill No. 79** entitled: An Act Imposing a Cigarette Floor Price on Tobacco Products to Prevent Access Thereto by the Youth and to Address the Illicit Trade of Tobacco Products to Children or "**The Minimum Cigarette Price Law**", introduced by Sen. Alan Peter S. Cayetano.

However, setting a minimum cigarette price will not totally prevent children/youth from accessing or buying cigarettes, especially when the selling of cigarettes per stick is widely practiced in the country.

It is our position that the Local Government Units (LGUs) should issue local ordinances which would prevent the sale of cigarettes to minors and conduct advocacy campaigns so that local communities will be made aware that children/youth should not be given access to buy cigarettes no matter the reasons.

To contribute to the bill's enhancement, we are also recommending the following:

1. Include tags in cigarette packs which will read:

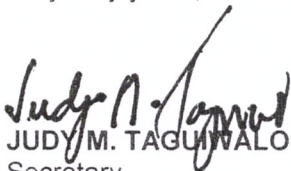
"Bawal ipagbili sa bata 17 taong gulang pababa" or "Not for sale to children 17 years old and below."

This phrase shall serve as a reminder to adults and establishments that minors, even with instructions from adults, should not be given access to cigarettes.

2. Include as one of the responsibilities of the Department of the Interior and Local Government (DILG) the issuance of memorandum for the strict compliance of establishments to laws/policies prohibiting the sale of cigarettes to minors.

Thank you.

Very truly yours,


JUDY M. TAGUINTALO
Secretary

Cc: **Peter Paul L. Pineda**

Deputy Secretary

External Affairs & Relations

Senate of the Philippines