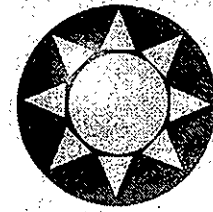




32

Republic of the Philippines  
Department of Health  
**OFFICE OF THE SECRETARY**  
2nd Flr., Bldg. 1, San Lazaro Compound, Rizal Avenue, Manila



11 March 2002

**DEPARTMENT MEMORANDUM**

No. 38-A s. 2002

**TO: ALL UNDERSECRETARIES, ASSISTANT SECRETARIES, REGIONAL/BUREAU DIRECTORS, CHIEFS OF HOSPITALS, PROGRAM MANAGERS AND OTHERS CONCERNED**

**FROM: MANUEL M. DAYRIT, MD, MSc**  
Secretary of Health

**SUBJECT: Prevent Tobacco Industry Participation in Any Tobacco Control Initiatives**

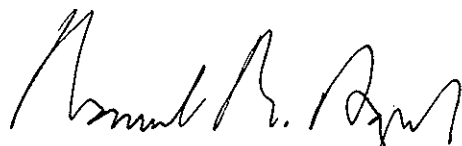
The Philippine government has a social obligation to place human health and general well-being as top priority. Tobacco companies aggressively engage in the advertisement and sponsorship of sports, arts, cultural and other popular events, including indirect advertising, which easily circumvents national tobacco control laws.

The tobacco industry has declared war on public health. A cigarette is the only consumer product which, when consumed as indicated, kills. Tobacco is a powerfully addictive substance and the tobacco industry has subverted science, public health and political processes to sell a product that addicts its consumers before killing them.

In view of this, you are hereby directed to take active measures to prevent tobacco industry participation in any tobacco control initiatives and social development programs of the Department. Support tobacco-free sports, arts, cultural and other other popular events through the phasing out of sponsorships by tobacco companies.

For strict compliance.

Signed DM  
Received in the Records  
Section on 4-16-02

  
**MANUEL M. DAYRIT, MD, MSc**  
Secretary of Health