

**Republic of the Philippines
House of Representatives
Quezon City**

**Eighteenth Congress
First Regular Session**

House Bill No. 2404



**Introduced by Representatives
Estrellita B. Suansing and Horacio P. Suansing, Jr.**

EXPLANATORY NOTE

This bill seeks to regulate the airing of advertisements of sugar sweetened beverages in radio, television and cable television between 2:30 p.m. to 7:30 p.m. from Mondays to Fridays and between 7:30 a.m. to 7:30 p.m. during Saturdays and Sundays.


Children's frequent consumption of sugar sweetened beverages leads to several illnesses which are attributable to high sugar level in the blood stream. In an article dated August 3, 2016, entitled "*Blood Sugar Levels and Diabetes*," published by WebMD Medical Reference and reviewed by Dr. Rob Hicks, it mentioned that high sugar level slowly erodes the ability of cells in the pancreas to make insulin. The organ overcompensates and insulin levels stay too high. Over time, the pancreas is permanently damaged.

In a 2011 fact sheet published by the Centers for Disease Control and Prevention in Atlanta, Georgia, it explained the complications of diabetes which include heart disease and stroke, hypertension, blindness and age problems, kidney disease, nervous system disease and amputation.

In another research paper published by the National Center for Chronic Disease Prevention and Health Promotion (2006), it reported that the consumption of sugar sweetened beverages will contribute to weight gain if a person's calorie intake exceeds the total number of calories required to maintain current weight.

Balancing the effect of sugar sweetened beverages among children needs the support of various sectors by encouraging the promotion of good health habits. Parents are encouraged to closely monitor their children in order to regulate their consumption of sugar sweetened beverages and urge them to eat healthy meals. On the part of the government, regulating the airing of advertisements of sugar sweetened beverages is a right step in lessening the exposure of children to sugary drinks.

In view of the foregoing, approval of this bill is earnestly sought.


REP. ESTRELLITA B. SUANSING
1st District, Nueva Ecija


REP. HORACIO P. SUANSING, JR.
2nd District, Sultan Kudarat

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AN ACT

**REGULATING THE AIRING OF ADVERTISEMENTS OF SUGAR SWEETENED
BEVERAGES AND PROVIDING PENALTIES FOR VIOLATION THEREOF**

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

SECTION 1. It shall be unlawful for any person or entity operating a radio, television and cable television to air advertisements of sugar sweetened beverages between 2:30 p.m. to 7:30 p.m. from Mondays to Fridays and between 7:30 a.m. to 7:30 p.m. during Saturdays and Sundays.

For purposes of this section, *sugar sweetened beverages* refer to a drink to which a caloric sweetener or any type of sugar has been added including soda, other carbonated soft drink, juice drink, sports drink, energy drink, sweetened milk or milk alternative, sweetened tea or coffee and the like.

It shall also be unlawful for any person or entity engaged in the sale, manufacture or distribution of sugar sweetened beverages to engage the services of radio, television and cable television station for the airing of advertisement of their goods during the prohibited time.

SEC. 2. Any person or entity operating a radio, television and cable television or any person or entity engaged in the sale, manufacture or distribution of sugar sweetened beverages who is found guilty of violating Section 1 of this Act shall suffer the following penalties:

a) A fine of not less than One hundred thousand pesos (P100,000.00) but not exceeding Two hundred fifty thousand pesos (P250,000.00) for the first offense;

b) A fine of not less than Two hundred fifty thousand pesos (P250,000.00) but not exceeding Five hundred thousand pesos (P500,000.00) for the second offense; and

c) Automatic revocation of its business permit for the third offense.

SEC. 3. Within sixty (60) days from the effectivity of this Act, the Administrator of the Food and Drug Administration shall, in consultation with the Secretary of Health and the Commissioner of the National Telecommunications Commission, promulgate the implementing rules and regulations governing this Act.

SEC. 4. All laws, decrees, orders, issuances, rules and regulations or parts thereof inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

SEC. 5. This Act shall take effect fifteen (15) days after its publication in the *Official Gazette* or in a newspaper of general circulation.

Approved,