



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
22nd City Council

PO22CC-426

106th Regular Session

ORDINANCE NO. SP- **3383**, S-2025

AN ORDINANCE MANDATING ALL BARANGAYS, SANGGUNIANG KABATAAN, AND QUEZON CITY GOVERNMENT DEPARTMENTS, OFFICES AND AGENCIES TO PROMOTE THE QUEZON CITY HELPLINE 122, ENCOURAGING PRIVATE ESTABLISHMENTS TO SUPPORT ITS PROMOTION AND FOR OTHER PURPOSES

Introduced by Councilors ALBERT ALVIN "Chuckie" L. ANTONIO III, BERNARD R. HERRERA, DOROTHY A. DELARMENTE, M.D., GELEEN "Dok G" G. LUMBAD, JOSEPH JOE VISAYA, RAM V. MEDALLA and DAVE C. VALMOCINA

Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Joseph P. Juico, Nikki V. Crisologo, Charm M. Ferrer, Candy A. Medina, Aly Medalla, Tatay Rannie Z. Ludovica, Godofredo T. Liban II, Kate Galang-Coseteng, Don S. De Leon, Wencerom Benedict C. Lagumbay, Atty. Anton L. Reyes, Edgar "Egay" G. Yap, Imee A. Rillo, Irene R. Belmonte, Nanette Castelo-Daza, Marra C. Suntay, Alfred Vargas, MPA, Shaira "Shay" L. Liban, Aiko S. Melendez, Mutya Castelo, Maria Eleanor "Doc Ellie" R. Juan, O.D., Kristine Alexia R. Matias, RN, Eric Z. Medina, Emmanuel Banjo A. Pilar, Vito Sotto Generoso, Victor "Vic" Bernardo, Jose Maria M. Rodriguez and Jhon Angelli "Sami" C. Neri

WHEREAS, the Quezon City Government has established "QC Helpline 122" as a dedicated hotline to provide immediate assistance, report incidents, and connect citizens with essential City services;

WHEREAS, QC Helpline 122 serves as a centralized and easily accessible resource that enables residents to report emergencies, seek assistance, and access government services, thereby improving the responsiveness and effectiveness of the Quezon City Government;

WHEREAS, awareness of the QC Helpline 122 among the general public remains critical to ensuring its maximum utilization, particularly in cases of emergencies and urgent concerns where immediate response is necessary;

WHEREAS, Local Government Units, including Barangays and Sangguniang Kabataan, as well as Quezon City Government Departments, Offices and Agencies, regularly produce Information, Education, and Communication (IEC) materials that reach diverse sectors of the Quezon City population;

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WHEREAS, integrating QC Helpline 122 information into all IEC materials and online posts will amplify public awareness and usage of this service, contributing to a safer and more responsive Quezon City;

WHEREAS, private establishments play a significant role in engaging with the public; thus, they are encouraged to support the City's emergency services by promoting QC Helpline 122 through visible signages in their premises and by sharing information on their online platforms;

WHEREAS, the inclusion of QC Helpline 122 in IEC materials and online posts across various City Government entities aligns with the City's goal to provide timely, accurate, and accessible information to residents and to promote coordinated emergency response;

WHEREAS, the QC Citizen Services Department, Public Affairs and Information Services Department (PAISD), Information Technology Development Department (ITDD), Barangay and Community Relations Department (BCRD), and Business Permits and Licensing Department (BPLD) are in the best position to implement, coordinate, and monitor compliance with this Ordinance, ensuring standardized messaging and effective promotion of the QC Helpline 122 across all platforms.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. TITLE. – This Ordinance shall be known as the “Ordinance Mandating the Promotion of QC Helpline 122 by Government Entities, Encouraging Private Establishments to Participate and for Other Purposes.”

SECTION 2. COVERAGE. – This Ordinance applies to all Barangays, Sangguniang Kabataan units, and all Departments, Offices, and Agencies of the Quezon City Government. Private establishments within Quezon City are encouraged to voluntarily participate in promoting QC Helpline 122.

SECTION 3. FUNCTIONS OF QC HELPLINE 122. – QC Helpline 122 provides essential services to the residents of Quezon City. Its functions include, but are not limited to:

- a. Emergency Response Coordination
QC Helpline 122 facilitates prompt response by receiving and connecting callers and/or coordinating emergency calls related to health, fire and other urgent situations to the appropriate emergency services;

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- b. *Public Safety and Incident Reporting*
QC Helpline 122 allows residents to report crimes, accidents, disturbances, and other public safety concerns ensuring that relevant Departments are notified so they can respond quickly to maintain peace and order;
- c. *Health and Medical Assistance*
QC Helpline 122 provides immediate connection to health-related assistance, including medical emergencies, mental health support, and referrals to appropriate health facilities or services within Quezon City;
- d. *Crisis and Disaster Assistance*
QC Helpline 122 serves as a contact point that disseminates information, guides citizens on safety measures, and directs them to available resources and assistance during natural disasters or other crises;
- e. *Quezon City Government Services and Inquiries*
QC Helpline 122 connects residents to relevant Departments for non-emergency services and inquiries and offers information and referrals on various City Government services, including social services, permits, licensing and public works; and
- f. *Feedback and Complaints Management*
QC Helpline 122 serves as a centralized platform for residents to provide feedback, lodge complaints, or report concerns about government services and facilities ensuring that these are forwarded to the appropriate offices for resolution and action.

SECTION 4. MANDATE FOR GOVERNMENT ENTITIES. – All Barangays, Sangguniang Kabataan and Quezon City Government Departments, Offices and Agencies are mandated to promote the QC Helpline 122 by:

- a. including the QC Helpline 122 logo and contact information in all Information, Education, and Communication (IEC) materials, such as flyers, posters, brochures, banners, newsletters, and other printed and digital media distributed to the public; and
- b. incorporating QC Helpline 122 in all online posts and digital content published on official websites, social media accounts and other online platforms managed by these entities.

SECTION 5. PROMOTION IN PUBLIC SCHOOLS. – All public schools within Quezon City are hereby mandated to promote the QC Helpline 122 by:

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- a. incorporating QC Helpline 122 information into school bulletins, newsletters, and other printed or digital media distributed to students, parents, and faculty; and
- b. displaying visible signage in school campuses, including school entrances, faculty rooms, and common areas, promoting QC Helpline 122 for emergency use.

SECTION 6. ENCOURAGEMENT FOR PRIVATE ESTABLISHMENTS. – Private Schools, Colleges and Universities and Private Establishments within Quezon City are strongly encouraged to support the promotion of QC Helpline 122 by:

- a. displaying QC Helpline 122 information in prominent areas within their premises, such as entrances, customer service areas, and notice boards; and
- b. sharing QC Helpline 122 information on their online platforms, including websites and social media accounts, to reach a wider audience.

SECTION 7. GUIDELINES FOR IMPLEMENTATION. – The following guidelines shall be adhered to for the effective implementation of this Ordinance:

a. *Standardized Design and Messaging*

- (1) The QC Citizen Services Department, in coordination with the PAISD, ITDD, BCRD and BPLD, shall develop standardized templates, logos and messaging for the promotion of QC Helpline 122. These templates, logos and messages shall be distributed to all Barangays, Sangguniang Kabataan, and Quezon City Government Departments, Offices and Agencies, and shall be made available to private establishments upon request.
- (2) The standardized materials shall include the following elements:
 - (i) The official logo of QC Helpline 122;
 - (ii) The message: “For emergencies, assistance and reporting, call QC Helpline 122”; and
 - (iii) Contact information and QR codes, if applicable, to access QC Helpline 122 online resources.

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b. Placement and Visibility

- (1) *All IEC materials, both printed and digital, produced by the covered entities shall feature QC Helpline 122 in a prominent location to ensure visibility and accessibility.*
- (2) *In online posts, QC Helpline 122 shall be mentioned in the caption or body of the content and shall include the QC Helpline 122 logo or related visual elements as per the guidelines provided.*
- (3) *Private establishments are encouraged to place signage/s promoting QC Helpline 122 in high-traffic areas within their premises.*

c. Language and Accessibility

- (1) *All materials promoting QC Helpline 122 shall be available in Filipino and English to cater to a wider audience within Quezon City.*
- (2) *Accessibility accommodations, such as alternative text for online images, shall be provided to ensure inclusivity for Persons with Disabilities.*

d. Training and Capacity Building

- (1) *The QC Citizen Services Department, PAISD, ITDD, BCRD and BPLD shall conduct trainings and workshops to ensure that personnel from all Barangays, Sangguniang Kabataan, and Quezon City Government entities are equipped with the knowledge and tools to promote the QC Helpline 122 effectively.*
- (2) *These sessions shall cover the importance of the QC Helpline, guidelines for its promotion, and the use of standardized templates and designs.*

e. Monitoring and Compliance

- (1) *The QC Citizen Services Department, PAISD, ITDD, BCRD and BPLD shall jointly monitor the compliance of all Barangays, Sangguniang Kabataan and Quezon City Government Departments, Offices and Agencies with this Ordinance.*

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- (2) A quarterly compliance report shall be submitted to the Quezon City Council, highlighting the promotion efforts undertaken, challenges faced and areas for improvement.
- (3) While compliance for private establishments is voluntary, their efforts to promote QC Helpline 122 may be acknowledged and encouraged through public recognition.

f. Incentives for Compliance

- (1) Government entities that demonstrate exemplary compliance in promoting QC Helpline 122 may be awarded certificates of recognition by the Quezon City Government.
- (2) Private establishments that actively participate in promoting QC Helpline 122 may receive recognition from the City Government, such as certificates of appreciation or features on official City media channels.

SECTION 8. IMPLEMENTING AGENCIES. – The QC Citizen Services Department, PAISD, ITDD, BCRD, and BPLD shall be responsible for the implementation, coordination and monitoring of this Ordinance.

SECTION 9. IMPLEMENTING RULES AND REGULATIONS. – The QC Citizen Services Department, PAISD, ITDD, BCRD, and BPLD shall jointly prepare the Implementing Rules and Regulations (IRR) necessary for the effective implementation of this Ordinance. The IRR shall be formulated within 60 days from the approval of this Ordinance and shall include, but not be limited to, guidelines on standardized templates, procedures for monitoring compliances, and methods for public and private sector engagement.

SECTION 10. PENALTY CLAUSE. – Non-compliance with this Ordinance by any Barangay, Sangguniang Kabataan or Quezon City Government Department, Office or Agency shall be reported to the Office of the City Mayor for appropriate administrative action.

SECTION 11. SEPARABILITY CLAUSE. – If any provision of this Ordinance is declared unconstitutional or invalid, the remaining provisions shall not be affected and shall continue to be in full force and effect.

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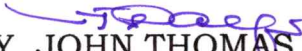
SECTION 12. REPEALING CLAUSE. – All ordinances, resolutions or local issuances inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 13. EFFECTIVITY CLAUSE. – This Ordinance shall take effect 15 days after its publication in a newspaper of general circulation within Quezon City.

ENACTED: February 3, 2025.


GIAN G. SOTTO
City Vice Mayor
Presiding Officer

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(City Council Secretary)

APPROVED: MAR 10 2025


MA. JOSEFINA G. BELMONTE
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on February 3, 2025 and was PASSED on Third/Final Reading on February 10, 2025.


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(City Council Secretary)