



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
23rd City Council

PO23CC-121

40th Regular Session

ORDINANCE NO. SP- **3517**, S-2026

AN ORDINANCE PROMOTING HEALTHY LIFESTYLES AND PREVENTING OVERWEIGHT AND OBESITY IN QUEZON CITY, INSTITUTIONALIZING A COMPREHENSIVE QUEZON CITY ANTI-OBESITY PROGRAM, APPROPRIATING FUNDS THEREFOR, AND FOR OTHER PURPOSES

Introduced by Councilors KRISTINE ALEXIA MATIAS, RN, ALY MEDALLA and ATTY. VICENTE BELMONTE JR.

Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Bernard R. Herrera, Dorothy A. Delarmente, M.D., Joseph P. Juico, Charm Ferrer, CPA, MPA, JD, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Candy A. Medina, Atty. Voltaire Godofredo "Bong" Liban III, Dave C. Valmocina, Ranulfo "Tatay Rannie" Z. Ludovica, Geleen "Dok G" Lumbad, Atty. Christoffer Allan "Tope" Liguigan, Albert Alvin "Chuckie" L. Antonio III, Wencerom Benedict C. Lagumbay, Don S. De Leon, Luigi D. Pumaren, Edgar "Egay" G. Yap, Imee Rillo, Atty. Jesus Miguel Suntay, Raquel S. Malañgen, Joseph Joe Visaya, Aiko Melendez, Alfred Vargas, MPA, Karl Edgar Castelo, Shaira "Shay" L. Liban, Ram V. Medalla, Maria Eleanor "Doc Ellie" R. Juan, O.D., Emmanuel Banjo A. Pilar, Victor "Vic" D. Bernardo, Vito Sotto Generoso, Erwin Rey "Cocoy" A. Medina, Jose Maria "Mari" M. Rodriguez, and Jhon Angelli "Sami" C. Neri

WHEREAS, Section 15, Article II of the 1987 Constitution of the Republic of the Philippines declares that "the State shall protect and promote the right to health of the people and instill health consciousness among them," while Section 11, Article XIII thereof mandates that "the State shall adopt an integrated and comprehensive approach to health development that makes essential goods, health, and other social services available to all the people at affordable cost";

WHEREAS, Section 3(2), Article XV of the same Constitution provides that "the State shall defend the right of children to assistance, including proper care and nutrition, and special protection from all forms of neglect, abuse, cruelty, exploitation, and other conditions prejudicial to their development";



WHEREAS, Section 16 of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, empowers local government units, including Quezon City, to exercise powers necessary and appropriate for the promotion of the general welfare, particularly the preservation of health and safety and the improvement of the living conditions of its inhabitants;

WHEREAS, Republic Act No. 8172 (ASIN Law), Republic Act No. 8976 (Philippine Food Fortification Act of 2000), Republic Act No. 10028 (Expanded Breastfeeding Promotion Act of 2009), Republic Act No. 11148 (Kalusugan at Nutrisyon ng Mag-Nanay Act), and Republic Act No. 11223 (Universal Health Care Act) collectively established the national framework for nutrition improvement, maternal and child health, and preventive health strategies which the Quezon City Government is mandated to localize and implement;

WHEREAS, the Department of Health (DOH), through Administrative Order No. 2010-0010 or the National Policy on Strengthening the Prevention and Control of Overweight and Obesity, and the Philippine Plan of Action for Nutrition (PPAN) 2023-2028, identifies overweight and obesity as major public health problems linked to the rising incidence of non-communicable diseases such as diabetes, hypertension, and cardiovascular disease;

WHEREAS, the World Health Organization (WHO) and the United Nations Sustainable Development Goal (SDG) No. 3 aim to "ensure healthy lives and promote well-being for all at all ages," with Target 3.4 seeking to reduce by one-third premature mortality from non-communicable diseases through prevention and treatment by the Year 2030;

WHEREAS, the Quezon City Government has long recognized the importance of nutrition and healthy living, having implemented pioneering measures such as Quezon City Ordinance No. SP-3252, S-2023, otherwise known as the Quezon City Healthy Diet for Early Childhood Development Centers, Elementary and High School Students Ordinance, which prohibits the sale and promotion of unhealthy foods and sugary drinks within and around schools, and Quezon City Ordinance No. SP-3254, S-2024, or the Calorie Labeling Ordinance of Quezon City, which mandates the inclusion of calorie information in menus of food establishments to promote informed food choices;

WHEREAS, despite these significant achievements, the prevalence of overweight and obesity in both adults and children continues to rise nationally and locally, necessitating a comprehensive and sustained strategy that integrates education, community engagement, environmental support, and inter-agency coordination at the city and barangay levels;

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WHEREAS, the Quezon City Government recognizes that overweight and obesity are preventable conditions that require the collective effort of the Quezon City Government's departments, barangays, educational institutions, workplaces, and communities to promote balanced nutrition, physical activity, and the creation of supportive environments conducive to healthy living;

WHEREAS, the Quezon City Government is committed to institutionalizing a Comprehensive Anti-Obesity Program that will strengthen preventive health measures, promote awareness and education on healthy lifestyles, and ensure access to nutritious food options and opportunities for physical activity for all Quezon City residents.

NOW, THEREFORE,

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

SECTION 1. TITLE. – This Ordinance shall be known and cited as the "Quezon City Anti-Obesity Ordinance."

SECTION 2. DECLARATION OF POLICY. – It is hereby declared the policy of the Quezon City Government to protect and promote the right to health of every Quezon City resident through preventive, promotive, and participatory health and nutrition programs that address the growing incidence of overweight and obesity.

Towards this end, the Quezon City Government shall:

- a. promote healthy lifestyles and environments that encourage balanced nutrition, regular physical activity, and responsible food choices;
- b. strengthen community-based and school-based nutrition education programs, including the regulation of unhealthy food and beverage options in both public and private establishments;
- c. support public health campaigns that empower citizens to make informed dietary decisions through accessible calorie information, nutrition labeling, and awareness drives;
- d. institutionalize a whole-of-city and whole-of-society approach, ensuring the active participation of all departments, barangays, schools, workplaces, and communities in promoting the prevention and control of overweight and obesity; and



- e. align local actions with national and international commitments on health and nutrition, including the Department of Health's National Policy on the Prevention and Control of Overweight and Obesity, the Philippine Plan of Action for Nutrition (PPAN) 2023–2028, and the United Nations Sustainable Development Goals (SDGs), particularly Goal No. 3 – “Good Health and Well-being.”

SECTION 3. SCOPE AND COVERAGE. – This Ordinance shall apply to all individuals, households, schools, workplaces, food establishments, barangays, and government offices within the territorial jurisdiction of Quezon City.

All departments and offices of the Quezon City Government, in coordination with the Quezon City Health Department (QCHD), City Nutrition Office, Schools Division Office (SDO), City Planning and Development Department (CPDD), and barangay governments, shall ensure the effective implementation of the provisions of this Ordinance.

SECTION 4. DEFINITION OF TERMS. – For purposes of this Ordinance, the following terms shall be defined as follows:

- a. **Obesity** – refers to an abnormal or excessive fat accumulation that presents a risk to health, commonly measured using the Body Mass Index (BMI) equal to or greater than 30 kg/m² for adults, as defined by the World Health Organization (WHO);
- b. **Overweight** – refers to a BMI equal to or greater than 25 kg/m² but less than 30 kg/m² for adults, as defined under the most recent guidelines of the Department of Health (DOH);
- c. **Body Mass Index (BMI)** – refers to a person's weight in kilograms divided by the square of height in meters, used as an indicator of body fatness for public health monitoring;
- d. **Healthy Diet** – refers to food consumption that provides adequate nutrients, promotes overall health, and reduces the risk of diet-related non-communicable diseases, consistent with the Philippine Dietary Reference Intakes (PDRI) and the Food-Based Dietary Guidelines (FBDG) of the DOH and the Food and Nutrition Research Institute (FNRI);
- e. **Physical Activity** – refers to any bodily movement produced by skeletal muscles that requires energy expenditure, including activities performed while working, playing, carrying out household chores, traveling, and engaging in recreational pursuits;



- f. *Nutritional Labeling* – refers to the inclusion of calorie and nutrient information in menus or packaging of food and beverage products, as mandated under Quezon City Ordinance No. SP-3254, S-2024 or the Calorie Labeling Ordinance of Quezon City;
- g. *Food Environment* – refers to the physical, economic, and socio-cultural surroundings, opportunities, and conditions that influence people's food and beverage choices and nutritional status;
- h. *Quezon City Anti-Obesity Program (QCAOP)* – refers to the comprehensive City-wide initiative established under this Ordinance, integrating all existing and future programs, projects, and activities of the Quezon City Government that aim to prevent and control overweight and obesity;
- i. *Non-Communicable Diseases (NCDs)* – refer to medical conditions or diseases that are not transmissible directly from one person to another, such as cardiovascular diseases, cancers, chronic respiratory diseases, and diabetes, often associated with unhealthy diet, lack of physical activity, tobacco use, and harmful use of alcohol; and
- j. *Barangay Anti-Obesity Program* – refers to the localized implementation of this Ordinance at the barangay level, which includes community-based health promotion, fitness programs, and nutrition education aligned with City-wide standards.

SECTION 5. OBJECTIVES. – This Ordinance seeks to achieve the following objectives:

- a. **Prevention and Reduction:** To prevent and reduce the prevalence of overweight and obesity among children, adolescents, and adults in Quezon City through integrated public health and nutrition interventions;
- b. **Healthy Food Access:** To increase accessibility and affordability of nutritious food and beverages within communities, schools, workplaces, and public facilities;
- c. **Nutrition Education:** To strengthen health and nutrition education in schools and communities, encouraging lifelong healthy eating and physical activity habits;



- d. **Environmental Support:** To develop safe and inclusive spaces for physical activity such as parks, playgrounds, bike lanes, walking paths, and open recreation areas in all barangays;
- e. **Policy Integration:** To harmonize and strengthen existing City policies on health and nutrition, including Quezon City Ordinance No. SP-3252, S-2023 (Quezon City Healthy Diet for Early Childhood Development Centers, Elementary and High School Students Ordinance), Quezon City Ordinance No. SP-3254, S-2024 (Calorie Labeling Ordinance), and other related laws and programs;
- f. **Community Mobilization:** To mobilize all sectors of society, government, private institutions, academe, and civil society in fostering a culture of health and wellness across Quezon City;
- g. **Data and Monitoring:** To establish and maintain a City-level obesity surveillance and monitoring system to track progress and inform policy decisions; and
- h. **Sustainability:** To ensure that the Anti-Obesity Program is adequately funded, regularly evaluated, and continuously improved through evidence-based practices and inter-departmental coordination.

SECTION 6. INSTITUTIONAL MECHANISMS. – To ensure the effective implementation of this Ordinance, the following mechanisms shall be established:

- a. **Lead Implementing Agency.** The Quezon City Health Department (QCHD) shall serve as the lead implementing agency of this Ordinance through the establishment of the Quezon City Anti-Obesity Program (QCAOP), in coordination with the City Nutrition Office (CNO);
- b. **Coordinating Offices.** The QCHD shall coordinate with the following offices for program integration and implementation:
 - i. **City Planning and Development Department (CPDD)** – to integrate the Anti-Obesity Program into the City Development Plan and ensure the provision of safe and accessible open spaces for recreation and active transport;
 - ii. **Parks Development and Administration Department (PDAD)** – to develop, maintain, and enhance public parks, playgrounds, and open spaces that promote physical activity and active recreation consistent with the objectives of this Ordinance;



- iii. **Quezon City Department of Public Order and Safety (DPOS)** – to promote walkability, cycling, and active mobility infrastructure;
- iv. **Schools Division Office (SDO)** – to incorporate obesity prevention and healthy lifestyle education in the school curriculum and ensure compliance with healthy canteen policies;
- v. **Social Services Development Department (SSDD)** – to implement obesity prevention programs among vulnerable groups, particularly children, senior citizens, and persons with disabilities;
- vi. **Quezon City Tourism Department (QCTD)** – to promote health-conscious culinary and lifestyle tourism;
- vii. **Barangay Governments** – to implement barangay-level fitness and nutrition education programs in line with City standards;
- viii. **Sangguniang Kabataan (SK) Federation of Quezon City** – to mobilize youth participation in promoting active lifestyles, sports development, and nutrition awareness among young residents, and to integrate obesity prevention in SK-funded projects and youth assemblies;
- ix. **Liga ng mga Barangay sa Quezon City** – to facilitate coordination among barangays, ensure alignment of local ordinances and activities with the Anti-Obesity Program, and strengthen barangay participation in community health initiatives;
- x. **Public Affairs and Information Services Department (PAISD)** – to conduct continuous information, education, and communication (IEC) campaigns promoting healthy lifestyles; and
- xi. **Quezon City Gender and Development (GAD) Council Office** – to ensure gender-responsive implementation and inclusion of all sectors, including women and LGBTQIA+ residents;



- c. **Quezon City Anti-Obesity Task Force.** A Quezon City Anti-Obesity Task Force shall be created with the following composition:

Chairperson: City Health Officer;

Co-Chairperson: Chairperson of the City Council Committee on Health and Sanitation (or its Representatives);

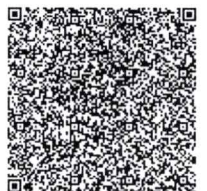
Secretariat: Head of the City Nutrition Office;

Members: Representatives from the:

- i. Schools Division Office (SDO);
- ii. City Planning and Development Department (CPDD);
- iii. Social Services Development Department (SSDD);
- iv. Department of Public Order and Safety (DPOS);
- v. Public Affairs and Information Services Department (PAISD);
- vi. Quezon City Tourism Department (QCTD);
- vii. Quezon City Gender and Development (GAD) Council Office;
- viii. Parks Development and Administration Department (PDAD);
- ix. Liga ng mga Barangay sa Quezon City;
- x. Sangguniang Kabataan (SK) Federation of Quezon City; and
- xi. At least two (2) representatives from recognized non-government and private health partners.

The Task Force shall be responsible for the formulation of implementing guidelines, coordination of inter-agency activities, and the preparation of an annual report to the City Mayor and the Sangguniang Panlungsod;

- d. **Barangay Focal Persons.** Each barangay shall designate a Barangay Anti-Obesity Focal Person who shall coordinate with the QCHD and oversee local implementation, data collection, and reporting.



SECTION 7. PROGRAM COMPONENTS. – The Quezon City Anti-Obesity Program (QCAOP) shall integrate and strengthen all ongoing and future initiatives of the Quezon City Government on health promotion, nutrition improvement, and disease prevention. The Program shall include, but not limited to, the following components:

- a. **Health Promotion and Education.** The QCHD, in coordination with the City Nutrition Office (CNO) and the Public Affairs and Information Services Department (PAISD), shall implement sustained information, education, and communication (IEC) campaigns promoting proper nutrition, physical activity, and obesity prevention.

These campaigns shall utilize mass media, social media, community outreach, and institutional networks to encourage healthy lifestyle practices and reduce consumption of foods high in sugar, sodium, and trans fats.

- b. **School-Based Nutrition and Physical Activity Programs.** The Schools Division Office (SDO), in partnership with the QCHD, shall implement programs that:
- i. integrate lessons on healthy diet, weight management, and physical activity into the school curriculum;
 - ii. ensure that all school canteens comply with Quezon City Ordinance No. SP-3252, S-2023 (Quezon City Healthy Diet for Early Childhood Development Centers, Elementary and High School Students Ordinance);
 - iii. promote daily exercise, active play, and extracurricular fitness activities for students; and
 - iv. conduct periodic nutritional assessments among learners to monitor the prevalence of overweight and obesity.
- c. **Workplace Wellness Program.** The Quezon City Government, through the Human Resource Management Department (HRMD), shall establish and promote workplace wellness initiatives across all departments and encourage private institutions within the City to do the same.

Programs may include weight management counseling, physical activity breaks, mental health support, and healthy food options in cafeterias and vending areas.



- d. **Community Fitness and Nutrition Initiatives.** Each barangay shall develop and implement community-based programs such as fitness clubs, zumba or aerobics sessions, nutrition education seminars, and cooking demonstrations on healthy food preparation. The QCHD shall provide technical guidance and support to barangays for these activities, especially in high-risk and low-income communities.
- e. **Built Environment and Active Mobility.** The City Planning and Development Department (CPDD) and the Department of Public Order and Safety (DPOS) shall design and maintain safe, accessible, and gender-inclusive environments that encourage physical activity, such as:
- i. Walking and cycling lanes;
 - ii. Public parks, playgrounds, and open recreational spaces; and
 - iii. Urban designs that support active transport and reduce sedentary lifestyles.
- f. **Health Screening and Counseling.** The QCHD shall ensure the availability of regular BMI screening, nutritional counseling, and lifestyle modification programs in all district health centers and public health facilities.
- g. **Partnerships and Incentives.** The Quezon City Government shall establish partnerships with civil society organizations, private sector entities, and development partners to support program implementation and resource mobilization.

Recognition or incentive mechanisms may be developed to reward barangays, schools, and establishments that demonstrate innovation or measurable progress in promoting healthy lifestyles.

SECTION 8. NUTRITION EDUCATION, ADVOCACY, AND PUBLIC AWARENESS. – To strengthen public understanding of healthy lifestyles and promote prevention action against overweight and obesity, the Quezon City Government, through the QCHD and in coordination with relevant offices, shall implement the following education, advocacy, and awareness measures:

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- a. **Information Campaigns.** The Public Affairs and Information Services Department (PAISD), in coordination with the QCHD, shall develop and disseminate educational materials on the causes, risks, and prevention of obesity. These shall include campaigns on reducing sugary drinks, promoting healthy food choices, and encouraging physical activity.
- b. **Calorie and Nutrition Labeling.** All food establishments covered under Quezon City Ordinance No. SP-3254, S-2024 (Calorie Labeling Ordinance of Quezon City) shall be required to display calorie and nutritional information prominently on menus, menu boards, or packaging.
- The QCHD shall monitor compliance and recommend updates or expansions to the Ordinance as needed to cover additional food outlets and delivery platforms.
- c. **Promotion of Healthy Eating in Public Facilities.** All public offices, hospitals, and facilities owned or managed by the Quezon City Government shall be encouraged to provide healthy food and beverage options in their canteens, vending machines, and events. The City General Services Department (CGSD) and the Procurement Department shall ensure that food and catering procurements adhere to the City's health and nutrition standards.
- d. **Integration into City Events.** All City-organized events, such as fiestas, sports tournaments, and community fairs, are encouraged, where practicable and appropriate, to incorporate health promotion activities or educational exhibits on nutrition and fitness.
- e. **Special Population Focus.** The Social Services Development Department (SSDD), in coordination with the QCHD, shall develop targeted anti-obesity programs for vulnerable sectors such as children under five, school-age youth, senior citizens, and persons with disabilities (PWDs).
- f. **Partnership with Media and Academia.** The Quezon City Government shall partner with local universities, research institutions, and media organizations to conduct studies, publish findings, and disseminate educational content that supports the objectives of this Ordinance.



SECTION 9. REGULATION OF FOOD AND BEVERAGE ENVIRONMENTS. – To reduce the accessibility and marketing of foods and beverages that contribute to overweight and obesity, the following regulations shall be observed:

- a. **School Food Environment.** Consistent with Quezon City Ordinance No. SP-3252, S-2023 (Quezon City Healthy Diet for Early Childhood Development Centers, Elementary and High School Students Ordinance), the sale and promotion of foods and beverages high in sugar, sodium, and saturated fats shall be prohibited within and around all schools, learning institutions, and daycare centers in Quezon City. The Schools Division Office (SDO), in coordination with the QCHD and barangay officials, shall monitor compliance.
- b. **Government Facilities.** All government buildings, offices, and recreational areas shall adopt policies that promote access to healthy food options and potable drinking water, while limiting the sale and distribution of sugary drinks and junk food within their premises.
- c. **Advertising Restrictions.** The Quezon City Government, through the Business Permits and Licensing Department (BPLD), shall regulate advertising materials and promotional activities that directly target children and adolescents with unhealthy food and beverage products within the City.

No advertisement promoting sugary drinks, energy drinks, or junk food shall be displayed within one hundred (100) meters of schools, hospitals, and child-care facilities.
- d. **Voluntary Health-Promoting Measures by Establishments.** Restaurants, fast food chains, and similar establishments are encouraged to offer healthier menu options, smaller portion sizes, and clearly labeled nutritional information to promote responsible food choices. Participation under this subsection shall be voluntary and shall not give rise to penal liability under this Ordinance.

The QCHD shall coordinate with the BPLD in monitoring compliance and recognizing establishments that implement voluntary health promoting measures.



- e. **Sponsorship Regulation in Government Events.** The Quezon City Government shall ensure that permits for public events sponsored or co-sponsored by food or beverage companies comply with the City's health and nutrition standards. Sponsorships from companies marketing unhealthy foods or beverages to children shall not be allowed for government-led events.
- f. **Inspection and Enforcement.** The QCHD, in coordination with barangay authorities and the BPLD, shall conduct regular inspections and compliance checks to ensure adherence to this Section.

Violations involving acts specifically declared unlawful or prohibited under this Section shall be subject to the applicable penalties under existing Quezon City ordinances, national laws, rules, and regulations, consistent with Section 13 of this Ordinance.

SECTION 10. FUNDING AND APPROPRIATIONS. – The amount necessary for the initial implementation of this Ordinance shall be charged against the current appropriations of the QCHD under their respective budgets for Health Promotion and Nutrition Programs.

Subsequent funding requirements shall be included in the annual Executive Budget of the Quezon City Government under the Health and Nutrition Program or other related budgetary items, subject to the usual accounting and auditing rules and regulations.

To ensure continuity and adequate coverage, the Quezon City Government may establish a Quezon City Anti-Obesity Fund, which shall be sourced from:

- a. Annual appropriations from the City Budget; and
- b. Grants, donations, or contributions from local and international organizations, development partners, or private entities, consistent with existing laws and Commission on Audit regulations.

The Quezon City Government may enter into partnerships with private corporations, universities, civil society organizations, or development agencies to augment financial, technical, or logistical support for the Program, provided, that such partnerships comply with applicable procurement and ethics standards and do not promote products inconsistent with the goals of this Ordinance.



SECTION 11. BARANGAY FUNDING AND APPROPRIATIONS. – All barangays and SKs in Quezon City are hereby encouraged to allocate a portion of their Barangay Nutrition Fund or 20% Development Fund for local implementation of the Anti-Obesity Program. These funds shall support nutrition education, fitness programs, weight management initiatives, and local data collection.

The Quezon City barangays and sangguniang kabataan may enter into partnerships with private corporations, universities, civil society organizations, or development agencies to augment financial, technical, or logistical support for the Program, provided, that such partnerships comply with applicable procurement and ethics standards and do not promote products inconsistent with the goals of this Ordinance.

SECTION 12. MONITORING, EVALUATION, AND REPORTING. – The QCHD shall develop a City-wide Obesity Prevention and Control Monitoring Framework to assess the implementation and outcomes of the Quezon City Anti-Obesity Program (QCAOP). This framework shall include clear indicators, targets, and timelines based on the Philippine Plan of Action for Nutrition (PPAN) and the National Objectives for Health.

All District Health Offices shall collect and submit data on BMI, prevalence of overweight and obesity, and related nutrition indicators to the QCHD on a quarterly basis.

The QCHD, through its Nutrition and Epidemiology units, shall consolidate, analyze, and publish an Annual Quezon City Obesity Surveillance Report to be submitted to the City Mayor, Sangguniang Panlungsod, and the Quezon City Local Health Board.

Schools and barangays shall maintain a confidential registry of overweight and obesity cases identified during health visits, community weigh-ins, school-based assessments, or other relevant activities, strictly for public health monitoring and program implementation purposes.

The collection, processing, storage, and sharing of such data shall comply with Republic Act No. 10173 (Data Privacy Act of 2012), its Implementing Rules and Regulations, and other applicable data protection issuances. All personal information shall be treated as confidential and shall not be disclosed publicly except in aggregated or anonymized form.

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SECTION 13. INCENTIVES AND PENALTIES. –

- a. **Incentives.** The Quezon City Government shall recognize and reward institutions, barangays, and establishments that have demonstrated exemplary commitment to promoting healthy lifestyles and implementing obesity prevention programs.

The QCHD and the City Nutrition Office, in coordination with the Committee on Health and Sanitation, shall establish the “Healthy QC Seal of Excellence” which may be awarded annually to:

- i. Barangays that demonstrate a measurable reduction in overweight and obesity rates or have innovative fitness and nutrition programs;
 - ii. Schools that consistently comply with the Healthy Diet in Schools Ordinance and actively promote physical activity and wellness;
 - iii. Workplaces, restaurants, or food establishments that voluntarily implement healthy menu labeling, portion control, or wellness initiatives; and
 - iv. Awardees may receive plaques of recognition, eligibility for City-sponsored grants, or other non-monetary incentives approved by the City Mayor.
- b. **Penalties for Non-Compliance.** Any individual, establishment, or entity found committing acts expressly prohibited under this Ordinance shall be subject to the applicable penalties provided under the specific existing Quezon City ordinances, national laws, rules, and regulations governing the particular prohibited act.

For violations arising under Section 9 (Regulation of Food and Beverage Environments), the penalties prescribed under the relevant and applicable ordinances, including but not limited to Quezon City Ordinance No. SP-3252, S-2023, and other related measures, shall apply.

The imposition of penalties under this Ordinance shall not result in double punishment for the same act, and penalties shall be imposed only under the ordinance or law that specifically governs the violation.



- c. **Administrative Sanctions for Public Offices.** Heads of departments or agencies who fail to implement the provisions of this Ordinance within their respective offices may be subject to administrative review and disciplinary action under Civil Service rules and Quezon City Government policies.
- d. **Citizen Complaints and Reporting.** Any citizen, organization, or community group may file complaints or report violations of this Ordinance through the Quezon City Government's established reporting mechanisms, including Helpline 122, or directly with the QCHD, the BPLD, or the concerned barangay.

SECTION 14. IMPLEMENTING RULES AND REGULATIONS (IRR). – This Ordinance shall be immediately executory upon its effectivity, and all provisions capable of implementation without the need for further rules shall be enforceable notwithstanding the absence of supplemental guidelines.

The Quezon City Anti-Obesity Task Force shall determine, based on its assessment and deliberations, whether supplemental implementing guidelines are necessary to facilitate or standardize the implementation of this Ordinance. Such determination shall form part of the official minutes of the Task Force meeting where the matter is deliberated.

Any member agency of the Task Force may propose draft implementing guidelines, protocols, or operational manuals within the scope of its mandate. The issuance of such guidelines shall require deliberation and approval by the Task Force and shall be reflected in its official minutes.

Such guidelines may take the form of Implementing Rules and Regulations (IRR), Manual of Operations, Technical Protocols, Administrative Orders, or other appropriate issuances necessary to operationalize specific provisions of this Ordinance.

The formulation of any such guidelines shall be undertaken through a participatory and consultative process involving concerned departments, barangay representatives, academic institutions, private health professionals, food industry representatives, and civil society organizations engaged in nutrition, fitness, and health promotion.

The absence or subsequent amendment of such guidelines shall not prevent the full enforcement of this Ordinance.



SECTION 15. SEPARABILITY CLAUSE. – If any provision of this Ordinance is declared invalid, the remaining provisions shall continue in full force and effect.

SECTION 16. REPEALING CLAUSE. – All ordinances and issuances inconsistent with this Ordinance are hereby repealed or modified accordingly.

SECTION 17. EFFECTIVITY CLAUSE. – This Ordinance shall take effect after its publication in a newspaper of general circulation, and after posting of copies in conspicuous locations within Quezon City.

ENACTED: March 16, 2026.

CERTIFICATION

This is to certify that this Ordinance was ENACTED by the City Council on Second Reading on March 16, 2026, was Reverted to Second Reading on April 13, 2026, and was PASSED on Third/Final Reading on April 20, 2026.

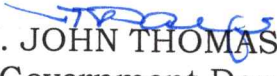

GIAN G. SOTTO
City Vice Mayor


NANETTE CASTELO DAZA
City Councilor
Acting Presiding Officer

APPROVED: JUL 21 2026


MA. JOSEFINA G. BELMONTE
City Mayor

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)

