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Kagawaran ng Edukasyon

Tanggapan ng Pangalawang Kalihim

DepEd Task Force COVID-19 MEMORANDUM No. 39

30 April 2020

For: Undersecretaries

Assistant Secretaries

Bureau and Service Directors

Regional Directors

Schools Division Superintendents

School Heads

All Others Concerned

Subject: STRICT ENFORCEMENT OF TOBACCO CONTROL POLICIES,

INCLUDING SMOKE-FREE AND VAPE-FREE POLICIES, DURING THE ENHANCED AND GENERAL COMMUNITY

QUARANTINE

I. Background

With the ongoing national health emergency related to COVID-19 and in support of the national government's and specifically the Department of Education's efforts to respond to the crisis, all are enjoined to ensure the strict enforcement of tobacco control policies that govern DepEd (Annex A), which includes the following:

- 1. Prohibit smoking and the use of Electronic Nicotine and Non-Nicotine Delivery Systems (ENDS/ENNDS) commonly known as vape or e-cigarette within the premises of all DepEd schools and offices;
- 2. Order schools through their respective Child Protection Committees, in coordination with their respective LGUs, to ensure that **no tobacco** products and ENDS/ENNDS are sold within 100 meters from any point of the perimeter of the school; and
- 3. Warn against unnecessary interaction with the tobacco industry including the prohibition on sponsorships by tobacco companies an other organizations that receive funds from tobacco companies.





Office of the Undersecretary for Administration (OUA)

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support Services (BLSS), Baguio Teachers' Camp (BTC), Central Security & Safety Office (CSSO)]

More than ensuring compliance to government issuances, this reiteration is especially made during this crisis primarily for the **protection of the health of learners and personnel**.

The World Health Organization (WHO) has made the following reminders:

- 1. **Quitting smoking** is one of the ways that people with non-communicable diseases/pre-existing conditions can **stay safe** during COVID-19 outbreak.¹
- 2. **People who smoke are likely to be more vulnerable to COVID-19.** Smoking damages the lungs and other parts of the body, putting people who smoke at greater risk of getting severe cases of COVID-19.²
- 3. **Smoking can increase a person's chances of getting COVID-19.** Bringing one's hands to their mouth can transfer the virus into their body. Sharing tobacco products can transmit the virus between people. Tobacco weakens a person's respiratory system making them more vulnerable to the virus.³

In addition, the Department of Health (DOH) has also reinforced these key messages:

1. The virus doesn't discriminate. Neither should we.

Smokers are likely to suffer severe symptoms if they catch COVID-19. Instead of harming or isolating smokers, help them quit to protect themselves from the virus.⁴ Stop smoking to help protect yourself and those around you from COVID-19.⁵

2. What is the relationship between smoking and COVID-19?

Emerging research shows that smokers are more likely to experience severe illness if they contract COVID-19. Smokers who catch COVID-19 are more likely to need ventilators and are also more likely to have respiratory complications.⁶

3. Why is smoking a risk factor for COVID-19?

Smoking is a risk factor because of two main reasons: (1) it is known to weaken a person's immune system, making it much less effective in fighting off infections like COVID-19; and (2) it can cause lung disease or otherwise damage and weaken the lungs. Those with pre-existing or chronic respiratory disease and those with weaker lungs, like smokers, are thus more likely to be severely affected by respiratory viruses like COVID-19.7

¹ https://www.facebook.com/whophilippines/posts/2780433035403284

² https://www.facebook.com/WHO/photos/a.167668209945237/3015563535155676/,

https://www.facebook.com/whophilippines/photos/a.486389418141002/2780418202071434/

³ https://www.facebook.com/WHO/photos/a.167668209945237/3014191245292905/

⁴ https://www.facebook.com/DOHhealthypilipinas/photos/a.102072054777318/126656115652245/

⁵ https://www.facebook.com/DOHhealthypilipinas/photos/a.102072054777318/126146562369867/

⁶ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162052268318/

⁷ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162115601645/

4. What should smokers do to lower their risk of contracting COVID-19?

Do your best to stop smoking. This is good for the people around you too - inhaling secondhand smoke can be just as damaging as smoking. Continue other measures, such as staying at least one meter away from others, washing your hands frequently, wearing a mask in public, and covering your mouth and nose when you sneeze.⁸

5. What health benefits are there for people who quit smoking?

If you quit smoking, you are: (1) able to breathe, smell, and taste better; (2) less likely to get lung disease, lung cancer, and other forms of cancer; (3) less likely to have heart disease, strokes, or other cardiovascular diseases; (4) less likely to experience constant coughing, wheezing, and shortness of breath; and (5) less likely to be infertile or impotent and less likely to miscarry or have premature births.⁹

6. What health benefits are there for those around people who quit smoking?

Those around you are also: (1) less likely to be exposed to thousands of chemicals in secondhand smoke, hundreds of which are toxic; (2) less likely to develop lung cancer and other respiratory diseases; (3) less likely to develop heart disease or experience strokes; and (4) less likely to experience bronchitis, pneumonia, asthma, and chronic symptoms like wheezing and coughing. 10

7. How does one quit smoking?

Develop a quit plan, and stick to it: (1) Set a quit date. Work toward smoking less and less as you approach it. (2) Tell your friends, family, and co-workers. Ask for their support and encouragement, or ask them not to smoke around you. (3) Anticipate challenges. Understand that it will be difficult, especially at first, but remind yourself of all the good reasons why you are quitting. (4) Remove tobacco products from your environment. Throw away tobacco products, avoid smoking areas, and ask your peers not to smoke around you.

(It's normal for smokers to try to quit more than once. Learn from relapses, then try again. Remember that you can quit, as long as you stick to your goals!)¹¹

8. What should a person do to help a friend or family member stop smoking?

Be as supportive as possible by: (1) praising them for attempting to quit; (2) giving encouraging words when they need it; (3) removing tobacco products, ash trays, and lighters from around them; (4) spending time with them doing things they like to keep their minds away from smoking; and (5) encouraging them to learn from their experience and try again if they relapse.¹²

⁸ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162155601641/

⁹ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162192268304/

¹⁰ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162232268300/

¹¹ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162272268296/

¹² https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162305601626/

9. What should a person do to overcome their fear and anxiety about smokers and people who may have COVID-19?

Understand that anyone can get infected with COVID-19, not just smokers. Show empathy and kindness to everyone, including smokers who are trying to quit. Do not let your fear or negative preconceptions of those who smoke or those who have COVID-19 turn into harmful actions against them. Remember, we should #HealAsOne.¹³

10. Why do we need to stop stigmatizing smokers?

Stigma can discourage smokers from seeking help or trying to quit. If they catch COVID-19, they may not seek medical care or they may try to hide their illness out of shame. Stigma will not stop smokers from smoking, nor will it cure COVID-19. Practice Social Distancing, not Social Isolation. Do not reject, abuse, harass, or harm anyone. Protect yourself by practicing social distancing, but remain supportive of others. Do not let other people feel they are isolated, discriminated, or not accepted in your community. 14

II. Protecting people from the harms of smoking, offering help to quit

Absolute smoking ban shall continue to be observed in all DepEd offices and schools, especially schools that are being utilized by their respective local government units (LGUs) for COVID-19 response.

The ongoing community quarantines across the country may also serve as the best time for DepEd personnel who smoke or use ENDS/ENNDS to **quit** smoking or ENDS/ENNDS use.

Designated Brief Tobacco Intervention (BTI) Providers of the Regional Offices and Schools Division Offices, per DepEd Memorandum No. 110, s. 2019, especially those who have been trained by the Lung Center of the Philippines, are enjoined to provide the necessary assistance to personnel who are interested to quit smoking. BTI may be provided remotely through phone calls or similar platforms. Alternatively, personnel who are interested to quit smoking may avail of the services provided by the DOH Quitline through: https://www.facebook.com/DOHQuitlineofficial/. The operations through the hotlines are temporarily suspended, but services through Facebook Messenger continue.

III. Protecting the youth from accessing tobacco products

All schools, through their respective Child Protection Committees, with the technical support of their respective Regional and Division Tobacco Control Coordinators, are enjoined to coordinate with their respective LGUs to ensure that the prohibition on the sale or distribution of tobacco products ¹⁵ and ENDS/ENNDS ¹⁶ within 100 meters from any point of the perimeter of the school is

¹³ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162362268287/

¹⁴ https://www.facebook.com/DOHhealthypilipinas/photos/a.127161992268324/127162385601618/

¹⁵ RA 9211

¹⁶ EO 106, s. 2020

strictly implemented.

Some local governments such as the local governments of General Luna, Quezon, ¹⁷ San Antonio, Nueva Ecija, ¹⁸ and Masantol, Pampanga ¹⁹ have imposed a ban on the sale of tobacco products in their entire municipalities, even in areas that are beyond the 100-meter perimeter of facilities frequented particularly by minors. DepEd appreciates this move of the said LGUs and hopes that other LGUs can do the same.

DO 48, s. 2016 provides that DepEd shall "coordinate closely with... LGUs for... pushing for legislation on tobacco control...." As such, all schools are further enjoined to take advantage of the quarantine to push for such legislative measures in their respective localities.

Attached is a **letter template** that Schools Division Offices and schools may use in communicating this matter to their respective local chief executives (Annex B). The letter shall be modified depending on the context of the LGU. For example, some LGUs may have already implemented a Liquor Ban, and this can be cited in the letter as a good health measure to commend. The soft copy of the template can be downloaded from **bit.ly/dearLGUbantobacco** through official DepEd email accounts.

IV. Protecting DepEd from tobacco industry interference

All DepEd personnel are also reminded to remain vigilant for any possible interference from the tobacco industry during the community quarantine and the ongoing national response to COVID-19. This includes their possible sponsorship of educational trainings and activities, as well as donations of personal protective equipment and sanitizers, among others, even those coursed through front non-government organizations and foundations.

While the Department shall always be cautious all year not to have even a perception of partnership with the tobacco industry, it shall not let its guard down just because of the community quarantine. In fact, this may actually be the best time to intensify efforts to protect DepEd and the youth from the tobacco industry.

According to the WHO, "the tobacco industry is creating controversy and confusion about the risk of nicotine and tobacco product use and COVID-19. (Fact: Health experts have warned that smokers with COVID-19 likely suffer more serious conditions that could lead to premature death)."²⁰

Furthermore, the WHO also said that "tobacco lobbyists have tried to manipulate COVID-19 policymaking to get tobacco shops listed as 'essential' and offer free delivery of tobacco products to people in quarantine. Smokers likely face more severe symptoms if infected, leading to hospitalizations and premature deaths."²¹

¹⁷ https://newsinfo.inquirer.net/1250558/quezon-town-temporarily-bans-cigarettes-amid-covid-19-threat

 $^{{}^{18}\}underline{\text{https://journal.com.ph/news/provincial/ecija-mayor-imposes-total-ban-sin-products-during-ecq}}$

https://www.sunstar.com.ph/article/1853917

²⁰ https://www.facebook.com/WHO/photos/a.167668209945237/3085570238155005/

²¹ https://www.facebook.com/WHO/photos/a.750907108288008/3087623131283049/

Such tactics are against DepEd core values as an institution and provide more reasons to have no dealings with the tobacco industry.

DO 48, s. 2016 prohibits DepEd officials and personnel from any form of unnecessary interaction with the tobacco industry. As a requirement, partners are required to include a stipulation in the partnership instrument entered to with them (e.g., Memorandum of Agreement, Deed of Donation) that they are not related to or funded by the tobacco industry. Meanwhile, officials and personnel who violate the said provision of the policy may face administrative charges.

For wide dissemination and compliance.

ALAIN DEL B. PASCUA

Undersecretary Chairperson, DepEd Task Force COVID-19





Annex A- DepEd and Government Issuances on Tobacco Control for Reference

- 1. **DepEd Order No. 48, s. 2016** Policy and Guidelines on Comprehensive Tobacco Control
- 2. **DepEd Memorandum No. 111, s. 2019** Prohibiting the Use of E-Cigarettes and other Electronic Nicotine and Non-Nicotine Delivery System and Reiterating the Absolute Tobacco Smoking Ban in Schools and DepEd Offices
- 3. Civil Service Commission Memorandum Circular No. 17, s. 2009 Smoking Prohibition Based on 100% Smoke-Free Environment Policy
- 4. **CSC-Department of Health (DOH) Joint Memorandum Circular 2010-01** Protection of the Bureaucracy against Tobacco Industry Interference
- 5. **DOH Administrative Order No. 2017-0023** Guidelines in the Effective Implementation and Enforcement of Executive Order (EO) No. 26: Providing for the Establishment of Smoke Free Environments in Public and Enclosed Places
- 6. **Executive Order No. 106, s. 2020** Prohibiting the Manufacture, Distribution, Marketing and Sale of Unregistered and/or Adulterated Electronic Nicotine/Non-nicotine Delivery Systems, Heated Tobacco Products and Other Novel Tobacco Products, Amending Executive Order No. 26 (s. 2017) and for Other Purposes
- 7. **Republic Act 9211 -** An Act Regulating the Packaging, Use, Sale, Distribution and Advertisements of Tobacco Products and for Other Purposes





Annex B - Letter Template for Local Government Units (LGUs)

This template may be modified depending on the context of the LGU. For example, some LGUs may have already implemented a Liquor Ban and this can be cited in the letter as a good health measure to commend. The soft copy of the template can be downloaded from **bit.ly/dearLGUbantobacco** using official DepEd email accounts.

* * *

Date

XXXXXXXXXXXXXXX

Position/Title Office Address

Dear XX. XXXXX:

We wish to commend the efforts of the local government of <insert name of the province/city/municipality> in responding to the COVID-19 crisis. We recognize that this crisis is unprecedented, and we appreciate how the local government exerts its best effort to help protect the health and the welfare of its constituents.

We at the Department of Education remain committed to cooperating fully with the local government and to contributing to the overall government response.

We are writing this letter to recommend what we believe is an effective health measure that can reinforce all our other efforts in ensuring the health of all, especially the vulnerable, during this health emergency.

Specifically, we hope that the local government considers a temporary ban on the sale of cigarettes and Electronic Nicotine and Non-Nicotine Delivery Systems (ENDS/ENNDS)—commonly known as vape or e-cigarette—while <insert name of the province/city/municipality> remains under community quarantine. Several local government units have implemented such ban through an Executive Order by their respective local chief executives (LCEs). We at DepEd recommend that the same be done in our [province/city/municipality] for the following reasons:

1. Implementing the ban will help lessen people's vulnerability to severe symptoms of COVID-19

The World Health Organization (WHO) has repeatedly emphasized that "smokers likely face more severe symptoms if infected by COVID-19, leading to hospitalizations and premature deaths." Our own Department of Health (DOH) has echoed the same message, adding that quitting smoking will be beneficial even to the family or those who live with persons who smoke, as exposure to secondhand smoke puts them at risk, too."

The LCE of Masantol, Pampanga has cited this reason when he signed the Executive Order which temporarily bans the selling and smoking of cigarettes in

the municipality.iii

In the United States, the New York chapter of the American Academy of Family Physicians has called for "an immediate ban on the sale of all tobacco and vaping/e-cigarette products [during the pandemic period]," adding that "since smoking has been a demonstrated risk factor for COVID-19 disease progression, which leads to increased use of medical services, especially ventilators, our hope is that by reducing the number of smokers, we can further reduce the stress/demand on the already limited supply of medical resources, particularly ventilators." iv

2. Implementing the ban will help people, especially the poor, use their money to purchase essential products instead

Aside from citing health reasons, the LCE of General Luna, Quezon also said that many of his constituents still gave priority in buying cigarettes instead of basic necessities like food, prompting him to issue the Executive Order which disallows the sale and purchase of cigarettes in the town for the duration of the enhanced community quarantine.

Even before the COVID-19 crisis, several studies have already shown that "given a fixed household budget, spending on tobacco use may divert household economic resources from essential items, such as food, education, and healthcare, which are indispensable components of human development, particularly for young children." The poor are particularly vulnerable, as "tobacco increases the poverty of individuals and families." vii

With PhP 110.00 for a pack of cigarettes, v_{iii} an individual could have already purchased 2-3 kg of rice instead. ix

Based on the 2015 Global Adult Tobacco Survey (GATS), the average monthly expenditure for cigarettes was PhP 678.40.x Today, that is equivalent to more than 10% of the minimum subsidy amount that could be received by a family beneficiary under the Emergency Subsidy Program of the Department of Social Welfare and Developmentxi and is enough to purchase 12.8-20.6 kg of rice.xii

3. Implementing the ban will help instill discipline during the community quarantine

The LCE of San Antonio, Nueva Ecija observed that one of the reasons many people still went out of their homes while their municipality was under community quarantine was to obtain tobacco products. This prompted him to issue the Executive Order that prohibits, among other similar acts, selling of tobacco including vape and e-cigarettes in any place within the municipality.xiii

4. Implementing the ban will help further protect our learners from accessing tobacco products

Even with an existing law that prohibits the access of minors to tobacco products, xiv young people are still able to purchase tobacco products from stores and are not prevented from buying because of their age.xv

We at DepEd have always been supportive of policies that will help reinforce our learners' health-promoting choices, complementing what they are taught in school.xvi

On the part of DepEd, a temporary ban on the sale of tobacco products while our learners are at home will strengthen government efforts to restrict their access to these harmful products. The law also prohibits the sale of tobacco products within 100 meters from any point of the perimeter of schools, being frequented by minors.xvii Now that our learners are at home, the [province-/city-municipality-]wide ban will help to continue to protect them from being initiated to tobacco use.

This is also consistent with this year's theme of the World No Tobacco Day, as announced by the WHO: Protecting youth from industry manipulation and preventing them from tobacco and nicotine use.xviii

5. Implementing the ban will help smokers quit smoking and prevent nonsmokers from getting into the addiction

In 2015, 7 in 10 current tobacco smokers were interested or planned to quit smoking tobacco.xix This is in consonance with international surveys which "show that most smokers want to quit but cannot; they also regret having started."xx

Understanding that stress can significantly increase cigarette craving but does not necessarily increase smoking, xxi implementing the ban can encourage individuals, families, and the community to be more creative in exploring non-harmful and healthy ways to cope with stress during the COVID-19 outbreak. xxii The National Center for Mental Health has a crisis hotline for individuals needing mental health and psychosocial support services (https://www.facebook.com/ncmhcrisishotline).

Those who will manifest withdrawal symptoms can be assisted by health professionals through the cessation clinics set up by the local government through the assistance of the DOH Quitline (https://www.facebook.com/DOHQuitlineofficial/).

Awaiting the decision of the honorable [governor/mayor] to order the recommended temporary ban, we at least request that the local government strictly enforce the existing law that prohibits the sale of tobacco products and ENDS/ENNDS within 100 meters from any point of the perimeter of schools and other places frequented by minors, and the sale of tobacco products and ENDS/ENNDS to minors everywhere.xxiv

Thank you very much for your consideration.

Sincerely yours,

XXXX X. XXXXXXX

Principal/SDS

School/SDO



References:

¹ World Health Organization (WHO), https://www.facebook.com/WHO/photos/a.167668209945237/3085570238155005/, https://www.facebook.com/WHO/photos/a.750907108288008/3087623131283049/

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^{iv} Chris Crawford, NYSAFP: Ban Tobacco/Vaping Products During COVID-19 Pandemic, https://www.aafp.org/news/health-of-the-public/20200407nysafptobaccoban.html

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wii WHO, https://www.who.int/tobacco/communications/events/wntd/2004/en/factsindividuals_en.pdf

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^{xi} Department of Social Welfare and Development (DSWD), https://www.dswd.gov.ph/issuances/MCs/MC 2020-004.pdf

xii DA, suggested retail price of rice (PhP 33.00-53.00), http://www.da.gov.ph/wpcontent/uploads/2020/04/ac04_s2020.pdf

xiii Steve A. Gosuico, Ecija mayor imposes total ban on sin products during ECQ,

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xiv Republic Act 9211, https://www.officialgazette.gov.ph/2003/06/23/republic-act-no-9211/

xv Global Youth Tobacco Survey,

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xii Department of Education, https://www.deped.gov.ph/2019/02/07/deped-joins-calls-to-hike-tobacco-tax/

xvii Republic Act 9211, https://www.officialgazette.gov.ph/2003/06/23/republic-act-no-9211/

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xix GATS, https://www.who.int/tobacco/surveillance/survey/gats/phl_country_report.pdf xx Robert N Proctor, Why ban the sale of cigarettes? The case for abolition,

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xxiv RA 9211, https://www.officialgazette.gov.ph/2003/06/23/republic-act-no-9211/, Executive Order No. 106, s. 2020, https://www.officialgazette.gov.ph/section/executive-orders/







