



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

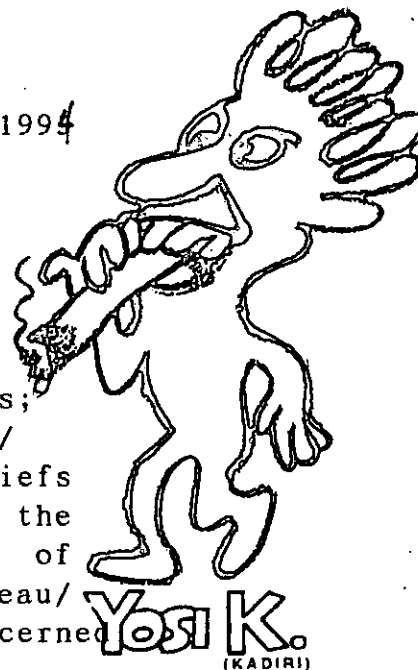
SAN LAZARO COMPOUND
RIZAL AVENUE, STA. CRUZ
MANILA, PHILIPPINES
TEL. NO. 711-60-60

April 28, 1994

MEMORANDUM CIRCULAR

No. 55 s. 1994

T O : All Regional Directors;
Assistant Regional Directors;
Chief of Regional Hospitals/
Medical Centers/Sanitaria; Chiefs
of Health facilities under the
Administrative supervision of
the Department of Health; Bureau/
Service Directors, others concerned



S U B J E C T : Observance of "World No Tobacco Day"
on May 31, 1994 and "National No Smoking Month on
June, 1994.

The Department of Health (DOH) has declared its total commitment to a smoke-free environment and the prevention and control of smoking in this country. In order to sustain this anti-smoking policy, the DOH shall actively participate in all efforts with all sectors aimed at the prevention and control of smoking and other tobacco uses.

As a way of contributing to the global effort of controlling tobacco use, the Department of Health shall participate in the observance of the annual "World No Tobacco Day" on May 31, 1994 on the theme "The Media and Tobacco: Getting The Health Message Across". While a series of activities at the central office level are being lined up for implementation, we envision this celebration to be national in scope, with the full participation of the field and other sectors in this campaign being part of the Health for More in '94, for the month of May.

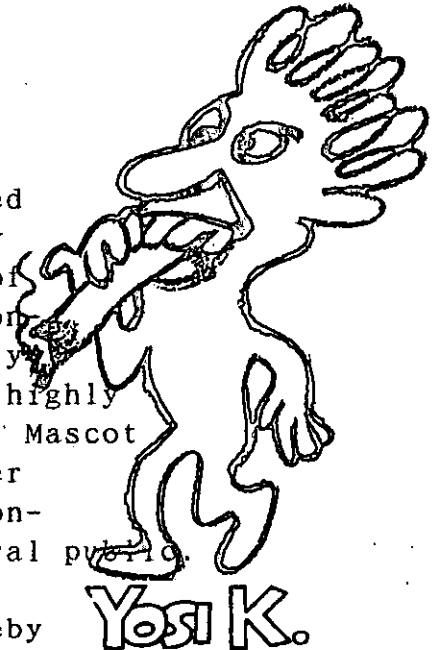
Have a healthy life. Don't smoke!



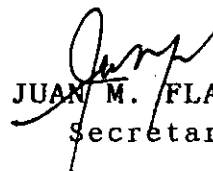
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In this connection, everyone is enjoined to actively participate in this activity by highlighting awareness on the ill-effects of smoking among the population through the conduct of massive public information especially media campaigns and other strategies. It is highly suggested that a parade of the "Yosi Kadi" Mascot be undertaken with the participation of other government organizations (GOs) as well as non-government organizations (NGOs) and the general public.



All offices/agencies concerned are hereby required to submit a report of accomplishments of these activities to the Office of the Secretary through the Non-Communicable Disease Control Service within one month after this observation.


JUAN M. FLAVIER, M.D., M.P.H.
Secretary of Health

Have a healthy life. Don't smoke!