



EXECUTIVE ORDER NO. 062 – 2024

**AN EXECUTIVE ORDER ESTABLISHING THE POLICY ON RESTRICTED
ACCESS OF MINORS TO ALCOHOLIC BEVERAGES IN THE
MUNICIPALITY OF SANTA MARIA, BULACAN, PURSUANT TO
PRESIDENTIAL DECREE NO. 1619, FDA CIRCULAR NO. 2019-006, AND
OTHER RELEVANT LEGAL FRAMEWORKS**

WHEREAS, Presidential Decree No. 1619 penalizes the sale of volatile substances to minors and aims to protect their health and well-being;

WHEREAS, FDA Circular No. 2019-006 provides guidelines for the commercial display, selling, promotion, and advertising of alcoholic beverages to prevent minors from accessing and consuming alcohol;

WHEREAS, it is the policy of the Municipality of Santa Maria, Bulacan, to protect minors from the harmful effects of alcohol consumption and promote their general welfare;

NOW, THEREFORE, I, BARTOLOME R. RAMOS, Municipal Mayor of Santa Maria, Bulacan, by virtue of the powers vested in me by law, do hereby order the following measures to restrict the access of minors to alcoholic beverages:

SECTION 1. LOCAL LEGISLATIVE MEASURES. The Sangguniang Bayan shall enact and strictly enforce ordinances that regulate the sale, distribution, and consumption of alcoholic beverages, specifically prohibiting the sale of alcohol to minors.

SECTION 2. PROHIBITION OF ALCOHOL MARKETING TARGETED TO MINORS. All forms of alcohol-related advertisements, promotions, or sponsorships that directly or indirectly target minors are prohibited. Establishments are mandated to ensure that promotional materials are displayed in areas inaccessible to minors.

SECTION 3. RESTRICTIONS ON ACCESS AND SALES.

1. Selling alcoholic beverages to minors or purchasing alcohol on behalf of minors is strictly prohibited.
2. Establishments frequented primarily by minors, such as schools, playgrounds, and recreational centers, shall be prohibited from selling or displaying alcoholic beverages.
3. All sellers of alcoholic beverages shall require valid identification to verify the age of purchasers.

SECTION 4. DEVELOPMENT OF KNOWLEDGE, ATTITUDE, AND BEHAVIORS OF THE PUBLIC. The Municipal Social Welfare and Development Office (MSWDO) and Municipal Health Office (MHO) shall conduct awareness



Republic of the Philippines
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MUNICIPALITY OF SANTA MARIA
OFFICE OF THE MUNICIPAL MAYOR

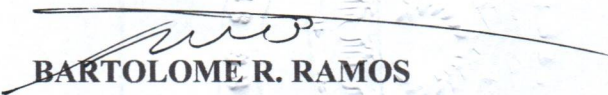


campaigns and community education programs on the harmful effects of alcohol consumption by minors.

SECTION 5. MONITORING AND ENFORCEMENT. The Municipal Peace Order and Council (MPOC), in coordination with the Philippine National Police (PNP), shall ensure strict enforcement of this Executive Order. Violators shall be subject to penalties as prescribed by existing laws and municipal ordinances.

SECTION 6. EFFECTIVITY. This Executive Order shall take effect immediately upon its issuance.

DONE this 18th day of November 2024, at the Municipal Hall of Santa Maria, Province of Bulacan.


BARTOLOME R. RAMOS
Municipal Mayor

