

## **Report of Visit to Marikina City**

### **Introduction**

In 2004, Ichikawa City received the “WHO Awards for Healthy Cities 2004”. This award was presented for the “Program about Diet Improvement and Nutrition at a Health Center” and the “Plan to Improve Smoker’s Manners with Cooperation from the Whole Community”, suggested in cooperation with Marikina City in the division “*Promotion of healthy diet and physical activity through urban planning*”.

To date, Ichikawa City has entered an exchange program with other healthy cities in the world that are committed to futuristic endeavors. On this occasion, we thought that the effort in Marikina City serves as a useful reference and we decided to become partner cities. Prior to this visit, in May 2005, we received a mission consisting of four persons from Marikina City, and we held the exchange program to inspect Ichikawa City’s efforts as a health city, focusing on the diet improvement program and the Citizens Manners Act. The objective of this visit is to inspect and evaluate the specific efforts of Healthy City Marikina.

### **The outline of Marikina City**

Marikina City makes up about 3.5 per cent of the gross area of metropolitan Manila, and it is located about 16 kilometers from Metro Manila. Its population is approximately 420,000. The young population consisting of children aged 5 to 20 in both genders is high, which differs from Japan’s aging society with fewer children. The gross area is about 21.98 square kilometers. The inner city is divided into 15 areas called Barangay and each Barangay has its own independent budget. As promotional members, community leaders carry out various activities in cooperation with the city. The number of households in the city is 92,757; the average household size is 4.71 persons; the population density is 199 persons per square kilometer.

One of the city’s famous specialty products, the shoes industry, is symbolized by “the world’s largest shoes” applied for the 2002 Guinness Book of World Records. Marikina City’s production output in shoes industry constitutes over 80% of the total domestic production output. The city also appeals as a tourist resort with attractions such as “Butterfly World” which has a collection of butterflies from all around the world, and the “Doll Museum” which recreates the history of Marikina City and the Philippines with dolls. Recently, a piazza with fountains opened at the center of the city where sports parks and markets are located. In the piazza there is also a clock tower built in a western architectural style and music flows from it every hour. At nighttime the piazza is lit up and it becomes a new, beautiful part of Marikina City.



Picture 1: The World's Largest Shoes



Picture 2: The piazza (Marikina Cityhood Park)



Picture 3 World of Butterflies



Picture 4 : Doll Museum

### **Outline of the travel schedule**

Ichikawa City will use examples from the “Program about Healthy Diet and Nutrition” and the “Smoker’s Manners Improvement Program” presented by Marikina City, and will promote and advocate the healthy city project.

In May, Marikina City will send four delegates to Ichikawa City to implement the project. It is due to this exchange program that Ichikawa City delegates visited Marikina City.

The Ichikawa City delegates’ visiting schedule of Marikina City includes the following: attending the City Flag Raising Ceremony, visiting city officials, a tour and inspection of the Marikina City Health Office and its related facilities, visiting the Senior Citizens Healthy Lifestyle Center, visiting elementary schools which implement the nutrition program, attending Marikina City’s lectures about nutritional programs and dietary improvements, lectures on nutritional health and lifestyle promotion aimed at health workers and mothers, and inspecting the Marikina City Teen Health Quarters, observing bicycle lanes and Marikina Sports Parks, attending lectures regarding “Countermeasure for Crime” and the “Anti-Littering and Waste Reduction”. Targeting the officers of the Marikina City Health Office, delegates in Ichikawa city that are in charge of each project made a presentation about the “Citizens Manner Ordinance” and the “promotional activity project for diet improvement” as examples of efforts made by the Healthy City Ichikawa.

## Evaluation of projects

### 1. Marikina City's Efforts for a Healthy City

A key player in the effort for a healthy city is the Marikina City Health Office. Its staff has advanced skills and special knowledge, and it aims to provide health service trusted by local people. It especially aims to provide an appropriate service for poor people and people needing special care (nursing mothers, malnourished children, school children, and pregnant women) and building up a healthy lifestyle in the community. The City has 17 health centers, 1 public hospital, 7 private hospitals, 1 Social Hygiene Clinic, 1 Public Family Planning Clinic, and 1 Senior Citizens Healthy Lifestyle Center. The main diseases reported are acute nasopharyngitis, acute rhinopharyngitis, and acute tonsillitis. The primary causes of death are hypertensive cardiovascular disease, cardiac infarction, lung tuberculosis, and cerebrovascular disease. In the Health Office, there are 18 doctors, 22 dentists, 16 nurses, 43 maternity nurses, 6 nutritionists and 153 health-worker volunteers. The Marikina City Health Office and communities work together to sustain their efforts to care for citizens' health.

The Healthy City Marikina programs are developed with some keywords: Healthy Markets, Healthy Restaurants, Healthy Vehicles, Healthy Streets, Healthy Workplace, and Healthy School. We could not inspect all programs, but we were impressed that the city uses the approach in which "place", such as a market or school, is used to promote the program, and that local people and related organizations cooperate with each other to make an effort in dealing with health. I will report below about the places we inspected.



Picture 5: The building of Health Office



Picture 6: The banner ( In front of the Office)



Picture 7 :The Bulletin board



Picture 8 : Organization chart



Picture 9 : Inside the Health Office



Picture 10: The sidecar

## 2. Inspection Report

### • Visiting Marikina City Office

We attended the city ceremony that is held every Monday in Marikina City Freedom Park. Following the City Flag Raising Ceremony, the mayor made a speech in the presence of personnel. Next, citizens who had contributed to the city's measures were acknowledged. Groups of junior high school students, who had received awards at the Jingle contest about nutrition, were then introduced and they danced and sang songs as a token of their gratitude. Throughout the entire program, we got the strong impression that the city and its citizens, in one united body, are working toward the city's goals. After that, we handed messages entrusted by me by Mr. Mitsuyuki Chiba, the mayor of Ichikawa City to Mrs. Marides C. Fernando, the mayor of Marikina City, at the city office.

A city official guided us to an exhibition room in the city office and we were given an explanation about Marikina City's future plans, the many projects already underway, and planned exhibits. These efforts gave the impression that, compared with the other Metro Manila City in the Philippines, the city's planning project and the healthy city program of Marikina City are rather advanced.

The efforts for a healthy city are effectively penetrating not only the health office but also city personnel, citizens, and visitors from outside. For example: first, the mayor's vision is effectively introduced to personnel through the speech she gives every Monday; second, their catch phrase "The City in the Pink of Health", makes positive use of pink as the symbolic color of health, and they use pink in various place such as public facilities, signs, and automobiles owned by the city. Third, photograph of the mayor and the mark "MCF's team works", which is the city's motto, are contained in the city's facilities and brochures. As a result, the realization that the city's projects are made through successful teamwork between the mayor and personnel makes a strong impression on the minds of citizens and visitors. In this manner, using colors and effective phrases, Marikina City does many things to publicize its vision to citizens. We had the impression that Marikina City has great public relations ability.



Picture 11: Main entrance of City Hall



Picture 12: The Lapping Bus



Picture 13



Picture 14

Picture 13-14: Inside the City Hall



Picture 15: City Mayor's speech  
(City Flag Raising Ceremony)



Picture 16: Courtesy Call to City Mayor



Picture 17



Picture 18



Picture 19



Picture 20

Picture 17 -20 : Exhibition Hall



Picture 21: Sign on the road  
“ MCF ’s team works



Picture 22 :Orientation on Healthy City Marikina



Picture 23



Picture 24



Picture 25

Picture 23-25 : Presentation on Healthy City Ichikawa

• **Health Enlightenment Project Targeting Children (a new project about healthy teeth)**

We inspected dental health education which was launched by dentists who played central role this year. At the entrance there was a big three-dimensional mascot (big teeth with a toothbrush), which impressed people who looked upon them. The program consisted of a paper puppet theater targeting preschool children, in which a dentist was explaining “dentistry” to interest children. In the consultation room was a chair, like a bed, and the dentist explained how X-ray examinations could find decayed teeth, and about other medical treatment implements. Children were looking at sharp implements without fear, even laughing sometimes. When we think of “health”, strong and cured teeth are indispensable for enjoying meals. I hope this project will further develop into a tooth disease prevention project in the future.



Picture 26:  
The play on the explanation of dentistry  
for Children

• **Sto. Nino district (Senior Citizens Healthy Lifestyle Center)**

The riverside Senior Citizens Healthy Lifestyle Center holds various programs including lectures targeting senior citizens about diseases they are susceptible to, nutrition counseling, exercise therapy, eye care, and recreation.

A lecture about “diabetes mellitus” was being held by a doctor from the health office when we visited there. Senior citizens in beautiful costumes presented a traditional dance from the Philippines. The participant’s bright laughter was inspiring. Music was flowing inside the building from the nostalgic music chosen for the senior citizens.

A space has been arranged on the river side of the Senior Citizens Healthy Lifestyle Center, where the citizens can view Marikina River and can enjoy lunch or a picnic. The roof is covered with palm leaves, and a built in table is located at the center and built in chairs are positioned around it. Bamboo trees line the river’s edge. This space makes the most of the surrounding natural environment. Senior citizens can get together under the cool leafy shade any time, and enjoy the breeze coming from the river while watching the surface of the river.



Picture 27: Lecture by the doctor



Picture 28: Dance performance by the women





Picture 29:  
Public Space for Picnic and Relaxing  
( next to the Lifestyle Center )

• **Participation in a Cooking Class: Marist School**

At elementary and junior high schools, the nutrition curriculum is incorporated into the class. We participated in a cooking class at the private boys' school, Marist School, one of the schools taking measures with sixth grade students. The menu consisted of three dishes: "WANTAN TOKWA" (deep fried jiao-zi with tofu), "CHICKEN WITH CORN AND MALUNGAY" (vegetable soup), and "BUKO PANDAN" ( sweet dessert made of finely cut coconut and green Chinese isinglass ) .

A television camera was set up on the platform at the front of the class and the TV footage on the television camera mirrored the teacher's hand movement. A reverse image was also arranged.

When we asked the students "Do you help with the cooking at home?" they answered "We have maids, but I do set the table when guests come". It was also very impressive for us that every students cooked their dishes very well and enjoyed how to cook, cooperating each other.



Picture30



Picture31



Picture 32



Picture 33



Picture 34



Picture 35

Picture 30-35 : Cooking Demonstration with 6 Grade students

• **Activities that Illuminate Nutrition: Jingle Contest Targeting Junior High School Students**

In the “Eating a Sufficient Breakfast Program”, a musical composition contest is held and CDs with top 9 schools’ songs were created and distributed throughout the nation.

The contest was designed to incorporate performance, song and dance so that students could learn about nutrition and how to build health in an enjoyable way. At the City Flag Raising Ceremony, children with red circles on their cheeks danced to the tunes, wearing aprons and with a handicraft hanging from their necks decorated with spoons and forks and paper dishes and paper napkins.

♪ Let’s eat breakfast before going to school!  
 Let’s have a preventative shot! If you don’t eat healthy food, you’ll loose your strength, whew!  
 Let’s dance! Eat nutritious foods and your life will be fun ♪

It was likely that the music and tunes sung during this school time would never be forgotten and that the students would learn the nutrition lesson.

The main point of lifestyle related disease prevention is that it is easier to learn healthy living habits in childhood than to improve unhealthy living habits acquired after adulthood. It is highly significant

to incorporate the appropriate dietary education in school programs, and for both schools and families to promote this education.



Picture 36:  
Dance Performance by the junior high school students who won the Jingle Contest (In the City Flag Raising Ceremony)

• **Tumana District Health Center**

In Marikina City, there are 17 health centers. At each health center, one doctor examines 100 to 150 patients in the morning. In the afternoon, the doctor visits patients who cannot travel to the Health Office, which is very different from the situation in Ichikawa City. Tumana district has the largest population of all the districts. Many poor people live there and they do not need to pay medical treatment fees. In the health center, an organization chart of the health center staff with photographs is displayed so visitors can easily understand the system. Drug Inventory Board is also displayed so that the amount of stock is always known.

Consultation and dental and medical care are provided to residents at this center. Health education panels are displayed on the walls, where they are easily accessible and can be explained to the residents. Using the appropriate panel, health education such as pregnancy consultancy and mother classes are carried out.



Picture 37: Panel for health education



Picture 38 :Drug Inventory Board

• **Series of Lectures by a Nutritionist Targeting Mothers: Pabasa sa Nutrition**

In local residents' association, health workers, Health Office maternity nurses and nutritionists implement health education targeting mothers who lack knowledge about nutrition, mothers with

undernourished children and pregnant women.

Pabasa is derived from the Christian missionary method of reading the Bible. Texts used in this course are to be studied at prescribed intervals, and they contain many pictures and illustrations so the contents are easily understood. The course goes as follows: Participants read from the text in turns and explain the content of what they read. The nutritionist will then ask questions to assess their comprehension. Additionally, card games and others are played, and the lesson will continue in a positive manner. After finishing a specific number of lessons, they will sit an examination to confirm their level of understanding.

The merit of group activities is that participants can learn from each other about dietary life in everyday life by speaking about their own experiences and practices and listening to others' experiences in turn. This method is more persuasive than using textbooks only as it leads to the ability to get things done. The texts used here are collected at the end of every class. The participant feels a certain amount of tension in class in that, "I must understand what I am studying before I go home" and does this by reading the text aloud and being questioned by the nutritionist. This project is fully worked out within its limited budget. Additionally, it is innovative and serves as useful reference for us.



Picture 39



Picture 40



Picture 41

Picture 39-40 :  
Pabasa sa Nutrition

Picture 41:  
Barangay Health Worker  
( Putting on Green Vest )

• **Physical Activities with health staff, Barangay Health Workers and Mothers from Community**

**“HATAW BAYAN, HATAW ”**

We participated in aerobic style exercise, called HATAW BAYAN, at the Conception I Health Center performed by health workers and mothers living in the district. All wearing the same freshly designed T-shirts.

In the Philippines, lifestyle related diseases such as cardiac disease have increased, so the government promoted an exercise program for civil officers. Since 1996, this exercise program has been implemented by each local government. Every Monday, except when it is raining, participants will exercise for approximately 15 minutes. At the Marikina City office Monday morning assembly, the personnel sweat through these exercises;

HATAW BAYAN exercise incorporates traditional dance movements from the Philippines and Kung fu, and the music had a good tempo so everyone enjoyed it.

The information is quite useful in that it tells you where you can exercise, and such community efforts are very important and meaningful.

• **Lectures about Nutrition Targeting Barangay Health Workers and Mothers**

After finishing the exercises, lectures on value of Nutrition in promoting healthy lifestyle targeting Barangay Health Workers , were given by nutritionists of the Health Office.

The nutritionists in charge were cheerful and lively, and the lectures were presented in an upbeat atmosphere with constant laughter from the participants. We were deeply impressed by that nutritionists presented the innovative lectures using various examples so that participants could easily understand the content.



Picture 42



Picture 43



Picture 44



Picture 45

Picture 42-44 : Hataw Bayan exercise at City Health Center , Conception Uno

Picture 45 : Lecture to Barangay Health Workers and Mothers on value of Nutrition in Promoting Healthy Lifestyle

#### • Marikina City Teen Health Quarters

We observed the newly established Marikina City Teen Health Quarters, which was established in response to recommendations by Health Office young doctor, about the need for health counseling facilities for young people. Health education and counseling for the people aged between 15 to 24 are offered here. Head and two maternity nurses are stationed on a full-time basis, and dentists and doctors who also work at other facilities are rostered in the facility. There are consultation rooms for free dental and medical care, and two counseling rooms. Computer rooms were in a stage of preparation. In order to create an atmosphere in which the youngsters would feel comfortable, there were also magazines and fashion magazines for youngsters available, and tin badges and arm bands were made to assist with promotion.

CDs explaining AIDS, by an entertainer popular among youngsters, were placed in the health education room. A poster about AIDS symptoms was placed on a bulletin board, which was very persuasive in its depictions of realistic photographs showing real symptoms. As two in ten female high school students become pregnant, marriage counseling is also given to visitors. Educational media explaining family planning were specific and easily understandable.



Picture 46 :Video room for health education



Picture 47: Bulletin Board

## Other projects

- **Marikina River Park**

We observed Marikina Riverbanks area, which the chairman of Barangay (Sto. Nino district) Residents' Association, and people from the district developed in "Jurassic Park" style after the success of the children's movie. In the center of the park, model dinosaurs were placed with a concrete road surrounding them. The road was installed so that children can ride their bicycles or tricycles around the dinosaurs.

Marikina River Park, approximately 220 hectares in size, is where citizens can enjoy picnics and aerobics, and jogging lanes and bicycle lanes are also maintained. The park is a place of recreation and relaxation for all citizens. The ex-mayor, Mr. Bayani Fernando aimed to "build up the river area so people can touch and smell the water", and worked on large-scale maintenance. The city Parks and Development Office (PDO) contributed greatly to this project by establishing the *Healthy Tourist Park Station*, in that it linked health and a tourism, and building the River Park. They also maintained bicycle lanes, shoe model display, as it is the city's specialty, and places of beauty such as Roman Garden where it is said that Ikon of Christ were found. During our stay, we had the chance to visit the river side often. Whenever we visited, citizens were relaxed and enjoying exercise, cycling and picnics, so we had the feeling that this space was commonly loved by all.



Picture 48: Riverbanks area



Picture 49: Marikina River



Picture 50 :Healthy Tourist Park Station



Picture 51



Picture 52



Picture 53

Picture 51-53 : Bike lanes ( Marikina River side )

• **Marikina Public Market: Healthy Market**

By implementing regulated management for cleanliness and safety and providing high quality service to both customers and owners, this market aims at the most modern and maintained market in the Philippines. In 2002, it received the Outstanding Healthy Market Award (NCR) from the Department of Health, and it has received a number of awards in the past. It is located in the center of the city and has convenient access to other areas. The market comprises of street stores selling fresh food, convenience goods and other products in an orderly row. Inside the store, a certificate of authority of operating permission is displayed, showing it has passed a strict examination. Cleanliness is taken into great consideration, so cleaning (washing floors) inside the market is done at a fixed time everyday. In the market office, they counsel for consumers and advertise Healthy Market. At the Clean Food Laboratory of the market office, water and food for sale are examined. In keeping with the name “Healthy Market”, service and assistance are offered for both customers and storeowners, thereby leading to the safety and credibility of Marikina City’s food.



Picture 54: Marikina Public Market Office



Picture 55: Marikina Clean Food Laboratory





Picture 56: Market Zone



Picture 57: Regular washing  
by Waste Management Office

• **Rescue 161**

Rescue 161 guarantees reaching anywhere in the city within five minutes of receiving the call. Its mission is also to respond to any emergency situation, including those requiring medical services. Over the past 8 years, the average time it has taken to arrive at the required location is 4.2 minutes. A skill enhancing training program regarding emergency treatment is given to personnel at the Public Safety Center, located on the east side of the city office. In 2004, Marikina City was commended by WHO in the field of “ Making Cities Safe Through Emergency Preparedness Planning” During our visit, a lifesaving lecture was being conducted for personnel. They were practicing rolling bandages for facial wounds, and transporting patients in a collaborative way.



Picture 58



Picture 59

Picture 58- 59: Institute for emergency

• **Bike with delegates to promote physical activity : Healthy Street**

This project is implemented by Marikina City Bikeway Office (MCBO), in collaboration with related sections of the city, and the World Bank, an equity participant of the project. The main activities are the construction and maintenance of bicycle lanes, and the maintenance of road markings and maps. It also works on “Healthy Street” activities which lead to a healthy life by

maintaining environmentally-aware park facilities. It also implements bicycle training sessions for young people to provide more residents with the opportunity to ride a bicycle. Additionally, in order to promote the donation of used bicycles, it is focusing on collaboration with foreign and domestic organization. To date, about 30 kilometers of the bicycle lane is complete. When the entire building operation is completed, it is expected that the huge bicycle network will span 66 kilometers, linking schools, factories, and other city organizations. It is expected that Marikina City will be a model city by using the bicycle as a substitute means of transportation to car.

We observed a training session about how to ride a bicycle safely which was targeted at high school students. We got a chance to experience a program which is run on a real bicycle lane with city's personnel and high school students. They made two lines and rode their bicycles, following the traffic rules, adapting to transport conditions, and happily following the leader's instructions, on the safety-first principle. It was a very unique experience. There were signs on the road indicating that it is a cycling road to prevent collision between cars and pedestrians. According to the office clerk, there are bicycles contributed by Toshima-ward, Japan. As they still need more bicycles so more children can lead healthy lives through bike riding, we thought we could contribute some bicycles to further develop this wonderful activity in Marikina City.



Picture 60 : Lecture on  
City's Bike lanes Projects



Picture 61 Bicycles



Picture 62: Bicycle education and  
safety clinic for the local youth



Picture 63



Picture 64



Picture 65

Picture 63-65 Traveling bike lanes within the city

#### • Marikina Sports Park

In 1969, the Marikina Sports Park was established as the Rodriguez Sports Center. In 1995, Marikina City acquired the facility from Rizal state, and it formally became a municipal sports center. And in 2001, the center was remodeled and it became Marikina Sports Park, a modern comprehensive sports facility.

The park is equipped with an Olympic sized swimming pool, a gym, an athletic track, training rooms, and a stand with a seating capacity of 15,000. Famous games have been held here in the past, and many groups even outside the city come to use this first class facility. The admission fee is reasonable for the city residents. The opening hours are very long, from early morning to late evening, and the location is convenient, so it is always very crowded. This sports park was established not only for sports. With its motto “Sports for Health”, it is also intended that people habituate themselves to do some exercises in a rich environment, in a facility of global quality, and as a result of that, they live a healthy life. Additionally, with the “Sports for Wealth” motto, by providing sporting goods and services, and promoting regional vitalization, its role as a sightseeing attraction is also expected. When we visited, it was very crowded with people enjoying various sports such as aerobics, badminton and basketball. We realized that this sports park was needed by people and it was a place of recreation and relaxation. We were deeply impressed by Marikina City’s effort to buy the park from the state and to have done so many things for the health of its citizens. It is one of the wonderful activities suitable for a healthy city.



Picture 66 : Main entrance of Sports Park



Picture 67: Athletic track



Picture 68: Swimming pool



Picture 69: Basketball gymnasium

• **Lecture on Countermeasure for Crime**

We had a lecture on countermeasure for crime in Marikina City. Firstly, the police force made a system whereby they categorized 260 persons into 5 departments by the type of crime committed so they could respond to various crimes. Next, the crime condition as of last year indicated that crimes conflicted with the law had increased from 305 cases in 2004 to 447 cases in 2005. The lecture continued as below:

- According to the numerical statement categorized by the type of crime, from January to September 2005, crime inflicting injuries was 33%, theft was 32%, robbery was 24%, homicide was 6% and rape was 5%.
- Time zone when the crimes are committed: Crimes occur mainly from 4 p.m. to 12 p.m. and from 12 p.m. to 8 a.m.
- Day of the week: Crimes occur frequently on Sunday and Monday.
- District: Majority of crimes occur in 6 Barangay of 14 Barangay.

Viewing the items by target (person or property)

- Features of crimes targeting persons:
  - (a) Majority of crimes occur on Sunday.
  - (b) Crimes occur frequently after 4 p.m.
  - (c) Crimes occur frequently in 5, 6, 9, 10 Barangay.

- Features of crimes targeting property:
  - (a) Looking at crimes by breakdown by 4-month period, crimes occur mainly after September this year compared with last year
  - (b) Looking at crimes by time frame, majority of crime occur around midnight.
  - (c) Looking at crimes by Barangay, crimes mainly committed in 5, 6, 9, 10 Barangay of 14 Barangay.
  - (d) Looking at types of crimes: drug offenses and car theft are increasing. According to the data, drug offenses occur frequently in September. Car theft occurs frequently in 2, 4, 8 Barangay, in the time zone from 8 a.m. to 4 p.m.

Responses to these crimes are as follows:

- (a) Police question suspicious individuals in each area.
- (b) A couple of police officers patrol. However, on Saturdays, in areas where crimes occur frequently, 50 police officers are called to crackdown.
- (c) Stopping cars on the road and checking the validity of car registration and driver's licenses.
- (d) Cracking down on car theft, abduction, robberies, and terrorism.
- (e) A concentrated crackdown in the Barangay where crimes frequently occur.
- (f) Cracking down against crimes in buses (pickpocketing, robberies, and others).

#### • **Lecture on Anti-Littering and Waste Reduction**

The Waste Management Office (WMO) aims to build a clean and pleasant city with consideration to the environment that every citizen utilizes, and works to keep the public space beautiful. Specific activities include the collection and disposal of trash, cleaning roads, waste disposal, environment educational activities, disaster-relief activities and enforcement of an ordinance. In Marikina City, garbage is divided into “wet or biodegradable garbage”, and “dry or non biodegradable garbage”, which differs from Ichikawa City. The former is collected once a week and the latter is collected twice a week and recycled. Garbage from the market is collected daily. About 74 per cent of the total amount of the city's garbage is household refuse.

We were deeply impressed that there was no trash on the roads of Marikina City. This is mainly because of the ordinances which impose fines to offenders. The ordinance enforced in 1993 was a fine of 2,000 pesos, or 20 hours of community service, or blood donation, for the illegal disposal of trash. In the ordinance enforced in 1994, 500 pesos was the fine for throwing away trash in public areas or in public transportation. In 1999, burning of all kinds of garbage in the city was entirely prohibited, and a fine of 1,000 pesos against offenders was stipulated. In 2002, as a collection fee of garbage, 50 pesos per month were imposed to all the residents in the city. Additionally, the necessity of dividing waste from households, public facilities, companies, commercial facilities into decomposable garbage and indecomposable garbage was stipulated in the ordinance. Offenders are fined 2,000 pesos, and their garbage won't be collected.

Sanitation Officers were elected by the city and Barangay to enforce these ordinances, and induction courses about publicizing and implementing the ordinances were held. Additionally, tickets for crackdown of offense were issued. Finding offender, Sanitation Officer issues a copy of the ticket. The offender must pay immediately a fine of 500 pesos, however, if this is impossible, a 72-hour respite of payment is given. If the offender does not pay the fine during the given period, legal proceedings will take place, or the offender will be required to do community service or donate blood. In Ichikawa City's manners ordinance, offenders are fined in districts where it is prohibited to

throw cigarette butts on the ground and smoke in the street, but the obligation of voluntary activities is not stipulated. Various activities of Marikina City such as enforcing ordinances for making the city clean, even though it is in a different county, serves us as a useful information.

• **Lecture on Anti-Smoking Ordinances and its Implementation**

- The background as to why Marikina City came to promote health through the No Smoking Program:
  - (a) It is necessary to consider people around us. (Passive smoking)
  - (b) It is necessary to keep the air clean.
  - (c) It is necessary to aim to develop the city without people smoking cigarettes.
  
- Establishment of ordinances  
Marikina City, in promoting the No Smoking Program, established Ordinance No. 200 and Ordinance No. 201 in the fiscal year 2001.
  - (a) In Ordinance No. 200 it is stipulated that no one is allowed to sell cigarettes to minors.
  - (b) In Ordinance No. 201, prevention of damage of minors by smoking cigarettes is stipulated.
  
- Specific activities
  - (a) Committee for prohibition of cigarettes is established with the mayor as the chairman.
  - (b) Committee members consist of the mayor, city council members, NGO related persons and others.
  - (c) In Marikina City, the Smoking Cessation Clinic project operates, targeting school children and communities.
  - (d) In Marikina City, the No Smoking campaign is implemented.
  
- Achievements of Smoking Cessation Clinic
  - (a) 76 persons received counseling during the 6-month period from July to December 2004, and 3 persons were referred to special hospitals.
  - (b) 33 persons received counseling during the 9-month period from January to September in 2005. 4 school students were included. 2 persons were referred to special hospitals.
  
- Activities by counselors
  - (a) From 15 doctors and nurses, 1 doctor and 1 nurse are sent to each Barangay to counsel persons.
  - (b) Hospital with counseling service is introduced.
  - (c) Reports about details of counseling are made.
  - (d) At the final stage, monitoring and evaluation are made.
  
- Activities by the clinic  
It provides care in the following ways.
  - (a) Conducting interviews
  - (b) Filling out questionnaires by individual
  - (c) Holding orientation
  - (d) Creation of a self management program

- (e) Providing care in the term of 1 week, 2 weeks, 1 month, 3 months, 6 months and 1 year
  - (f) Recording details of care in the clinic
  - (g) As the final stage, a written pledges to stop smoking by the target
- The nation's No Smoking Program (activities)
    - (a) Smoking in public areas prohibited
    - (b) Smoking in specific smoking sections stipulated. Obligatory presentation of a display describing the damage caused by cigarettes and smoking area.
  - The following Penalties against offenders are imposed
    - (a) First offense: fine of 500 - 1,000 pesos
    - (b) Second offense: fine of 1,000 - 5,000 pesos
    - (c) Third offense: fine of 5,000 - 10,000 pesos
  - Prohibition of selling cigarettes to minors
    - (a) Sale of cigarettes within the range of 100 meters from schools is prohibited.
    - (b) Any minor must not buy or sell cigarettes.
    - (c) Sellers of cigarettes must confirm the age of the buyer with ID and others.
  - Penalties against offenders
    - (a) First offense: 5,000 pesos
    - (b) Second offense: cancellation of their business license
  - Regulations of cigarette advertising
    - (a) When advertising cigarettes, warnings must be placed on the pack.
    - (b) It must be written that cigarette smoking is also harmful to children.
    - (c) Description about cigarettes must not be placed in magazines and newspapers read by children aged under 18. And advertisements about cigarettes must not be put on the body of taxis, buses and others.
    - (d) Advertisement near school is prohibited.
    - (e) Television must not broadcast advertisements about cigarettes between 7a.m. and 7p.m. It is also prohibited to show famous persons endorsing cigarettes. The same applies to movies, personal computers and videos.

After 2007 all advertisements on television and videos will be prohibited.  
After 2008 cigarette makers cannot sponsor sports, culture, arts and other events.
  - The following penalties are imposed against those who break the advertisement regulations
    - (a) First offense: 100 thousand pesos
    - (b) Second offense: 200 thousand pesos
    - (c) Third offense: 400 thousand pesos
  - The nation's (government's) comprehensive activities
    - (a) Implementation of aids to tobacco farmers
    - (b) Introduction of substitute products as aids from government
    - (c) Outplacement service for workers in cigarette manufacturing companies
    - (d) Creation of a counseling, No Smoking Program and others, to assist persons to stop smoking



Picture 70:  
Lecture on Countermeasure for Crime



Picture 71:  
Lecture on Anti-Littering and Waste Reduction



Picture 72 :  
Lecture on Anti-Smoking Ordinances  
and its Implementation

### **Report of other inspection**

- Public elementary schools

We visited a public elementary school in Conception I area. The day we visited was in the middle of vacation, so there were no students. However, we were able to observe some of classrooms. Because the number of students surpasses the number of available rooms now, classes are conducted dividing into morning class and afternoon class, changing students. Additionally, expansion of school building is now underway.

- Marikina City Jail    Healthy Prison

Marikina City Jail falls under the jurisdiction of the Department of Prison Management/Punishment in the Interior Local Government Ministry (BJMP). BJMP provides a prison management improvement program. Additionally, to enhance the environment of life inside a prison, it also provides support entrenched in local communities, instructs and trains in aspects of life, education and employment, conducts recreational and religious activities, and provides medical services such as health examinations. It enhances support activities of both the mind and body to foster social rehabilitation.



- Public comfort station

There are several public comfort stations in Marikina City, however these are only established for men at present. The symbolic pink is painted on these facilities too.



Picture 73: Public elementary school



Picture 74: Inside the class room



Picture 75: Marikina City Jail



Picture 76: Public comfort station for men

## Conclusion

Health conditions, and social and cultural circumstances are different between Ichikawa City and Marikina City. So it is difficult to directly apply the activities of Ichikawa City to Marikina City. In Marikina City, everyone, including the mayor and the body of personnel is practicing various activities with the same theme, “health”, as everyone shares across borders or social or cultural differences. We would like to show my deep respect for their efforts. At the same time, We would like you to know that the mutual exchange program served us as a useful reference for Ichikawa City too. We have a feeling that such aggressive activities of Marikina City such as analyzing various data and reflecting them on the city’s projects yield steady results. We wish Marikina City well in developing further as a health city, and we would like to work on Healthy City Ichikawa, applying the effective approaches we learned in Marikina City.