



September 11, 2013

MEMORANDUM CIRCULAR  
NO. 2013-99

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, THE ARMM REGIONAL GOVERNOR, AND DILG REGIONAL DIRECTORS

SUBJECT : OBSERVANCE OF THE 2013 CONSUMER WELFARE MONTH

Presidential Proclamation No. 1098 dated September 26, 1997, declares the month of October of every year as the *Consumer Welfare Month*.

The Department of Health as the lead agency, will be celebrating the 2013 Observance of the Consumer Welfare Month with the theme, *Health Product Quality, Efficacy, Safety and Transparency-Everybody's Concern*. The theme basically brings to the fore, the need for the consumers to be assured of safe and good quality of food, drugs, cosmetics and devices, to conform with consumer product quality and safety standards under RA 7394 (The Consumer Act of the Philippines).

Relative to the above, all local chief executives are hereby encouraged to participate in the said observance by encouraging their concerned LGU offices to undertake related activities, such as, but not limited to the following:

- a. Displaying/hanging of streamers, posters and other information materials in conspicuous places;
- b. Briefing during the flag raising ceremony;
- c. Posting Consumer Welfare related information materials in the LGU website;
- d. Organizing fora or conducting consumer welfare seminars; and
- e. Conducting other activities relevant to the matter.

Please be advised further that the design of the streamer for use in the entire duration of said celebration may be downloaded at the *Department of Health* and *Food and Drug Administration* websites at [www.doh.gov.ph](http://www.doh.gov.ph) and [www.fda.gov.ph](http://www.fda.gov.ph). For other related information, you may contact Ms. Velma M. Lim, Officer-In-Charge of the National Consumer Affairs Council at Telephone Nos. (02) 890-4930 or 751-4782 to 83.

All DILG Regional Directors and the ARMM Regional Governor are hereby directed to cause the widest dissemination of this Circular, to local governments within their respective jurisdictions.

  
MAR ROXAS  
Secretary  


