

HON. JULIUS G. JAMERO
SB Member

Republic of the Philippines
PROVINCE OF ZAMBOANGA DEL SUR
Municipality of Dumingag
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OFFICE OF THE SANGGUNIANG BAYAN

EXCERPT FROM THE MINUTES OF THE 65th REGULAR SESSION OF THE 11th SANGGUNIANG BAYAN OF DUMINGAG, ZAMBOANGA DEL SUR HELD AT THE MUNICIPAL SESSION HALL ON FEBRUARY 26, 2024.

ABSENT
HON. JO VINCENT J. MORPOS
SB Member

HON. DEAN KAISER C. TANGALIN
SB Member

ABSENT
HON. FRANCIS JOERAY T. GUMBAN
SB Member

HON. JERSON L. CABAHUG
SB Member

HON. JULITO C. MANDAC
SB Member

HON. PERCALIXIA Y. BAZAR
SB Member

HON. EFREN A. COSTANILLA
SB Member

ABSENT
HON. DOMINGO M. GINGCO
Ex-Officio Member

HON. KIRBY TRACY V. ESTILLORE
Ex-Officio Member

JESSIE B. PALON
Secretary to the Sanggunian

HON. EDGARDO G. JAMERO
Municipal Vice Mayor

HON. GERRY T. FAGLINAWAN
Municipal Mayor

OFFICERS/MEMBERS:

POSITION

PRESENT

ABSENT

OB

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Hon. Edgardo G. Jamero	Municipal Vice Mayor	___/___	___	___	___
Hon. Julius G. Jamero	SB Member	___/___	___	___	___
Hon. Jo Vincent J. Morpos	SB Member	___	___/___	___	___
Hon. Dean Kaiser C. Tangalin	SB Member	___/___	___	___	___
Hon. Francis Joeray T. Gumban	SB Member	___	___/___	___	___
Hon. Jerson L. Cabahug	SB Member	___/___	___	___	___
Hon. Julito C. Mandac	SB Member	___/___	___	___	___
Hon. Percalixia Y. Bazar	SB Member	___/___	___	___	___
Hon. Efren A. Costanilla	SB Member	___/___	___	___	___
Hon. Domingo M. Gingco	Ex - Officio Member, LnB	___	___/___	___	___
Hon. Kirby Tracy V. Estillore	Ex - Officio Member, SK	___/___	___	___	___

Municipal Ordinance No. 11th-3-2024

AN ORDINANCE ENACTING THE INSTALLATION OF HYGIENE BEHAVIORAL NUDGES IN PRIORITY SETTINGS IN THE MUNICIPALITY OF DUMINGAG, ZAMBOANGA DEL SUR.

Be it ordained by the Sangguniang Bayan of Dumingag, Zamboanga del Sur in a session assembled, that:

CHAPTER 1
GENERAL PROVISIONS

SECTION 1. SHORT TITLE

This ordinance shall be known and cited as the Hygiene Behavioral Nudges Ordinance of 2024.

SECTION 2. DECLARATION OF PRINCIPLES AND POLICIES

It is the policy of the Municipality of Dumingag, Zamboanga del Sur to promote the health and safety of its constituents through the provision of basic services and facilities related to sanitation and hygiene. Towards this end, the Dumingag, Zamboanga del Sur shall adopt:

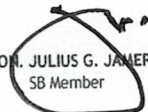
- Evidence-based, low-cost, and easily scalable behavioral nudges which institutionalize the promotion and practice of proper hand hygiene and infection prevention and control measures in priority settings.
- A behavior-centered design approach to changing attitudes and behavior towards frequent and proper handwashing and other hygiene in line with national efforts to shift into the new journal.

SECTION 3. GENERAL OBJECTIVES

This Ordinance seeks to:

- Reinforce the provision or establishment of functioning and well-maintained handwashing facilities with soap and water and or sanitations stations with alcohol- based hand rub dispensers in priority settings.

Municipal Ordinance No. 11th-3-2024
11th Sangguniang Bayan


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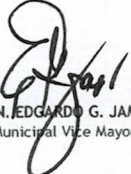

HON. EREN A. COSTANILLA
SB Member

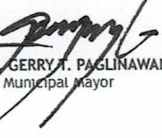
ABSENT

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- b. Promote proper sanitation and hygiene behavior through appropriate, well-designed behavioral nudges which influence and encourage proper handwashing and other hygiene practices.
- c. Prevent and control the transmission of COVID- 19 and other infectious diseases by providing strategic interventions to cue proper hygiene behavior in priority settings of the municipality of Dumingag, Zamboanga del Sur.
- d. Provide a safe environment for all people, especially vulnerable groups, such as the elderly, pregnant women, and immunocompromised individuals, to conduct essential activities in the New Normal.

SECTION 4. SCOPE AND COVERAGE

This Ordinance shall include and cover:

- a. Priority settings, primarily, but not limited to:
 1. Schools
 2. Offices and Workplaces
 3. Public Markets and Grocery Stores
 4. Food Service Establishments
 5. Temporary shelters and Evacuation Centers
 6. Public Spaces (e.g., malls, hotels and other accommodations, transport terminals and ports of entry, churches and places of worship, government centers and offices, historical and heritage sites, local tourist destinations, sports and recreational spaces)
 7. Hospitals, health centers and rural health units within the territorial jurisdiction of the municipality of Dumingag, Zamboanga del Sur.
- b. Establishment of functioning accessible, and well-maintained handwashing facilities with soap and water and/or sanitation stations with alcohol-based hand rub dispenser within the premises of aforementioned priority settings and other public places identified by the LGU of Dumingag as well as the implementation of behavioral nudges which influence and encourage proper handwashing and other hygiene practices.

SECTION 5. DEFINITION OF TERMS

As used in this Ordinance, the following terms shall mean:

- a. Behavioral Nudges - are small changes to the environment that alter behavior in a predictable way but do not explicitly constrain choices
- b. Behavioral Nudge Master Plan - refers to the comprehensive implementation and evaluation plan for the installation of behavioral nudges. Which includes stakeholder consultations, selection of priority settings and strategic areas for hand hygiene facilities, development of nudges materials, pilot testing, and identification of budget items or sources, among others
- c. Behavior-Centered Design (BCD) - is an approach developed at the London School of Hygiene and Tropical Medicine BCD draws on evolutionary psychology, the latest techniques in marketing and existing behavior change approaches. BCD is concerned with how design can shape, or be used to influence human behavior
- d. Infection Prevention and Control (IPC) - is the discipline concerned with preventing healthcare- associated infection
- e. New Normal - refers to the emerging behaviors, situations, and minimum public health standards that will be institutionalized in common or routine practices

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and remain even after the pandemic while the disease is not totally eradicated through means such as widespread immunization. These include actions that will become second nature to the general public as well as policies such as bans on large gatherings that will continue to remain in force

- f. **Non-Pharmaceutical Interventions (NPI)** - refers to public health measures that do not involve vaccines, medications or other pharmaceutical interventions that individuals and communities can carry out in order to reduce transmission rates, contact rates, and the duration of infectiousness of individuals in the population
- g. **NGAs** - refers to the national government agencies of the Philippine government
- h. **Vulnerable Groups** - are socially disadvantaged groups that are most susceptible to suffer directly from disasters and health events. These include senior citizens, immunocompromised individuals, women children, persons deprived with liberty (PDL), persons with disabilities indigenous cultural communities (ICCs), among others

CHAPTER II

ROLES AND RESPONSIBILITIES

SECTION 6. MUNICIPAL HEALTH OFFICE

As the principal implementor of this Ordinance, the Municipal Health Office shall lead in the development and installation of behavioral nudges in priority settings. In this capacity, the Office shall undertake the following:

- a. Lead the development of the Behavioral Nudges Plan, in collaboration with the Local Health Board, local implementers, representatives of relevant government agencies (DepEd, DILG) local business/establishments related to identified settings, vulnerable or marginalized sectors (women, youth, elderly, PWDs), local people's organizations, and schools.
- b. Identify priority settings covered by this Ordinance in which handwashing facilities or sanitation stations shall be available and accessible, and behavioral nudges shall be installed.
- c. Execute appropriate strategies for the development of technical and design specifications of behavioral nudges suitable for each identified installation area, and for the pilot testing of customized designs within controllable and observable settings, if applicable.
- d. Prepare costing for behavioral nudge materials to be produced and other related activities to be conducted, including installation of handwashing facilities and/or sanitation stations and procurement of supplies (e.g., alcohol, soap, single-use towels) as needed, and facilitate all necessary financial documentary requirements.
- e. Facilitate the conduct of capacity building activities for identified local implement (e.g., C/MHOs, HEPOs, sanitary Engineers & Inspectors, Public Health Nurses, etc.) to ensure effective development and implementation of the intervention.
- f. Produce and install behavioral nudges in identified settings with handwashing facilities and/or sanitation stations.
- g. Develop and oversee communication efforts, community engagement activities, and auxiliary programs, projects, and activities as applicable.
- h. Develop and implement a local monitoring system for routine inspection, maintenance, and evaluation installed behavioral nudges.
- i. Oversee monitoring and evaluation activities related to the implementation of this Ordinance and analyze results to determine necessary next step, such as


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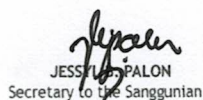

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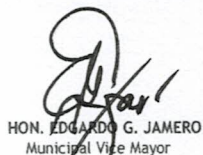

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adjusting/modifying existing set of nudges, redesigning, or installing a new set of nudges, and frequency of such actions.

- j. Consolidate and discuss findings and recommendations with local implementers, the Local Health Board, and stakeholders for any necessary adjustment to the Behavioral Nudges Master Plan.

CHAPTER III BEHAVIORAL NUDGES IN PUBLIC SPACES

SECTION 7. ESTABLISHMENT AND MAINTENANCE OF ENABLING ENVIRONMENT

The LGU of Dumingag Zamboanga del Sur, in support of the installation of behavioral nudges in priority settings, shall endeavor to:

- a. Establish and properly maintain handwashing facilities and/or sanitation stations within the premises of priority settings covered by this Ordinance and other public spaces identified by the municipality of Dumingag, Zamboanga del Sur.
- b. The placement and design of handwashing facilities shall be carefully considered, especially when permanent structures are built. The following must be taken into account:
 1. Proximity to locations where handwashing should occur so they are able to contribute to breaking the transmission cycle of disease.
 2. Ample space must be available for the facility and this space must also consider the safety and security of users and shall not cause obstruction.
 3. Foot traffic in the area, such that facilities must be in spaces frequented by the people.
 4. Access to tappable water lines and drainage system.
 5. Appeal, affordability, and ease of maintenance.
 6. Consider if roofing above the facility is needed to protect from the weather and other elements.
- c. Ensure that there is a sustained access to a regular supply of water sufficient for handwashing and other personal hygiene needs.
- d. Ensure the consistent availability of soap and alcohol-based hand rub in handwashing facilities and sanitation station. Systems shall also be in place for regularly monitoring and replenishing the supply of such.
- e. Install drying equipment and/or provide supplies such as single- use paper towels that can be used to dry hands. Ensure regular maintenance of equipment and replenishment of supplies.
- f. Ensure that handwashing facilities and sanitation stations are free from any obstruction and to all people regardless of age, gender, or disability. This can be done by placing clear paths or ramps, small foot stools, or adjusting the height and size of the facility, among others.

SECTION 8. BEHAVIORAL NUDGES

Once hand hygiene infrastructure and supplies are deemed functional and accessible, appropriate behavioral nudges which alter the physical and social environment to encourage proper handwashing and hygiene practices shall be installed in handwashing facilities and sanitation stations in area covered by this Ordinance.

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In the planning of behavioral nudges, the Municipal Health office shall employ strategies which include observation and engagement with target audiences in order to identify appropriate behavioral nudge designs suitable for different priority settings and ready to be widely rolled out. The following aspects and principles shall be considered to ensure the suitability and effectiveness of the nudges to be implemented and/or designed:

- Behavior-Centered Design.** Intervention meant to change behavior, such as nudges, must have an approach that is surprising to target audiences, causes a re-evaluation of the desired handwashing behavior, and ensures that it is more likely to win out as the best behavioral choice when the next opportunity arises.
- EAST principles.** Nudges must be easy, attractive, social, and timely. Behavioral nudges shall be devised with simple and clearly understandable messaging, eye-catching and attractive colors and design, and a social dimension to reinforce handwashing behavior as a norm. These shall also be positioned in areas where target audiences are more receptive to the nudge, such as outside toilet cubicles or at entrances of dining areas.
- Resources and Environment.** Cost of installing and maintaining the different nudges and cues shall be considered in the selection and development of interventions. Affordability, availability, and feasibility of producing the materials locally shall also be taken into account, as well as the conduciveness of specific environments in which the nudges are to be installed.
- Inclusivity.** Nudges must also be inclusive and consider how all target audiences in different settings and spaces will be able to interact with these. Similar to handwashing facilities and sanitation stations, nudges installed in these areas must be free from obstructions and shall appropriately cater to age, gender or disability of users.

SECTION 9. MAINTENANCE AND REINSTALLATION

The Local Government Unit of Dumingag, Zamboanga del Sur, through the Municipal Health Office and/or other relevant offices, shall strictly implement a local monitoring system which considers the estimated cost of maintenance and repair and availability of resources for such;

- Based on the system, the designated office or individuals shall routinely inspect and assess whether behavioral nudges and the handwashing facilities or sanitation stations where they are installed are in need of maintenance, repair, or reinstallation.
- Maintenance works for facilities and nudges include, but are not limited to cleaning, de clogging, fixing leaks, repainting, and refilling paper towel, soap, or hand rub dispensers.

SECTION 10. AUXILIARY PROGRAMS, PROJECTS AND ACTIVITIES

The municipality of Dumingag, Zamboanga del Sur, in support of the installation of behavioral nudges in priority settings, shall endeavor to develop multimodal strategies to further encourage and sustain proper hand hygiene behavior, such as, but not limited to:

- Promoting proper sanitation and hand hygiene among households, office workers and students by investing and strategically distributing free hygiene kits.
- Exploring incentive mechanisms to encourage private entities, business establishments, and other commercial facilities to ensure availability of hand hygiene infrastructure and supplies, to install behavioral nudges, and to implement other innovative hand hygiene measure.
- Undertaking research to identify key determinants of hand hygiene behavior for specific local context and settings in order to develop interventions complementary to nudges, such as awareness campaigns, practical demonstrations, or using role models to promote hand hygiene.

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- d. Integrating proper sanitation and hygiene norms into school or workplace policies.
- e. Conducting capacity building activities to enable faculty/staff/employees to effectively teach and promote proper sanitation and hygiene.
- f. Promoting proper and regular handwashing practice through a communication strategy which includes disseminating materials in local television and radio stations, print media, and social media channels and conducting community activities such as caravans or bandilyos to play jingles reminding people to wash their hands with soap and water.

SECTION 11. INSTALLATION OF HYGIENE BEHAVIORAL NUDGES ON ESTABLISHMENTS

The municipality of Dumingag, Zamboanga del Sur, may require the installation of behavioral nudges in handwashing facilities and sanitation stations as a regulatory prerequisite for the reopening of schools, in the operation of establishments, or renewal or issuance of local sanitary and/or business permits to offices, establishments, buildings, and other areas outlined in this Ordinance.

CHAPTER IV PROHIBITED ACTS AND PENALTIES

SECTION 12. PROHIBITED ACTS

The following shall be considered as prohibited acts:

- a. Violation, disobedience, refusal, omitting or neglecting to comply with any of the provisions of this Ordinance.
- b. Interference, hindrance, or opposition to any officer or representative of the Municipal Health Office in the performance of his duty.
- c. Tearing down, mutilation, defacement or alteration of any placard or notice affixed to any of the behavioral nudges in public spaces facilities and sanitation stations.
- d. Defacement, vandalism or removal of installed behavioral nudges or to cause any damage to handwashing facilities and sanitation.
- e. Unlawful taking of supplies or equipment from handwashing facilities and sanitation stations, such as, but not limited to soaps, alcohol-based hand rubs, paper towels, hand dryers, soap dishes, dispenser, faucets and pipes.

SECTION 13. PENALTIES

Any person, natural or juridical, who violate, disobey, refuse, omit or neglect to comply with the prohibited acts and any provisions of this ordinance shall be meted with the following penalties:

- First Offense - a fine of one thousand pesos (₱ 1,000.00)
- Second Offense - a fine of two thousand pesos (₱ 2,000.00)
- Third and Succeeding Offenses - a fine of two thousand five hundred pesos (₱ 2,500.00) or imprisonment for a period not exceeding six (6) months or both upon the discretion of a competent court.

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CHAPTER V MONITORING

SECTION 14. REPORTING AND MONITORING

The Municipal Health Office shall lead and oversee the regular monitoring and evaluation of the implementation of the behavioral nudge intervention. It may designate other relevant office/s or individuals to carry out monitoring activities in the different priority settings and strategic areas provided that all data gathered shall be submitted to and consolidated by the Municipal Health Office for regular reporting to the Local Health Board. These data shall also be used to decide on necessary actions, such as adjusting or modifying existing set of nudges, redesigning, or installing a new set of nudges, and the frequency of such actions.

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SB Member

CHAPTER VI APPROPRIATIONS

SECTION 15. APPROPRIATIONS

The funding necessary to implement the provisions of this Ordinance to install behavioral nudges and implement other related activities, as determined by the Municipal Health Office in its approved work and financial plan, shall be earmarked annually and may be sourced from the following, in order of priority:

- The LGU's annual National Tax Allocation (NTA).
- National Government Agency (NGA) subsidy to related programs, projects, and activities through the relevant agencies.
- Supplemental funding request from relevant NGAs.

CHAPTER VII FINAL PROVISIONS

SECTION 16. IMPLEMENTING RULES AND REGULATIONS (IRR)

The Municipal Mayor of Dumingag, Zamboanga del Sur, in coordination with the Municipal Health Office and other relevant government agencies may issue appropriate and relevant rules and regulations, as necessary for the proper implementation of any and all provision of this Ordinance.

SECTION 17. SEPARABILITY CLAUSE

If any portion of this ordinance is declared invalid or unconstitutional, other portions hereof not affected by such declaration shall remain in full force and effect.

SECTION 18. REPEALING CLAUSE

Any portion of an ordinance, order or memorandum of local effect inconsistent with the provision/s of this ordinance is hereby repealed or modified accordingly.

Section 19. EFFECTIVITY

This ordinance shall take effect after fifteen (15) days following the completion of the posting requirements in three (3) conspicuous places in the municipality of Dumingag and

its publication in any newspaper of general circulation or posting of copies in all the municipalities and one (1) city within the province of Zamboanga del Sur.

Enacted: February 26, 2024

SANGGUNIANG BAYAN MEMBERS:

Hon. Julius G. Jamero

Hon. Dean Kaiser C. Tangalin

Hon. Jerson L. Cabahug

Hon. Percalixia Y. Bazar

Hon. Domingo M. Gingco

Hon. Jo Vincent J. Morpos

Hon. Francis Joeray T. Gumban

Hon. Julito C. Mandac

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Hon. Kirby Tracy V. Estillore

ABSENT

ABSENT

ABSENT

ATTESTED AND CERTIFIED
TO BE DULY ADOPTED

EDGARDO G. JAMERO

Presiding Officer / Municipal Vice Mayor

APPROVED: March 27, 2024

GERRY T. PAGLINAWAN
Municipal Mayor

I hereby certify that the foregoing Ordinance is true and correct.

JESSIE D. PALON

Secretary to the Sanggunian