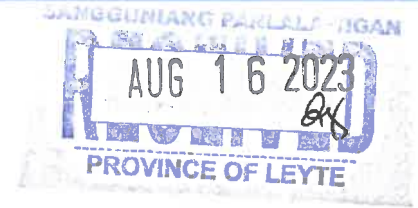




Republic of the Philippines  
Province of Leyte



Office of Honorable Raissa J. Villasin



August 16, 2023

**HON. LEONARDO M. JAVIER, JR.**  
Vice Governor  
Province of Leyte

Dear Honorable Vice Governor:

Warm greetings!

Respectfully endorsing to your good office the following to be included in our agenda, for first reading:

- AN ORDINANCE PROVIDING FOR A COMPREHENSIVE CHILD SUPPORT SYSTEM IN THE PROVINCE OF LEYTE;
- AN ORDINANCE ENACTING THE INSTALLATION OF BEHAVIORAL NUDGES IN PRIORITY SETTINGS;

Thank you very much and Best Regards!

Very Truly Yours,

  
**HON. RAISSA J. VILLASIN**  
Chairperson, Committee On Health

Cc: Hon. Atty. Carlo P. Loreto, Floor Leader



Republic of the Philippines  
PROVINCE OF LEYTE



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OFFICE OF THE SANGGUNIANG PANLALAWIGAN

EXCERPTS FROM THE MINUTES OF THE REGULAR SESSION OF THE SANGGUNIANG PANLALAWIGAN OF LEYTE CONDUCTED AT THE SESSION HALL, LEYTE PROVINCIAL GOVERNMENT COMPLEX ON .

PHYSICALLY PRESENT:

VIRTUALLY PRESENT:

RESOLUTION NO. 2023-\_\_\_

A RESOLUTION APPROVING ON THIRD AND FINAL READING, PROVINCIAL ORDINANCE NO. 2023- , ENTITLED: AN ORDINANCE ENACTING THE INSTALLATION OF BEHAVIORAL NUDGES IN PRIORITY SETTINGS

**WHEREAS**, on 8 March 2020, President Rodrigo Roa Duterte declared a State of Public Health Emergency throughout the country due to COVID-19, and enjoined all government agencies and local government units (LGUs) to render full assistance and cooperation and mobilize the necessary resources to undertake critical, urgent and appropriate responses and measures to curtail and eliminate the COVID -19 threat;

**WHEREAS**, the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID) National Action Plan identifies the development of minimum public health standards as the backbone of the Philippine response to the COVID-19 outbreak;

**WHEREAS**, on 27 April 2020, the Department of Health (DOH) released Administrative Order No. 2020-0015 or Guidelines on the Risk-Based Public Health Standards for COVID-19 Mitigation which outlines non-pharmaceutical interventions (NPI) or public health strategies to mitigate and suppress transmission of infectious diseases. This includes engineering controls, such as placement of handwashing facilities across public settings, to improve personal hygiene;

**WHEREAS**, the World Health Organization (WHO) and the DOH highly encourage the improvement of handwashing facilities and the use of proven behavior-change techniques to enable more frequent and proper hand hygiene as one of the most important measures in preventing COVID-19 infection;

**WHEREAS**, the Implementing Rules and Regulations of the Sanitation Code of the Philippines (Presidential Decree No. 856) includes provisions on the installation and maintenance of hand washing facilities or lavatories under the section on Sanitary Facilities Requirements in various settings;

**WHEREAS**, the Local Government Code of 1991 (Section 16. General Welfare) provides that local governments shall exercise powers necessary, appropriate or incidental for its efficient and effective governance, and those which are

essential to the promotion of the general welfare. Further, within their respective territorial jurisdictions, local government units shall ensure and support, among other things, the promotion of health and safety;

**WHEREAS**, the Local Government Code of 1991 (Section 17. Basic Services and Facilities) also states that local governments are granted powers to discharge functions and responsibilities to provide basic services and facilities. At the barangay, municipal or city levels, these include services and facilities related to general hygiene and sanitation, beautification, and solid waste collection, as well as programs and projects on communicable and non-communicable disease control services;

**WHEREAS**, with these powers, the **Province of Leyte** implements the installation of behavioral nudges in public handwashing facilities using this Ordinance's procedures and technical specifications necessary for the adaptation and transition into the "New Normal."

**NOW THEREFORE**, on motion of Honorable \_\_\_\_\_, and duly seconded by Honorable \_\_\_\_\_, be it

**RESOLVED** to **enact**, as it is hereby **ENACTED** on third and final reading, the following:

**ORDINANCE NO. 2023-\_\_\_\_**  
**Series of 2023**

**SPONSOR: HON. RAISSA J. VILLASIN**  
Chairperson, Committee on Health and Sanitation

**CO-AUTHORS:**

**AN ORDINANCE ENACTING THE INSTALLATION OF BEHAVIORAL NUDGES  
IN PRIORITY SETTINGS**

**Be it ordained by the Sangguniang Panlalawigan of Leyte, that:**

**CHAPTER I. GENERAL PROVISIONS**

**Section 1. Short Title.** This ordinance shall be known and cited as the **Hygiene Behavioral Nudges Ordinance of 2023**.

**Section 2. Declaration of Principles and Policies.** It is the policy of the **Province of Leyte** 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 **Province of Leyte** shall adopt:

- a. 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; and
- b. A behavior-centered design approach to changing attitudes and behavior towards frequent and proper handwashing and other hygiene practices in line with national efforts to shift into the New Normal.

**Section 3. General Objectives.** This Ordinance seeks to:

- a. Reinforce the provision or establishment of functioning and well-maintained handwashing facilities with soap and water and/or sanitation stations with alcohol-based hand rub dispensers in priority settings;
- 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 **Province of Leyte**.
- d. Provide a safe environment for all people, especially vulnerable groups, such as the elderly, pregnant women, and immuno-compromised 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: (i) Schools; (ii) Offices and Workplaces; (iii) Public Markets and Grocery Stores; (iv) Food and Service Establishments; (v) Temporary Shelters and Evacuation Centers; (vi) 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); (vii) Hospitals, Health Centers and Rural Health Units; within the territorial jurisdiction of **Province of Leyte**;
- a. Establishment of functioning, accessible, and well-maintained hand washing facilities with soap and water and/or sanitation stations with alcohol-based hand rub dispensers within the premises of aforementioned priority settings and other public spaces identified by the **Province of Leyte**, as well as the implementation of behavioral nudges which influence and encourage proper hand washing 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 nudge 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 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. **Vulnerable groups** are socially disadvantaged groups that are most susceptible to suffer directly from disasters and health events. These include senior citizens, immuno-compromised individuals, women, children, persons deprived with liberty (PDL), persons with disabilities (PWDs), and members of indigenous peoples (IPs), internally displaced persons (IDPs), indigenous cultural communities (ICCs), among others.

## CHAPTER II. ROLES AND RESPONSIBILITIES

**Section 6. The Leyte Provincial Health Office.** As the principal implementer of this Ordinance, the **Provincial Health Office** shall lead 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 Nudge Master Plan, in collaboration with the Local Health Board, local implementers, representatives of relevant government agencies (Dep. Ed, DILG), local businesses/ establishments related to identified settings, vulnerable or marginalized sectors (women, youth, elderly, PWDs), local people's organizations, and schools;
- a. Identify priority settings covered by this Ordinance in which hand washing facilities or sanitation stations shall be available and accessible, and behavioral nudges shall be installed;
- b. 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;
- c. Prepare costing for behavioral nudge materials to be produced and other related activities to be conducted, including installation of hand washing 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;
- d. Facilitate the conduct of capacity building activities for identified local implementers (e.g., C/MHOs, HEPOs, Sanitary Engineers & Inspectors, Public Health Nurses, etc.) to ensure effective development and implementation of the intervention
- e. Produce and install behavioral nudges in identified settings with hand washing facilities and/or sanitation stations;
- f. Develop and oversee communication efforts, community engagement activities, and auxiliary programs, projects, and activities as applicable;
- g. Develop and implement a local monitoring system for routine inspection, maintenance, and evaluation of installed behavioral nudges;
- h. Oversee monitoring and evaluation activities related to the implementation of this Ordinance and analyze results to determine necessary next steps, such as adjusting/modifying existing set of nudges, redesigning, or installing a new set of nudges, and frequency of such actions;
- i. Consolidate and discuss findings and recommendations with local implementers, the Local Health Board, and stakeholders for any necessary adjustment of the Behavioral Nudge Master Plan.

## CHAPTER III. BEHAVIORAL NUDGES IN PUBLIC SPACES

**Section 7. Establishment and Maintenance of Enabling Environment.** The **Province of Leyte**, in support of the installation of behavioral nudges in priority settings, shall endeavor to:

- a. Establish and properly maintain hand washing facilities and/or sanitation stations within the premises of priority settings covered by this Ordinance and other public spaces identified by the Province of Leyte.
- b. The placement and design of hand washing facilities shall be carefully considered, especially when permanent structures are built. The following must be taken into account:
  - i. Proximity to locations where hand washing should occur so they are able to contribute to breaking the transmission cycle of disease;
  - ii. 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;
  - iii. Foot traffic in the area, such that facilities must be in spaces frequented by people;
  - iv. Access to tappable water lines and drainage systems;
  - v. Appeal, affordability, and ease of maintenance;
  - vi. Consider if roofing above the facility is needed to protect from the weather and other elements.
- c. Ensure there is sustained access to a regular supply of water sufficient for hand washing and other personal hygiene needs;
- d. Ensure the consistent availability of soap and alcohol-based hand rub in handwashing facilities and sanitation stations. 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 hand washing facilities and sanitation stations are free from any obstructions and accessible 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 hand washing and hygiene practices shall be installed in hand washing facilities and sanitation stations in areas covered by this Ordinance.

- a. **Principles for Planning and Design.** In the planning of behavioral nudges, the Provincial 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:
  - i. **Behavior-Centered Design.** Interventions meant to change behavior, such as nudges, must have an approach that is surprising to target audiences, causes a re-evaluation of the desired hand washing behavior, and ensures that it is more likely to win out as the best behavioral choice when the next opportunity arises.
  - ii. **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 designs, and a social dimension to reinforce hand washing 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.
  - iii. **Resources and Environment.** Costs 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.

- iv. **Inclusivity.** Nudges must also be inclusive and consider how all target audiences in the different settings and spaces will be able to interact with these. Similar to hand washing 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 Province of Leyte, through the Provincial Health Office or other such relevant offices, shall strictly implement a local monitoring system which considers the estimated life of the nudges and hand washing facilities where they are installed, estimated cost of maintenance and repair, and availability of resources for such.

- a. Based on this system, the designated office or individuals shall routinely inspect and assess whether behavioral nudges and the hand washing facilities or sanitation stations where they are installed are in need of maintenance, repair, or reinstallation.
- b. 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 Province of Leyte, 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:

- a. Promoting proper sanitation and hand hygiene among households, office workers, and students by investing in and strategically distributing free hygiene kits;
- b. 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 measures;
- c. Undertaking research to identify key determinants of hand hygiene behavior for specific local contexts and settings in order to develop interventions complementary to nudges, such as awareness campaigns, practical demonstrations, or using role models to promote hand hygiene;
- 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 hand washing 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. Mandatory Installation of Hygiene Behavioral Nudges.** The Province of Leyte may endeavor to require the installation of behavioral nudges in hand washing facilities and sanitation stations, as a regulatory requirement prior to the reopening of schools, operation of establishments, or renewal or issuance of local Sanitary and/or Business Permit/s to offices, establishments, buildings, and other areas covered by this Ordinance.



## CHAPTER IV. ENFORCEMENT AND PENALTIES

**Section 12. Enforcement and Penalties.** The following shall be observed in the enforcement of this Ordinance and other existing rules related to the installation of behavioral nudges in priority settings:

- a. Violation of, disobedience, refusal, omitting or neglecting to comply with any of the rules and regulations promulgated under the Sanitation Code of the Philippines shall be considered as *misdemeanor* and upon conviction shall be punished by imprisonment for a period not exceeding six (6) months or by a fine not exceeding P1000.00 or both depending upon the discretion of the court.
- b. Interference with, hindrance, or opposition to any officer or representative of the Department or the Provincial Health Office, in the performance of his duty as such under the Sanitation Code and this Ordinance, shall be considered as *misdemeanor*, and shall be punishable upon conviction by imprisonment for a period not exceeding six (6) months or by a fine not exceeding P1000.00 or both depending upon the discretion of the court.
- c. Tearing down, mutilation, defacement or alteration of any placard or notice affixed to the premises in the enforcement of the Sanitation Code shall constitute *misdemeanor* and be punishable upon conviction by imprisonment for a period not exceeding six (6) months or by a fine not exceeding P1000.00 or both depending upon the discretion of the court.
- d. Defacement, vandalism, or removal of installed behavioral nudges or any damage to hand washing facilities and sanitation stations shall be considered as *special cases of malicious mischief or damage to public property* under The Revised Penal Code (Act No. 3815 and R.A. No. 10951) and existing Provincial Leyte ordinances, and shall be subject to appropriate action and penalties.
- 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, dispensers, faucets, and pipes, shall be considered as *theft* under The Revised Penal Code and existing Province of Leyte ordinances, and shall be subject to appropriate action and penalties.

## CHAPTER V. MONITORING

**Section 13. Reporting and Monitoring.** The Provincial 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 Provincial 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.

## CHAPTER VI. APPROPRIATIONS

**Section 14. Appropriations.** The funding necessary to implement the provisions of this Ordinance, to install behavioral nudges, and implement other related activities, as determined by the Provincial Health Office in its approved Work and Financial Plan shall be earmarked annually and may be sourced from the following, in order of priority:

- a. The LGU's annual Internal Revenue Allotment (IRA);
- b. National Government Agency (NGA) subsidy to related programs, projects, and activities through the relevant agencies: and



c. Supplemental funding requests from relevant NGAs.

## CHAPTER VII. FINAL PROVISIONS

**Section 15. Implementing Rules and Regulations (IRR).** The **Governor** may issue appropriate and relevant rules and regulations, as necessary for the proper implementation of any and all provisions of this **Ordinance**.

**SECTION 16. SEPARABILITY CLAUSE.** If any provision of this Ordinance is held invalid or unconstitutional, the other provisions not affected thereby shall remain valid and enforceable.

**SECTION 17. REPEALING CLAUSE.** Any provincial ordinance, resolution, rules and regulations, or parts thereof, in conflict with or inconsistent with any of the provisions of this Ordinance are hereby amended, modified, or repealed accordingly.

**SECTION 18. EFFECTIVITY CLAUSE.** This Ordinance shall take effect fifteen (15) working days upon approval.

**Approved unanimously.**

**I HEREBY CERTIFY** to the correctness of the foregoing resolution.

**FLORINDA JILL S. UYVICO**  
Secretary to the Sanggunian

### ATTESTED:

**HON. WILSON S. UY**  
SangguniangPanlalawigan Member

**ATTY. RONNAN CHRISTIAN M. REPOSAR**  
SangguniangPanlalawigan Member

**HON. TRINIDAD G. APOSTOL**  
SangguniangPanlalawigan Member

**HON. RAISSA J. VILLASIN**  
SangguniangPanlalawigan Member

**HON. MA. CORAZON M. REMANDABAN**  
SangguniangPanlalawigan Member

**HON. MARIE KATHRYN VELOSO-KABIGTING**  
SangguniangPanlalawigan Member

**HON. FLAVIANO C. CENTINO JR.**  
SangguniangPanlalawigan Member

**HON. VINCENT L. RAMA**  
SangguniangPanlalawigan Member

**HON. MICHAEL L. CARI**  
SangguniangPanlalawigan Member

**ATTY. CARLO P. LORETO**  
SangguniangPanlalawigan Member

**HON. NOLIE C. CAÑA**  
SangguniangPanlalawigan Member

**HON. CARMEN L. CARI**  
SangguniangPanlalawigan Member

**HON. JO VANILLE CHUA-MERILO**  
SangguniangPanlalawigan Member

**HON. LEONARDO JAVIER, JR**  
Vice Governor and Presiding Officer

Approved:

**CARLOS JERICO L. PETILLA**  
Governor

DATE: \_\_\_\_\_