



Republic of the Philippines
SANGGUNIANG BAYAN
Taytay, Rizal

DO No. 2507 – 004

ORDINANCE NO. 851 series of 2025

**AN ORDINANCE REGULATING THE MARKETING OF ONLINE GAMBLING
IN THE MUNICIPALITY OF TAYTAY, RIZAL AND REDUCING GAMBLING-
RELATED ADDICTION AND HARM**

Authored and Sponsored by: Coun. John Tobit E. Cruz

WHEREAS, the Philippine Amusement and Gaming Corporation (PAGCOR) has reported a significant increase in revenue from the online gambling industry¹, while concurrently, online platforms have been observed to increasingly target Filipino youth through marketing and sponsorships²;

WHEREAS, there has been an increasing reliance on online gambling among financially distressed households in urban municipalities, as a perceived solution to economic hardships, which in many cases has only worsened their financial situation³;

WHEREAS, numerous studies have highlighted that exposure to online gambling increases the risk of addiction among adults, including young adults⁴, which is considered a disorder recognized for causing mental, emotional, and social harm;

WHEREAS, in the case of *Canet v. Decena* (G.R. No. 155344)⁵, the Supreme Court mentioned in its ruling that “[g]ambling is essentially antagonistic to the aims of enhancing national productivity and self-reliance. As has been previously said, a statute (policy) which authorizes a gambling activity or business should be strictly construed, and every reasonable doubt resolved as to limit rather than expand the power and rights claimed by franchise holder under its authority”;

WHEREAS, without proper regulation, community members, including minors and children, are exposed to online gambling content and marketing;

WHEREAS, the Philippine Amusement and Gaming Corporation (PAGCOR), while authorized to regulate and license gambling operations, does not currently impose sufficient restrictions on the marketing and public promotion of online gambling platforms, leaving citizens vulnerable to unregulated exposure;

WHEREAS, the World Health Organization (WHO) has recognized gambling disorder as a behavioral addiction that poses significant threats to mental health⁶, financial stability, and social relationships;

¹ PAGCOR. *PH Gaming GGR grows 37.52% to Php94.61B in Q3*. PAGCOR Website (2024).

² Tabiolo, J.A. *The Filipino youth, online gambling and the impact of celebrity influence*. Sunstar (2024).

³ Zaldarriaga, J. *Balancing act: Responsible gaming and economic gains*. Philippine News Agency (2025).

⁴ Ranas, A. *Online betting sites push the youth to gambling addiction*. Rappler (2024).

⁵ Supreme Court. *Rolando N. Canet, Petitioner, Vs. Mayor Julieta A. Decena, Respondent.: Decision*. Supreme Court E-library (2004)

⁶ World Health Organization. *Gambling*. WHO Website (2024).

NOW THEREFORE, BE IT ORDAINED, by the 13th Sangguniang Bayan of Taytay, Rizal, in session duly assembled, that:

Section 1. Short Title – This Ordinance shall be known as the **Online Gambling Marketing Regulation Ordinance of Taytay**.

Section 2. Declaration of Policies and Objectives – The Municipality recognizes its duties to promote the Constitutional right to health and instill health consciousness among the Filipino people. Consistent with the State's obligation to uphold the dignity and well-being of its citizens, it shall exercise its police power to regulate economic activities that pose risks to public health, safety, and morals, including but not limited to gambling.

With the rising number of online gambling platforms easily accessible by the public, the Municipality recognizes an urgent need to protect the physical, mental, and social well-being of its citizens from the growing harms associated with online gambling. Moreover, for the local government to look at gambling not just as a social and economic issue, but also through the lens of public health.

Section 3. Definition of Terms - For purposes of this Ordinance, the term:

- a. **Child-Centered Settings** - refers to schools, parks, and other areas where children usually gather or stay.
- b. **Gambling Disorder** - refers to a recognized behavioral addiction that poses serious risks to mental health, financial stability, and social relationships, viewing those affected as victims in need of support and intervention.
- c. **Online Gambling** - refers to the conduct of online games or schemes the result of which depends wholly or chiefly upon chance and the taking of wagers consisting of money, articles of value or representative of value through any computer or communication device connected to the Internet or the use of Internet-based technology and other communication devices that are necessary for gaming operations. This includes the offering of online gambling games or wagering via online gambling platform outside the gaming area of a land-based casino.
- d. **Online Gambling Platform** - refers to the virtual venue or online channel developed to allow the registered players to remotely access online gambling through the internet. It may be web-based or accessed via a mobile application.
- e. **Online Gambling Operator** - refers to individual, corporation, or other private entity duly licensed by authorities to set up and to operate an online gambling platform, including service providers providing indispensable service to the online gambling operation.
- f. **Self-Exclusion** - refers to a mechanism that allows individuals to voluntarily ban themselves from gambling activities.

Section 4. Ban on Public Space Advertising - All forms of online gambling advertising in public spaces, including but not limited to billboards, transit ads for public utility vehicles, building wraps, posters, LED screens, and other out-of-home or street-level media, are strictly prohibited. Any form of flyering shall also be prohibited.

Advertising for online gambling services may only be permitted within the physical premises of licensed casinos, betting outlets, and other venues where minors are not allowed; Provided that, in no case shall advertisements be allowed within one hundred (100) meters of a school, church or any child-centered settings.

Section 5. Sponsorships and Donations - Sponsorships shall be absolutely prohibited in any educational, sports, concert, cultural, religious, or art event. Sponsorships shall also be prohibited during public events. Online gambling operators may sponsor community activities as part of their corporate social responsibility, but any merchandise or donations distributed during the event shall not contain the name of the company or indicate any gambling activities.

Section 6. Responsible Gambling Messaging - All permissible advertisements must contain clear and visible warnings on the risks of gambling, as well as helpline information for problem gambling support services as prescribed by PAGCOR.

Section 7. Public Health Interventions for Gambling Disorders - Recognizing that gambling disorder is a public health issue requiring comprehensive medical, psychological, and social intervention, the Municipal Government of Taytay shall ensure the availability and accessibility of effective treatment and rehabilitation services for individuals affected by gambling addiction. The Municipal Social Welfare and Development (MSWD) Office shall take the lead in developing the following programs:

- a. *Community-Based Programs and Hotline Services.* The MSWD, through the help of the Municipal Health Office (MHO), shall develop community-based interventions, including:
 - i. Mobile mental health teams trained in gambling-related harm;
 - ii. Publicly accessible 24/7 helplines, text lines, and chat services for individuals and families in crisis; and
 - iii. Outreach and education sessions in schools, barangays, and workplaces on recognizing signs of problem gambling and accessing care.
- b. *Establishment of Gambling Addiction Treatment Services.* The Municipal Health Office (MHO), in coordination with the Municipal Social Welfare and Development (MSWD), shall establish and/or accredit or enter into a partnership with a specialized treatment and rehabilitation centers for gambling addiction, either as standalone facilities or as integrated units within existing mental health institutions and community-based health programs. These centers shall provide the following services, in accordance with international best practices:
 - i. Clinical assessment and diagnosis of gambling disorder based on DSM-5 or ICD 11 criteria;
 - ii. Evidence-based treatment options, including Cognitive Behavioral Therapy (CBT), Motivational Interviewing, and structured relapse prevention programs;
 - iii. Individual and group counseling, family therapy, and financial recovery planning;
 - iv. Peer support systems and recovery networks modeled after global self-help groups such as Gamblers Anonymous; and
 - v. Referral pathways at the regional level for co-occurring mental health or substance use disorders.
- c. *Capacity-Building and Accreditation.* The Municipal Health Office (MHO) shall develop training programs for Municipal and Barangay employees assigned to implement this ordinance, as well as to come up with the guidelines for the accreditation of treatment providers, ensuring that healthcare professionals, social workers, and counselors are equipped with the skills and ethical standards required for the treatment of gambling disorder.

In formulating the interventions under this Section, an advisory shall also be created, composed of relevant stakeholders like medical associations, non-government organizations, and patients' rights networks, to ensure updated, evidence-based, rights-based, and victim-centered interventions and effective service delivery.

No person undergoing or having undergone treatment or rehabilitation for a gambling disorder shall be subjected to any form of stigma, discrimination, or denial of rights in employment, education, access to services, or any other area of public life solely on the basis of their gambling-related condition.

For purposes of this ordinance, gambling disorder shall be recognized as a mental health condition covered under Republic Act No. 11036, or the "Mental Health Act", and persons affected shall be entitled to dignity, confidentiality, and protection from all forms of abuse and marginalization.

Section 8. Ban on Government Officials and Employees - Municipal and Barangay officials and employees, including job-order employees, are prohibited from "engaging in online gambling activities". Violation of this provision shall be considered misconduct and shall be grounds for administrative liability.

Section 9. Ban on Campaign Contributions by Online Gambling Operators - No contribution for purposes of partisan political activity shall be made directly or indirectly by any online gambling operator. For this purpose, the term "contribution" includes a gift, donation, subscription, loan, advance, or deposit of money or anything of value, or a contract, promise, or agreement to contribute, whether or not legally enforceable, made for the purpose of influencing the results of the elections.

Section 10. Monitoring of Public Space Advertising - The Municipal Public Safety Division (MPSD) shall take the lead in monitoring public space advertising of online gambling. If corrective actions are not initiated by the offenders themselves, the MPSD shall have the power to:

- a. Seize, destruct, and dispose items of prohibited marketing;
- b. Issue takedown orders against banned advertising, promotions, and sponsorship content; and
- c. Recommend to the Municipal Planning and Development Office (MPDO) the cancellation of applicable licenses, regulations, and permits to operate for business establishments.

Section 11. Grace Period - Any establishment or local public utility vehicles that may be affected by Section 4 of this Ordinance shall have a grace period of at least six (6) months from the enactment of this ordinance. During such grace period, the MPSD, through the assistance of the Municipal Public Information Office (PIO), shall conduct extensive information dissemination on the details of this ordinance.

Section 12. Penalties - Violations of any provision of this Ordinance shall be subject to following penalties:

1. Any local government official or employee that commits any of the prohibited acts of this Ordinance shall pay a fine of two thousand five hundred pesos (Php 2,500) and shall be subjected to necessary administrative sanction.
2. In addition, the following corrective actions, if not initiated by the offenders themselves, shall be imposed by the proper authorities to the entities that violates this Ordinance:
 - a. Seizure and condemnation, destruction, and/or appropriation disposition of items of prohibited marketing; and
 - b. Issuance of notice of violations against banned advertising, promotions, and sponsorship contents and a two thousand five hundred pesos (Php 2,500) violation fee for the first and succeeding offenses and the cancellation of applicable licenses, registrations, permits, and permits to operate for business establishments and public transportation units; and/or closure of business establishments.

Section 13. Mental Health Trust Fund - A Mental Health Trust Fund of Taytay is hereby created. All fines collected under Section 12 of this Ordinance shall be held in favor of and deposited into said trust fund account and shall be used exclusively to fund the implementation of community programs stated in Section 7 or any other local government programs geared towards addressing mental health concerns.

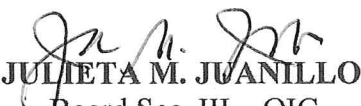
Section 14. Separability Clause - In the event that any article, section, or regulation of this Ordinance is declared unconstitutional or invalid by the courts, such decision shall not affect the overall validity of the Ordinance, except for the specific article, section, or regulation deemed unconstitutional or invalid.

Section 15. Repealing Clause - All other ordinances, orders, issuances, and regulations, which are inconsistent with the provisions of this Ordinance are hereby repealed, amended, or modified accordingly.

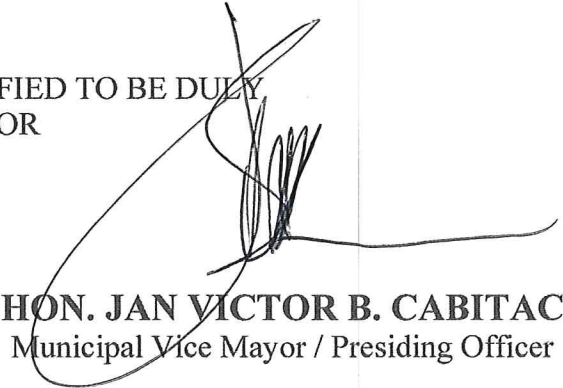
Section 16. Effectivity - This Ordinance shall take effect within fifteen (15) days after posting of copies of this Ordinance in the Taytay Transparency Board within the Municipality of Taytay, Rizal.

ENACTED, this 28th day of August 2025, 5:19 PM at the Sangguniang Bayan Session Hall, Municipality of Taytay, Province of Rizal.

I HEREBY CERTIFY, to the correctness of the foregoing Ordinance which was duly enacted by the Sangguniang Bayan of Taytay on second reading on August 18, 2025 and was passed on third and final reading on August 28, 2025, during the 8th Regular Session held on the 28th day of August 2025.


JULIETA M. JUANILLO
Board Sec. III – OIC
SB Secretariat Office

ATTESTED AND CERTIFIED TO BE DULY
ADOPTED BY HIS HONOR


HON. JAN VICTOR B. CABITAC
Municipal Vice Mayor / Presiding Officer

APPROVED BY HIS HONOR
DATE SEP 11 2025


HON. ALLAN MARTINE S. DE LEON
Municipal Mayor