## PHILIPPINES

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<td>Las Piñas</td>
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<td>Tagaytay City</td>
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Chairman: Mayor Vergel A. Aguilar  
Vice Chairman: Dr. Ferdinand C. Eusebio  
Members: Dr. Eliezer Z. Natividad  
Dr. Henry A. Paralisan  
Dr. Arvin C. Marbibi  
Dr. Eleuterio C. Magtangob

Vision

As we look toward the future, we believe our organization will become a living image of an ideal public primary health care provider and a paragon of excellence and professionalism.

MISSION

The mission of the Las Piñas City Health Office is to promote and develop a healthy and productive individual, family and community, thereby enhancing the quality of life in the City of Las Piñas through an effective and efficient health care system.

Overview

Major activities, projects, plans

- Institutionalization and expansion of adolescent reproductive health services  
- Promotion of healthy lifestyle  
- Comprehensive land use plan to integrate climate change  
- Provision of flu and pneumococcal vaccines to senior citizens  
- Disaster risk reduction

Major strengths of your Healthy City (some strong points of your Healthy City, based on your judgment).

- Strong political will and leadership of local chief executive  
- Regular budget appropriation to major activities  
- Partnership with non-government organizations and civil society organizations  
- Private-public partnership
Scenes of your activities

Green card use:

Clean and green activities:

Health and wellness fair:

Access of persons with disability:

Free eye specialist for senior citizens:

History

In 2002, the City Government of Las Piñas joined the initiative of the Department of Health promoting the Philippine Health Promotion Program for Healthy Places (PHPP). This is a national multi-sectoral health promotion strategy which aims to communicate health messages and build health supportive environment through advocacy, networking and community action. This strategy aims to identify strategic health messages and maximize their communication to the people, promote these health messages, increase awareness and understanding of interaction between health environment and development, and identify and address factors that leads to poor health and advocate for reforms.

One of the strategies of the PHPP is recognition of healthy key settings using indicators that would promote healthy places and cities and due recognition shall be given to key settings which will receive highest rating in accordance with basic indicators. In 2003, the City Government of Las Piñas was the recipient of the “Healthy Street” award.
In 2006, aiming to protect and enhance the health of its city constituents and wishing to participate in international cooperation to improve its capacity to respond to health and quality of life needs through the Healthy Cities approach, the Las Piñas City Government, under the leadership of former City Mayor Imelda T. Aguilar and former City Health Officer Dr. Esther H. Oliveros, joined the Alliance for Healthy Cities (AFHC). Mayor Aguilar and Dr. Oliveros believe that the alliance will provide opportunities to share experiences of other Healthy Cities, recognize and promote outstanding practices and innovations within Healthy Cities, mobilize resources for Healthy Cities, and develop new knowledge and technology for the advancement of Healthy Cities through international collaboration.

Since its membership in the Alliance for Healthy Cities, Las Piñas City had submitted to the AFHC secretariat the following good practices to share to other members of the alliance:

**Creative Development: “Making Health Care Accessible to People Through Green Card.”**

In year 2000, in his desire to help the city residents cope with the high cost of hospitalization and laboratory procedures, Mayor Aguilar established and institutionalized the city government’s hospitalization program providing medical care to the underprivileged and indigent segment of its population including public school teachers and non-teaching personnel and City Government employees to be known as the Las Piñas City Hospitalization Program (LPCHP). This medical assistance mechanism serves as a means to help the residents of the city pay for the needed personal health care services through subsidy in order to improve the over-all health condition of the population and ultimately, their quality of life.

The program grants a twenty five thousand Philippine pesos (Php 25,000.00) or about five hundred and fifty US dollars (USD 550.00) hospitalization package to the legitimate and certified residents of the city from the Mayor’s Social Fund. The free hospitalization program is popularly known as “green card” because each principal member was given a green identification card to facilitate their confinement to affiliated tertiary hospitals. The green card contains personal information of the principal member and his or her dependents. Each individual enrolled into the green card either as principal or dependent is entitled to the hospitalization program each year.

**Active Ageing and Security: “Reducing Risks and Vulnerabilities of Older Persons”**

1. Establishment of Office for Senior Citizens Affairs
2. Implementation of neighborhood support services
3. Use of 1% of Barangay Internal Revenue Allotment for projects and programs for senior citizens
4. Financial assistance to chapter organizations
5. Physical restoration assistance (wheelchairs, clutches, eyeglasses and hearing aids) to attain maximum improvement of physical residual capabilities through the use of technical aids to facilitate integration to the family and community
6. Self enhancement program through physical fitness programs
7. Seminars and trainings for autism, handling persons with disability, deaf awareness, disability prevention
8. Issuance of identification cards to elderly persons
9. Creation of linkages and networking with other governmental and non-governmental agencies dedicated to the promotions, enhancement and support of the welfare of senior citizens to become partners of government in the implementation of program and projects for the elderly
10. Implementation of Republic Acts 7432 and 9257 (provision of 20% discount to senior citizens for hospitalization, medicines, food, groceries, transportation fare, recreation and other privileges)
11. Free hospitalization program
12. Burial assistance program
13. Regular free osteoporosis screening, blood sugar and cholesterol determination and ECG examination
14. Self and social enhancement services
15. Capability building trainings and workshops for senior citizens
16. Regular socialization activities provide opportunities to senior citizens to actively participate in community affairs
17. Establishment of fast lanes for senior citizens in health centers
18. Implementation of accessibility law in buildings, health facilities and sidewalks, and public transports
19. Regular provision of transportation for senior citizens organizations for social enhancement activities
20. Organization of elderly women (KALIPI) for their social and economic enhancements such as
   livelihood programs

Women’s Health Center: “A One-stop Shop for Reproductive Health and Family Services”

The Women’s Health Center (WHC) is a first class one-stop-shop health facility that provides information and regular quality services and counseling for Reproductive Health and Family Planning (RHFP) including prevention and control of STD/HIV/AIDS for all women of Las Piñas City. While other health centers or rural health units (RHU) in the city provide and deliver basic health services and implement all health programs of the Department of Health, the WHC is focused and dedicated only to the provision and delivery of FP/RH services. Though both health centers and the WHC offer modern natural and artificial methods of contraception, the WHC further offers and provides permanent methods of voluntary surgical contraception including bilateral tubal ligation under local anesthesia and no-scalpel vasectomy.

With a full time obstetrician-gynecologist, nurse, midwife and medical technologist, the WHC is regularly providing quality Family Planning services for natural and modern methods including provision of condoms, oral and injectable contraceptives, interval bilateral tubal ligation under local anesthesia and no-scalpel vasectomy, Family Planning counseling, insertion of intrauterine device (IUD), and conduct of information, education and communication activities. It is also providing Reproductive Health services like lectures on fertility awareness, breast cancer screening through routine breast examination and its promotion, cervical cancer screening through pap’s smear and acetic acid wash technique, prevention and control of STD/HIV/AIDS. Equipped with its own laboratory facility, the WHC provides etiologic diagnosis and management of sexually transmitted infections. The WHC also houses the Social Hygiene Clinic for the regular pap’s smear examination of commercial sex workers in the city for purposes of health certification and permit. Itinerant surgical sterilization teams from Las Piñas General Hospital, Philippine General Hospital and teams from Philippine Rural Reconstructive Movement (PRRM) are presently conducting bilateral tubal ligation and no-scalpel vasectomy. Training of local medical manpower from the City Health Department on no-scalpel vasectomy and bilateral tubal ligation was conducted through the help of PRRM to ensure total self-reliance and sustainability. The WHC is also tied up with the Las Piñas City Family Health Network (LPCFHN), a multi-sectoral organization for Family Planning and Reproductive Health, in its service delivery and information dissemination activities.

Public-private Partnership: “Enhancing Delivery of Nutrition Services”

The City Government of Las Piñas through the Nutrition Section of the City Health Office has always ensured the delivery of nutrition services for the city constituents. Being consistent in surpassing the high benchmarks in the delivery of nutrition services in the city, the Nutrition Council of the Philippines awarded Las Piñas City the prestigious Crown Award for achieving for three consecutive years the Green Banner Award for the National Capital Region. The City Government of Las Piñas is still aiming to improve the delivery of nutrition services by devising innovative strategies to reach out for more malnourished children and make them recipients for its nutrition program. Las Piñas City has linked up with private organizations and non-government agencies to improve the coverage of the delivery of nutrition services to children in Las Piñas City through public-private sector partnership.

The significance of public-private sector partnership is truly essential in the increased coverage of service delivery in nutrition services. Without the partnership between non-government organizations, the health and nutrition programs of the city would not have been as successful as it is today.
Marikina City

- Number of households: 105,351 Households (2013)
- Area: 21.50 km² (2013)
- Major industries: Shoe Manufacturing Industries

http://www.marikina.gov.ph

Vision

Vision: A City of Distinction where leaders are made, citizens are godly, performance is competitive, work is done at its best, nurtured in a healthful environment.

Mission: To exercise good governance in the delivery of quality services, accessible to various communities with responsible engagement.

Overview

Marikina City is one of the highly urbanized cities in the Philippines. It is one of the seventeen cities and municipalities comprising Metro Manila area. It is located on the eastern part of Metro Manila hence called the Gateway to the East. The city has a total land area of 2,150 hectares or 21.50 square kilometers. Our population is almost half a million people (440,433) divided into 16 barangays or smallest unit of government. Our latest household count is 105,351 with an average family size of 4.71 members.

Our city enjoys the reputation as the Shoe Capital of the Philippines. Aside from being the Home of the Biggest Pair of Shoes in the World, Marikina City is also recognized as one of the Healthy Cities in the Philippines and in the World by the Department of Health and the World Health Organization – Western Pacific Region.

In case of our city, we have clearly established that health is one among our top priority thrusts. Being a top priority, it takes prominence in the formulation of our plans and programs both in the city and community level. We would say that everything that we are doing in our cities is essentially aligned to our healthy cities initiatives. Strong advocacy to healthy city programs come with the recognition that the state of health of a community determines its livability and competitiveness. It is in this light that health takes prominence in Marikina’s development pursuit. “There’s an element of health in everything the city does”.

Marikina counts on a number of innovation and health-related programs to include the following:

a) Establishment of Marikina Healthy City Center.
b) Marikina Health Zone
c) Healthy Market / Clean Food Laboratory
d) Nutrition Center
e) Bicycle Friendly City
f) Disciplines on the Sidewalk
g) Marikina River Park
h) Rescue 161
i) Animal Quarantine
j) Free Health Care
k) Senior Citizens Healthy Lifestyle Center
l) Diagnostic and Specialty Center
m) Others

The efforts of building a healthy community should involve its citizens. Concepts and programs emanate from the government. But once they are put on the grounds, the level of success can be enhanced with community participation, involvement, empowerment and partnership.

Community empowerment is about engaging the stakeholders in healthy city programs and giving them with some degree of influence to perform certain responsibilities. The biggest challenge is in getting a large segment of the population involved in educating and empowering others. One avenue is thru the Homeowners and Communities Association. The other key players/stakeholders/partners of healthy cities are as follows:

a) Local executives (politicians)
b) Community members
c) Government Service Providers from variety of sectors such as, health, welfare, transport, police, etc
d) Non-Governmental Organizations (NGOs)
e) Community-Based Organizations (CBOs)
f) Private enterprise and business groups
g) Community Associations
h) Educational Institutions

Close collaboration between the government and the community is an effective strategy in pursuing healthy-city initiatives and in pushing them to greater heights. People must own the programs so that their sustainability would not suffer even with they change in leadership. But to get the people actively participate, it is important for the government to identify specific areas of interventions.

A dynamic and healthy partnership between the government and the community could spell the difference. It is a tried and tested formula in our healthy-city initiatives and in general urban governance. It is in this light that our operational precept is . . . work hard, work well and work together.

Scenes of your activities

Board Meeting

Scenes of community group activities

Close collaboration with the citizenry

Meetings with Leaders
Aerobic Exercise for City Government Employees  Ground Golf for Senior Citizen  Culture of Cycling

Awards and Recognitions

BEST PRACTICES AND BEST PROPOSALS

2004 Healthy Cities Awards
- Healthy Environment for Children
- Reducing Fats of the Land
- Disaster Preparedness

2005 Healthy Cities Awards
- Financial Protection of the Poor
- Drug-free Community

2006 Healthy Cities Awards
- Best Practices – Financial Protection of the Poor
- Best Practices – Disaster Preparedness

2007 Healthy Cities Awards
- Innovation in Public and Private Partnership for Healthy Cities
- Innovation in Monitoring and Evaluation of Healthy Cities

2008 Healthy Cities Awards
- Bicycle-Friendly City

Kuching, Malaysia, 2004  Suzhou, China 2006  Ichikawa, Japan, 2008

Brisbane, Australia, 2012
**History**

In 1998, World Health Organization introduced to the Philippines the concept of Healthy City Initiatives. Recognizing the efforts of Marikina City and its parallelism with its goal of improving and enhancing the quality of life of citizenry, the W.H.O. through the Department of Health, named Marikina City as one of the three key cities in Metro Manila that will serve as pilot areas for this program. The Department of Health formed the Healthy Cities Movement Task Force whose main purpose is to establish a technical framework for the Healthy Cities Program with our former City Mayor and former Chairman of Metro Manila Development Authority as its chairperson. The movement provides policy directions for health and environment strategies for cities through advocacy for healthy cities and promoting safety and cleanliness in urban areas.

At the turn of the millennium, a smooth transition of leadership, with the same dedication, determination and strong will to continue building a healthy city took place. Under the helm of former Mayor Marides C. Fernando, Marikina geared its every project towards the realization of a healthy, globally competitive city. With the Marikina City Health Office acting as the coordinating center of the healthy cities initiatives and with the help and support of the City Council and the different departments of the Marikina City Local Government and partners, city projects and programs were implemented in accordance with the healthy city requirements. Ten Healthy Key Settings were determined and this started the momentum of starting a healthy city. Apart from these key settings, the City Government has also initiated several projects geared towards the goals of the healthy city initiatives. These projects encompass all sectors of society and have all been successful in creating a healthy environment for the Marikenos.

In 2001, the Philippines Healthy Cities Network, a non-governmental organization, was formed. It is a growing network of local government units, mostly cities in the country that have made a commitment to pursue the healthy cities initiatives. Former Mayor Ma. Lourdes C. Fernando as the chairperson of this organization.

In 2003, the Alliance for Healthy Cities, an international network of healthy cities, was organized whose main aim is to protect and enhance the health of city dwellers. The alliance is a group of cities and other organizations that try to achieve its goal through an approach called healthy cities. Mayor Fernando was elected by the members as Chairman of the Interim Steering Committee and reported on the activities of the Interim Steering Committee, October 2003 – October 2004. Marikina City was again elected as Member of the Steering Committee, 2004-2008 and 2010-2014.

The success and achievement of a Marikina Healthy City is attributed to the vital working link between its local government, private sectors and its residents. The results are unimaginable with more than hundreds of Local and National Awards together with over ten AFHC and WHO Awards, a haven for investors, a model city, a city filled with pride, a happy and orderly city, a world class city, a showcase of a city with healthy government, healthy homes, healthy families, healthy communities.

Marikina always gets things done behind the efforts of unbeatable teams - partnership between the government and its people. A government which built a strong and reliable city and did not stop there as it continues to create a healthy and happy home for its people. In turn, the people have learned to be disciplined, to have pride and honor in their hearts as they savor this rewards.
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<td>- Population: 654,770 People (2014)</td>
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<td>- Number of households: 152,976 Households (2014)</td>
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<td>- Area: 46.57 km² (2014)</td>
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<td>- Major industries: Growing commercial, industrial, business, residential</td>
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**Vision**

The City of Paranaque is a model for academic excellence, public health and safety, environmental preservation and good governance, providing equal opportunities for all in a peaceful and business-friendly atmosphere through a God-Centered leadership.

**Overview**

(1) Organizational structure of your Healthy City (secretariat, steering committees, planning process, evaluation mechanisms, if any).

In 2006, an ordinance creating a Paranaque Healthy City Program simultaneously created a Healthy City Council headed by City Health Officer.

(2) Example of major activities, projects, plans

- **Creation of SHINE Project**, the overall objective is to promote sustainable health development initiatives contributing to the economic potentialities of our city, the caravan now with a more comprehensive reach and services is now called the BAGONG Paranaque SErbisyo Lang PO Caravan and is bringing quality health care services to the difficult to reach areas of the city.

- **Youth SHINEs** Youth Health Summit, Health Awareness Campaign among the adolescents on different health issues and concerns to their age group.

- **H2H: Hataw Health Festival**: Paranaque City’s Celebration of Culture, Health and Environment

- The Urban Health Equity and Response Tool (**Urban HEART**) was adopted to assist the city in systematically generating evidence to assess and respond to unfair health conditions and inequity in the urban setting. It strongly emphasizes the importance of interventions to counteract unfair health conditions and inequity.
• **RED to Reaching the Urban Poor (RUP) Evolution** is an initiative first implemented in three barangays: Moonwalk, San Isidro, and Sto. Nino in Paranaque City. The aim of implementing the RUP approach in these areas was to increase the access and utilization of Maternal Neonatal Child Health and Nutrition (MNCHN) services among the urban poor population and promote health equity. The first run of implementation of the RUP approach among the selected sites has resulted to some significant gains in terms of enhancing service delivery mechanisms and promoting community empowerment towards addressing problems on accessing and utilizing MNCHN services. Improvements in the coverage of the health centers in RUP communities in terms of selected MNCHN indicators such as prenatal care, facility-based deliveries, and expanded program on immunization (EPI) were noted.

• **Urban Gardening** – Hunger Mitigation Program

(3) **Major strengths of your Healthy City (some strong points of your Healthy City, based on your judgment).**

• Committed Health Service Providers making sure the sustainability of all Healthy City Projects
• Progressive and developmental city leadership
• Responsive & active community

(4) **Major progress your city has made by using the Healthy Cities approach or some difference you have observed in your city since you have worked to create a Healthy City.**

Stronger awareness of health as cutting across the different aspects of the people’s lives, among policy makers, health service providers and city as a whole

Scenes of your activities

- Children Vaccination in the Community
- Estero Clean-up
- Newly Renovated Ospital ng Parañaque
- Tree Planting with the City Mayor and City Vice Mayor
- Urban Gardening
Scenes of community group activities

City of Paranaque evolved into an urban, commercial and industrial city, making it adopt Healthy City Initiative (HCI) Program to balance the protection of its environment and health of its citizens to come up with health policies using the Healthy City Approach through linkages, networking and multisectoral actions. Eventually prompt the city to join Alliance for Healthy Cities (AFHC) last 2005 and crafted ordinance last 2006 called “Paranaque Healthy City Program”
Vision

CITY VISION
“Tagaytay city: The Resort, Retirement, and Character City by 2022”
The City is envisioned to be a Retirement Haven, Resort and Character City, with a
government geared towards excellence and supported by disciplined, honest, God-
centered, healthy and united community.

MISSION
- We shall expand and improve our infrastructures thereby securing a dynamic, safe,
peaceful and healthy environment conducive for retirement, learning, sports, religious
activities and healthy tourism enterprises;
- We strive for service excellence through continuous learning on service improvement
with emphasis on positive character qualities to serve our people better and leave a
legacy that our family and community will be proud of;
- We encourage the participation by our stakeholders in crafting and implementing plans,
programs and activities to better address the needs of our people;
- We shall be fully dedicated to the preservation and further enrichment of our
environment;
- We strive for excellence in all that we do driven by strength and good character and
seek to be competitive to the best in the world.

CORE VALUES
- Discipline
- Honesty
- Healthiness
- God-Centeredness
- Excellence
- Unity
- Preservation and enrichment of environment (Ecological Balance)

Overview
Tagaytay City has been relentless in pursuing its goals and objectives towards promoting health in all
settings. The steps being taken and the awards received by the city are explicit indications of its unwavering
commitment and adherence with the principles and declaration of the Alliance for Healthy Cities.
In furtherance of the city government’s efforts in promoting healthy programs and at the same time
improving the delivery of basic social services to its constituents, and while all programs that previously
obtained the Best Practice and Best Proposal and Pioneering Awards are still underway, the following
flagship programs are also being implemented, to wit:

- Issuance of Privilege Card also known as Tagaytay Pink Card to all legitimate residents of the city.
  Qualified Card Holders and beneficiaries are entitled to avail/receive privileges as follows: a) Free-
  College Education at the City College of Tagaytay; b) Free room charge accommodation at the City
  Hospital (Ospital ngTagaytay) for in-patients; c) Free Funeral Service (type B Service) or 50% discount
  plus one (1) sack of rice for type A Service; d) Free Cremation; e) 10 % discount at Generics Drugstore;
  f) Free use of Tagaytay Rescue and Ospital ng Tagaytay Ambulance; g) Free Entrance at People’s Park
  and Picnic Grove (city-operated/managed tourism facilities).
• **Cash Incentives for the Members of the Senior Citizens.** This incentives to elder members of the community shall somehow augment their financial needs. Out of 4,976 members, 2,202 or 44.2% received said cash incentive. All members are expected to receive the same within year.

• **Zumba Dance Exercise.** In order to promote productivity and healthy lifestyle Program of the city, all employees, public school teachers, barangay officials, youth and members of the elderly are encouraged to participate in the program.

The following awards and recognitions also prove that Tagaytay is a Healthy City:

• Consistent Green Banner Awardee in Nutrition Programs
• Philippine National Honor Award (the highest award conferred to Local Government Units for excellent performance on nutrition activities/initiatives)
• Finalist for two consecutive years (2010 & 2011) Presidential Award: Most Child-Friendly City
• Most Outstanding Local Government Unit (Component City Category) 2012 Presidential Award: Most Child-Friendly City
• Consistent Regional Awardee for the National Literacy Awards
• Awardee: Seal of Good Housekeeping (award conferred to LGU for exemplary and outstanding performance on local governance in 2013.
• Most Health Conscious Local Government Unit

Hence, the City Government of Tagaytay is committed in sustaining its efforts and in observing its mandate to provide quality service to the people utilizing available resources towards attaining the common good of the people.
Lingap sa Barangay (Caring for the Poor) – free medical check up and distribution of medicines and multi-vitamins.

Lingap sa Mag-Aaral Program: provision of school supplies, t-shirts and shoes for public elementary and secondary schools in the city.

DISTRIBUTION OF PRIVILEGE CARD also known as “Tagaytay Pink Card” - held during the 76th Founding Anniversary Celebration of Tagaytay City on June 21, 2014

ZUMBA DANCE EXERCISE- promoting a healthy lifestyle
History

The City of Tagaytay has been in the forefront of promoting healthy city programs/initiatives in adherence with AFHC’s basic principles as embodied in the Charter/Declaration since it became an official and active member of the Alliance for Healthy Cities in 2004 under the former City Mayor Abraham N. Tolentino.

For about a decade, the city has been supportive and actively involved in the programs initiated by the World Health Organization (WHO) through the Healthy Cities Approach, particularly in protecting and promoting health in all settings.

Major steps taken by the city government include the following:

1. **Massive Implementation of Housing Projects.**
   
   In 2006, after the city became an active member of the alliance, the “Best Proposal Award on Local Action for Social Determinants of Health in Urban Setting for Shelter Housing was conferred during the Second General Assembly and Conference in Suzhou, China with the main theme of: “Healthy Cities in the Globalizing World”. This award is an affirmation of the city’s unwavering commitment and strong advocacy of alleviating the living conditions of the city’s people particularly the poor/indigent families. At present the city has established 14 housing units located at different parts of the city with a total of 1,167 families.

2. **Enactment and Enforcement of City Ordinance on Smoke-Free City.**
   
   The passage of the ordinance draws tremendous support from concerned stakeholders in promoting a smoke-free city. In 2010 the city received an award for the Best Proposal Award on “100% Indoor Smoke-Free workplaces, restaurants and bars” during the 4th Conference and General Assembly of the Alliance of Healthy Cities in Seoul, Republic of Korea.

3. **Another award was received on that same occasion: “Best Proposal Award on Health Promoting Schools in Cities presented by WHO/WPR.**

4. **In 2012, during the 5th Global Conference of the Alliance for Healthy Cities held in Brisbane, Australia, the WHO/WPR conferred the Best Practice Award to Tagaytay City for mobilizing support for 100% Smoke-Free Environments**

   Hence, the City Government of Tagaytay shall continue to uphold its commitment and unwavering support to basic principles of the alliance through the Healthy Cities Approach.