

**EXTENT OF IMPLEMENTATION OF REGULATION ORDINANCE NO. 2006 – 150:
RIGHTS OF ELECTRONIC CIGARETTE USERS IMPAIRED BY THE ANTI –
SMOKING ORDINANCE, ITS IMPLICATION TO THE ANTI –
SMOKING CAMPAIGN OF ILOILO CITY**

A Thesis

Presented to

The Faculty of the College of Law

Central Philippine University

Jaro, Iloilo City

In Partial Fulfillment

Of the Requirements for the Degree

JURIS DOCTOR (J.D)

003401

By

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May, 2018

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ABSTRACT

The use of electronic cigarette or vape is common nowadays, it has proven to be a substitute for cigarette dependence for some users. The characteristic of its use remains largely unknown. Electronic cigarettes are very popular and recent studies have shown that a certain number of smokers have quit and switched to electronic cigarettes. This could be an implication that electronic cigarettes can be successfully used for smoking cessation. This research was conducted to determine whether or not the rights of electronic cigarette users are being impaired in the implementation of the anti – smoking campaign of Iloilo City. The method used in collecting data by the researcher in this study is through a questionnaire-checklist which then distributed to thirty (30) respondents composed of ten (10) ICAST Officers, ten (10) Electronic Cigarette Shop Owners and ten (10) Electronic Cigarette Users. Results showed that rigid implementation such as use of advertising materials, social media and other relevant means should be incorporated and further study is recommended to include a wider spectrum of factors as well as larger respondents to give the study social and educational significance.