



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

July 16, 2020

DEPARTMENT MEMORANDUM

No. 2020 - 0320

FOR : **BARMM MINISTER OF HEALTH, ALL UNDERSECRETARIES, ASSISTANT SECRETARIES, DIRECTORS OF BUREAUS, SERVICES, AND CENTERS FOR HEALTH DEVELOPMENT, CHIEFS OF HOSPITALS, MEDICAL CENTERS, CHIEFS OF SPECIALIZED/SPECIALTY RETAINED HOSPITALS, INSTITUTE, HEADS OF ATTACHED AGENCIES AND OTHERS CONCERNED**

SUBJECT : **Observance of the National Breastfeeding Awareness Month with the theme “*Breastfeeding TSEk (Tama, Sapat, at Eksklusibo!): I-BIDA ang pagpapasuso tungo sa wais at malusog na pamayanan!*”**

“National Breastfeeding Awareness Month” is being celebrated every August in pursuant to Republic Act (RA) 10028 otherwise known as the “Expanded Breastfeeding Promotion Act of 2009. This year’s theme “*Breastfeeding TSEk: (Tama, Sapat, at Eksklusibo!): I-BIDA ang pagpapasuso tungo sa wais at malusog na pamayanan!*”.

Though celebrating virtually, the observance emphasizes key messages on the importance of breastfeeding and its benefits not only to the child but to the breastfeeding mothers and the community as well, especially in this time of COVID-19 pandemic.

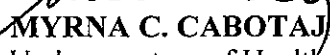
Relative to this, all are enjoined to disseminate the following key messages for breastfeeding mothers during the conduct of virtual activities of the said celebration:

1. *Ang Eksklusibong pagpapasuso sa mga bagong silang at sanggol ay panlaban sa mga sakit lalong lalo na ngayong panahon ng pandemya sa COVID 19.*
2. *Ang mga nanay na nagpapasuso at ang kanyang sanggol ay dapat suportahan ng mga miyembro ng pamilya, mga healthcare workers at ng komunidad*
3. *Ang eksklusibong pagpapasuso ay nagbibigay ng kalusugan para sa paglaki ng bata.*

Attached are the prototype materials that can be used during the observance.

For guidance and compliance.

By Authority of the Secretary of Health:


MYRNA C. CABOTAJE, MD, MPH, CESO III
Undersecretary of Health
Public Health Services Team



Magandang Umaga!
 April 15, 2020



Breastfeeding T.S.Ek.

I-BIDA ang pagpapasuso
tungo sa wais at malusog
na pamayanan!



f OfficialDOHgov

@DOHgovph

doh.gov.ph

(02) 894-COVID / 1555