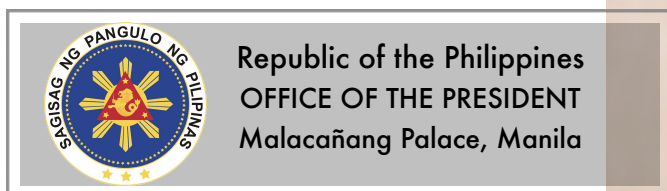


2011

# National Nutrition Awards



National Nutrition Council



#### A Message from The President

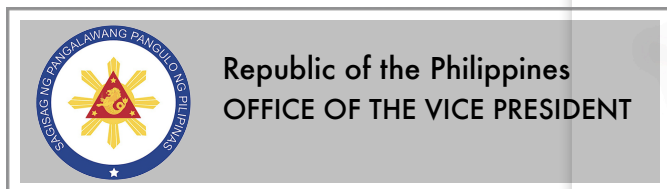
Our commitment to achieving our Millennium Development Goals starts with healthy families. Good health enables people to lead quality and productive lives; allows children to reach their full potential; reduces mortality, especially among mothers and children; and enables families to avoid the financial costs of preventing or treating disease. Balanced and sufficient nutrition is essential to achieving good health. Nutritional needs should be addressed on the same level as ensuring food security and addressing hunger, and there should be safeguards and interventions in place to promote good nutrition in all levels of society.

Thus, it is with great pleasure that I congratulate the awardees of the 2011 National Nutrition Awards for their nutrition improvement programs. Your efforts have advanced our knowledge of nutrition, addressed the challenges of nutrition program management, and assisted in the delivery of nutrition and related services. Through your work, you have not only promoted good health but also helped stimulate economic growth and reduce poverty. As the science of nutrition evolves and expands in relevance and importance, you will continue to play a vital role in helping safeguard the efficiency, health and productivity of the Filipino people.

I would also like to commend the Department of Health for its continued efforts in this critical field. In particular, I would like to present my warmest congratulations to the National Nutrition Council for all your hard work and dedication. Your efforts remain a very important component of our national health program, and serve as the foundation for addressing poverty.

His Excellency Benigno S. Aquino, III  
President of the Philippines





#### A Message from the Vice President

Many Filipinos today are under-nourished, and many children die or fail to develop their full potential because they do not have adequate nutritious food. This represents lost opportunities not only for the individual, but for the nation as well, as adequate balanced nutrition is the basis for a productive, competitive nation.

I commend the awardees of the 2011 National Nutrition Awards for taking up the cause against hunger and undernutrition, and who have prioritized food and nutrition programs in their local communities and in their work. The outcome of your work is evident in your healthier communities and we can only benefit from your efforts.

May you inspire others to continue working to solve the challenge of feeding our nation and developing strategies to ensure that every Filipino will have access to healthy, nutritious, safe and affordable food.

*Mabuhay!*

The Hon. Jejomar Binay  
Vice President of the Philippines



#### A Message from the Senate President

The Senate's mandate is to deliberate and pass policies that will serve the greater good of the people. As Senate President of the 15<sup>th</sup> Congress, I will endeavor to lead the members of this august chamber to renew our commitment to perform this crucial role of the Senate. Toward this, the Senate commits itself to enriching further its tradition of independence in crafting legislations especially those that will promote the welfare of the people, uphold and protect the citizen's democratic rights, ensure good governance and instill dignity and integrity in public service.

I believe that working on vital pieces of legislation in support of initiatives to address the root causes of hunger and malnutrition are moves toward the right direction.

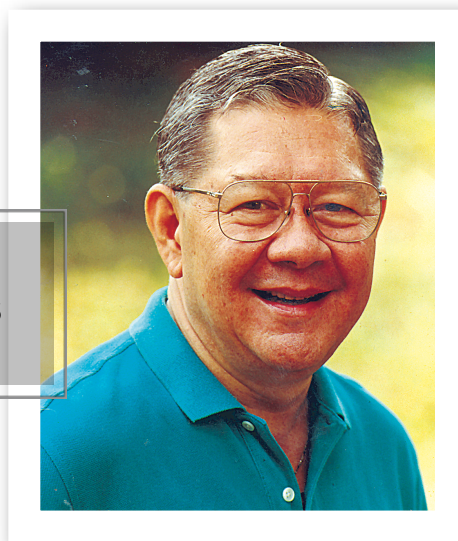
However, moving for enactment of these proposed legislations is no simple task, in the same way that the plight of nutrition and health workers is challenging in many of our communities. I therefore commit to facilitate any meaningful legislation that will help address barriers in the effective and timely delivery of quality nutrition and nutrition-related services.

On this occasion, allow me to pay tribute to the men and women who have lent their brilliant minds, expertise and passion in ensuring the success of their local nutrition programs.

To the National Nutrition Council and this year's Awardees, I salute you!

Mabuhay!!!

The Hon. Juan Ponce Enrile  
Senate President



#### A Message from the Speaker of the House

My heartfelt congratulations to the organizers and awardees of the 2011 National Nutrition Awarding Ceremony (NNAC) on October 25, 2011.

The health and nutrition of our people determine the well-being of our nation. According to the 2008 National Nutrition Survey conducted by the Food and Nutrition Research Institute-Department of Science and Technology, three in every 10 Filipino children are malnourished; about 26.2 per cent of children below five years of age are underweight while 29.79 per cent of them are under height. Iron deficiency among children aged 6-12 is also high at 19.8 per cent. This backdrop compels us to aggressively work for the fulfillment of our Millennium Development Goal of eradicating extreme poverty.

We in the 15<sup>th</sup> Congress share with you the great concern of improving the health of majority of our people. We will continue to support programs and pass legislation that address our citizen's nutritional needs and work towards improved and more efficient health service delivery in the community. We will put premium on laws that promote effective governance, increase investment in human capital, as well as alleviate the social conditions of our constituents nationwide.

I encourage NNC to keep this annual ceremony for the recognition of outstanding local government units and Barangay Nutrition Scholars (BNS). By recognizing exemplary nutrition programs and professionals at the grassroots, other localities and practitioners are not only made more aware of the best nutrition practices that achieve results; they are also encouraged to emulate them.

I salute the honorees who have shown much dedication, creativity and innovation in promoting nutrition of our people. Let us continue to work together towards a healthy and progressive nation.

Mabuhay!

The Hon. Feliciano Belmonte, Jr.  
Speaker of the House



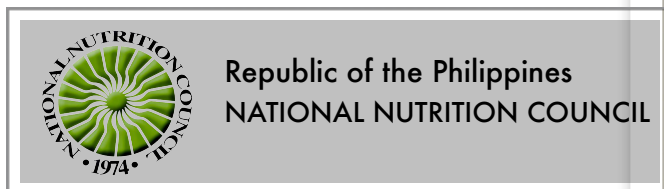
#### A Message from the Secretary of Health

It gives me great pleasure to present the awardees of the 2011 National Nutrition Awards. This year's awardees have been constantly endeavoring to further the program efficiency and effectiveness of nutrition programs nationwide and it is only fitting that we recognize their achievements in this regard. All recipients of this year's awards have contributed greatly to the promotion of health through proper nutrition and by doing so, have provided families with a foundation to address poverty and improve the quality of their lives.

These awards ceremonies serve not only to recognize the achievements of this year's awardees but also to help disseminate knowledge about nutrition practices. There is a need to promote information about the value of improving the nutrition level of families, particularly those in rural communities, as proper nutrition results in improved health and quality of life. This, in turn leads to increased productivity and higher incomes. We hope to encourage increased interest as well as investment in nutrition to bring about concrete and definite improvements in people's lives.

I take this opportunity to thank the National Nutrition Council (NCC), Executive Director Assistant Secretary Maria-Bernardita T. Flores, and the NCC staff for their passionate and untiring efforts to address hunger and malnutrition consistent with the Millennium Development Goals. Your significant contributions to the science and practice of nutrition are very much appreciated.

The Hon. Enrique T. Ona  
Secretary



#### A Message from the Executive Director

The awardees of this year's National Nutrition Awards exemplify the goal of the Philippine Plan of Action for Nutrition (2005-2010) which is "to improve the quality of life of Filipinos through better nutrition, improved health and increased productivity." Through their efforts, we are closer to achieving NIChood – a Nutritionally Improved Country whose people are well nourished, healthy, intelligent, and socially and economically productive with high sense of human dignity.

But more than that, this year's awardees have helped strengthen communities and local economies. Their work has increased the participation of the poor, particularly, of women in the rural and farming communities, in the development process. Their work also serves to point out the importance of pursuing related policies and programs for an integrated approach to addressing the issue of national health and nutrition.

The National Nutrition Council recognizes the need to pursue increased initiatives as the science of nutrition continues to evolve. As we continue to work with our partners on our current programs, we are also looking into interventions that involve the related fields of sustainable agriculture, food safety and quality, animal husbandry, environment, medicine, and international trade.

We urge everyone here today and everyone working in the field of nutrition to continue bringing us your best proposals and programs. We are looking for good ideas to support.

Mabuhay!

Maria-Bernardita T. Flores  
Executive Director

# Programme

# Nutrition Honor Award

The design of the trophy is inspired by the symbolic flame pattern of the CROWN trophy. The three colored flames, embedded at the back of clear beveled glass, symbolize the burning desire and unending commitment of the local government unit toward nutrition improvement. The base represents the strong foundation that the areas have developed during the last six (6) consecutive years of maintaining the Green Banner and CROWN Awards, while the body that contains the text and the flames, presented in beveled cuts, symbolizes the pruning and refinement which the LGU underwent and experienced to reach the height of excellence.

The Nutrition Honor Award (NHA) is given to CROWN awardees that have consistently shown outstanding performance in efforts for nutrition improvement. They have been monitored by a regional nutrition evaluation team from 2006-2008 and by a national nutrition evaluation team from 2009-2011.

To date, a total of 45 local government units have been conferred the NHA.

This year's awardees will each receive a cash prize of P500,000 and an NHA trophy.



## Consistent Regional Outstanding Winner in Nutrition (Crown) Award



The trophy's design symbolizes the local nutrition committee's burning desire for excellence in its quest for nutrition improvement. The flames represent the three consecutive years the municipality, city or province became the regional outstanding winner in nutrition. The gradual increase in color and height of the flame indicate the continued and intensified efforts to improve the nutrition situation through effective management of local nutrition programs.

The CROWN award is given to a municipality, city or province that has been adjudged by the interagency regional nutrition evaluation team as outstanding in the region in the implementation of its nutrition action plan for three consecutive years.

To date, a total of 130 local government units have been conferred the CROWN award. This year, the CROWN awardees shall each receive a cash prize of P250,000 and a CROWN trophy.

## National Outstanding Barangay Nutrition Scholar (NOBNS) Award

The Barangay Nutrition Scholars (BNS) Program is a strategy under the Philippine Plan of Action for Nutrition that involves training, deployment and supervision of volunteer workers or barangay nutrition scholars.

By virtue of Presidential Decree No. 1569, every barangay in the country is mandated to deploy one BNS to be responsible for monitoring the nutritional status of the vulnerable and for delivering nutrition services and other related activities.

NNC gives due recognition to the BNS with outstanding performance in the country by awarding her with a BNS trophy and a cash award.

Chosen from among 22,000 BNSs, the national outstanding BNS will receive a cash prize of P100,000 and a trophy, while the first runner-up and second runner-up will receive a cash prize of P70,000 and P50,000 respectively, and certificate of recognition.



# 2010 National Nutrition Awards

## List of Awardees

### 2010 CROWN Awardees

Region	Area
II	Lal-Lo, Cagayan
CAR	Ifugao Province
VIII	Maasin City
IX	Zamboanga Sibugay Province
X	Opol, Misamis Oriental
XI	Tagum City
XII	Kidapawan City

### 2010 CROWN Maintenance Awardees

#### First Year Maintenance Award

Region	Area
III	Bulacan Province
CALABARZON	Sta. Rosa City
	Pagsanjan, Laguna
VI	Numancia, Aklan
VII	Tubigon, Bohol
X	Osamiz City
XIII	South Cotabato Province

#### Second Year Maintenance Award

Region	Area
II	Batanes Province
	Santiago City
IX	Kabasalan, Zamboanga Sibugay



# 2010 Nutrition Honor Awardees

Region	Area
VIII	Limasawa, Southern Leyte
X	Kadingilan, Bukidnon

## 2010 National Outstanding Barangay Nutrition Scholar (BNS) Awardees

### **Marilou P. Cañete**

*National Outstanding Barangay Nutrition  
Scholar Awardee (NOBNS)*  
Bgy. Concepcion Grande, Naga City

### **Lina C. Guerrero**

*First Runner Up*  
Bgy. Concepcion, Kabasalan  
Zamboanga Sibugay

### **Marites G. Padilla**

*Second Runner Up*  
Bgy. Buenavista, Madela, Quirino

# Crown Awardee



## Ifugao Province

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### Highlights

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# Crown Awardee



## Lal-Lo, Cagayan

*Continuing the fight for a well-nourished citizenry through Empowerment and Perseverance*

Good leadership always starts with a plan. For Lal-Lo, Cagayan, that plan came from Mayor Florante C. Pascual, who envisioned his town to have food and nutrition security. Mayor Pascual brought together a Municipal Nutrition Committee (MNC) that strengthened the networking of the local government with the private sector, focusing on three specific areas: a. the generation of a nutrition fund; b. nutrition advocacy; and c. livelihood support for poor Lalloqueños.

To meet the goals of this program, Lal-Lo's MNC implemented the following activities:

To generate funds, several activities were pursued. The town fiesta was the site for Walk-for-a-Cause and Hataw, two activities promoting healthy living that required participants to pay P50.00 to enter. The last four years generated P90,000 which benefited 750 malnourished children. The Let Us Unite To Support Good Nutrition (LUSOG) bottle campaign encouraged members of the public to donate coins, netting P45,000 that went to the purchase of health kits and ferrous sulfate pills for 1,478 pregnant and lactating mothers and 4,808 children, thus eradicating anemia in Lal-Lo. Private monetary donations funded the nutrition program, while others contribute in kind: CEZA in Sta. Ana, Cagayan provided a Detecto weighing scale to allow BNSs to monitor children in the

### Highlights

- Walk for a Cause
- Let Us Unite To Support Good Nutrition (LUSOG) bottle campaign
- Oplan Bantay Pang-Nutrisyon at Edukasyon
- Radio programs airing health and nutrition messages
- *Breast Milk Ko, Share Ko* program
- *Gulay Ko, Palamuti Ko* program
- *Dugo Mo Babantayan Ko, Para sa Malusog na Batang Lalloqueño* program

municipality. Donations from external sources generated P46,568,747.00, and were used to train frontline workers, build infrastructure, and further electrify Lal-lo's barangays.

Advocacy was also a strong component of Lal-lo's nutrition campaigns, as its MNC partnered with the organization Spouses Unite for Nutrition-Families' Caring Partners (SUN-FCP) to implement several different programs. Oplan Bantay Pang-Nutrisyon at Edukasyon involved visits to schools to impart knowledge on the benefits of eating nutritious foods. Health and nutrition messages were aired over 95.1 DWRL FM through the programs "Tarabay ti Salun-at" (Guidelines to Health), "Magtanong kay Doc", and the agricultural program "Erling in the Morning," as well as broadcast in the public market and via Ecosaver trucks.

Lal-lo's nutritional interventions were numerous. Extra milk from lactating mothers were donated to a common pool to be distributed to needy infants in the Breast Milk Ko, Share Ko program. The Sangguniang Bayan passed a resolution requiring and encouraging all school canteens to sell only food commodities with the Sangkap Pinoy seal the in Pagkaing Sangkap Pinoy sa Eskwela program. Lal-lo installed artesian wells and jetmatic pumps in ## barangays and schools that had no access to the Local Water District facility. Barangay residents were enjoined to plant camote and other edible and

vegetable plants in their yards in Gulay Ko, Palamuti Ko. Dugo Mo Babantayan Ko, Para sa Malusog na Batang Lalloqueno monitored hemoglobin levels of pregnant mothers to detect and treat early signs of anemia. And Linis Kuko, Alis Kuto sought to avert parasitism and promote good hygiene and oral health among children. For the



past 6 years, the municipality had zero maternal deaths and no case of anemia.

Livelihood support for poor families with malnourished children were extended via programs like Food Cart Pangkalusugan and Kasanayang Pangkabuhayan para sa mga Tatay at Nanay; DOST-enabled community cooperative projects like One Barangay – One Product; and Kalinisan ng Kapaligiran, Ginhawa ng Bayan, a clean-and-green contest for barangays and schools.

These public-private sector joint efforts have significantly reduced the number of malnourished children in the municipality with a prevalence of 1.68% underweight pre-school children in 2010. The SY2010-2011 Nutritional Status Report of Elementary School Children (Baseline) showed a 3.9% wasted prevalence and 1.15% overweight prevalence among school children.



# Crown Awardee



## Maasin City

*Continuing the fight for a well-nourished citizenry  
through Empowerment and Perseverance*

The work of fighting hunger and malnutrition has to start at the grassroots level. That's the truism that the City Nutrition Committee (CNC) of Maasin, led by the Honorable Mayor Maloney L. Samaco, took to heart as they began their work to empower and properly nourish their residents.

Maasin is not a small city, with 70 barangays in all. Still, the city's CNC resolved to deploy at least one Barangay Nutrition Scholar (BNS) in each community, with each BNS receiving benefits including honoraria and full educational scholarships for dependents. Further enhancing their capacity and knowledge as frontline workers for health and nutrition, Maasin's BNSs were given the opportunity to attend conventions and seminars related to the implementation of the local nutrition program.

Maasin City's commitment to nutrition does not end there. With gameplans both big and small, and entailing the cooperation of both governmental and private organizations, Maasin City's trailblazing nutritional programs have made it an exemplar in its home province of Leyte, and a deserving recipient of this year's CROWN award. Among these achievements are:

An annual evaluation of the Barangay Nutrition Committees' (BNC) performance serves two purposes. The identification of the top-performing

### Highlights

- Annual Evaluation of the Barangay Nutrition Committees (BNC)
- *Gasa Para Kang Nanay*
- *Negosyo Kariton*
- Starter Kit Project for income-building
- *Magulay ang Bahay* project
- Management Input for Cultural Networking
- Percentage of underweight pre-school children is at a low 5.98%, while the rate for grade-school children is even lower at 5.10%

barangays is used as learning opportunities to improve efforts in implementation. The strongest-performing BNSs, on the other hand, are rewarded with cash prizes, plaques and certificates of recognition, giving the BNS ranks a strong incentive to work hard, year after year.

The P8 million allocation for the Gasa Para Kang Nanay project offers direct benefits to pregnant and lactating women in Maasin's communities. Health services, such as free prenatal consultations, dental prophylaxes, urinalyses and blood tests, as well as multivitamins and basic medications, were made available for free to pregnant and post-partum women. In 2010, a total of 1,747 pregnant and 1,479 post partum women benefitted from this project.

To aid in the creation of income for poor families, particularly those with underweight children, Maasin's City Government, DSWD, in partnership with DOLE, initiated a livelihood program called Negosyo Kariton. Chosen families were provided with capital for their small-scale businesses, as well as seminars on proper business management. Twenty poor families benefitted from Negosyo Kariton in 2010.

In addition, Maasin's Starter Kit Project also assisted the income-building efforts of poor families that rely on vending and informal skills for income. The project provides capital, in

the form of goods and materials, for businesses like e-loading, massage services, atsara-making and vending, carpentry, appliance repair and home services, among many others. A total of 60 families availed of the project in the year 2010.

To ensure household food security, especially in Maasin City's ten nutritionally-depressed barangays, the City Agriculture Office conceptualized the project Magulay ang Bahay. Poor families in these barangays, including families with underweight children, were provided with vegetable seeds, poultry, and farm animals to serve as



the family's source of food. To promote self-sufficiency and ensure desired impact, the project also provided training, technical assistance, and planting materials to the beneficiaries. In 2010, a total of 550 families of undernourished preschool children and 221 families of undernourished school children benefitted from the project.

To encourage production and consumption of vegetables, the implementation of the Management Input for Agricultural Networking (MIAN) project was sustained, providing

agricultural inputs to vegetable farmers. Vegetable produce was then purchased by the city government from farmers, and sold at lower cost to make it more affordable for poor families.

The convergence of all these projects and initiatives proved to be an effective approach in addressing the malnutrition problem in the city: Maasin's percentage of underweight pre-school children is at a low 5.98%, while the rate for grade-school children is even lower at 5.10%.



# Crown Awardee



## Zamboanga, Sibugay

### *LGU-Stakeholders' Partnership: Reducing Poverty and Malnutrition in a Faster and Smarter Way*

Founded just in 2001, Zamboanga Sibugay is a young province. It has, however, inherited some age-old problems, not the least of which is the strained living conditions that many of its residents live with. Zamboanga Sibugay Governor Rommel Apolinario Jalosjos realized that nourishing a people doesn't just mean filling their stomachs. And in the year since he ascended to the governorship, Gov. Jalosjos – with the help of LGUs and their civil and non-government partners - has overseen the institution of some remarkable public nutrition campaigns that have won them their first-ever CROWN award.

For Zamboanga Sibugay, providing good nutrition for the nearly 500,000 residents of the province began with the cultivation of a dedicated Provincial Nutrition Committee (PNC), which looked at the malnutrition problems of the populace as symptomatic of the province's difficult economic and living conditions. A creative solution was posed, one that brought immediate effects without completely upending the province's budget: the provincial government pushed for a strong partnership between the local government and its other stakeholders from across society.

In partnership with the DSWD, the local government of Zamboanga Sibugay implemented a Conditional Cash Transfer (CCT) Program of the national

### Highlights

- Conditional Cash Transfer (CCT) Program
- Livelihood Development Assistance Program (LDAP)
- Children's weight monitoring program
- Training of health and nutrition workers in WHO Child Growth Standards
- Nutrition Guidelines for Filipinos campaign
- Promotion of exclusive breastfeeding habits
- *Pabasa sa Nutrisyon* sessions
- Six-month supplementary feeding programs for preschool children



government to extremely poor households, dispensing micro-grants to 34,938 poor households in 2010.

In conjunction with CCT, the local government of Zamboanga Sibugay in turn initiated a Livelihood Development Assistance Program (LDAP), providing both education and capital to generate income and livelihood opportunities for poor families, specially the families of undernourished children. Specifically, LDAP provided Interest-free capital to poor families, which they could, in turn, invest in micro-enterprise projects such as selling cooked food, hog and poultry raising, and vulcanizing, among others. In 2010, P330,000.00 was distributed to 52 poor families.

To keep accurate measurements of how their programs were affecting the growth of Zamboanga Sibugay's children, PNC was given a government allocation to purchase 80 high-quality weighing scales which were distributed to target barangays and schools.

After being adopted by the province, orientation and training on the use of the new WHO Child Growth Standards in monitoring children's growth were conducted among health and nutrition implementers, partners, and frontline workers.

PNC also mounted an aggressive and massive campaign on the Nutrition Guidelines for Filipinos (NGF), starting with the posting of NGF Materials in designated public areas. PNC

also promoted good nutrition and exclusive breastfeeding through barangay-level training on Infant and Young Child Feeding, and *Pabasa sa Nutrisyon* sessions were facilitated by the Provincial technical working group, in partnership with the Municipal technical working groups. Special one-hour Nutrition Education classes were executed year-round for a total audience of 2,723 mothers of undernourished preschool children and 4,071 mothers of undernourished school children.

Zamboanga Sibugay's Provincial Government also tied up with DSWD for a six-month Supplementary Feeding



Program, a direct-nutrition program for the 17,995 preschool children enrolled in the province's 419 public day-care centers.

The PNC, in partnership with the Provincial Agriculture Office, continues to implement the *Malunggay Kada Bahay* and *Gulay Karugtong ng Buhay* projects as component of the *Gulayan sa Paaralan at Pamayanan* Program of the local government. Families in Zamboanga Sibugay's 10 Nutritionally-Depressed Provinces were also provided with baby and adult

goats and fish fingerlings in order to start them on the path of farming, and the production of self-sustained provisions for the home.

As a result of all this hard work and dedication, Zamboanga Sibugay takes pride in having the lowest prevalence of underweight preschool children - 8.98% - in the Zamboanga Peninsula. It also boasts of a relatively low prevalence of underweight school children at 10.09%.

# Crown Awardee



## Opol, Misamis Oriental

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# Crown Awardee



## Tagum City

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# Crown Awardee



## Kidapawan City

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# Crown Maintenance Awardee



## Bulacan Province

*Bayaniban sa Bulacan towards a Well-Nourished Society*

Even as Bulacan speeds towards urbanization – a heady side effect of its proximity to the National Capitol Region – the province's leaders, led by Governor Wilhelmino Sy-Alvarado, stand firm in their belief that the tide of progress should not come with the markers of urban blight that mar Metro Manila.

To this end, the province has brought together its people, its resources, and most notably, the vaunted Bulakeño will, and mustered up the spirit of *bayanihan* to make sure that the men, women, and children of Bulacan grow stronger and healthier through the provincial nutrition programs.

**First  
Year  
Awardee**

As a flagship nutrition program of the provincial seat, the Governor's Kapitolyo sa Barangay program serves as a venue for the Provincial Nutrition Committee (PNC) and its member agencies to deliver integrated nutrition programs, and related services such as medical/dental check-ups, provision of multivitamins, and donations of food packages to Bulacan's 10,240 indigent families and families with underweight children

### Highlights

- Delivery of integrated nutrition programs and related services
- *Gulayan sa Bakuran* training program
- *Luntiang Bakuran sa Bulacan*
- *Pabasa sa Nutrisyon* nutrition education strategy



throughout the massive province's 3 cities, 21 towns and 569 communities.

Other award-winning nutritional programs from Bulacan Province are:

To ensure that every household had vegetables on its table, PNC has continued to promote the production and consumption of the so-called high five vegetables - *malunggay*, *saluyot*, *kulitis*, *kamote* and *sili* through the *Gulayan sa Bakuran* training program. For this effort, the Provincial Agriculture Office provided *Gulayan sa Bakuran* training to 943 families with underweight children in 12 municipalities, equipping them with the knowledge and skills to start and maintain backyard gardens in both in rural and urban settings.

On a community level, the *Luntiang Bakuran sa Bulacan* promoted urban gardening not only in the barangay community gardens but also inside the subdivisions through the homeowners associations. Participants exhibited the spirit of *bayanihan* by tending their gardens and actively participating in other nutrition programs of the province. Families living in resettlement areas were encouraged to establish their own backyard garden, even in their limited space.

Established in 2002, the long-term project of *Pabasa sa Nutrisyon* is a nutrition education strategy to increase the consciousness of mothers and caregivers regarding proper nutrition for the family. As a result of attending *Pabasa* sessions and individual counseling provided by the local health and nutrition workers, 105,862 pregnant/lactating mothers have practiced breastfeeding with their children.



The nutrition program owes its strength and sustainability to the trained volunteer workers known as the *Lingkod Lingap sa Nasyon* (LLN) or the Barangay Nutrition Scholars of the province, with their Mother Leaders (ML) in all puroks. All 650

LLNs and 3,000 MLs have been federated through the Bayanihang Bulakenyo Foundation Incorporated.

# Crown Maintenance Awardee



## Sta. Rosa City

*Economic Development towards a Well-Nourished Community*

As the self-proclaimed Lion City of the South, Sta. Rosa's rapid rise in development as one of Metro Manila's top suburbs has also spiked a rise in civil services delivered to the people. Under the leadership of City Mayor Arlene Arcillas, herself a finalist for the 2011 Presidential Lingkod Bayan Award, Sta. Rosa's public officials have instituted a remarkable run of programs over the past year that has placed it in this year's august list of CROWN Maintenance awardees, having sustained the past year's programs and improved upon their fantastic track record even more.

Understanding that knowledge is the backbone of behavior, the City Nutrition Office set about improving the knowledge base of the city's parents and caregivers regarding good eating habits and proper food preparation through Pabasa sa Nutrisyon, a 10-part public lecture series. In 2010, Pabasa sa Nutrisyon reached 788 mothers with severely underweight preschool children and 3,008 mothers of underweight schoolchildren.

Informal learning made a difference in Barangay Tagapo's School On Wheels to Relevant Education Access Program (SOW-to-REAP), which conducts twice-

**First  
Year  
Awardee**

### Highlights

- *Pabasa sa Nutrisyon* lecture series
- School on Wheels to Relevant Education Access Program (SOW-to-REAP)
- *Sagip Kabubayan, Sagip Kalikasan* program
- Ban on smoking in public places and private establishments
- Passage of the adopt-a-lot ordinance
- Development of an ecology management plan
- Livelihood training programs



weekly classes in five depressed puroks for 90 indigent children, aged 3 to 6 years old, whose parents cannot afford formal education. The children's parents were also given classes relevant to their needs, such as proper child care, the benefits of breastfeeding, first aid treatment, home management and livelihood training. The Barangay Nutrition Committee contributed school supplies, books, meals and snacks for the children and honoraria for volunteer teachers.

Initiated to increase awareness in solid waste segregation and urban food production, Sagip Kabuhayan, Sagip Kalikasan encouraged residents to adopt and cultivate idle lots for community gardens, which are funded through the sale of recyclables, and fertilized by organic compost.

Sta. Rosa City is determined to pursue eco-friendly policies through various city ordinances and resolutions. A ban on smoking in public places and private establishments reduces litter and air pollution, while the adopt-a-lot ordinance promotes urban renewal. The City Government also developed an ecology management plan which enhances the existing solid waste management program.

The City Government's partnership with NGOs like CARD MRI & Life Bank (IKABUHI) has resulted in programs like a livelihood training program for starting home-based businesses like includes making liquid and solid soap, perfume, beads, meat products, making bags from folded paper, baked goods, and candy, as well as training in hair science and reflexology.



# Crown Maintenance Awardee



## Pagsanjan, Laguna

*A well-nourished and active citizenry reflects  
a healthy and productive community*

Pagsanjan, Laguna is known for its majestic Pagsanjan Falls, the 14 rapids that lead to it being the site where Hollywood epic Apocalypse Now was shot, and the rapid progress and development that the town has undergone in recent years. This year, they add to their honors with their second-straight Consistent Regional Outstanding Winner in Nutrition (CROWN) award, the result of the efforts of former Mayor and current Laguna Governor George Ejercito, newly-installed Pagsanjan Mayor Girlie "Maita" J. Ejercito, and the members of the Municipal Nutrition Committee (MNC). With the town dads aiming for a malnutrition-free Pagsanjan in the near future, it's a good time to look at how

Pagsanjan arrived at the remarkable town's remarkable 2.695% and 7.825% underweight rate for preschool and grade school-age children, respectively.

**First  
Year  
Awardee**

Since 2010, Pagsanjan MNC has incorporated a Nutrition Action Plan in their Local Development Plan. The program *Mayora Ang Inang Tunay na Aaruga sa Pagsanjan* (MAITA), which linked the town's health and nutrition concerns to its livelihood and environment plans, have brought to life the following projects:

### Highlights

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In line with the belief that information is the first step to fight malnutrition and diseases, nutrition and health advocacy lectures on reproductive health and incidence of infectious diseases, called *Wastong Kaalaman sa Kalusugan*, were conducted for elementary and high school students and their parents. MNC also laid out *Kalusugan Mo, Sagot Ko*, which linked with Manila-based hospital foundations and NGOs for medical and dental missions, as well as organized free MMR vaccinations for 291 children aged 12-15 months. MNC provided 500 senior citizens and 113 municipal employees with free H1N1 and flu vaccines. The municipal government also enrolled all municipal and barangay officials, senior citizen officers and municipal volunteers for free Accident Insurance Premium with hospital benefits.

To address the income issues, and in turn the nutritional issues, of Pagsanjan's poorest residents, MNC and the LGU have created several livelihood-generation programs. *Kariton ng Kabuhatan* aimed to uplift the living conditions of 20 ambulant vendors through lessons in proper food handling and sanitation, and basic business management and entrepreneurial development. The vendors were also supplied new, clean food carts, whose cost can be paid within two years, and which also serve as tourist attractions. The *Angat Kabuhatan sa Pagsanjan* provided women with income-generating opportunities through TESDA lessons in handicraft, basic reflexology, and basic computer skills and repair. Out of 130 pilot participants, 50 are now engaged in small income-generating businesses, specifically with accessories made of paper beads that they sell, by consignment, to hotels and souvenir shops. TESDA has accredited a total of 454 participants from the various sponsored courses, and almost all have found employment in the municipality and abroad. In addition, the LGU helped the TESDA graduates raise initial capital through microfinance.



A joint project of the MNC-LGU General Services-Municipal Social Welfare Development Office (MSWDO), the *Kapaligiran Pangalagaan*, Zero Waste Iskatuparan employed residents in the municipal Food-for-Work Program to clean its canals, roads, esteros and river.



# Crown Maintenance Awardee



## Numancia, Aklan

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**First  
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# Crown Maintenance Awardee



## Tubigon, Bohol

*Answering the challenge of health  
for the people, the environment and the future*

If you asked them, bringing the vision of health for the townspeople of Tubigon, Bohol is the greatest accomplishment of the local government of Tubigon, Bohol – their pride and joy in their first CROWN Maintenance Award notwithstanding. For the second year running, Tubigon's MNC, headed by town mayor Engr. William Jao, succeeded in further reducing their already low percentage of malnourished children aged 0-5 and 6-12 years old from 4% to 3% by the end of the year. The percentage of malnourished children also shrank by 4% from 2009 to 2010.

Through the MNC's Monitoring and Evaluating Team, interventions MNC efforts to combat malnutrition resulted in a decline in the malnutrition prevalence among preschool children: from 5.43% in 2008 to 4.48% in 2009 to 4.16% in 2010. Trends for gradeschoolers also declined from 24.56% in SY2007-2008, to 17.26% in SY2009-2010, and finally 6.72% in SY2010-2011. The municipality also safeguards its citizens' health in other ways, having been declared a national finalist in the Search for Child Friendly Municipalities in 2008, 2009 and 2010, winning a Regional Award for the same for Brgy. Panadtaran and becoming a National Finalist for Barangay with Best Sanitation Practices in 2010.

**First  
Year  
Awardee**

### Highlights

- Decline in the malnutrition prevalence among preschool children
- Construction and population of fishponds in Nutritionally-Depressed barangays
- *Marine Aquarium para sa Nutrition* program
- *Basura Mo, Kalusugan Ko* program
- Milk Supplementation Feeding program
- *Nagkaisang Kilos Laban sa Malnutrisyon* program
- Installation of breastfeeding rooms



Mayor Jao and company attacked the many facets of the problem head-on, starting with food security. The MNC built and populated fishponds in some of Tubigon's Nutritionally-Depressed Barangays - including Barangays Buenos Aires, Libertad, Bunacan, Cawayanan and Ubojan – and townspeople assist the Municipal Agriculture Office (MAO) in fishpond maintenance in exchange for the chance to harvest fish for their own consumption. Since its establishment percentages of malnourished children decreased in the project barangays. Livelihood programs defied economic woes with well-realized programs, like Marine Aquarium Para Sa Nutrition,

An offshoot of their strict solid waste management program, Basura Mo, Kalusugan Ko allows MAO and the Municipal Health Office (MHO) to use income from recyclables to finance the 120-day feeding programs at the most needful NDB. Since its establishment in 2008, three barangays – Ubojan, Maacas and Tinagnan – have benefited, resulting in the rehabilitation of 72 out of 100 malnourished preschool children have been rehabilitated. The MNC also partnered with the National Dairy Authority (NDA) for Milk Supplementation Feeding, providing 120 days' worth of fresh milk to preschool children aged 24-71 months old and nutrition education to their parents and caregivers. MNC's partnership with private partners Feed the Children (FTC), Rotary Club of Tubigon (RCT), and STAC I brought about Nagkaisang Kilos Laban sa Malnutrisyon, a 60-day feeding program for below-normal preschool children incorporating a nutrition education. After a year, RCT moved to include senior citizens in the program, while STAC I widened its coverage to include disabled children. Despite programs' short run, many children were rehabilitated by Nagkaisang Kilos. And the communities' malnutrition rate continues to fall.

In terms of maternal & child care, the LGU has installed breastfeeding rooms in the health center office and the public

health market. This was established in support of the Infant and Young Child Feeding Program (IYCFP) combating malnutrition in children aged 0-23 months. IYCFP extensively promotes exclusive breastfeeding, good nutrition and the establishment of community breastfeeding support groups in all barangays.



# Crown Maintenance Awardee



## Osamiz City

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**First  
Year  
Awardee**

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# Crown Maintenance Awardee



## South Cotabato Province

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First  
Year  
Awardee

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# Crown Maintenance Awardee



## Batanes Province

*On the road to zero percent malnutrition.*

With its clean air, exotic indigenous delicacies, breathtaking sights, and hospitable natives, Batanes now has another thing to brag about – its second year to be acclaimed as one of the country's health and nutrition leaders, leading to Batanes' second-year CROWN maintenance award.

The leadership of its governor, Vicente Gato, brought together private and public interests with the Provincial Nutrition Committee (PNC). Within the past two years alone, the partnership developed and brought to life programs that now maintain a 0% rate of underweight pre-school children in three of its six municipalities – with the provincial government determined to reach zero malnutrition in the near future.

This was how they did it.

**Second  
Year  
Awardee**

Informing families about the importance of good nutrition and a healthy lifestyle leaned on the vaunted Ivatan love for family to encourage healthier feeding and caregiving practices. Their Mini Mother and Child Health Fair sought to impart vital information and provide essential primary level care services and supplements. Lectures on exclusive breastfeeding, complementary feeding and caring practices were conducted in the Infant and Young Child Feeding Practices series at four municipalities; Basco, Mahatao, Ivana, and Uyugan.

### Highlights

- Mini Mother and Child health fair
- Lectures on infant and young child feeding practices
- Provision of medicine, preventive and curative dental care for mothers and children requiring medical attention
- Walk for a Cause to raise funds for malnourished children
- Enhanced Adopt-A-Child feeding project
- Breastmilk bank



## ON THE ROAD TO ZERO PERCENT MALNUTRITION

Provincial and Municipal Health Offices took a proactive stance in treating mothers and children, giving medical attention, providing medicine, preventive and curative dental care, and distributing packages containing rice, sardines, noodles, clothes donated by the private sector, and seeds for fruit and vegetable plants from the Provincial Agriculture Office.

Fundraising activities included a Walk for a Cause organized by the Batanes PNC which raised P21,410.00 to help Batanes's malnourished kids. The Adopt-A-Child Project was funded by the government and private donors, and rehabilitated most test cases, save those who had pre-existing medical problems which posed greater challenges.

Dr. Richard Lariosa, Municipal Nutrition Officer of Uyugan, is himself making breakthroughs for Batanes with his invention and implementation of Formula 100, a special fortified liquid drink that is high in energy, fat, and protein, and provides a large amount of nutrients. Ingredients include concentrated milk powder, food oil and vitamin complex. Formula 100's rollout in Uyugan was followed by its adoption in other Batanes municipalities, having been formulated with two different flavors – chocolate and vanilla – to help sustain a child's appetite.

Uyugan has opened a breastmilk bank, where mothers can share their extra milk for other babies of working mothers who are in need. Ivana municipality, on the other hand, found mothers organizing a breastfeeding support group with its own set of officers, composed not only of pregnant and lactating mothers but also fathers and caregivers. Aside from providing readily available breast milk through wet nursing for infants whose mothers are out for work, the group also aims to be vigilant to avoid the proliferation of infant formula in the province and peer-watch unwanted teenage pregnancies.



The Garantisadong Pambata program armed pre-school children with individual GP cards, which allowed them to avail of micronutrient supplementation, deworming, oral health, and training on proper tooth-brushing and hand-washing methods.



# Crown Maintenance Awardee



## Santiago City

*Maintaining the Spirit of PATTARADDAY  
towards Eradication of Hunger and Malnutrition.*

The word *pattaradday* holds a special meaning to the people of Santiago City, Isabela. Taken from the Ibanag word for "unity," *pattaradday* is celebrated with a yearly Pattaraday Festival, which brings together the 17 ethno-linguistic groups that live within the city. It's also what residents of Santiago City call the spirit by which they tackle the town's projects.

Which brings us to Santiago City's newest honor, as it takes its second CROWN award in a row. Maintaining the standards that brought it the CROWN award in the first place was the result of the tireless efforts of Santiago's City Nutrition Committee (CNC) headed by the Honorable Mayor Amelita S. Navarro. Taking charge of preserving the alliances and partnerships with the communities, schools, public and private agencies and NGOs in pursuit of the city's nutritional programs, Santiago's CNC has driven down its malnutrition rate to an impressively low 2.0% among preschool children, and 4.49% among school children in 2010, with measurements based on the newly-adopted WHO Child Growth Standards.

The pattaraday spirit also permeated Santiago's other notable citywide nutritional efforts:

**Second  
Year  
Awardee**

### Highlights

- Exclusive Breastfeeding advocacy and signature drive
- Passage of city ordinance "Adopting the National Plan of Action for Infant and Young Child Feeding"
- Establishment of lactation stations at the main marketplace and government workplaces
- Promotive, Active, Response and Delivery of Activities (PARADA ng mga Buntis) program
- Establishment of the Santiago City Birthing Complex



CNC's Exclusive Breastfeeding Advocacy tied up with the Local Council for the Protection of Children (LCDC) for various pro-maternal and pro-infant health measures, the most important of which was the passage of the city ordinance "Adopting the National Plan of Action for Infant and Young Child Feeding."

CNC also launched the Exclusive Breastfeeding Covenant signature drive, where a commitment to adopt and uphold the principles of good nutrition and proper infant and young child feeding was signed by volunteer representative mothers and fathers, as well as support groups in the barangay level. Copies of the signed covenant were posted in Santiago's 37 barangay halls and health centers. Lactation stations were also established in the city's main market place, as well as certain government workplaces, such as in the office of the National Food Authority (NFA).

The Promotive, Active, Response and Delivery of Activities (PARADA ng mga Buntis), an activity initiated to provide complete pre- and post-natal services to pregnant women, aided a total of 4,532 pregnant women in 2010.

The Santiago City Birthing Complex, a 10-bed, air-conditioned facility that provides comprehensive care for pregnant women and their infants, was established through the partnership of the City Government, Philhealth, and De Vera Medical Center. The facility provides services for pregnant mothers and infants such as pre-natal check up, delivery, post partum check-up, and newborn screening, free of charge for Philhealth members. The Santiago City Birthing Complex also requires mothers to attend pre- and post-natal classes as well as maternal and child-care classes.

The Adopt a Malnourished Young Child Program, launched in 2005, continues to effectively contribute to the City's objective of reducing the rate of malnutrition among

preschool children. With the Share Your Dalawang Fifty Para Kay Baby project, residents are encouraged to give a donation of P400 a month for six months, which contributes to the rehabilitation fund for one undernourished child. By pooling the funds for a feeding program, Santiago City has been able to rehabilitate a total of 431 preschool children as of 2010.

Despite the City's vision of urbanization, the CNC still believes in cultivating its land with vegetable and fruit plants in order to prevent and eradicate



hunger and malnutrition in the community. The city government of Santiago established the Santiago City Federation of Vegetable Growers, Inc., with a total of 225 members from 10 barangays, to set up Barangay Bagsakan, a centralized marketplace for farmers to sell their produce and other agricultural products, in 7 barangays. This ensures a market for their products and at the same time guarantees a steady supply of fresh, low-priced, quality vegetables for households in remote areas.

Mass media has also become a tool of the CNC, as it partners with radio programs "Magandang Umaga, Lungsod ng Santiago" and "Sulong Santiago" to announce its health and nutrition activities such as Operation Timbang and Garantisadong Pambata. They also utilize the radio programs to conduct nutrition education on air.



# Crown Maintenance Awardee



## Kabasalan, Zamboanga Sibugay

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# Nutrition Honor Awardee



## Limasawa, Southern Leyte

*Where Good Nutrition is  
a Family, Community, and Local Government Endeavor*

It was not long ago that the 6th-class, island municipality of Limasawa, Southern Leyte was faced with a malnutrition rate of 8.8% among preschool children and 7% among school children. Driven by their commitment to good governance and guided by their mission of providing adequate livelihood, proper nutrition education, healthy and nutritious food and a clean environment to their constituents, the municipal government of Limasawa, through its Municipal Nutrition Committee invested in nutrition through the seven impact programs of the PPAN. Their innovative programs allowed Limasawa to reduce the prevalence of malnutrition from 8.8% in 2004 to 2.6% in 2010 among preschool children, and 7% in 2004 to 2.2% in 2010 among school children.

An advocate of the Food Always in the Home (FAITH) strategy, the MNC initially launched the Gulay Bawat Bahay, Hahaba ang Buhay which encouraged the households to maintain a backyard vegetable garden for their personal consumption. Two parallel programs eventually followed: a barangay program called Gulayan sa Barangay, maintained by the Barangay Nutrition Committee, and a municipal program called Halaman ng Bayan para sa Kalusugan ng Mamamayan, in which the every department of the municipal government maintained a plot in the municipal vegetable garden. The Office of the Municipal Mayor, led by Mayor Melchor P. Petracorta, also began a vermiculture project, generating organic

### Highlights

- *Gulay Bawat Bahay, Hahaba ang Buhay* program
- *Gulayan sa Barangay* program
- *Halaman ng Bayan para sa Kalusugan ng Mamamayan* program
- Vermiculture project to generate organic fertilizer for public gardens
- Annual search for Best Barangay Garden and Best School Garden
- Zero maternal mortality since 2007
- *Prenatal sa Biyernes, Pagkaon ang Buntis* program



fertilizer for public gardens, and a municipal food terminal that sold low-priced vegetables and commodities to low-income families.

To provide a venue to promote Limasawa's agricultural products, the municipality holds a bi-annual Inter-Barangay Booth Contest every March and July, wherein each barangay decorates a booth and showcases community products. An annual search for the "Best Barangay Garden" and "Best School Garden" is also held by the Municipal Agriculture Office with the support of the Philippine National Police personnel every December; to further promote vegetable gardening. The winners of the contests receive prizes in cash and kind.

Limasawa has registered zero maternal mortality since 2007 through efficient Women Health Teams (WHTs) that closely monitor pregnant mothers and develop their birthing plans in cooperation with the Rural Health Unit (RHU), barangay officials, and health workers. WHTs also established the Buntis Baby Bank to help mothers save for their birth using bamboo coin banks displayed at the RHUs and Barangay Health Stations. Pregnant mothers – and random visitors – can drop small amounts after each visit. MNC also launched Prenatal sa Biyernes, Pagkan-on ang Buntis, a nutrition education activity conducted every Friday, delivering lectures on breastfeeding, nutrition for pregnant women and

supplementary feeding. Limasawa also maintains a Philhealth-accredited 3-in-1 RHU, offering Basic Emergency Obstetrics and Newborn Care (BeMOC), TB-DOTs, and outpatient packages accessible to all constituents. On a community level, Limasawa supports community-based breastfeeding support groups to assist lactating mothers in practicing exclusive breastfeeding until six months and beyond. In order to promote sharing parental nutritional responsibilities from birth



onwards, fathers were also given IYCF training through the Tatay ko, Kaagapay sa Kalusugan Ko and Pabasa sa Nutrisyon programs.

Household hygiene is also a priority addressed by Handog Pamasko sa LGU, which gifted a toilet bowl, a bag of cement and two iron bars to homes with no septic systems. The Municipal Engineer and Sanitary Inspector need to inspect the holes for the septic tanks before supplies were disbursed, however:

Limasawa found creative ways to fund its nutritional projects, including establishing linkages with different government and non-government organizations, staging fund-raising activities like Barya Mo, Kalusugan Ko, and setting aside percentages from income from illegal fishing fines and diving fees.



# Nutrition Honor Awardee



## Kadingilan, Bukidnon

*Solidifying Local Nutrition Initiatives  
through Strong Political Will and Good Governance*

Kadingilan prides itself in its beautiful terrain and natural resources, but their remote location, along the southwestern border of Bukidnon, poses a challenge in the implementation of provincial nutrition programs. Undeterred, the Municipal Nutrition Committee (MNC) of Kadingilan, headed by Mayor Julito J. Talaid, supported by the Sangguniang Bayan and Municipal Nutrition Action Officer (MNAO), Mr. Jesus D. Dumangon, created local nutrition initiatives to help townspeople on their own terms. This resulted in the consistent reduction the malnutrition rate among preschool children, from 5.96% in 2008 to 2.89% in 2010. The prevalence of malnutrition in school children also decreased from 5.69% in 2008 to 3.01% in 2010.

Now in its third year of maintaining the CROWN Award, and thus bestowed with the Nutrition Honor Award, the municipality of Kadingilan took the following notable initiatives and strategies:

On a municipal level, the Kadingilan LGU allotted P17.4 Million to sustain existing health, nutrition and related programs and projects for 2010, and formulated local ordinances to serve as legal basis for all nutrition-related activities and projects. With this, Kadingilan set up communal gardens in all the 17 barangays, with focus on the production of soybeans for its soymilk processing project. Soymilk is provided to feeding programs for underweight children. An

### Highlights

- CROWN Awardee for three years straight
- Passage of local ordinances in support of nutrition-related activities and projects
- Establishment of communal gardens in all 17 barangays with focus on soybeans for its feeding programs
- Plant Now, Pay Later income generating project
- *Pabasa sa Nutrisyon* project
- Promote Good Nutrition program
- Translation of Nutritional Guidelines for Filipinos



ordinance also encourages households to plant at least five kinds of vegetables, and vegetable seeds, cuttings, seedlings and other planting materials were distributed to households. Public schools, both elementary and secondary, implement the "Gulayan sa Paaralan" school vegetable garden program, where around 3,445 students not only learn the value of good nutrition, but also the value of self-sufficiency and growing your own food.

In terms of income generation, Kadingilan LGU put in place programs like Plant Now and Pay Later, supporting and augmenting the income of farm families, as they harvest and sell fruits like durian and mango to contractors.

Educational interventions include the Pabasa sa Nutrisyon which, in 2010, reached and created awareness in good nutrition with 1,554 caregivers in the community, including mothers of underweight children. The Promote Good Nutrition (PGN) program is an intensive campaign on to educate citizens on exclusive breastfeeding, Infant and Young Child Feeding (IYCF) and Nutrition Guidelines for Filipinos. The MNC also displayed posters like "An Egg a Day is OK," and translated the Nutritional Guidelines for Filipinos (NGF) to the local dialect allow the key concepts to be better understood by the community. Tarpaulins containing translated NGFs were posted in Kadingilan's 21 public schools.

Making nutritious food available is the task of the municipality's Rural Health Unit, which implements Micronutrient Supplementation and monitored of iodized salt utilization both by households and food establishments in the community, including small scale food processors and peddlers. Nutri-Stores were also established in all 17 barangays ensuring accessibility of the community to healthy, nutritious and affordable



food items, especially food with the Sangkap Pinoy Seal. The MNC also secured commitments from local establishments, elementary schools, the children and women's desk of PNP, the Sangguniang Kabataan and the entire federation of Non Government Organizations (NGOs) in the municipality.

The MNC also conducts support activities for implementers and regular monitoring of their performances to ensure the programs' efficient and effective implementation, as well as program implementation reviews. All nutrition and

health activities are reviewed quarterly to ensure smooth implementation, including the evaluation of the Barangay Nutrition Committees (BNCs). The MNAO also visits all 17 barangays to guide and monitor the performance of both the BNSs and the BNCs. MNC also conducts a quarterly, half-day workshop for BNSs and BNCs to update and invigorate them with recent knowledge on nutrition program implementation while honing their basic skills as nutrition workers.

# 2010 National Outstanding Barangay Nutrition Scholar (NOBNS) Awardee



## Marilou Cañete

*Barangay Concepcion Grande, Naga City*

### ***Outstanding BNS Combines Commitment, Dedication, Hard Work and Perseverance***

A childhood spent in an orphanage is the engine feeding Barangay Nutrition Scholar Malou P. Cañete's drive for public service. Despite hardships, Ms. Cañete graduated grade school as class valedictorian, and skipped three years of high school after taking the Alternative Learning System Accreditation and Equivalency Test in freshman year. Receiving assistance from a benefactor to enroll at the Universidad de Sta. Isabel in Naga City, Ms. Cañete left college after sophomore year to marry and have a family. She still found time, however, to serve as a youth leader, a Barangay Service



Point Officer and a BNS, all in her hometown of Naga City.

Ms. Cañete's efficient record-keeping skills and knowledge of her barangay's targets made delivery of services efficient, and reduced the barangay's malnutrition to less than 1% in 2010. Ms. Cañete advocated exclusive breastfeeding among Concepcion Grande's pregnant women, organizing a Breastfeeding Class and a Peer Counselors' Group that encouraged mothers to breastfeed more, for longer. Her husband took care of the male end of the spectrum, organizing the Men's Breastfeeding Support Group. Ms. Cañete initiated the establishment of breastfeeding corners in her nutrition center, two public elementary schools (Villa Grande Elementary School and Concepcion Grande Elementary School) and establishments such as PEPSI Inc., DPWH, DILG and the PNP Camarines Sur offices. Ms. Cañete also founded Nutri-Nanay for malnourished pregnant mothers and their children, and Mag-Kolor Kita (Let Us Color), which combines art education through coloring with teaching kids the importance of eating fruits and vegetables.

The success of the adult version of Pabasa sa Barangay led to an expansion into Pabasa sa Nutrisyon sa Paaralan, while her program Taranuman Para sa Tamang Nutrisyon (Gardens for Good Nutrition) and One House, One Malunggay ensured that every zone in her barangay has a garden for mothers to harvest and plant vegetables and fruits for augment their daily food needs.

Ms. Cañete also campaigned for regular monthly meetings of the Barangay Nutrition Committee to monitor project implementation, and the increased

efficiency increased Concepcion Grande's BNC members from 13 to 40, and BNC Executive Council was installed to mind the details.

Ms. Cañete instigated livelihood training programs for families, with programs on bead making, cosmetology, sewing, slippers-making, bead making and eco-bag making made available throughout the year. She also helped implement livelihood programs such as livestock and poultry dispersal, the barangay pangkabuhayan showcase, and the Insecticide and Pesticide Loan Assistance.

Ms. Cañete's hard work won Concepcion Grande an award as Naga City's Outstanding Barangay Nutrition Committee for 2010, and the city's first Breastfeeding Model Barangay. Public faith in Ms. Cañete also allowed her to bring together five NGOs, fourteen corporate partners, and eight private individuals in support of local nutrition projects such as IYCF for Fathers, Forum on Exclusive Breastfeeding, Buntis Summit, Search for Outstanding Peer Counsellor, Training on Nutrition in Emergencies, Nutri Quiz contest for mothers, Search for Mrs. and Baby IYCF, Hataw sa Barangay, and income-generating and supplemental feeding programs.

Ms. Cañete attributes the success of her programs to the members of the Concepcion Grande's BNC, including Barangay Captain Elmer Baldemoro – who, according to Malou, never says no to her requests for assistance, the City Population and Nutrition Office and the Naga City CNC led by Mayor John G. Bongat.

# National Outstanding Barangay Nutrition Scholar (BNS)



**Lina C. Guerrero**

*First Runner Up  
Barangay Concepcion, Kabasalan,  
Zamboanga Sibugay*

Necessity is the mother of invention – in her 11 years of service as Barangay Nutrition Scholar in Barangay Concepcion, BNS Lina was able to link the relationship of a clean environment to good nutrition. Her projects are anchored on waste segregation, proper disposal and clean environment, and touch on income generation.

In the Katas Ng Asin program, proceeds from the sale of iodized salt went to buy used sacks and bamboo to build a dike and footbridge over sections of Purok 6's creek to ease the travel between the purok to the health center.

The Basura Task Force devise waste management strategies, like a series of lectures about waste segregation, the posting of signboards and tarpaulins in strategic locations, and film viewings on garbage segregation and the adverse effects of waste disposal. The task force's activities reversed the percentages in a previous study, that revealed 45% of residents burned their garbage, and did not practice recycling



and segregation. The task force is strongly supported by KGMC and the ADZU-School of Medicine students.

After the creation of "Task Force Basura", Ms. Guerrero activated the KGMC, ADZU Medical Students and other health workers for the solid waste segregation competition "Recycle Mo, Premyo Mo," where small pump boats and bancas collect garbage every Tuesday, and offer residents one raffle stub. This entitles them to win special prizes like rice and baskets of grocery items every month, but more importantly, it reverses the old custom of residents disposing of their garbage in the river.

The Rural Health Unit, through the Sanitary Inspector, distributed 100 free toilet bowls to the residents of Barangay Concepcion. Households with no capacity to install toilets can avail of a three-door public toilet, constructed in partnership with KGCM and AdZUSOM. A minimal fee is collected for the

maintenance of the toilet and water to flush the toilets is collected in used barrels donated by gasoline stations.

The Busog Lusog program is a package of activities that include nutrition education, and counseling and home visits. The nutrition education component focuses on backyard gardening and consumption of vegetables, proper food handling, and preparation of nutritious and low-cost meals.

In coordination with the BNC, Ms. Guerrero built a community garden in front of the Barangay Health Station, which serves as a model garden to encourage households to establish their own vegetable gardens.

She also organized a series of Pabasa sa Nutrisyon and Mother's Classes, inviting nurses from the Municipal Health Office to serve as speakers, with community mothers often personally-invited by Ms. Guerrero.

# National Outstanding Barangay Nutrition Scholar (BNS)



## Marites Padilla

*Second Runner Up*

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# National Outstanding Barangay Nutrition Scholars (NOBNS)



*Marilou Cañete*  
**2011 NOBNS Awardee**  
January 2008  
Bgy. Concepcion Grande, Naga City  
(Region V)

## ***An Ode to the National Outstanding BNS***

*You, who are known as a BNS,  
Serving with a commitment so intense.  
You, who care for the community,  
Infants, children, women, the elderly.*

*From sunrise to sundown,  
You bring weighing scale around.  
Teaching parents, weighing children,  
For improved nutrition of our brethren.*

*You are the best among the best,  
Standing out among the rest.  
Nutrition hero accept our thanks,  
An inspiration in life's continuing quest.*



**Lina C. Guerrero**  
*First Runner Up*  
BNS since July 2000  
Bgy. Concepcion, Kabasalan,  
Zamboanga Sibugay  
(Region IX)



**Marites Padilla**  
*Second Runner Up*  
BNS since January 2008  
Bgy. Buenavista,  
Maddela, Quirino  
(Region II)

## Finalists



**Merlinde M. Hubalan**  
BNS since 2006  
Bgy. Taboc, Opol  
Misamis Oriental  
(Region X)



**Madelene S. Gulane**  
BNS since January 2008  
Bgy. Alejal, Carmen,  
Davao del Norte  
(Region XI)



**Gemma R. Selgas**  
BNS since June 1988  
Bgy. Upper Biangan,  
Malungon, Sarangani  
(Region XII)



**Irene C. Villanueva**  
BNS since June 1987  
Bgy. Calabuso,  
Tagaytay City  
(CALABARZON)













# National Nutrition Council

## *Chairs of the CY 2011 Regional Nutrition Evaluation Team*

Region	Name	Office
I	Ms. Melita A. Castillo	Center for Health Development-Department of Health
II	Ms. Proserfina R. Reyno	Bureau of Fisheries and Aquatic Resources - Department of Agriculture
CAR	Ms. Mei A. Cerezo	Population Commission-Department of Health
III	Ms. Joyce G. Ocampo	Center for Health Development-Department of Health
CALABARZON	Ms. Lerma Ocampo	Regional Field Unit-Department of Agriculture
	Ms. Gualberta C. Florendo	Regional Rural Improvement Clubs
	Ms. Minda B. Tuburan	Department of Trade and Industry
MIMAROPA	Dr. Pilita O. Lucena	Department of Science and Technology
V	Ms. Lucia F. Broño	Philippine Information Agency
NCR	Ms. Nona B. Tad-y	National Nutrition Council-Department of Health
VI	Ms. Melinda D. Cañares	Department of Social Welfare and Development
VII	Ms. Emily O. Grande	Center for Health Development-Department of Health
VIII	Ms. Greta F. Martinez	Department of Social Welfare and Development
IX	Ms. Remedios N. Montano	College of Arts and Sciences-Lourdes College
X	Ms. Perpetua U. Labadia	Center for Health Development-Department of Health
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XII	Ms. Dionesia L. Ubanan	Center for Health Development-Department of Health
CARAGA		
ARMM		



