





PRESENTATION OUTLINE

1. About Nutrition Month
2. How has the pandemic affected nutrition?
3. How are normal and resilience linked?
4. The new normal for nutrition
5. Opportunities for stakeholders



2022 NUTRITION MONTH CAMPAIGN OBJECTIVES

1. Raise the awareness of the importance of nutrition in building resilience and recovery from the pandemic
2. Stimulate discussions among stakeholders on how to build back better the design, delivery, and scale-up of nutrition interventions
3. Engage various sectors and the public in activities that promote nutrition

KEY MESSAGES



Key Message 1

Good nutrition is key to building immunity, protecting against illness and infection, and supporting recovery.

Key Message 2

Efforts to preserve and promote proper nutrition must be part of pandemic resilience strategies.

Key Message 3

Promote and adopt health-enhancing nutrition behaviors including the consumption of sustainable healthy diets.



KEY MESSAGES



Key Message 4

Call for continued solidarity to support food and nutrition security, especially for the most vulnerable

Key Message 5

Expand multi-sectoral engagements to scale-up nutrition interventions

Key Message 6

Strengthen leadership and governance in nutrition across all levels to achieve nutritional outcomes of the PPAN.



Target Audience and Key Messages



**Individuals and
families**

“Siguruhin ang tamang nutrisyon para sa malakas na resistensya laban sa sakit”

“Magtulungan tayo para labanan ang kagutuman at makamit ng bawat pamilya ang sapat na pagkain at nutrisyon”

“Sundin natin ang health protocols ayon sa itinakda ng autoridad”

Target Audience and Key Messages



Local chief executives and councilors and members of the local nutrition committees

Ensuring the continued and scaled-up delivery of nutrition services:

- Establish nutrition office with staff complement including a permanent full-time nutrition action officer
- Prepare three-year local nutrition action plan
- Include dietary supplementation program for pregnant women and 6-23 months old children
- Support Barangay Nutrition Scholars
- Issue ordinances that support nutrition

Target Audience and Key Messages



**Non-government
organizations, private sector,
academe**



**National government
agencies**

- Join the Scaling Up Nutrition Movement Philippines as the platform for engagement to scale up nutrition actions
- Ensure that nutrition is integrated in sectoral policies/programs
- Promote nutrition among workforce and clientele

Target Audience and Key Messages



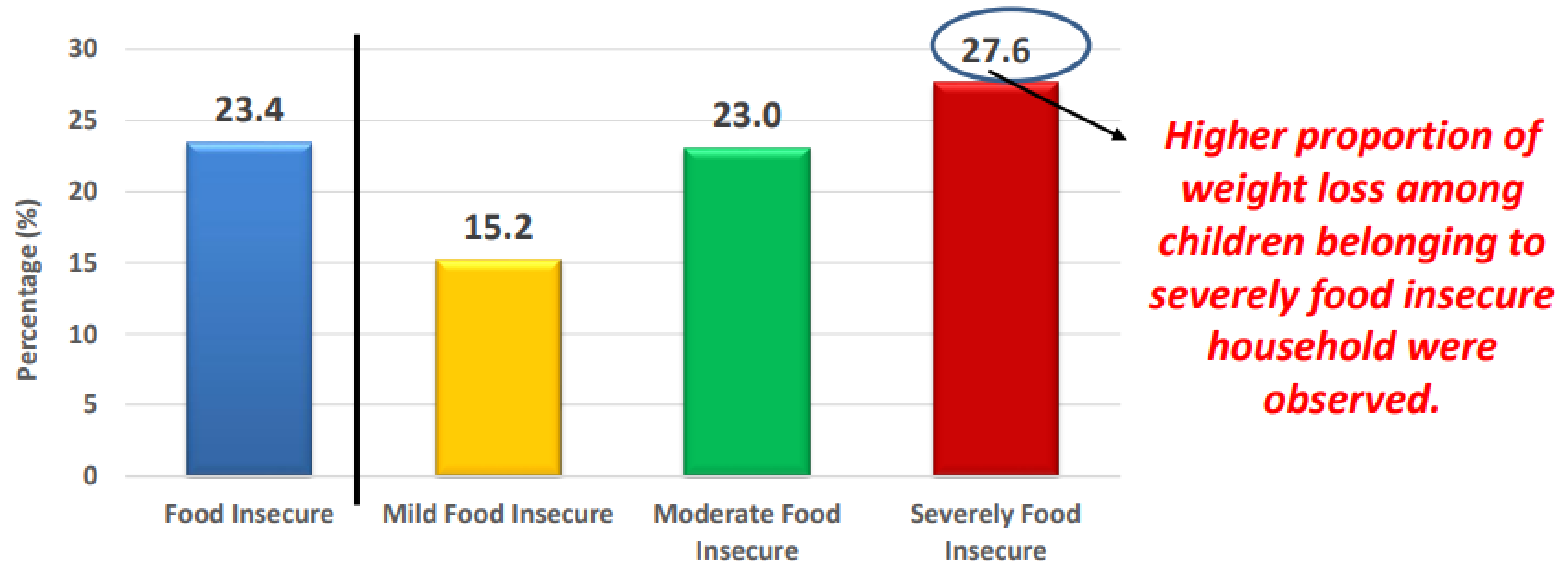
Congress and the President

- Enact legislation towards elimination of all forms of malnutrition
- Strengthen nutrition program (amend PD 491)
 - Amend PD 1569 (Barangay Nutrition Program and providing for Barangay Nutrition Scholars)
 - Providing for a Nutrition Officer and NAO
 - Protecting children from harmful marketing of unhealthy food and beverages
 - Executive order to implement the PPAN 2023-2028 and one on addressing obesity

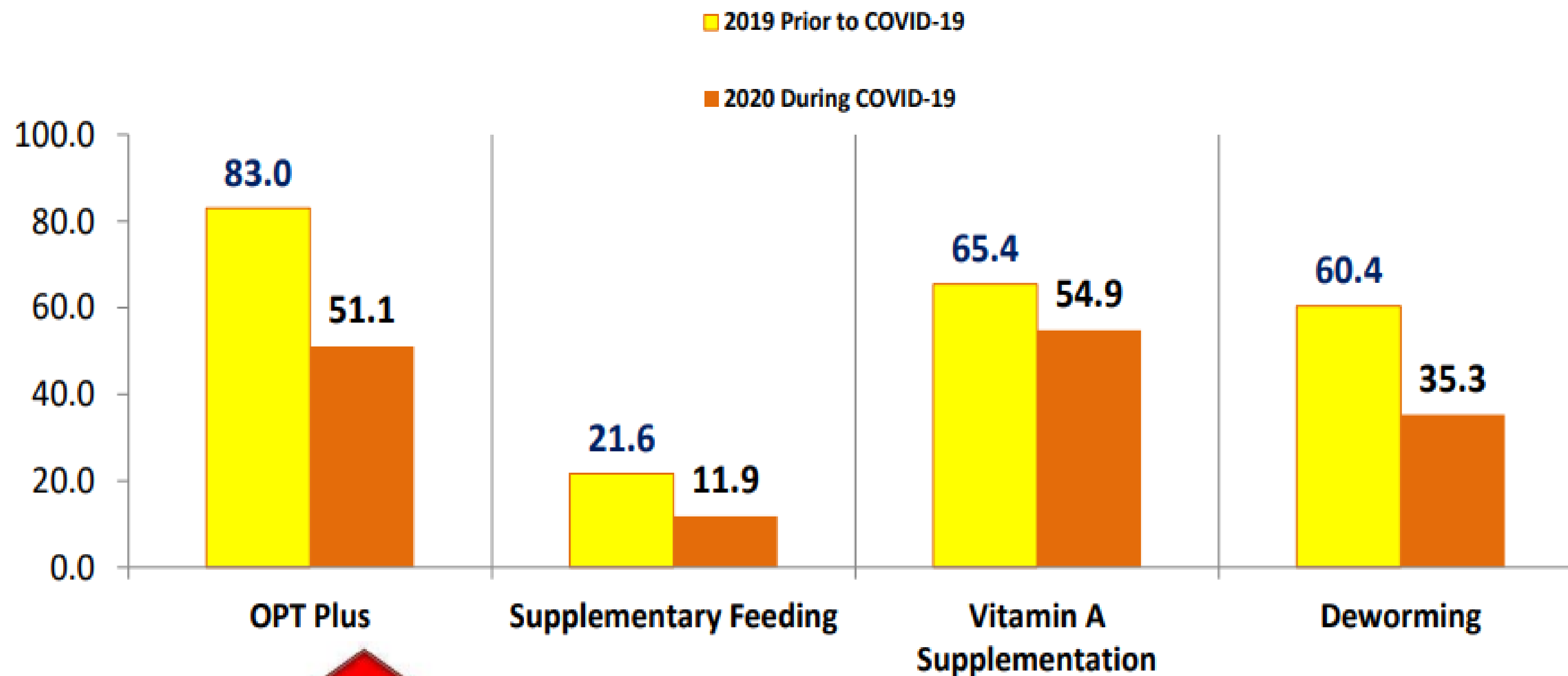


How has the COVID-19 pandemic affected nutrition?

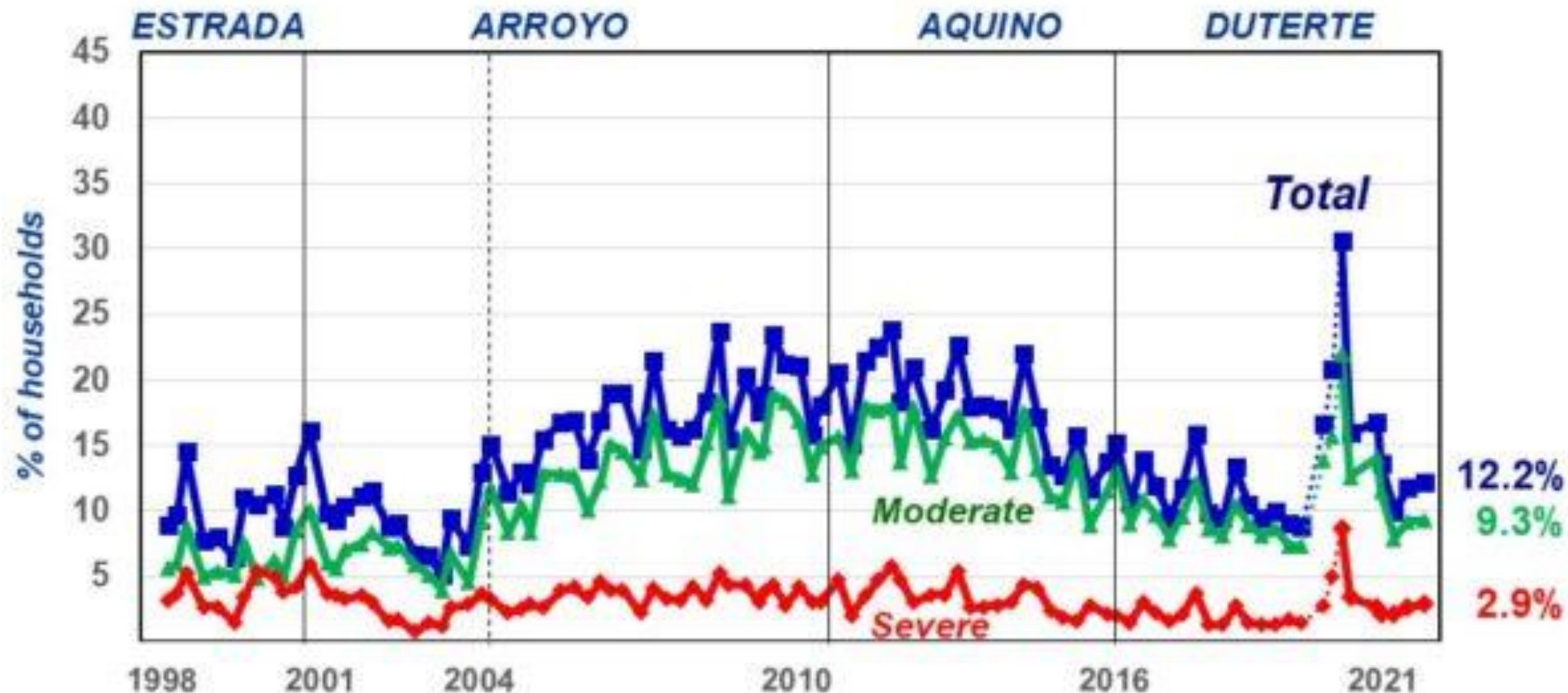
Children under 6 years old with reported loss of weight by food insecurity level



NUTRITION SPECIFIC PROGRAMS: **Children 0-12**



TOTAL, MODERATE, AND SEVERE HUNGER: PHILIPPINES, JUL 1998 – APR 2022



Note: Don't Know and Refused responses are not shown. All points connected by broken lines are from mobile phone surveys. Face-to-face interviewing resumed in November 2020.

Q: In the last 3 months, did it happen even once that your family experienced hunger and not have anything to eat?
[Moderate: Only once + A few times; Severe: Often + Always]

Food security

- Food supply chain disruption
- Low supply, high demand for food
- Higher prices
- Reliance on food packs
- Limited to no budget to buy food



- Hoarding
- Online shopping and food delivery
- Stress eating
- Preference for whole foods

Positive impacts



A. Innovation in service delivery





Mode of health and nutrition consultations
(telemedicine)

Digital technology - accelerated communication
and greater access to information and knowledge
(online learning)





B. Attitude towards health and nutrition

- ✓ Benefit of proper nutrition to boost immunity
- ✓ Families have more time together 
- ✓ More health-conscious, develop healthy habits
- ✓ Importance of physical and mental fitness at forefront 



B. Attitude towards health and nutrition

- ✓ Food security as a primordial need
- ✓ Home food gardening emerged (plantita/plantito)
- ✓ Solidarity among neighbors



What are the changes in nutrition interventions during the pandemic



1. Issuances to ensure continuous delivery of services (DOH Circular 2020-167, DSWD Memo 12 S. 2020, DepED Order 031 S. 2021)
2. Tweaking the design of programs (School-Based Feeding Program)
3. Stronger enforcement of laws such as the Milk Code

What are the changes in nutrition interventions during the pandemic



4. National Nutrition Cluster advisories

- Promote consumption of healthy diets, increase physical activity and prevent sedentary behaviors; and adequate sleep
- Prioritize nutritionally vulnerable groups and areas for assistance
- Continued breastfeeding following health protocols
- Family food packs to contain age-appropriate and culturally appropriate, clean and nutritious food items including fresh vegetables and fruits
- Conduct inventory of prepositioned nutrition commodities

RESILIENCE



**FLEXIBILITY INTO
PLANNING**



**WITHSTAND
SHOCK**



**ADAPT TO
CHANGE**



**PURSUE YOUR
GOAL**



**ANTICIPATE
RISK**



**PROTECT WEAK
SPOTS**

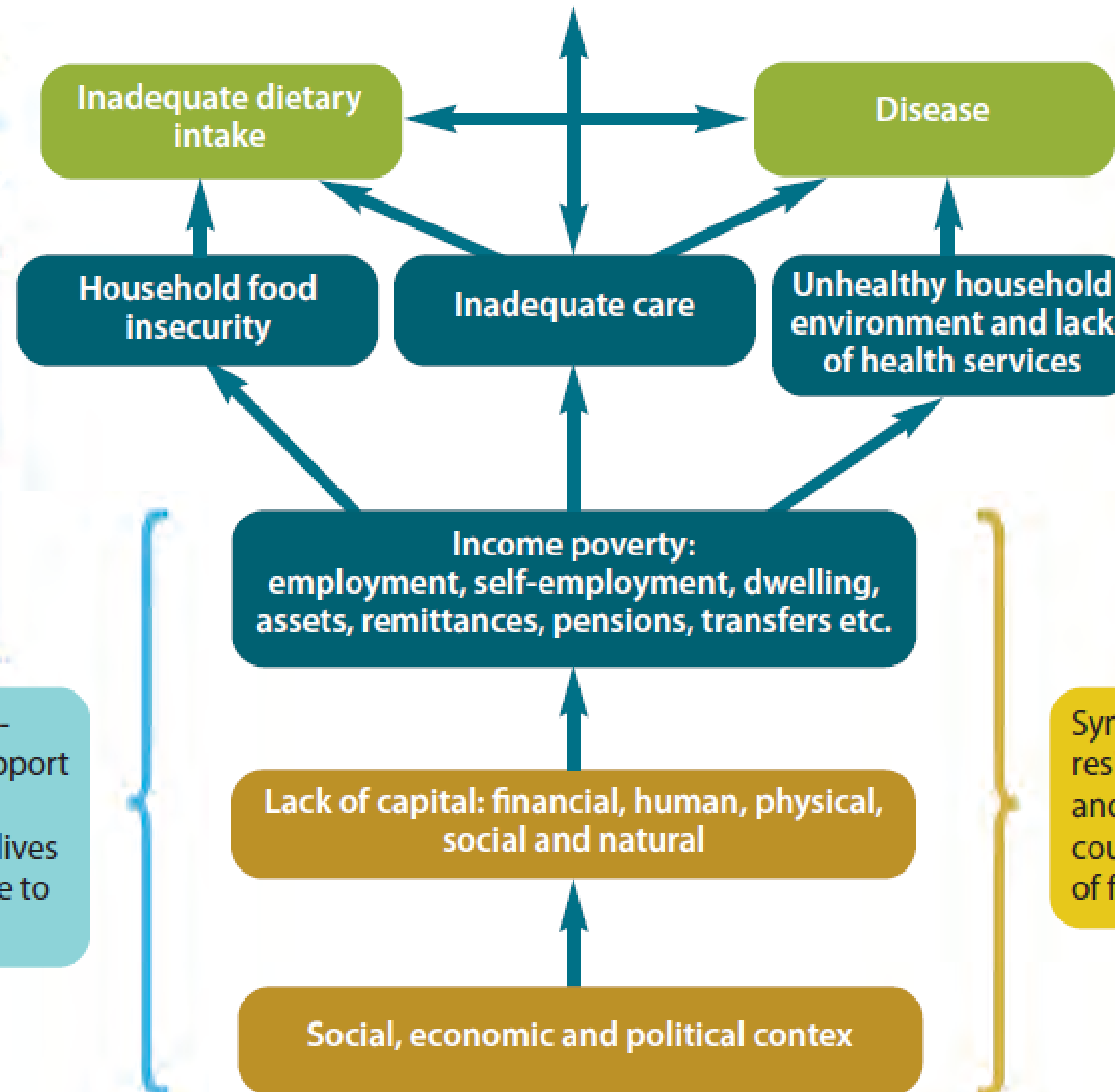
Nutrition – Resilience Links

Undernutrition weakens individuals' capacity to absorb acute shocks; Undernutrition results from the body's adaptation to chronic stresses

Households and communities lack the capacity to adapt to acute shocks or chronic stresses

Institutions and systems are ill-equipped or ill-disposed to support and guide communities and households to transform their lives so as to become less vulnerable to future shocks and stresses

Maternal and child undernutrition



Resilience – Nutrition Links

Symptomatic of weak resilience at the individual level

Symptomatic of weak resilience at the household level

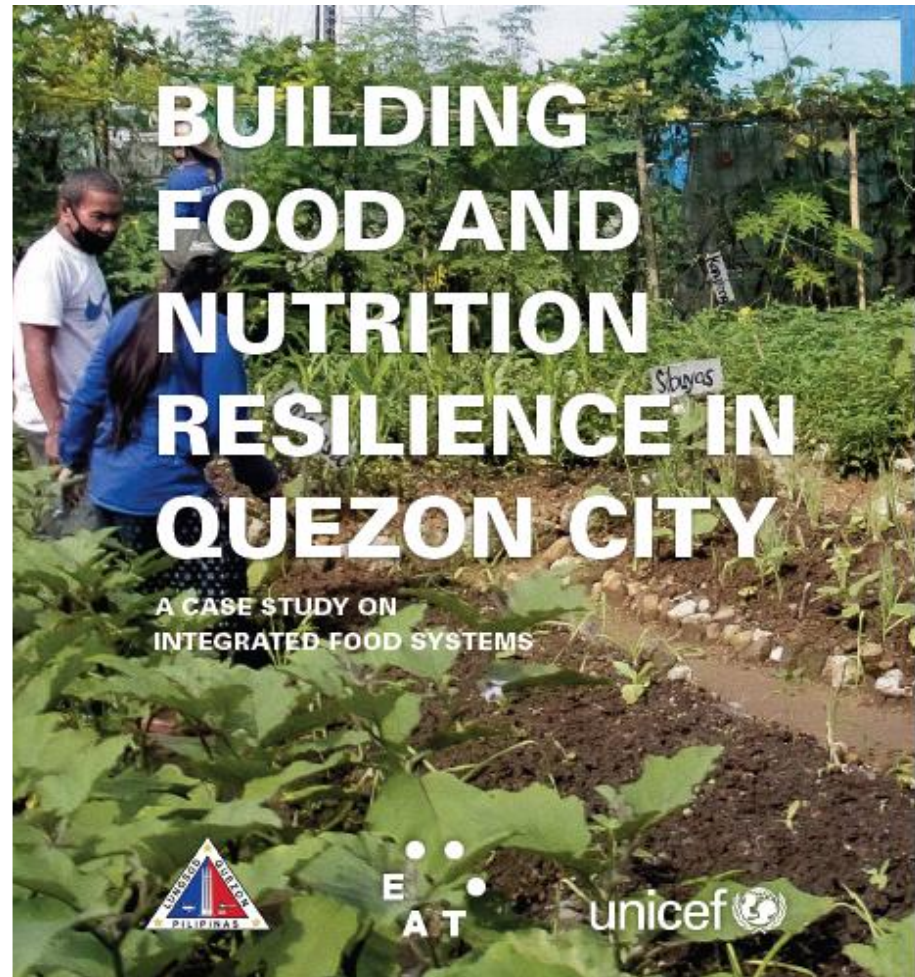
Symptomatic of weak resilience at the community and national levels, which could affect the resilience of families and people

Nutrition and Resilience



- Nutrition is both an input to and an outcome of resilience
- Nutrition and resilience are co-dependent and mutually reinforcing
- Integrating resilience thinking to nutrition programming and vice versa would have higher benefits
- Improving resilience at the country level can also address factors affecting malnutrition.

Quezon City: an example of integrated food and nutrition-sensitive programming for resilience




- Overnutrition and hidden hunger among children are main nutritional concerns
- Anti-Junk Food and Sugary Drinks Ordinance to ban marketing and trade of unhealthy food around schools (2017)
- Signatory to Good Food Cities Declaration together with 12 other cities in the world
- During pandemic: food relief, Community Mart app and Fresh Market on Wheels program to maintain food value chain from farm to market as short-term response
- Food Security Task Force worked on Urban agriculture: household, community, and institutional gardens and commercial farms to address food insecurity complemented with food trade and processing
- Plan to develop a food security and resilience plan

Towards a new normal where healthy and sustainable foods are the primary available choice

What do we aim for nutrition in the new normal?



- 
- 1 Raise awareness of the importance of nutrition in building resilience
 - 2 Better design, delivery, and scaling up of nutrition interventions
 - 3 Promote adoption of health-enhancing nutrition behaviors including consumption of sustainable healthy diets
 - 4 Increased support in food and nutrition security, especially the most vulnerable
 - 5 Eradicate hunger and malnutrition
 - 6 Prevent and manage of non-communicable diseases (NCDs)

Opportunities for nutrition in the new normal



1. Advocacy under new leadership at the national and local levels
2. Full devolution under Executive Order No. 138
3. Development of successor PPAN for 2023-2028 and its operationalization at the local level through local nutrition action plans



**What are the roles of stakeholders
to help improve nutrition towards a
better new normal?**

Opportunities to support nutrition: National government agencies



1. Commit to actions toward eliminating malnutrition and building back better moving forward to the new normal
2. Integrate nutrition in the development of resilience-building programs, policy and framework for disaster risk management
3. Develop and strengthen policies and programs on scaling up nutrition interventions and highlight importance of nutrition in building resiliency

Opportunities to support nutrition:

National government agencies



4. Invest in nutrition through the inclusion of nutrition programs in the national annual budget, operational plans, and human resources
5. Include nutrition lens in development of resilience-building programs and policies
6. Continue to tweak programs to become nutrition-sensitive
7. Prioritize nutritionally vulnerable groups as beneficiaries in nutrition specific and nutrition-sensitive government programs

Opportunities to support nutrition:

Local government units



1. Formulate and implement local nutrition action plans that align with the PPAN 2023-2028 and with a resilience lens
2. Increase support to nutrition programs and their implementation taking in considerations changes in the delivery brought by the pandemic
3. Improve access to nutrition and related programs in far-flung areas, geographically isolated and disadvantaged areas, urban poor, and resettlement areas

Opportunities to support nutrition: Private sector



1. Modify budget and plans to include nutrition-related activities and services to employees and clientele
2. Work with government to fill the gap in terms of delivery of nutrition services and intervention

Opportunities to support nutrition: **Media**



1. Develop materials for information, education, and communication of nutrition messages to the public
2. Promote good and healthy nutrition practices in commonly consumed media
3. Encourage the public to participate in national and local health and nutrition programs
4. Stop calling for donations of milk formula contrary to the Milk Code

Opportunities to support nutrition: Civil society



1. Advocate for increased attention to food and nutrition security
2. Empower communities to support programs for malnutrition and scaling up nutrition in the new normal
3. Work with government to strengthen efforts to end malnutrition
4. Widen the reach of nutrition programs to areas with less access
5. Join the Scaling Up Nutrition Civil Society Alliance

Opportunities to support nutrition: Academe



1. Conduct webinars, online fora and other activities to increase awareness on malnutrition prevention and importance of nutrition in recovery;
2. Involve school and university constituents in participation in malnutrition reduction and promotion nutrition programs;
3. Include extension programs that promote good nutrition to the public;

Opportunities to support nutrition: Academe



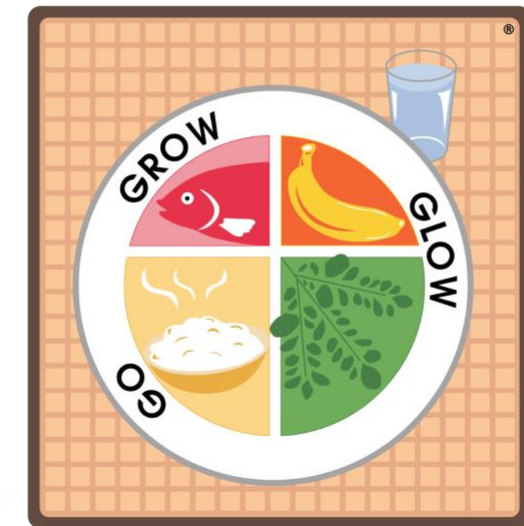
4. Improve information dissemination on nutrition in the curricula
5. Mobilize school-based groups and student organizations in their initiatives on the promotion of good nutrition
6. Join the Scaling Up Nutrition Academe Network

Opportunities to support nutrition: Individuals and Families



1. Eat a healthy and well-balanced diet using the Pinggang Pinoy as guide
2. Increase the consumption of foods rich in Vitamins A, C, E, B6 and B12 such as citrus and dark green leafy vegetables
3. Maintain an active lifestyle
4. Avoid smoking, alcohol, and drugs
5. Drink 8-10 glasses of water every day and avoid sugary drinks

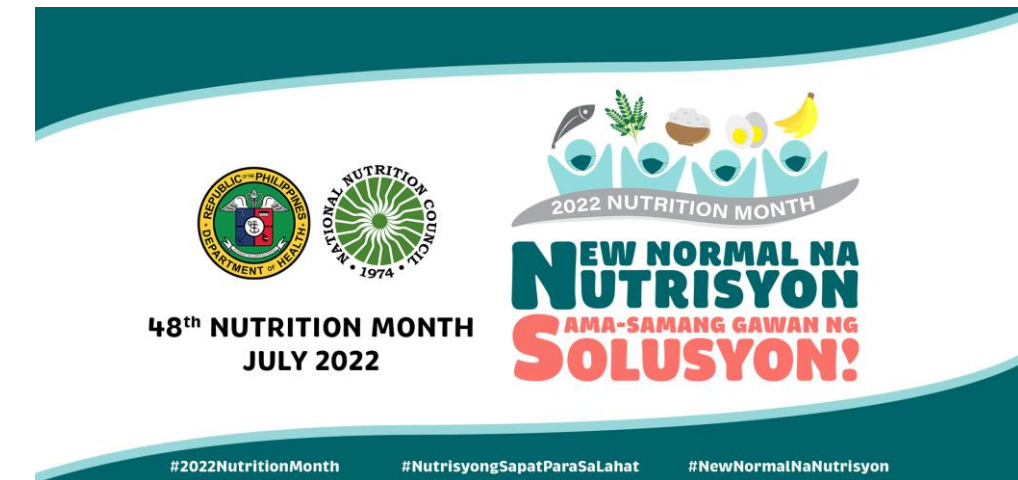
PINGGANG PINOY®
Healthy food plate for Filipinos



Ways to support Nutrition Month



1. Disseminate information about Nutrition Month by hanging streamers or posting banners in websites; billboards and other signages in building facades or in high foot traffic areas
2. Maximize the use of social media
3. Participate in Nutrition Month activities of the NNC, other agencies, workplace, schools and your local government unit or community



Ways to support Nutrition Month



4. Conduct webinars and online fora
5. Conduct special events (motorcade, fun run, cycling, parade and sporting events) tweaked to highlight nutrition messages
6. Conduct drills to help people become prepared for emergencies as July is also National Disaster Awareness Month
7. Sharpen nutrition knowledge through conduct of quizbees on nutrition especially among students and even parents

Ways to support Nutrition Month



8. Highlight special talents by having various contests or local concert
9. Use visuals such as having, painting murals on walls/fences along major streets; exhibits showcasing good practices on nutrition programs
10. Generate resources for community nutrition programs through fund-raising events

Activities for Nutrition Month



SUN	MON	TUES	WEDS	THUR	FRI	SAT
					1	2
3	<div>1 July</div> <div>Nutrition Month Kick Off</div>					9
10	11					16
<div>July</div> <div>Regional Nutrition Month Launch</div>						23
24/31	25	26	27	28	29	30

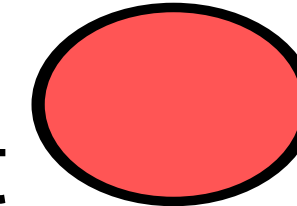
Activities for Nutrition Month

Online Contests



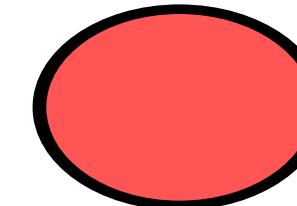
4-25 July

Facebook Digital Art Contest



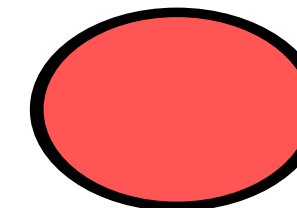
4-25 July

Facebook Photo Contest



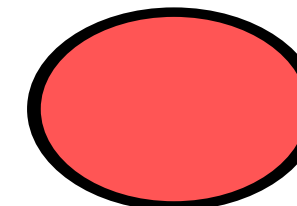
4-25 July

Tiktok Contest



25-28 July

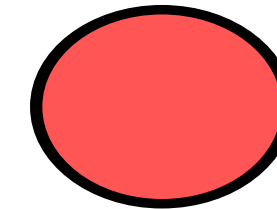
Online Nutrition Hackathon



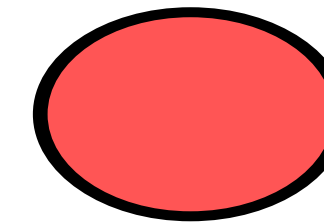
Activities for Nutrition Month



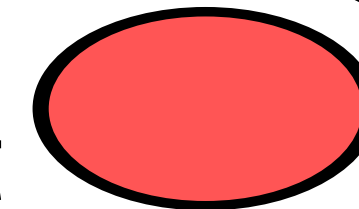
1-29 July
Social Media Posting



1, 15, 22, 29 July
Text Blast Messages



29 July
Nutrition Month Culminating Event

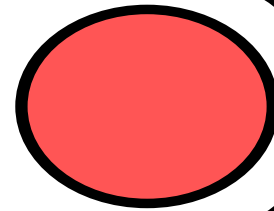


Activities for Nutrition Month



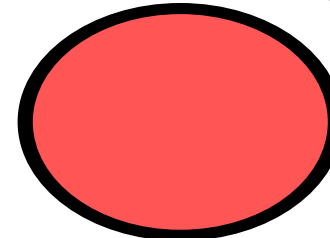
5-8 July

FNRI Seminar Series



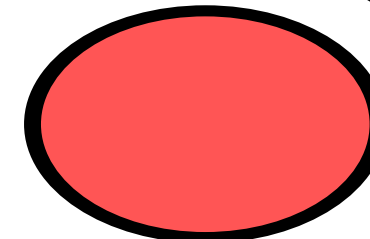
10 July

Gawad Kalinga National Feeding Day



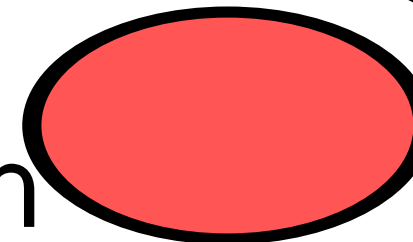
20-21 July

DOH and DOH League of RNDs Inc.
Advocacy Webinar



26-27 July

Phil. Association of Nutrition Convention





NEW NORMAL NA NUTRISYON

**AMA-SAMANG GAWAN NG
SOLUSYON!**





For more information, please contact

NATIONAL NUTRITION COUNCIL
Nutrition Bldg., 2332 Chino Roces Avenue
Extension, Taguig City
(632) 8843-0142
<http://www.nnc.gov.ph>



National Nutrition Council (Official)

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First 1000 Days PH

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