

[Republic of the Philippines  
Department of Health  
National Nutrition Council Region VII

**CENTRAL VISAYAS REGIONAL NUTRITION COMMITTEE**

RNC Resolution No. 022-02 (s 2022)

Excerpts from the Minutes of the Regional Nutrition Committee Meeting held on 22 February 2022 at Cebu City, Philippines.

**“REVITALIZING THE IMPLEMENTATION OF THE MILK CODE IN THE REGION  
AND ENFORCING COMPLIANCE THEREOF”**

**WHEREAS**, Executive Order 51 or the National Code of Marketing Breastmilk Substitute, Breastmilk Supplements, and Other Related Products aim to contribute to the provision of safe and adequate nutrition for infants by protecting and promoting breastfeeding and by ensuring the proper use of breastmilk supplements when these are necessary on the basis of adequate information through appropriate marketing and distribution;

**WHEREAS**, DOH Administrative Order (AO) 2006-0014 or the “National Policies on Infant and Young Children” indicates that in times of emergencies, breastfeeding is the first and best feeding option for infants and young children and that mothers and babies should remain together and provided with support to be able to feed appropriately even under difficult circumstances;

**WHEREAS**, breast milk is the safest and healthiest food for the baby as it provides the ideal nutrition for infants and is widely recognized as the best source of nutrition for babies during the first six months of life as well as promotes the development of emotional bonding between the mother and child;

**WHEREAS**, the government does not allow milk donations as this especially in times of emergencies as this is detrimental to the health and nutrition of infants and young children;

**WHEREAS**, the uncontrolled use of breastmilk substitutes in times of disasters and emergencies could lead to premature cessation of breastfeeding and creates health risks to infants and young children especially when safe and clean water is unavailable.

**WHEREAS**, the members of the Civil Society Associations (CSA) and other private stakeholders should be given awareness on what to donate and what “MUST” not be donated with reference from the Executive Order 51 and its revised IRR;

**WHEREAS**, LGUs are encouraged to procure ready-to-drink sterilized milk from the National Dairy Authority (NDA) to support the local farmers and lessen the incidence of food and waterborne illnesses;

**NOW, THEREFORE, BE IT RESOLVED AS IT IS HEREBY RESOLVED**, that the RNC shall develop a mechanism for the revitalization of the implementation of the Milk Code and enforce compliance of the provisions of the code among local governments in Central Visayas, the mechanism is hereby attached;

**RESOLVED FURTHER**, that the Regional Nutrition Committee shall create a Regional Monitoring Team led by the Department of Health (DOH) with the assistance from the Department of the Interior and Local Government and implement procedures to monitor the said resolution, monitoring procedures enclosed;

**RESOLVED FURTHER**, that international donations from International Charitable Organizations to seek clearance from the Bureau of Customs (BOC) and comply with the provisions of EO 51. Moreover, the BOC must disregard the donations that violate the said EO and report to DOH-FDA the identified violations;

**RESOLVED FURTHER**, that DOH must enforce sanctions mandated in the EO once violators have been identified. Follow through actions must be implemented between the concerned agency, LGU and donor.

**RESOLVED FURTHERMORE**, that the RNC members and LGUs shall also ensure that violators will be reported to the Mother-Baby Friendly Philippines Website at <https://mbfp.doh.gov.ph> with options to report violation related to EO 51 and RA 10028;



**RESOLVED FINALLY**, that copies of this resolution be furnished to the LGUs and other stakeholders concerned in the region.

**APPROVED**, this 22<sup>nd</sup> day of February 2022 during the 1<sup>st</sup> Sem RNC Full Committee Meeting held in Cebu City.

Certified Correct:

  
**PAROLITA A. MISSION**, DPA, RN  
Nutrition Program Coordinator, NNC 7  
RNC Secretariat

Attested by:

  
**JAIME S. BERNADAS**, MD, MGM, CESO III  
Regional Director, DOH CV CHD  
Chair, Regional Nutrition Committee 

## **Proposed Activities to Revitalize the implementation of the Milk Code**

- Mass communication, and
- Social marketing

### **Mass Communication for EO 51**

- Info dissemination to local government units and other stakeholders (Monitoring form and simplified IRR of EO 51)
- Increase knowledge on exclusive breastfeeding in the first 6 month and continued breastfeeding for 2 years and beyond while providing appropriate complementary food

### **Social Marketing Strategic Plan for EO 51**

1. Planning Strategies
  - Audience segmentation thru mothers, soon-to-be-mothers, and healthcare workers.
2. Selecting channels and materials
  - Social media cards, flyers, and other forms of IEC materials.
  - Revising/simplifying the EO 51 monitoring tool.
3. Developing materials and pre-testing
  - Identify pilot LGUs for the revitalization of the implementation of the Milk Code.
4. Implementation
  - Creation of policies to support the revitalization of the implementation of the Milk Code.
  - Mobilization of local health and nutrition workers.
  - Accountability of the different Local Nutrition Committee levels.
    - Barangays shall be monitored by the Municipal/City level,
    - Municipality/City level shall be monitored by the Provincial level, and
    - Province and HUCs shall be monitored by the Regional level.
5. Assessment of effectiveness
  - LGUs monitored for EO 51 implementation.
  - No. of Milk Code violations acted on.





Republic of the Philippines  
Department of Health Central Visayas Center for Health Development  
National Nutrition Council Region 7

### **EO 51 Monitoring Report Form (In Google Form)**

#### **SMS Reporting:**

**Name of the reporter (Optional):**

**Area of Violation (Specific Address):**

**Date:**

**Type of Violation:**

- Advertising, promotion and other marketing materials
- Using of professional services paid by manufacturers
- Assistance, logistics or training, financial or material incentives or gifts from milk companies to health workers
- Providing samples of infant formula or any related products, equipment to pregnant women, mothers or health workers
- Providing misleading information on labels/advertisements that discourage or undermine breastfeeding

**Documentation of Violation:**

- Who committed the violation?
- When?
- Where?
- Other details

**Attachment:**

- Pictures
- Documents
- Videos