



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
PAMBANSANG SANGGUNIAN SA NUTRISYON
(NATIONAL NUTRITION COUNCIL)
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Taguig City, Philippines



Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

21 May 2020

MEMORANDUM

TO : **ALL NUTRITION PROGRAM COORDINATORS AND OFFICERS-IN-CHARGE**

SUBJECT : **2020 NUTRITION MONTH CAMPAIGN STRATEGY**

In celebrating this year's Nutrition Month, the regional offices shall be guided by the updated campaign strategy approved by the NNC Technical Committee during its meeting on 20 May 2020 (Attached). The updated campaign strategy takes into consideration the public health measures that need to be observed to contribute to the reduced viral transmission and risk of mortality brought by the COVID-19 pandemic. It includes additional messages related to Covid-19 and nutrition.

The regions shall implement activities following the updated campaign strategy. Activities of the Central Office can be adapted but regions are encouraged to identify activities that are context-specific to their area and situation. No mass gatherings shall be conducted and instead, related meetings and promotional activities shall make use of virtual alternatives such as television, radio, digital, and social media.

NNC shall release the budget for the regional nutrition month activities in the amount of Php150,000 per region.

For your guidance.

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Executive Director

"Batang Pinoy SANA TALL... Iwas stunting, SAMA ALL!"

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Wastong Nutrisyon:
Alamin, Gawin at Palaganapin

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

46TH NUTRITION MONTH (JULY 2020) CAMPAIGN STRATEGY

I. Introduction

The NNC Technical Committee during its meeting on 30 January 2020 approved “Stunting” as the focus of Nutrition Month 2020. The focus aims to promote awareness and mobilize actions to address stunting. In the same meeting, the NNC Technical Committee approved the theme **“Batang Pinoy SANA TALL...Iwas Stunting, SAMA ALL!”** The theme calls for a collective vision of having taller Filipino children by preventing stunting through the participation of government, non-government organizations, civil society, business, academe, communities and families.

II. Rationale

Stunting is the impaired growth and development that children experience from poor nutrition, repeated infection and inadequate psychosocial stimulation. Stunting especially in the first 1000 days (conception until the age of two) has harmful consequences for the individual and society. These include low educational performance, low adult wages, lost productivity, increased risk of non-communicable diseases and even death. The estimated cost of childhood undernutrition in the Philippines is in the range of 1.5 to 3% of the Gross Domestic Product annually. Stunting not only affects physical length but mental development as well. Children in the Cebu longitudinal health and nutrition study who were stunted between birth and age 2 were found to have lower cognitive test scores at the age of 8 and 11 years, associated with delayed enrollment in school, higher absenteeism and repetition of grades.

Globally, one in every 5 children are stunted. From 2000 to 2017, stunting rates fell from 32.6 to 22.2. percent around the world. Several countries have made remarkable reductions in stunting such as Mongolia, Ghana, Cote D’Ivoire, Peru and Bolivia.

In the Philippines, progress has been made in reducing stunting from 44.7 to 33.8 percent between 1987 and 2003 but since then little progress has been made. The Philippines ranks fifth among countries in the East Asia and Pacific Region with the highest stunting prevalence and one of 10 countries with the highest number of stunted children in the world. Currently, one in three or 30.3% of children 0-59 months old are stunted with stunting highest among 12-23 months at 36.6% (2018 ENNS).

The Philippine Plan of Action for Nutrition 2017-2022 aims to reduce stunting from 33.4% in 2015 to 21.4% in 2022. Policies and programs are in place but the extent of implementation and the level of investment to reduce stunting needs to be scaled up. Among mothers and frontline health and nutrition workers, stunting is not considered a problem because of the notion that stunting is hereditary which exacerbates the problem. Behaviors and practices in the first 1000 days are far from ideal with only 29% of 5 months old infants being exclusively breastfed, 13.4% of children 6-23 months meeting the minimum acceptable diet and 53.9% of Filipino households classified as food insecure (2018 ENNS, FNRI).

Given the magnitude and impact of stunting, prevention of child stunting is the proposed focus of the 46th Nutrition Month campaign for 2020.

The campaign strategy is updated considering the Covid-19 health emergency and observance of guidelines and standards as prescribed by government.

III. Campaign objectives

1. Raise awareness on the impact of stunting and evidence-based solutions among families and communities leading to change in behaviors to prevent stunting;
2. To stimulate national and local (including communities) discourse on stunting to understand its causes and the multi-sectoral solutions for increased investments in interventions; and
3. Generate concrete commitment among various stakeholders to scale-up nutrition actions.

IV. Key messages to promote priority behaviors

1. Mothers and family members
 - a. Child stunting increases risk to poor health, poor school performance and lower wages in adulthood.
 - b. Bring your 0-23 months old child to the health center every month to monitor weight and height.
 - c. Breastfeed your baby in the first six months then starting at 6 months, give additional food while continuing breastfeeding.
 - d. To prevent stunting, a child needs to reach a height of 80 centimeters when he or she is two years old.
 - e. Nurture your child in the first 1000 days to prevent stunting.
 - f. Practice good hygiene to prevent disease and get proper medical care when your child is sick.
2. Policy makers of the national and local government
 - a. Stunting affects 1 in every 3 Filipino child and this impacts on children's school performance, the country's future workforce resulting to lower productivity, lost wages and health outcomes resulting to higher health care costs. High cost of malnutrition is estimated at \$4.5 billion per year. Every \$1 invested in nutrition

- interventions can save around \$12 in forgone earnings or health expenditure due to undernutrition.
 - b. Stunting after the age of two is irreversible but it can be prevented by ensuring that nutrition, health and social services are available in the first 1000 days of every child.
 - c. The Philippine Plan of Action for Nutrition 2017-2022 provides the directions to prevent stunting. The country's goal is to reduce stunting prevalence from 33.4% in 2015 to 21.4% in 2022.
 - d. Stunting is a complex problem and requires multi-sectoral solutions to ensure family food security, services in the First 1000 days (per RA 11148) and economic access to families.
 - e. Local governments must prioritize stunting interventions by include nutrition in their annual investment plans.
3. Among civil society and private sector
 - a. Support efforts to prevent stunting by helping scale-up actions in the first 1000 days.
 - b. Join the Scaling-Up Nutrition Movement alliances (civil society, and business network).
 4. Additional messages in connection with the Covid-19 pandemic
 - a. Good nutrition is key to build immunity, protect against illness and infection and support recovery. Efforts to preserve and promote proper nutrition, including breastfeeding and appropriate complementary feeding practices among children 0-23 months, must be part of the Covid-19 prevention strategies to build resilience of individuals and communities.
 - b. Ensure food and nutrition security to prevent a food and malnutrition crisis. Prolonged hunger can lead to malnutrition which will have long-term effects especially among pregnant women and children 0-23 months.
 - c. Ensure that nutrition and related interventions especially in the First 1000 Days are continued and delivered in a safe and sustained manner.

V. NNC Secretariat-led activities

1. **Activation event through a Virtual Presser on 01 July** – The presser aims to encourage people to support efforts to prevent child stunting. Coordination will be done with PTV-4, the government television station to allot an hour for the presser. Panel speakers to be invited will be NNC GB Chair (or the DOH Spokesperson), NNC Executive Director, FNRI Director as NNC TechCom Chair, UNICEF and WHO. Press releases will be prepared for sending to print, tv, radio and online media.
2. **Two episodes of Home Online Nutrition Exchange over NNC Facebook to on the NM theme on 8 and 22 July** – The activity will provide an opportunity discuss stunting particularly its consequences and prevention strategies.

3. **Digital campaign** – This will run for six months to sustain the campaign. NNC will boost its digital media campaign on stunting using the First 1000 Days Facebook Page. It will include development of short videos, FB posts with boosting, google ads. NNC Facebook page will also develop a badge and conduct contests to engage FB users.
4. **Text blasts** – NNC will coordinate with Philippine Information Agency and the National Telecommunications Commission to have SMS sent during July.
5. **Advocacy letters** to agencies, members of the SUN Network and media to support the Nutrition Month campaign. This will include working for tie-up with SM Cares such NM theme in grocery bags; online shopping sites such as Lazada and Shopee to feature NM theme as well as online delivery of food. Letters will also be sent to religious groups (Catholic Bishops Conference of the Philippines, Office of Muslim Affairs and National Council of Churches in the Philippines) for issuance of pastoral letters to be shared during mass or other gatherings whether live or online.
6. **Nutrition Month tool kit** – The kit will be a ready resource for those who are interested to help promote Nutrition Month and its focus. The tool kit will include the Talking Points, infographics, press release, flyer, sample streamer, T-shirt design and collaterals particularly a Flyer that will show the child growth reference for 0-24 months. The tool kit will be posted in the NNC website for easy access of the public.
7. **Radio** - Radio plugs will be developed to be aired over the NNC Nutriskwela stations. Nutrition Month will also be featured month-long in NNC's Radyo Mo sa Nutrisyon weekly radio program aired over DZXL every Saturday in 7 regional stations.
8. **NNC Information Sharing Session** on nutrition month– this is a regular activity of the NNC for its technical staff but this will become open to other member agencies of the NNC TechCom.
9. **Regional activities**- NNC Regional offices will mobilize its nutrition network for conduct appropriate activities related to Nutrition Month. Local governments will be encouraged to conduct activities related to the theme.

VI. Recommended activities for Partners following minimum health standards and other guidelines on the new normal

1. National government agencies
 - a. Issuance of department memos or circulars enjoining its units to participate in the campaign
 - b. Review agency plans and budgets to determine how these can contribute to stunting reduction and to make these nutrition-sensitive programs
 - c. Conduct online seminars, forum on stunting among its clients and employees
 - d. Hand streamers, post NM materials on its website and social media sites
2. Local government units
 - a. Include nutrition actions with corresponding budget in annual investment plan for 2021 and onwards
 - b. Update local nutrition action plans to align with the Updated PPAN 2020-2022
 - c. Conduct nutrition month activities related to the theme such as cooking demonstrations on complementary food for mothers and caregivers, forum and seminars for parents; activities for adolescents to prevent teen pregnancy
 - d. Support services and activities related to the First 1000 Days such as conduct of Idol ko si Nanay sessions on Early Childhood Care and Development in the First 1000 Days
 - e. Conduct seminars for frontline workers including Barangay Nutrition Scholars to mobilize them to do counselling on the First 1000 days
 - f. Use the Operation Timbang Plus results to determine children 0-23 months old with growth faltering for interventions such as dietary supplementation; conduct screening of pregnant women for nutrition risk and provide dietary supplementation in the third trimester
3. Academe/schools –Activities are encouraged to sustain the campaign even after July once classes resume:
 - a. Conduct online seminars, fora and other activities to increase awareness on stunting prevention
 - b. Mobilize school-based organizations to launch their own initiatives in relation to prevention of stunting
 - c. Conduct scientific researches related to stunting
4. NGOs, civic groups, civil society and private sector
 - a. Work with government to determine how they can fill the gap in terms of service delivery
 - b. Join the Philippine SUN Movement

VII. Evaluation

NNC will commission a social research institution to conduct a recall survey on the campaign. Activities will have built-in post-evaluation forms to be filled-up by participants.

Indicators will include:

1. Percent of sample survey with recall of messages on stunting
2. Percent participation in Nutrition Month key activities (attendance per activity)
3. Satisfaction rating of events (using online evaluation)
4. No. of views and engagements in Facebook (based on social media analytics)