

MAASIN CITY'S JOURNEY TO THE NUTRITION HONOR AWARD



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Maasin City, Southern Leyte

Outline

Part 1: Success Story of Maasin City's NHA

Part 2: Strategies Implemented to attain goals and NHA

Introduction/Rationale

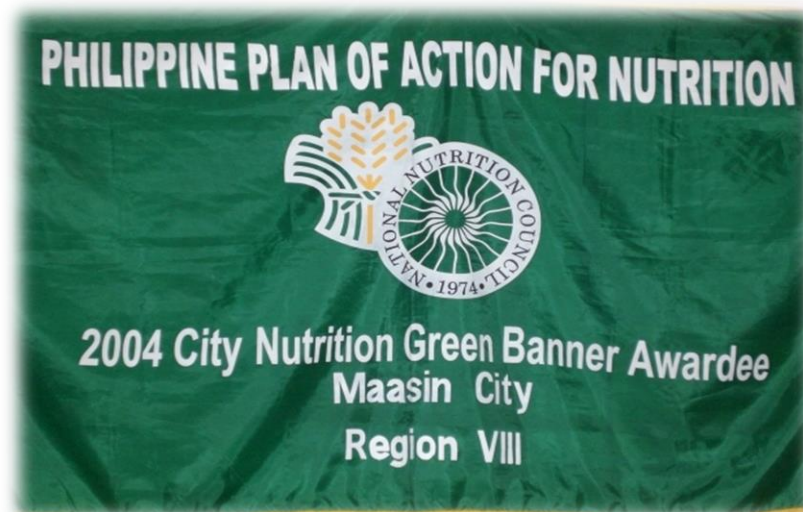
Before nutrition programs were formally implemented, our malnutrition was more than 20%. Our mission was to reduce it to the minimum. It's not only because of the awards but because of public service.



Maasin City became the first LGU in the entire Philippines to garner the **HALL OF FAME in HEALTH – RED ORCHID AWARDS** in Anti-Smoking and the **NUTRITION HONOR AWARDS**.



Our quest for nutrition supremacy started when I first became Vice Mayor and Gov. Damian Mercado was the City Mayor. We won the Green Banner in 2004, 2005 and 2006 garnering the CROWN award in the process.



When I became City Mayor in 2007, we continued our nutrition programs winning our First Year CROWN Maintenance Award from no less than President Gloria Macapagal Arroyo at the Manila Hotel. Our malnutrition rate was 7.56%.



In 2008, we faltered as we failed to get the passing mark. It was the time when the abaca industry in Maasin was greatly affected by diseases like bungy top and alcohères. Agriculture was also affected by the long drought.



NO RETREAT, NO SURRENDER. We were back to square one and won the Green Banner Award in 2009, 2010 and 2011. We emerged again as CROWN awardee and we returned to the national nutrition awarding ceremony.



In 2012 and 2013, we got the two consecutive years CROWN maintenance awards. In 2014, the National Nutrition Council conferred the Nutrition Honor Award to Maasin City.



All our elementary schools have handwashing facilities with soap and toothpaste and toothbrush supplied by the City through the Special Education Fund (SEF).



We hold contests among schools and barangays who were among the top ten nutritionally depressed through our “Gulayan sa Paaralan” and “Magulay ang Bahay” Programs.

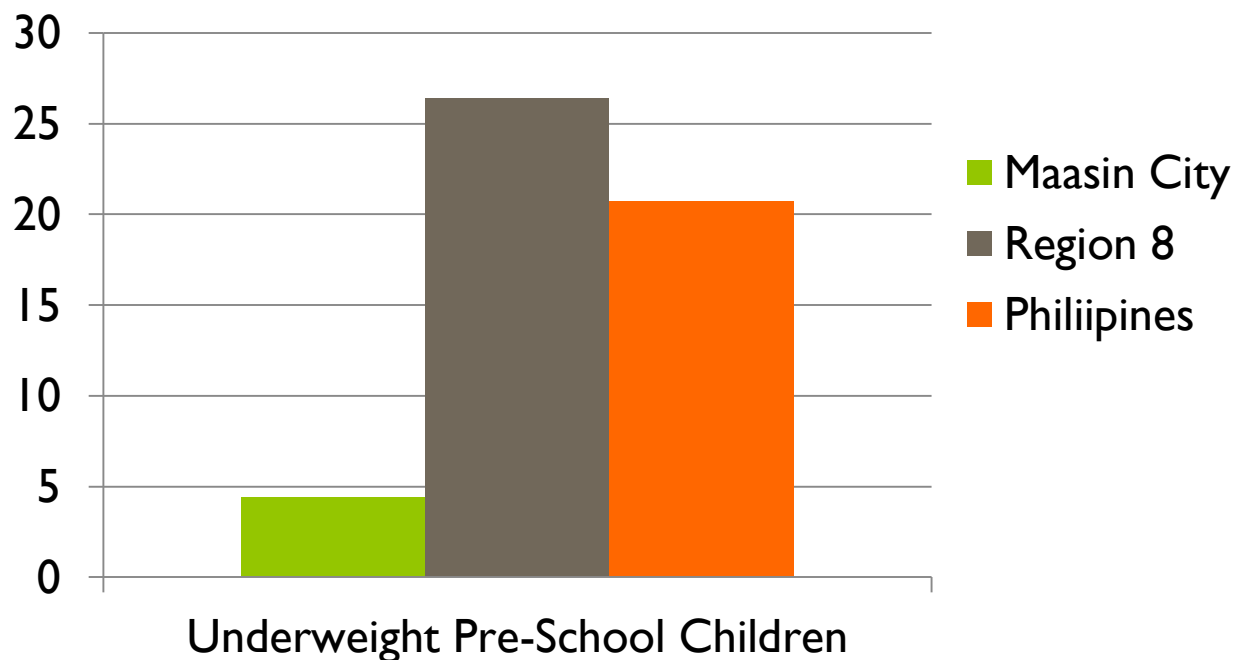


We launched the “Adopt A Malnourished Child” Program. Government agencies, civic-religious organizations and business establishments fed underweight children twice a day for 150 days.



In 2013, our underweight children prevalence was 4.14% as compared to 26.4% in Eastern Visayas and 20.7% in the entire Philippines.

After the Adopt-A-Malnourished–Child Project, the prevalence of underweight children was reduced to 3.48%.



We implemented such programs as:

- Food Fortification and Micronutrient Supplementation
- Garantisadong Pambata
- Food and Waterborne Diseases Prevention and Control
- Ligtas Tigdas
- Women's Health and Safe Motherhood Project



We promoted Healthy Lifestyle like the Anti-Smoking Program, Fitness and Wellness for All Ages and Healthy Cities Initiatives. We also provided breastfeeding centers in department stores, and government offices and educated mothers on breastfeeding their infants.



City Hall had Hataw exercises every MWF and Biking every Friday. Body Mass Index was measured every month and Search for the Biggest Loser among the overweight. I personally anchored a weekly radio program “Healthy and Sporty Maasin City.”

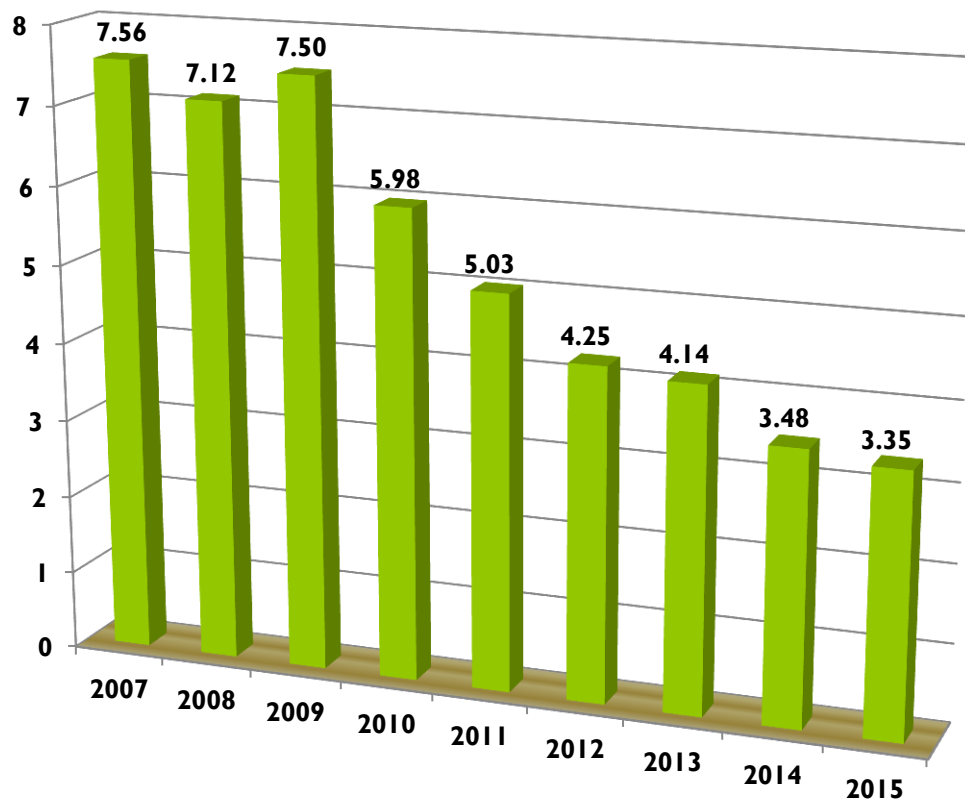


Livelihood programs helped augment the families' income such as pig, goat, carabao and cattle dispersal, poultry and chicken layer, Nego-Karts, Starter Kits, carpentry, masonry, fishing boats and nets, soap making, coco coir, cut flowers, crops and vegetables, among others.



These are the percentages of malnourished children in Maasin City including the underweight, severely underweight, and overweight.

Prevalence Rate of Malnutrition 2007-2015



■ Prevalence rate of Malnutrition

Recommendations for Action of NAOs

Continuity of Nutrition Programs from One Mayor to Another.

Passion for Service not only because of the Awards.

No Retreat No Surrender,
No Pain No Gain, No Guts No Glory.



THE DISTANCE BETWEEN YOUR DREAMS AND REALITY IS CALLED **ACTION**





DAGHAN KAAJONG SALAMAT!

