

World Breastfeeding Trends Initiative (WBTi)

Indicator: **Milk Code**

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Country: Philippines

Gaps detected for the indicator **Milk Code** from the 2009 assessment



Irregular action to monitor compliance and implement sanctions as the law mandates.

Current gaps in the **Milk Code**

- *Limited knowledge and understanding of the law*
- *Conflicts of interests*
- *Small things are not considered violations*
- *Health Workers manipulate data (under-reporting and over-reporting)*
- *Indicators concerning the Milk Code are not very well understood by many sectors involved*

Recommendations for the **Milk Code**

- ❖ *Appropriate training*
- ❖ *Monitoring and evaluation framework needs to include the following:*
 - *Media advertisements*
 - *Educational activities for mothers*
 - *Sponsorships to health professionals*
 - *Sponsorships to health professional organizations*
 - *Penalties or fines imposed*
 - *Transparency of cases acted upon*



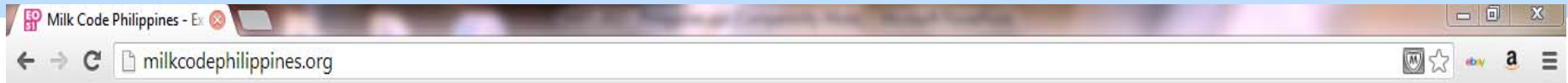
Action Taken for the **Milk Code**

Expanded Breastfeeding Promotion Act (RA 10028) – was signed March 2010 to support working women and give them 40 minutes paid lactation breaks.

Somebody found a way to insert “at least 100 women of reproductive age working in said establishment before the requirements of RA10028 specifically the lactation room will be applicable.”

The signature was withdrawn and the original IRR (implementing rules and regulations) came into place.

Plan of Action for the Milk Code Use of Internet and Social Media



MILK CODE EXECUTIVE ORDER NO.51

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EXECUTIVE ORDER NO. 51

The aim of the Code is to contribute to the provision of safe and adequate nutrition for infants by the protection and promotion of breastfeeding and by ensuring the proper use of breastmilk substitutes and breastmilk supplements when there are necessary, on the basis of adequate information and through appropriate marketing and distribution.



ABOUT THE MILK CODE

REFERENCES

CASES

MILK CODE CHAMPIONS

HELPFUL LINKS

LATEST NEWS

Joint DOH-DO1-DTI-DSWD Administrative Order No. 2012-0027
June 20, 2013

The Inter-Agency Committee (IAC) Guidelines in the Exercise of their Powers and Functions as Stated in Executive Order (E.O.) No. 51, s. of 1986, otherwise known as, "The National Code of Marketing of Breastmilk Substitute, Breastmilk Supplements and Other Related Products", as its

EVENTS

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Help us promote and protect



Plan of Action for the **Milk Code**

*Currently our Milk Code is under threat. They want to **WATER IT DOWN.***

Why?

- *Formula sales has been going down for the past several years.*
- *Exclusive breastfeeding rates have increased from 32% in 2008 to 46% in 2011.*

What is in the Milk Monster Bill?

- *Advertisements are allowed after 6 months*
- *Free infant formula during emergencies and calamities*
- *Involvement of Milk Companies in infant feeding education*
- *“NO Gifts of any sort” prohibition no longer included*
- *Bilingual labels on products made optional*