

Republic of the Philippines  
Quezon City  
21<sup>st</sup> CITY COUNCIL

Proposed Resolution No. \_\_\_\_\_

A RESOLUTION AUTHORIZING THE HONORABLE CITY MAYOR MA. JOSEFINA G. BELMONTE. TO ENTER INTO A MEMORANDUM OF AGREEMENT (MOA) WITH WORLD VISION DEVELOPMENT FOUNDATION, INC. (WVDF) REPRESENTED BY ITS NATIONAL DIRECTOR, MR. ROMMEL V. FUERTE, FOR THE IMPLEMENTATION OF THE CROWD-BASED MONITORING OF MILK CODE COMPLIANCE IN SUPPORT OF EXECUTIVE ORDER 51, OTHERWISE KNOWN AS THE "NATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES, BREASTMILK SUPPLEMENTS AND RELATED PRODUCTS" AND REPUBLIC ACT 10028, OTHERWISE KNOWN AS THE "EXPANDED BREASTFEEDING PROMOTION ACT OF 2009"

*Introduced by : Councilor Ram V. Medalla*

**WHEREAS**, World Vision Development Foundation, Inc. (WVDF), a non-stock, non-profit organization duly organized and existing under the laws of the Republic of the Philippines, is committed to improve the nutritional status of children 0-59 months through its Health and Nutrition Technical Program;

**WHEREAS**, Executive Order (EO) No. 51, otherwise known as the "Milk Code" and Republic Act (RA) 10028 which is the "Expanded Breastfeeding Promotion Act of 2009" provide mechanisms for the promotion of breastfeeding;

**WHEREAS**, WVDF and the Local Government of Quezon City will be implementing a two year project entitled "Crowd-based Monitoring of Milk Code Compliance" (CMMCC), funded by the Bill and Melinda Gates Foundation, a web based project which intends to improve implementation of EO 51, RA 10028, and their respective rules and regulations;

**WHEREAS**, WVDF and the LGU of Quezon City recognize that a collaborative effort among them and other stakeholders in the implementation of the CMMCC Project would redound to the greater benefit of the poor and marginalized children, families and communities.

**NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED**, to authorize, as it does hereby authorize, the Honorable City Mayor Ma. Josefina G. Belmonte to enter into a Memorandum of Agreement (MOA) with World Vision Development Foundation, Inc. (WVDF) represented by its National Director, Mr. Rommel V. Fuerte, for the implementation of the Crowd-Based Monitoring of Milk Code Compliance in support of Executive Order 51, otherwise known as the "National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Related Products" and Republic Act 10028, otherwise known as the "Expanded Breastfeeding Promotion Act of 2009"

**RESOLVED FURTHER**, that the proposed Memorandum of Agreement (MOA) form an integral part of this Resolution.

Adopted: \_\_\_\_\_, 2019.

Submitted by:

HON. RAM V. MEDALLA  
5<sup>th</sup> District