



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
18th City Council

PO2011-05

31st Regular Session

ORDINANCE NO. SP- 2076, S-2011,




AN ORDINANCE PROVIDING FOR THE PROMOTION OF BREAST-FEEDING IN QUEZON CITY IN ACCORDANCE WITH REPUBLIC ACT NO. 7600, OTHERWISE KNOWN AS THE "ROOMING-IN AND BREASTFEEDING ACT OF 1992", AND EXECUTIVE ORDER NO. 51, KNOWN AS THE "NATIONAL CODE OF MARKETING BREASTMILK SUBSTITUTE, BREASTMILK SUPPLEMENT AND OTHER RELATED PRODUCTS".

Introduced by Councilor JESSICA CASTELO DAZA.

Co-Introduced by Councilors Francisco A. Calalay, Jr., Dorothy A. Delarmente, Anthony Peter D. Crisologo, Ricardo T. Belmonte, Jr., Joseph P. Juico, Alexis R. Herrera, Precious Hipolito Castelo, Alfredo D. Vargas III, Eden "Candy" A. Medina, Julianne Alyson Rae V. Medalla, Roderick M. Paulate, Godofredo T. Liban, II, Julian ML. Coseteng, Allan Benedict S. Reyes, Jaime F. Borres, Jose Mario Don S. De Leon, Gian Carlo G. Sotto, Eufemio C. Lagumbay, Edcel B. Lagman, Jr., Jesus Manuel C. Suntay, Raquel S. Malangen, Vincent DG. Belmonte, Marvin C. Rillo, Ranulfo Z. Ludovica and John Ansell R. De Guzman.

WHEREAS, the nutritional, immunological, emotional and psychological benefits of breastfeeding should be enough to encourage mothers to breastfeed their newborn and for all health care providers to strongly encourage breastfeeding;

WHEREAS, there is a need to establish a Quezon City Health Policy for Breastfeeding that shall provide information on the benefits and superiority of breastfeeding as the normal, natural, and preferred method of feeding infants and young children compared with the high risks and costs of giving breastmilk substitutes, whether to infants or young children.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSIMBLED:

SECTION 1. Title. This ordinance shall be ~~the~~
Feeding Promotion Ordinance of Quezon City.

SECTION 2. Fast-Feeding Workers - The Quezon City Health Department ~~shall~~ ^{in accordance and/or in coordination with national} ~~and local~~ ^{health} agencies, professionals and nongovernmental organizations shall conduct information, education and training for physicians, nurses, midwives, nutritionists/dieticians, primary health workers and traditional birth attendants and other health workers on current and updated lactation management.

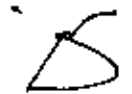


Information materials shall be given to all health institutions and health workers involved in infant care in Quezon City.

Health institutions and workers shall, in accordance with Executive Order No. 5 (National Code of Marketing Breastmilk Substitutes, Breastmilk Supplement and Other Related Products) ensure that pregnant and lactating mothers are given proper information on lactation management. Health institutions and workers shall likewise primarily recommend breastfeeding and support mothers' effort to breastfeed their infant and young child.

SECTION 3. Information Dissemination and Educational Programs for Pregnant Women of Reproductive Age. - During the pre-natal consultations and/or confinements of the mothers or pregnant women, it shall be the obligation of health institutions and workers to immediately and continuously teach, train, and support women of current and updated Lactation Management and Infant Care, through participatory strategies such as organization of mother's clubs and breastfeeding support groups and to distribute written information on such matters free of charge.

The Quezon City Health Department shall develop and provide breastfeeding programs for employers who are encouraged to make them available to their employees as part of their human resource development programs.

SECTION 4. Designation as "Mother-Baby Friendly" Institutions - The Quezon City Health Department shall provide local requirements for the designation of non-health institution as a "Mother-Baby Friendly" institution.



The non-health institution may use the designated "Mother-Baby Friendly" in its promotional materials only upon the issuance of a certification by the Department of Health and the Quezon City Health Department that such institution has complied with all national and local requirements.

The Quezon City Health Department shall maintain a list of "Mother-Baby Friendly" institutions and make the list available to the public.

SECTION 5. Annual Quezon City Breastfeeding Awareness Month. - To raise awareness on the importance of and to promote breastfeeding in Quezon City, every month of August is hereby designated as "Quezon City Breastfeeding Awareness Month".

The City-wide celebration and program of activities shall be spearheaded by the Quezon City Health Department in coordination with national and local governmental agencies, professionals and non-governmental organizations.


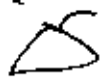


SECTION 6. Public Education and Awareness Program. - To ensure the meaningful observance of breastfeeding month as herein declared, a comprehensive public education and awareness programs shall be undertaken.

A. Programs that shall provide information on the benefits and superiority of breastfeeding as the normal, natural, and preferred method of feeding infants and young children compared with the high risks and costs of giving breastmilk substitutes, whether to infants or young children.

B. Programs that shall conduct and support various activities to promote breastfeeding in Quezon City.

SECTION 7. City Government Assistance. - The City Mayor is hereby authorized to extend financial and/or material assistance to Health institutions in Quezon City declared as "Mother-Baby Friendly" institution under Section 4 of this Ordinance.


The financial and/or material assistance shall be taken from the annual appropriations for Grants, Aids and Subsidies of the Office of the City Mayor or from any available funds of the City Government.



SECTION 8. Repealing Clause. - All ordinances or parts thereof, in conflict with, or inconsistent with any of the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 9. Effectively Clause. - This Ordinance shall take effect upon its approval.

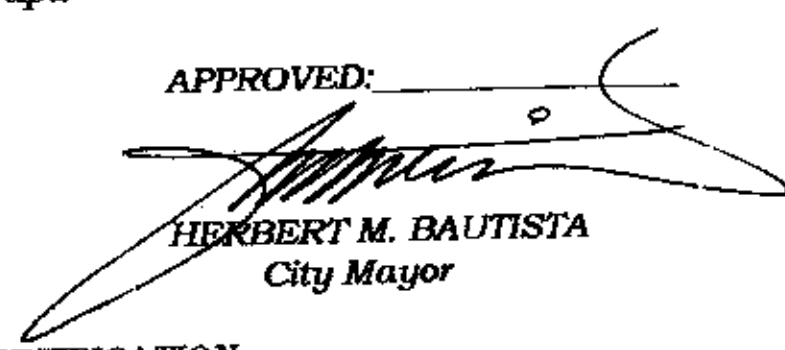
ENACTED: June 27, 2011.


MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:


DOROTHY D. LAGRADA, dpa
City Secretary

APPROVED: _____


HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on June 27, 2011 and was PASSED on Third/Final Reading on July 4, 2011.


DOROTHY D. LAGRADA, dpa
City Secretary