



AUG 06 2009

DepED MEMORANDUM

No. **345**, s. 2009

WORLD AND NATIONAL BREASTFEEDING CELEBRATION

To: Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. Pursuant to Presidential Proclamation No. 1113 dated July 2005, World Breastfeeding Week will be observed on August 1-7, 2009 with the theme "Mother Support: Going for the Gold", and the month of August as National Breastfeeding Month with activities focusing on the theme "Breastfeeding - A Vital Emergency Response: Are you Ready?".

2. The celebration aims to:

- a. prevent the annual deaths due to improper feeding of 16,000 Filipino children and 1.5 million children worldwide;
- b. promote optimal infant and young child feeding practices and the issues that breastfeeding addresses;
- c. promote indigenous nurturing practices that sustain breastfeeding like the consumption of indigenous (locally-grown) fruits and vegetables, massages and the use of baby slings;
- d. generate support for pregnant and breastfeeding mothers by mobilizing children and other sectors of the society; and
- e. develop social consciousness and responsibility among the children.

3. All public and private elementary and secondary schools are enjoined to organize educational and social activities to celebrate the occasion. The following are the suggested activities:

- a. hang streamer on the celebration in strategic places in the school;
- b. conduct seminars/fora on the importance of breastfeeding; and
- c. integrate breastfeeding concepts/messages in appropriate learning areas.

4. Regional directors and schools division superintendents are encouraged to support the promotion of breastfeeding. The regional/division health and nutrition units/sections, in coordination with other government organizations (GOs) and non-government organizations (NGOs) shall take the lead in the planning, implementation and monitoring of the activities in their respective areas of coverage. It is desired that a brief consolidated narrative and pictorial report on the celebration be integrated by the Regional Health and Nutrition Units in their 3rd Quarter Report, for submission to the Office of the Secretary, Attn.: Health and Nutrition Center, DepED Complex, Pasig City.
5. For additional information and free posters or IEC materials, please contact Dr. Elvira L. Henares-Esguerra and Ms. Nona D. Andaya-Castillo at tel. nos. (02) 701-4414/(02) 701-4429-30 and cellphone no.: 0919-8395-555 or at e-mail address: thebreastfeedingclinic@yahoo.com.ph.
6. Immediate and wide dissemination of this Memorandum is desired.


RAMON C. BACANI
Undersecretary

Reference:

DepED Memorandum: No. 358, s. 2008
Allotment: 1- -(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
HEALTH EDUCATION
SCHOOLS