

Republic of the Philippines Department of Education

Cordillera Administrative Region SCHOOLS DIVISION OFFICE OF ABRA



October 20, 2021

DIVISION MEMORANDUM No. 355 s. 2021

STRENGTHENING THE INTEGRATION OF BREASTFEEDING EDUCATION IN THE CURRICULUM, SETTING UP AND SUSTAINING THE OPERATION OF LACTATION STATIONS IN SCHOOLS AND COMPLIANCE WITH EXECUTIVE ORDER NO. 51

To: Assistant Schools Division Superintendent Chief Education Supervisors, CID and SGOD Public Schools District Supervisors All Public Elementary and Secondary School Heads All Others Concerned

- 1. Pursuant to DepEd Order No. 80 s. 2012 titled Strengthening the Integration of Breastfeeding Education in the Curriculum, Setting Up and Sustaining the Operation of Lactation Stations in Schools and Compliance with Executive Order No. 51 and Republic Act No. 10028 also known as the Expanded Breastfeeding Promotion Act of 2009, this Schools Division Office, reiterates its full support for the government's campaign to promote the practice of breastfeeding. Breastfeeding is duly recognized t benefit the health of infants, mother-child bonding, and the public health services system, among the other positive longer-term implications for the society.
- 2. In this regard, all school heads are directed to set-up lactation stations, in their respective schools as well as strengthen, sustain, and enhance the same. Lactation Stations must be equipped with a lavatory for handwashing, unless there is an easily accessible lavatory nearby, a refrigerator or appropriate cooling facilities for storing expressed breast milk, electrical outlets for breast pumps, a small table, and comfortable seats (in compliance with Chapter III Section of 11 of RA No. 10028). The station shall be clean, well-ventilated, comfortable, and free from contaminations and hazardous substances, and shall ensure privacy for the women to express their milk and/or in appropriate cases, breastfeed their child. In no case, however, shall the lactation station be in the toilet.
- School heads are also enjoined to further intensify and strengthened the integration of breastfeeding education in the curriculum, specifically in relevant subjects in the elementary and secondary levels as required in Section 15 of the same law.
- 4. In compliance with Executive Order (EO) No. 51 entitled Adopting a National Code of Marketing of Breastfeeding Substitutes, Breastmilk Supplements and Other Related Products, Penalizing Violations Thereof, and of Other Purposes, Schools Heads are enjoined to strengthen the prohibition of the following:

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ISO 9001:2015 Certified Quality Management System CRN 50500994 QM15



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- a. Posting and/or distribution of advertisements, promotion, or marketing of infant formula and related products.
- Distribution of milk samples and supplies by companies manufacturing infant formula products; and
- Donations from manufactures and distributors of such products, among others, in the school setting.
- 5. Moreover, school heads are enjoined to engage the active participation of parents and other members of the community in the breastfeeding campaign. This is expected to transform the role of families and the community to improve children's health, as well as strengthen their commitment to good nutrition and health-enhancing practices.
- Expenses may be charged to school MOOE/local funds or other sources subject to the usual accounting and auditing rules and regulations.
- A report on the compliance of this memorandum shall be submitted to the School Health Section on or before November 12, 2021 at https://bit.ly/LactationAbra
- 8. Immediate dissemination of and strict compliance with this Memorandum is directed.

BENILDA M. DAYTACA, EdD, CESO VI OIC - Schools Division Superintendent

Encl.

Regional Report Template on the Compliance to DepEd Order No. 80, s. 2012

DCC, DM Strengthening the Integration of Breastfeeding Education in the Curriculum, Setting Up and Sustaining the Operation of Lactation Stations in Schools and Compliance with Executive Order No. 51



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REPORT: Compliance to DepEd Order No. 80, s. 2012, Strengthening the Integration of Breastfeeding Education in the Curriculum, Setting Up and Sustaining the Operation of Lactation Stations in Schools and Compliance with Executive Order No. 51

A. Integration of Breastfeeding Education in the Curriculum

Grade	Subject	Competency	Number of developed LMs	Remarks
1		1		

B. Setting Up and Sustaining the Operation of Lactation Stations in Schools

Level	Total number	Number with breasfeeding stations	Status as to availability of: √ lavatory √ refrigerator √ breast pumps √ table √ comfortable seats		Remarks
	(3) (3)		Complete	Incomplete	
RO					
SDO					
School					

C. Compliance with Executive No. 51

Activities	Title.	Remarks
Policies issued		
Demand generation activities		
Others		

Recommendations:		
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- 4. In compliance with Executive Order (EC) No. 51 dated October 20, 1938 entitled Adopting a Vational Cade of Varketing of Braustingli Substitutes. Breastaille Supplements, and Other Related Products, Resultancy Unlances Thereof and the Other Purposes, school officials are enjoined to strongthen the probabilism of the following.
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 - among others, in the school sering

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