



CITY ORDINANCE NO. 431

March 22, 2007

AN ORDINANCE ESTABLISHING AND INSTITUTIONALIZING PROGRAMS AND SERVICES FOR INFANT AND YOUNG CHILD FEEDING, PROVIDING FUNDS THEREFOR, AND FOR OTHER PURPOSES.

WHEREAS, malnutrition remains a challenge in the Philippines, directly or indirectly responsible for around 60 percent of deaths among children under five years old. Only 68 percent of children 0-5 years old are normal in weight-for-age using the NCHS/WHO standards (1998) NDHS, FNRI). On the other hand, based on the 2004 National Nutrition Survey, 27.6 percent of the same age is underweight and 30 percent are stunted. Low birth babies were about 13 percent (2003 NDHS);

WHEREAS, the decline of breastfeeding compounded by inappropriate feeding practices, is a cause for alarm because of the consequent undernutrition and risk for childhood mortality and morbidity;

WHEREAS, the Philippines has adopted the Global Strategy for Infant and Young Child Feeding jointly developed by the World Health Organization and UNICEF which emphasized the need for comprehensive national policies on infant and young child feeding;

WHEREAS, the City of Bacolod likewise adopts this strategy to revitalize its attention and commitment to infant and young child nutrition and its impact on the survival and development of children;

WHEREAS, the City of Bacolod recognizes the importance of breastfeeding as an unequalled way of providing food for the healthy growth and development of infants and as an integral part of the reproductive process with important implications for the health of mothers;

WHEREAS, there is a need to strengthen the implementation of the Milk Code, the Rooming-In and Breastfeeding Act, Food Fortification Law, and other child nutrition related laws to protect and promote the well-being of infants and young children.

NOW THEREFORE, BE IT ORDAINED BY THE SANGGUNIANG PANLUNGSOD IN SESSION

ARTICLE 1. TITLE OF ORDINANCE

This ordinance shall be known as the "2007 Infant and Young Child Feeding Ordinance."

ARTICLE 2. DECLARATION OF PRINCIPLES & OBJECTIVES

1. The City of Bacolod shall defend the rights of children to assistance including proper care and nutrition, special protection from all forms of neglect, abuse, cruelty, exploitation and other conditions prejudicial to their development.

2. The City of Bacolod, including its communities and families shall promote the Bright child by pursuing the delivery of integral services at home and facility.

3. The overall objective is to improve the survival of infants and young children by improving their nutritional status, growth and development through optimal feeding, and the City of Bacolod shall strive to ensure that:

- = All newborns are initiated to breastfeeding within one week after birth.
- = All infants are exclusively breastfed for 6 months.
- = All infants are given timely, adequate and safe complementary foods.
- = Infants and young children are provided with proper micronutrient supplementation and complementary feeding interventions.

ARTICLE 3. COVERAGE AND SCOPE

This ordinance shall cover the whole health sector, whether government or private, including the City's Barangay Health Workers, Nurses, Doctors, Midwives, Birth Attendants, Barangay Nutrition Scholars-Workers, Early Child Care & Development and Community Development Workers, other professional groups, private and business sectors, and all other stakeholders, and shall target as beneficiaries, infants, aged 0-11 months, and young children, 1 year to 3 years old, and their mothers, and others specifically provided for in this Ordinance.

ARTICLE 4. INFANT AND YOUNG CHILD FEEDING PROGRAM

The following shall be the City's Infant and Young Child feeding programs and services pursuant to Administrative Order No. 2005-0014 of the Department of Health issued by the Secretary of Health last May 23, 2005 and shall be accorded to infants, young children, and mothers in all the City's health facilities and observed by all those mentioned in the preceding Article.

Section 1. BREASTFEEDING PRACTICES

A. Early Initiation of Breastfeeding

Infants shall be initiated into breastfeeding within one hour after birth. All medically trained personnel including doctors, nurses, midwives, and other birth attendants shall ensure that newborns are supported in their early initiation to breastfeeding. The health care delivery system and all facilities shall ensure that all newborns are initiated to breastfeeding within an hour after delivery.

B. Exclusive Breastfeeding for First Six Months

Infants shall be exclusively breastfed for the first six months of life to achieve optimum growth and development. Exclusive breastfeeding means giving breastmilk alone and no other food or drinks, with the exception of vitamins and medicine drops.

c. Extended Breastfeeding up to Two years and Beyond

Breastfeeding shall be continued as frequent and on demand for up to two years of age and beyond.

Section 2. COMPLEMENTARY FEEDING PRACTICES

Infants shall be given appropriate and complementary foods and feeding interventions that is timely, adequate and safe, at age six months in order to meet their evolving nutritional requirements.

Mothers, particularly of infants and young children shall be provided with sound and culture-specific nutrition counseling and recommendation of a widest array of indigenous foodstuffs. Towards this end, the City Nutrition Council and the City Agriculturist Office shall ensure that suitable foods for use in complementary feeding are produced, readily available and affordable.

In addition, low-cost complementary foods prepared with locally available ingredients using suitable small-scale production technologies in community settings shall be encouraged to meet the nutritional needs of older infants and young children.

Section 3. MICRONUTRIENT SUPPLEMENTATION


Pursuant to and in accordance with DOH Administrative Order 119, series of 2003, issued by the Secretary of Health on December 2, 2003, the following micronutrient supplementation shall be provided for infants and young children and their mothers and other target beneficiaries.

A. Vitamin A Supplementation

Universal Vitamin A supplementation shall be given to infants and children 6-71 months of age, and Vitamin A supplementation to children at risk particularly those with measles, persistent diarrhea, severe pneumonia and malnutrition. Vitamin A capsule shall also be given to postpartum women within one month of delivery to increase Vitamin A concentration of their breastmilk as well as Vitamin A status of their breastfed children.

B. Iron Supplementation

Iron Supplementation shall be provided to pregnant and lactating women and low birth weight babies and children 6-11 months of age. In addition, anemic and underweight children 1-5 years of age shall be provided with iron supplementation.



C. Iodine Supplementation

Iodine supplementation shall be provided to women of reproductive age group, school age children and adult males in areas when the urinary iodine excretion of less than 50ug/L in more than the 20% of the population, or prevalence among school children is greater than 5% and high prevalence of goiter among males.

Section 4. UNIVERSAL SALT IODIZATION

The City Mayor and City Health Officer shall ensure the continued implementation and compliance of the City Ordinance No. 306, series of 2002, otherwise known as the Asin Ordinance of Bacolod City.

The families shall be encouraged and educated to use iodized salt in the preparation of food for older infants and young children.

Section 5. FOOD FORTIFICATION

Food fortification of staple foods will help ensure that the older infants and young children receive adequate amounts of micronutrients. The City Health Office shall encourage manufacturers to fortify processed foods and food products based on the BFAD and DOH standards.

Section 6. OTHER FEEDING OPTIONS

In limited cases, for infants who do not receive breast milk, feeding with a suitable breast-milk substitute such as an infant formula or other specially prepared formula that conforms with applicable Codex Alimentarius standards, or a home-prepared formula with micronutrient supplements - shall be demonstrated only by health workers or other community workers if necessary, and only to the mothers and other family members who need to use it, and the information given shall include adequate instructions for appropriate preparation and the health hazards of inappropriate preparation and use.

Infants who are not breastfed, for whatever reason shall receive special attention from the City's health and social welfare service providers since they constitute a risk group.

Section 7. FEEDING IN EXCEPTIONALLY DIFFICULT CIRCUMSTANCES

As a general rule, the following is the range of feeding options for infants and young children in certain circumstances and during times of crisis.

- a) Breastfeeding is the first and best feeding option for infants;
- b) Expressed breastmilk, fed by cup
- c) Breastfeeding from healthy wet nurse
- d) Human milk from milk bank, fed by cup
- e) Infant formula (preferably generically labeled) fed by cup

Families in difficult situations including but not limited to natural or human induced calamities, shall require special attention and practical support to be able to feed their children adequately. Wherever possible, mothers and babies shall remain together and be provided the support they need to exercise the most appropriate feeding option under the circumstances.

Health, nutrition and community workers shall ensure the protection, promotion and support on breastfeeding and timely, safe and appropriate complementary feeding.

The provisions of DOH Administrative Order No. 2005-0014 issued by the Secretary of Health last May 23, 2005 on feeding on exceptionally difficult circumstances, including feeding options for HIV positive mothers, and children living in special circumstances such as but not limited to malnourished children and infants with low birth weights, orphans and children in foster care, and children born to adolescent mothers, mothers suffering from physical or mental disabilities, drug or alcohol dependence, or mothers who are imprisoned or part of the disadvantaged or otherwise marginalized populations are incorporated herein and form part of this Section.

ARTICLE 5. SUPPORT SYSTEMS

The City Mayor and City Health Officer, in coordination with the Local Council for the Protection of Children, City Nutrition Council and Local Health Board shall ensure the effective implementation and monitoring of the support systems provided in this Article and all the services mandated under this Ordinance.

1. Mothers, fathers and other caregivers shall have access to objective, consistent and complete information about appropriate feeding practices, free from commercial influence.
2. Mothers shall have access to skilled support to help them initiate and sustain appropriate feeding practices and to prevent difficulties and overcome them when they occur.
3. Infant and Young Child Feeding Specialist(s) duly designated in the City Health Office to respond to common problems of mothers to initiate and sustain exclusive and continued breastfeeding practices and other feeding difficulties shall be accessible to mothers.
4. Community-based networks offering mother-to-mother support, and trained breastfeeding counselors working within, or closely with, the City's health care system or program shall be given support by the City Government in terms of technical or financial assistance as the circumstances may warrant.
5. A communication and marketing plan shall be developed to generate high political support at the city and barangay levels, including communities and families.
6. The Mother-Baby Friendly Hospital Initiatives of the Department of Health shall be expanded to the City's health centers, and all clinics both public and private owned or managed.

7. The Rooming-in and Breastfeeding Act (R.A. 7600) shall be strictly enforced in all the hospitals, health centers and clinics operating within the City of Bacolod to ensure the fulfillment of the right of mothers to breastfeed and right of children to be breastfed.
8. All health facilities, public or private, in the health care system in the city of Bacolod shall provide a supportive environment to the Infant and Young Feeding practices through compliance to the Philippine Code of Marketing of BreastMilk Substitutes. The facility shall not display any breastmilk substitutes or any poster or sampling or such but instead provide an enabling environment to improve and promote breastfeeding and appropriate complementary feeding practices for infants and health and health nutrition of mothers
9. Continuing training programs for promoting, protecting, support and improving Infant and Youth Feeding shall be institutionalized for pre-service and in-service health providers. Knowledgeable health workers with the right attitude and practice can make a difference in the growth and development of children.
10. Work places shall provide an enabling environment for breastfeeding mothers who turn to work. This can include breastfeeding rooms, refrigerators for storage of breastmilk, creches and breaks for breastfeeding or expressing milk among others. Ten steps shall also be defined to facilitate systemic implementation.
11. Shopping and recreational malls and other private buildings where a greater number of the public go for shopping, leisure or recreation shall be encouraged to provide a Mother-Baby Room which shall serve as a breastfeeding room, or a changing area for infants, or where infants and their mothers, or pregnant women can go to for a short rest.
12. Mothers shall be able to continue breastfeeding and caring for their children after they return to paid employment. Towards this end, Maternity Leave, day care facilities and paid breastfeeding breaks shall be available for all women employed outside the home.
13. The City Health Office as the City's lead agency shall ensure the fulfillment of the rights of children to the highest attainable standard of health care and nutrition. It shall enjoin all partners from both the government and non-government and private sectors and from national and international organizations to form a strong alliance for the fulfillment of the IYCF Strategy's aims and objectives and this Ordinance.
14. Consistent with the accepted principles of avoiding conflict of interest, the City Government and any of its instrumentalities shall not forge partnerships with manufacturers and distributors of infant formula, milk supplements, complementary foods, feeding bottles and teats and other related products.



ARTICLE 6. AMENDING PROVISIONS

Article 7, Section 3 (Health and Nutrition) of City Ordinance No. 378, Series of 2004, known as the Child, Youth and Family Welfare and Development Code is hereby amended to include as part of the City's Health and Nutrition Programs the Infant and Young Child Feeding Program the establishment and implementation of which are provided under this Ordinance.

ARTICLE 7. R. A. 7600 AND EXECUTIVE ORDER NO. 51, SERIES OF 1986

The provisions of Republic Act No. 7600 known as the Rooming-In and Breastfeeding Act of 1992 and Executive Order No. 51, series of 1986, issued by President Corazon Aquino on October 20, 1986, Adopting a National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Related Products, Penalizing Violations Thereof, and For Other Purposes are hereby incorporated and shall form part of this Ordinance.

ARTICLE 8. ANNUAL BUDGET

The City Mayor, Budget Officer and City Health Officer shall ensure that an amount of no less than P200,000.00 shall be allocated and appropriated in the city's Annual Budget for the effective and continued implementation of this Ordinance.

ARTICLE 9. SEPARABILITY CLAUSE

If for any reasons, any part or provisions of this Ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall continue to be in full force and effect.

ARTICLE 10. REPEALING CLAUSE

All other ordinances, resolutions and executive orders and other issuances which are inconsistent with any provisions of this Ordinance are hereby repealed or modified accordingly.

ARTICLE 11. EFFECTIVITY CLAUSE

This ordinance shall take effect upon its enactment and approval thereof.

CARRIED BY THE VOTE OF:

Affirmative:

Councillors:

Greg G. Gasalaya, Lyndon P. Caña, Jocelle Batapa-Sigue,
Homer Q. Bais, Dindo C. Ramos, Jude Thaddeus A. Sayson,
Napoleon A. Cordova, Catalino T. Alisbo, Reynold I. Iledan,
Arturo V. Parreño.

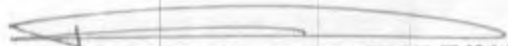
Negative : None.

Absent : None.

Author : Councillor Ana Marie V. Palermo.
Passed : March 22, 2007 (142nd Regular Session)
Comments: Passed.
Vice Mayor Renecito S. Novero, Councillors Elmer T. Sy, Al Victor A. Espino and Marx Louie S. de la Rosa were not yet around when this ordinance was passed.


ANA MARIE V. PALERMO
Acting Presiding Officer

ATTESTED:


ATTY. NILO T. ALEJANDRINO
Secretary to the Sanggunian

APPROVED: April 19, 2007.


EVELIO R. LEONARDIA
City Mayor

NTA/HPL/jemz

