

WBW 2015 Philippine Report

World Breastfeeding Week 2015 theme “Breastfeeding & Work, Let’s Make it Work!”

In the Philippines the month of August has been officially declared thru Presidential Decree as Breastfeeding Awareness Month, thus it is a month long celebration nationwide.

Since April, 2015, Arugaan initiated discussion on the WBW theme with DOH Family Health Division in charged of the IYCF program. Several meetings ensued under Technical Working Group for IYCF. Additional sector included in the meetings where the informal economy as the ILO has funded the Trade Union of the Philippines to undertake initiative in support of the Expanded Breastfeeding Promotion Act of 2009. The law covers creation of breastfeeding stations at the workplace as well as 40 minutes paid breastfeeding breaks for working women.

The formal economy sector were encouraged to translate support for working women. ALLWEIS is the federation of informal sectors: vendors, drivers, junk collectors etc. ILO provided training funds for ALLWEIS to start the pilot trainings. ALLWEIS used the Arugaan Peer Counseling Manual on Breastfeeding titled “Gumagabay sa Tamang Pagpapasuso”. 20 participants-heads of organizations attended the Training to enable them to start Breastfeeding activities and one of the outstanding pilot was the NAMASFED – Naga City Market Association of Stallholders Federation in the province of Camarines Sur. The president of the ambulant vendors selling “blingblings” – necklaces, bracelets, hair clips who attended the Peer Counseling Training was tasked to managed the established Breastfeeding Station in the public market. Every member of the federation in the public market of Naga City contributed P50.00/\$1.20 per month to cover for her honorarium as Breastfeeding Counselor and Manager of the Breastfeeding Station. Both NAMASFED members and public consumers availed of the Breastfeeding Station.

Another group in MetroManila worth emulating is PARE – Payatas Association of Recycle Environment Waste. They were once the garbage scavengers. Since World Bank gave them a dignified microfinancing enterprise and organized themselves as cooperative they are now called waste segregators. The junk shop business visit them on schedule and transact business officially. They already have a regular means of employment unlike before when they struggle their day to day subsistence. Payatas is the place of their residence where the garbage of MetroManila is dumped. When the head of the group attended the Peer Counseling Training on Breastfeeding, the cooperative shared a space for its Breastfeeding Station.

They attended and shared their stories at the Breastfeeding Summit last August in celebration of the WBW 2015.

The WBW 2015 in the Philippines was filled of media coverage as many multi sectors celebrated the theme “ Breastfeeding & Work, Let’s Make it Work”. It was translated in Pilipino language “ Inang nagtrabaho, malayang makapagpapasuso” meaning working mom can breastfeed in freedom. Another translation, “ TSEK – Tama, Sapat, Ekslusibo , ang nagtrabaho pwede magpasuso” meaning Right, Sufficient, Exclusive, working women can breastfeed.

The Breastfeeding groups : Arugaan mother support groups, Breastfeeding Pinays online joined together for the Hakab Na/ Great Latch simultaneous events. While LATCH translated the WBW event into a video clips titled “ I Support Breastfeeding” with celebrities pledging their testimonials.

The Philippine Pediatric Society organized the International Breastfeeding Conference in Pasig City, MetroManila. World renowned experts graced the occasion and one of the Resource Persons were economist Julie Smith from ABA – Australian Breastfeeding Association and Dr. Miriam Labbok from USA North Carolina University and two others from Academy of Breastfeeding Medicine. Both Julie and Miriam interacted with Arugaan community leaders and joined the Hakab Na event and Forum on Maternity Protection in aid of legislation.

Arugaan experts in special Lactation Massage transforming women from bottlefeeding back to breastfeeding were featured in a known tv show called Jessica Sojo report at news primetime. Many favorable feedback generated interest and availed of services from Arugaan Breastfeeding Counselors.

Many provincial simultaneous events in Pampanga, Laguna, Nueva Ecija, Cebu, Davao cities staged Hakab Na/ Great Latch organized by the Breastfeeding Pinays online with 73,000 members as well as with LATCH groups in celebration of the theme “ Breastfeeding at Work, Make it Work”.

Both Breastfeeding Pinays trained Peer Counselors by Arugaan and LATCH shared Breastfeeding at Work seminars in many IT offices and government BIR – Bureau of Internal Revenue.

Two info materials on Breastfeeding Guide for working women were translated into Pilipino language and in Waray dialect with accompanying visuals. These were distributed to many NGOs and working women and also used by the government agencies. This was authored, published and distributed by Arugaan.

The WBW 2015 activities in the Philippines were translated into tarpaulin posters as exhibited and presented in powerpoint during the IBFAN One Asia Breastfeeding Partners Forum in Putrajaya, Malaysia.

Herewith Attached: Fotos, Translation and Power point Presentation.