

2015 PHILIPPINE ASSESSMENT REPORT

WBTi Report and Call to Action Public Event

The WBTi Report was an outcome of the intensive interactive workshop amongst leaders representing 15 multi sectors from government Department of Health (DOH /MOH), National Nutrition Council, medical association Philippine Pediatric Society, United Nations agencies WHO, ILO, legal professionals Health Justice, workers group Trade Union of the Philippines, feminist groups Gabriela and Akbayan as Partylists of the House of Representatives and Chief of Staffs representing the law makers in the Congress/Parliament. Breastfeeding groups: Breastfeeding Pinays, LATCH, Pinay Doulas Collective, Arugaan mothers support groups from the communities as well as Fathers Support groups called Tatay and the National Press Club of the Philippines. A total of 25 participant-leaders attended actively.



WBTi workshop participants-leaders representing multi sectoral organizations and agencies

September 09, 2015 was the culmination of the consultative meeting workshops. Since July- August, 2015 the consultative process happened with the WBTi Assessment Report that started with core group gathering data surveyed on the IYCF by the government agencies such as Food and Nutrition Research Institute (FNRI) and the National Demographic Health Survey (NDHS). Controversies clouded the data presented by the FNRI last 2013 because Nestlé supported the event of their public presentation of the FNRI findings. UNICEF asked the FNRI for the methodology questionnaire and process.

FNRI delayed response added another doubt. The FNRI findings regarding exclusive breastfeeding data and the initiation of breastfeeding was disproportionate and skewed. Thus, the data of dispute was not confidently cited. It took a while to wait for the NDHS data public presentation in 2014. There were differences by numbers. Thus, DOH and FNRI has to undergo reconciliation of data findings. Herewith as reflected in 2015 Philippine WBTi Assessment Report the validated data.

The WBTi Assessment Report Workshop took a lot of discussion and analysis regarding the interplay of Nestlé with FNRI partnership as they launched United for Healthier Kids (<https://www.u4hk.ph>) campaign regarding conflict of interest on the Milk Code of the IYCF WBTi.



IBFAN SEA Innes expounded on what is IBFAN structure



Arugaan Velvet explained WBTi background and process



WHO WPRO Alex discussed WBCi as financial tool analysis of WBTi



National Nutrition Council Kate presented the nutritional status of the Filipino children



DOH/MOH IYCF Manager Dr. Anthony detailed the government program, policy and practices

The September 09 took a 10-hour deliberation with the DOH/MOH representative losing his voice as he was very active in the discussion considering that the interpolation came from the women’s group leaders who are also active in the lawmaking at the Congress/Parliament. The WBTi Report outcome is an aid for legislation especially that 9 Bills/draft laws has been filed in the Senate and in the Congress to improve paid Maternity Leave from the existing pitiful paid 2 months for working women. The approved Bill in the Senate that was passed last month was 6 months with half paid and half 3 months not paid.



WBTi worksheets analyzed and inputted by sectoral leaders



WBTi participants: moms, doctors, lawyers, community leaders



ILO and Trade Union leader differing exchanges



Two opposing feminist groups : Akbayan (socialists) and Gabriela (communists) with differing ideologies usually never join together but the WBTi obliged them to sit down in Arugaan organized workshop in defense of maternity protection



Legal disputes harmonized by 2 brilliant lawyers interpreting WBTi

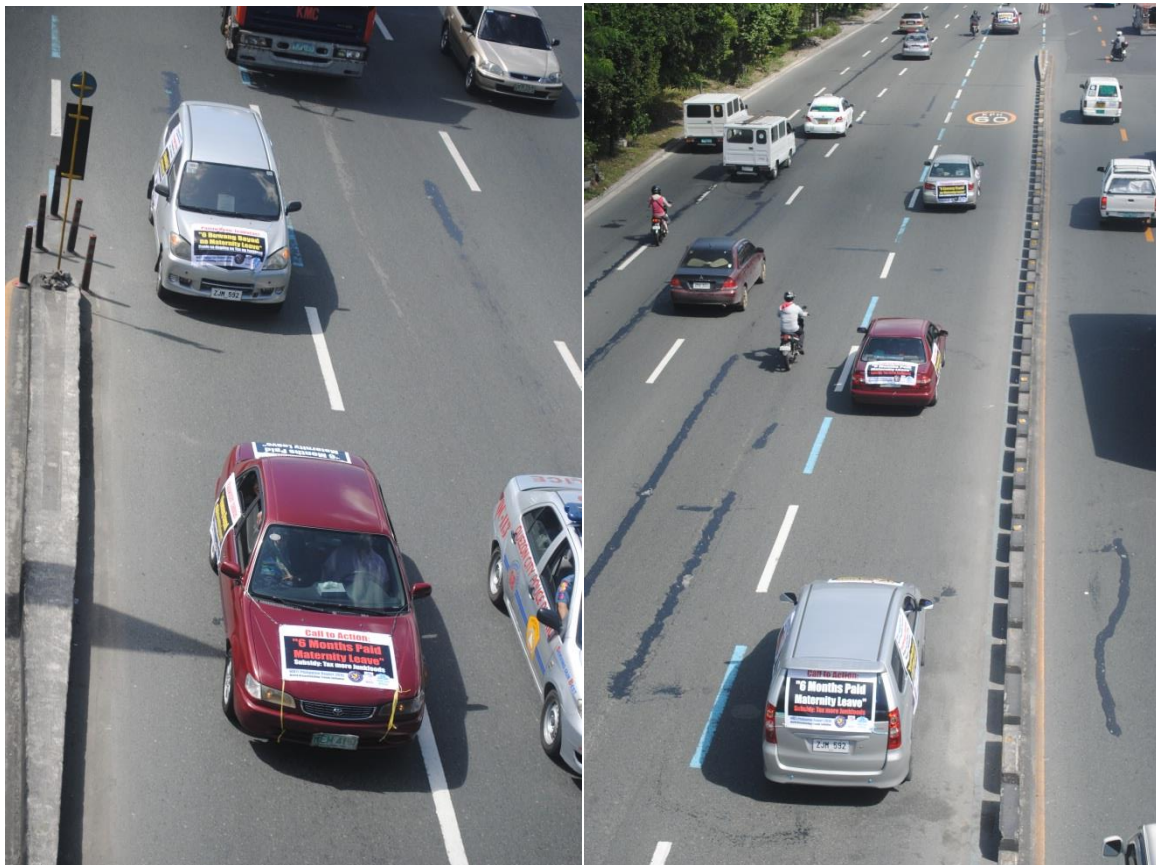


Medical point of view with 2 pediatrician leaders in defense of breastfeeding in the mainstream medical associations where Milk Code law is twisted by the milk industry predators



Congress' parliamentary public hearing on the Bills filed by House of Representatives for extended paid maternity leave where the mother support groups attended and corrected the data shared by DOLE - Dept. of Labor and Employment citing Vietnam with 4 months paid maternity leave against the latest 6 months ML with pay. WBTi booklet was referred by the Breastfeeding Pinays.

Last November, there was a public hearing of the pending Bills that was filed with the Committee on Women who conducted the deliberation in the House of Representatives/ Congress. The Breastfeeding groups attended the public hearings: Arugaan and Breastfeeding Pinays as well as the women's groups. The consensus was 100 days paid Maternity Leave. It fall short of ILO Maternity Convention 183 that calls for 14 weeks or 104 days. The Congressional session ends after the public hearing with the Christmas and New Year yuletide season. According to the head of the government Commission on Women who was a pioneering breastfeeding advocate said that it seemed the menu at the Senate will be the call for reconciliation meaning 100 days from Congress call or Senate's 6 months with half pay and half unpaid as option for working women. After



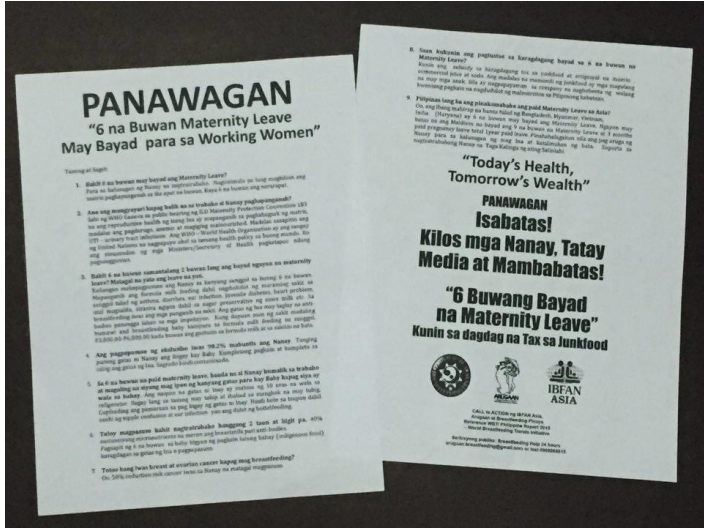
Car caravan with screaming banners for the public to see: WBTi Call to Action: 6 Months Paid Maternity Leave, Subsidy Tax from Junkfoods

2nd reading, the President of the Philippines will sign the law before he ends his presidential term come May 2016. Therefore, the Arugaan WBTi Call to Action was timely as there was a moratorium in December meaning many of the NGOs as well as the government are all agog in finishing obligatory report for the year ends and rushing strategic plan of action as well as enraged with Christmas fever. Thus, our car caravan with shouting banners called the public attention as many people were on the traffic streets. The Call to Action : 6 Months Paid Maternity Leave from Subsidy Tax on Junkfoods. Tatays/Dads support group expressed candidly a Call to Action for extended paternity leave to complement participatory parenting with extended paid Maternity Leave. Existing paternity leave is only 7 days while the maternity leave is only 2 months with pay. The screaming banners was synchronized with the attention honks of the car caravan. The WBTi Watchers distributed leaflets In Q& A format in Pilipino language WHYS 6 Months Paid Maternity Lave for working women 1-9 questions with answers. Many passersby who were mostly employees were reading the Call to Action/Panawagan.



Jeepney passengers received the leaflet Panawagan/ Call to Action with 1-9 Question and Answers Whys 6 months paid maternity leave. The WBTi Watchers distributed in the office premises, passersby were reading the leaflets as they wait for their public ride





WBTi Watchers being briefed regarding strategic actions while distributing leaflets along the busy roads and pedestrians

As the cars were caught in the traffic of cars in slow procession, passengers in jeepneys, buses and private cars were intently reading the messages on the flying banners along the main roads. Effective impact wit visual recall.

Two major cities of MetroManila: Quezon City, the seat of the Parliament/Congress and Marikina City were routed by the car caravan with banners draped on the whole cars.



preparatory work by the WBTi Watchers

The public event of the WBTi Call to Action culminated with Lunch Forum. The WBTi Watch as lobby group for the Congress and Senate lawmaking bodies was launched. The event was a formality gesture as a result of the many community based consultation that transpired way back July-August-September interactive meetings with leaders.



festive Christmas season made a maddening traffic along the main roads where cars are in procession with passengers on halt thus the Call to Action leaflets had them as captive readers

The August event was the biggest media coverage as the WBW theme on Maternity Protection and Working Breastfeeding Women were simultaneously launched where both international resource persons/experts graced the International Breastfeeding Conference that the Philippine Pediatric Society organized. The 1000 attendees on Big Latch On/ Hakab Na event were staged by Breastfeeding Pinays with 73,000 members on line and bloggers on internet media. The I Support Campaign by LATCH group and with Arugaan participation and facilitation of the community based mother support groups involvement. Experts Julie Smith from Australia and Miriam Labbok from USA had interactive meetings with Arugaan leaders from the communities. Lunch Forum was hosted by Arugaan with Julie Smith presenting the business arguments for breastfeeding agenda at the workplace and maternity protection entitlement.



Julie Smith visits the Philippines with the mamas of Arugaan (community-based mother support groups) and Breastfeeding Pinays and ladies from Congress and women's trade unions

November 24-26, 2015, the DOH Family Health division scheduled a workshop on program implementation review called PIR on IYCF which were participated by government agencies nationwide representatives as well as with NGOs and UN agencies. The consensus was poor implementation from top to bottom. Also, complaints were expressed regarding Milk Code violations by the medical sector with milk companies connivance plying incentives. The DOH initiated PIR on IYCF workshop was influenced by the earlier September WBTi-WBCI workshop organized by Arugaan -IBFAN SEA. The outcome of the discussion and analysis by the leader-participants were compelling.



PIR on IYCF with babywearing, breastfeeding municipal health doctor and DOH

December 1-9, the provincial soiree was realized in Mindanao island with Arugaan training team providing the Breastfeeding Peer Counseling, Creche and Complementary Food trainings for the cities of Iligan and Cagayan de Oro with 100 participants. Maternity Protection on improved entitlement was discussed. Two tv networks covered the event and interview that was shown on prime time news in Cagayan de Oro and later at the Earth Friendly feature show.

December 04 was the superb media event with Standard Newspaper featuring Arugaan's IYCF program with Ines Fernandez as one of the honored 21 Visionaries with full blown magazine feature and official awarding event by big media owners held in prestigious Manila Hotel in the Philippines. The Arugaan Creche- daycare for working parents was featured as one of the support under maternity protection entitlement for working women as role model.



Media hype: grand event with newsmakers and publishers at the Manila Hotel organized by the Standard daily newspaper and magazine featuring 21 Visionaries and Arugaan's IYCF in practice with the Creche in support of working women was one of the awardees and front news

The WBTi Report Call to Action cum WBTi Watch is a build up campaign for stronger action delivery come 2016 to institutionalized IYCF with Mothers as the key center of all implementing actions. Implementation en toto is remiss as what the WBTi assessment report of the Philippines concluded with Milk Code violations touch and go despite surmounting complaints and visibility. The government agencies tasked to implement by law is on snooze mode. Thus, the WBTi Watch campaign will put them to work to account for the taxpayers money where their salaries are sourced. Accountability will be the next glaring banner of WBTi Watch campaign in the Philippines.



Better watch out with WBTi Watchers in Defense



WBTi Watchers as the new lobbyist in the Congress and Senate's lawmaking process



Tatays/Dads Support Group calls for extended paternity leave to complement extended Maternity Leave for participatory parenting



Lunch Forum's heated discussion on Panawagan/ Call to Action 2016



WBti Support Groups : moms and dads



WBti Watch : old and new leaders strategizing area turf: South and North of MetroManila