



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
Telephone Nos. 925.03.30 • 325.03.31

June 28, 2016

MEMORANDUM CIRCULAR
No. 2016-90

TO : ALL PROVINCIAL GOVERNORS, CITY AND MUNICIPAL
MAYORS, PUNONG BARANGAYS, DILG REGIONAL DIRECTORS,
ARMM REGIONAL SECRETARY AND OTHERS CONCERNED

SUBJECT : PARTICIPATION IN THE 2016 NUTRITION MONTH
CELEBRATION

The First 1000 Days of life starts from conception and before the second birthday of the child. This period has been called the “golden window of opportunity” for building the foundation for the child’s ability to grow, learn and thrive and lifelong health. It is also during this period that the child’s predisposition to obesity and non-communicable diseases are set. Poor nutrition in the early years also impact on the next generations as well. Focusing on improving nutrition during First 1000 Days can prevent the serious and irreversible damage which will also lead to improved productivity and reduced health care costs.

To achieve significant changes in reduction in child stunting, underweight and wasting, this year’s Nutrition Month theme focuses on the First 1000 Days with the theme:

“First 1000 Days ni baby pahalagahan para sa malusog na kinabukasan.”

Highlighting the First 1000 Days during the 42nd Nutrition Month celebration in July 2016 aims to create awareness on the importance of proper infant and young child feeding practices, particularly exclusive breastfeeding for the first 6 months and giving appropriate complementary food after six months while continuing breastfeeding. The celebration also aims to promote collaboration among various stakeholders both at the national and local levels for programs targeting families with pregnant mothers and children less than 2 years old.

In view hereof, all concerned are hereby encouraged to participate in the campaign and undertake support activities, such as but not limited to the following:

1. Disseminate the Nutrition Month theme through conduct of seminars and fora, hanging of streamers, posting in respective local government units' websites and billboards; distribute Nutrition Month flyers to employees and clientele. The prototype streamer will be made available at the NNC website.
2. Have an enabling environment to promote breastfeeding and complementary feeding in the Department such as the full implementation of RA 10028 or the Expanded Breastfeeding Promotion Act of 2009 by setting up mandatory lactation stations for breastfeeding women employees and clients by reiterating DILG Circular 2011-54 on the Implementation and Monitoring of National Policy on Breastfeeding and Setting-Up Workplace Lactation Program; among others.
3. Feature Nutrition Month celebration as the highlight for July in your calendar of activities.
4. Other activities that will promote the importance of First 1000 Days.

For further inquiries you may contact the National Nutrition Council Central Office at 2332 Chino Roces Avenue Extension, Taguig City at telephone number 818-7398 or email address: info@nnc.gov.ph or the NNC regional offices nearest you.

All DILG Regional Directors are hereby directed to cause the widest dissemination of this Circular in their respective areas of jurisdiction

For information and guidance.

By the Authority of the Secretary:



AUSTERE A. PANADERO

Undersecretary for Local Government

