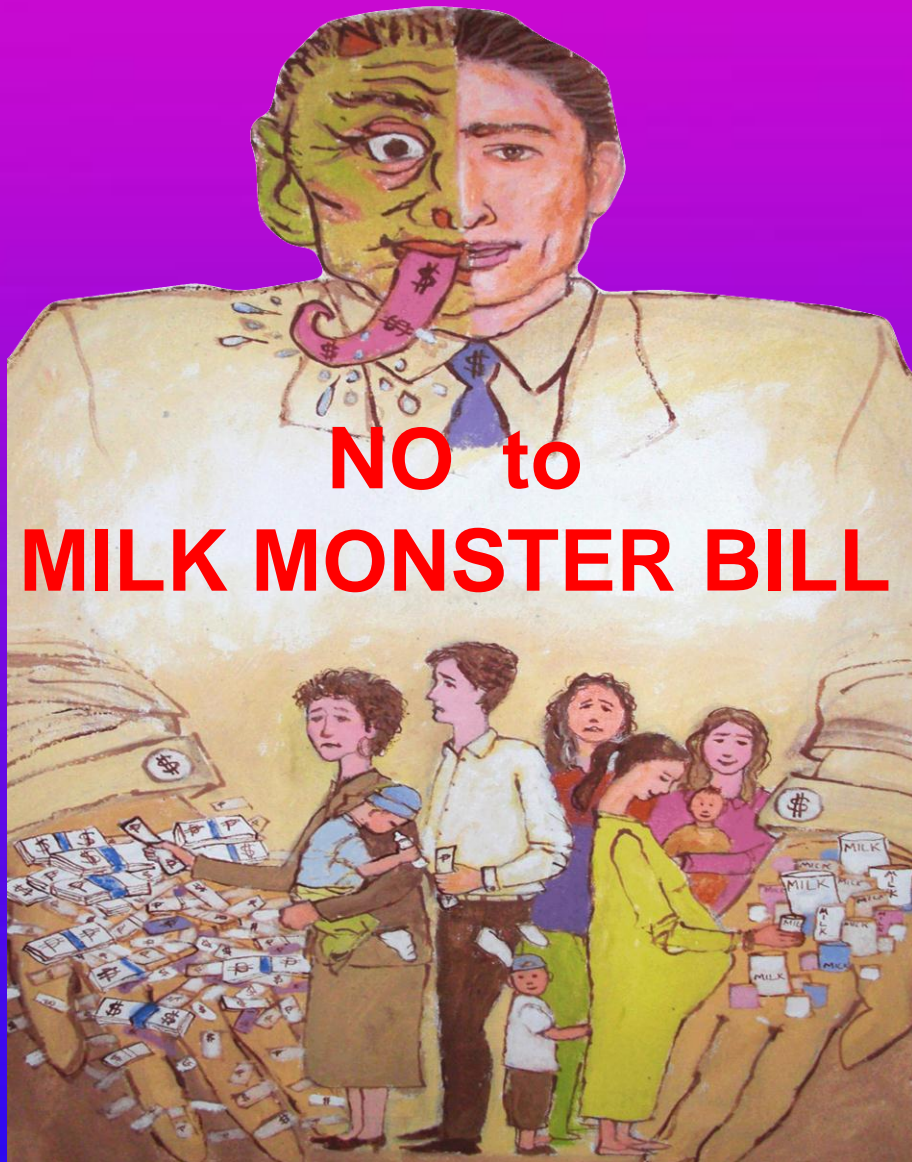


No to Milk Monster Campaign *(Philippines)*



Velvet E. Roxas, Philippines
Alessandro Iellamo



NO to MILK MONSTER BILL



“VOTE based on facts and scientific evidence
and NOT on ignorance”

KILL the BILL!!!

Save the Babies Coalition

***“An Act Promoting A Comprehensive Program on Breastfeeding Practices and
Regulating The Trade, Marketing and Promotions of Certain Foods for Infants And Young
Children”, or short title “Breastfeeding Promotion and Infant Formula Regulation Act”,
Consolidated Bill from House Bills No. 3396, 3525, 3527, 3537***

IPNAP – Infant and Pediatric Association of the Philippines



Wyeth



- They used legislators in Congress / Parliament to weaken the existing law Milk Code that regulates marketing of breastmilk substitutes, supplements, bottles and teats.



Action In and Out of Congress

Name Maria Kaawa-awa
Address Pilipinas



JUNK
Milk Code
Amendments

Keep corporate
greed out of the
Milk Code.



There are 2 proposed Bills/Laws

ban babymilk promos
for babies ages
3 years old below

VS

ban babymilk promos
for babies 0-6 months

DOH, WHO, UNICEF oppose Milk Code amendments

By Ruth Sindico (The Philippine Star) | Updated August 31, 2012 - 4:36pm

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MANILA, Philippines - The Department of Health (DOH), World Health Organization (WHO), and United Nations Children's Fund (UNICEF) on Friday called the proposed bill amending the Milk Code and other existing laws on breastfeeding "damaging" to families, mothers and children.

"The DOH, WHO, and UNICEF call on legislators and the public to understand how devastating the passage of the consolidated bill will be. Delayed action may turn the Philippines backwards while neighboring countries in the region are passing stricter regulations on marketing. New legislation should reduce gaps, not enlarge them. Do not allow industry profits to overpower the health of children," they said in a joint statement.

The organizations said the draft consolidated house bill entitled "An Act Promoting a Comprehensive Program on Breastfeeding Practices and regulating the Trade, Marketing and promotions of Certain Foods for Infants and Children" is "inappropriately named" as it will alter the Milk Code of 1986, the Expanded Breastfeeding Act of 2009 and their implementing rules and regulations and will instead "support multinational companies."

The house bill, if passed into law, will narrow the application of the Milk Code only to artificial feeding products.

Women's group backs move to strengthen Milk Code

(The Philippine Star) | Updated September 12, 2012 - 12:00am

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MANILA, Philippines - Breastfeeding advocates have expressed support for recent congressional moves to strengthen the Milk Code to enhance efforts on empowering women and address problems of malnutrition among infants and young children.

Known as one of the country's active women organizations, Women Involved in Nation-Building (WIN) took on a strong stand in pushing for the passage of the consolidated House bill on the proposed "Act Promoting a Comprehensive Program on Breastfeeding Practices and Regulating the Trade, Marketing and Promotions of Certain Foods for Infants and Children."

WIN sought the active participation of women to make the legislation more responsive to the needs of mothers and children.

WIN chairperson Baby del Mundo said their group is a staunch advocate of breastfeeding.

"Every WIN member believes that breast milk is the platinum standard for infant nutrition and that exclusive breastfeeding of up to 12 months and beyond will ensure our children's overall health and wellness," she said.

"In line with our support for breastfeeding, women also have the right to information to be able to protect and further their own health, as crucially linked to that of their babies. The more information that mothers can access,

IPNAP is Nestle-Wyeth, MeadJohnson, Abbott, NZ Fonterra

- IPNAP's puppet WOW-mothers (working with working mothers) play up on the issue on informed choice and balanced information.

Working Mothers Support Passage of Revised Milk Code

June 7, 2012, 12:16am

Manila, Philippines - With the battle against infant and young child malnutrition raging on, women's group Working with Working Mothers (WOW-Mothers) fully supports the efforts to revise and reform Executive Order 51, otherwise known as the Milk Code. Since its enactment in 1986, the Milk Code has been at the forefront in the promotion and support of breastfeeding. However, despite its existence for almost three decades now, breastfeeding rates in the country remain low. Clearly, the Milk Code must be able to encourage Filipino mothers to breastfeed while keeping up with the fast-paced lifestyle of today.

In the 15th Congress, several bills have been filed to address the problem of low breastfeeding rates. Significantly, these bills recognize that proper education of mothers and pregnant women is vital in ensuring sustained breastfeeding. They also emphasize that breastfeeding is the gold standard of nutrition for infants, while recognizing that the decision to breastfeed should be the mother's alone.

This is in line with WOW-Mothers' belief that mother's milk is best for babies and that Filipino women also deserve to make informed choices, advocating the right of all women to proper and timely information, especially in matters of nutrition and child-rearing.

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Recommended articles

Going Through Giftedness

Tough and Tender

My Way

21 Dangers of Formula Milk

for infants and young children

“the Infant Formula Companies don't want you to know”

For your child: When you feed your baby infant formula, you increase your baby's chance of having:

- 1) asthma
- 2) allergies
- 3) ear infections
- 4) High blood pressure & heart disease
- 5) respiratory infections
- 6) lower IQ & cognitive development
- 7) obesity
- 8) iron-deficiency anemia
- 9) SIDS (sudden infant death syndrome)
- 10) diabetes
- 11) digestive problems
- 12) childhood cancers
- 13) exposure to environmental contaminants
- 14) sleep apnea
- 15) dental problems & malocclusions



For the Mother: When you don't breastfeed, you increase your own chance of developing:

- 16) diabetes
- 17) overweight & obesity
- 18) osteoporosis
- 19) breast, ovarian and uterine cancer
- 20) hypertensive & cardiovascular diseases
- 21) reduced child spacing



Look for the

10 Signs of Good Nutrition

- 1 Right Weight for Height
- 2 Good Muscle Development
- 3 Good Posture
- 4 Clear Skin
- 5 Shiny Hair
- 6 Clear Eyes
- 7 Alert & Cheerful

IPNAP is Nestle-Wyeth, MeadJohnson, Abbott, NZ Fonterra

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Login or register
to post
comments

In the present, women have grown out of the traditional and solitary role of home-makers and child-rearers as dictated by society for centuries. The women of today have come to establish themselves in the workplace, with many still finding enough time to care for the household the way only mothers can.

Tough and Tender
My Way

IPNAP propagates on the issue of working women as a reason to formula milk feeding.

Breastfeeding & Working Women

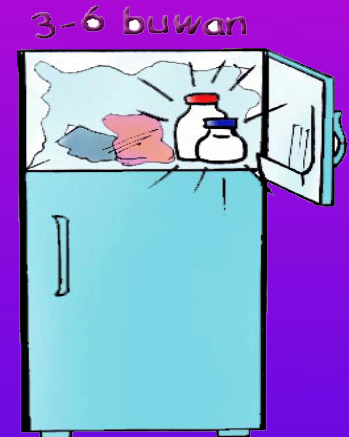
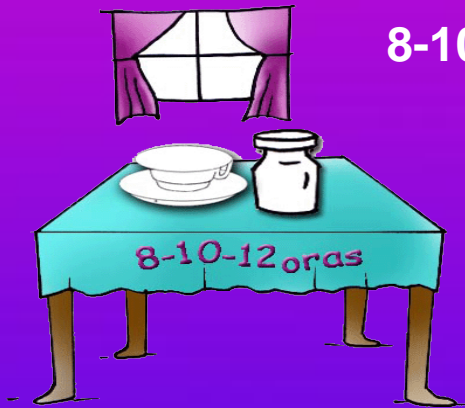
**YES YOU CAN!
BREASTFEEDING
AND
WORKING MOM**

RA 10028 "EXPANDED BREASTFEEDING PROMOTION ACT (2009)" PROVIDES 40 MINUTES PAID BREASTFEEDING BREAK FOR WOMEN IN THE WORK PLACE.

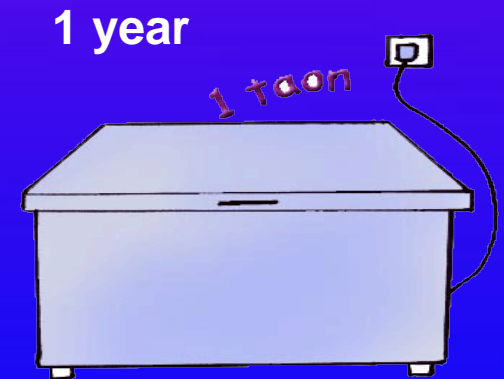
Photo Courtesy of ARUGAAN



Breastfeeding & Working Women



Breastmilk Storage and Lifespan



BREASTFEEDING MEANS ECONOMIC EMPOWERMENT

...savings of US\$1 BILLION
for our country

...minimum savings of \$900.00
per year per family



IPNAP is Nestle-Wyeth, MeadJohnson, Abbott, NZ Fonterra

- IPNAP used an NGO named WIN (Women in Nation Building) who invoked on the issue of emergencies for the donations of milk products.

Women's group backs move to strengthen Milk Code

(The Philippine Star) | Updated September 12, 2012 - 12:00am

[Tweet](#) [Share](#) [googleplus](#) [Email](#)

MANILA, Philippines - Breastfeeding advocates have expressed support for recent congressional moves to strengthen the Milk Code to enhance efforts on empowering women and address problems of malnutrition among infants and young children.

Known as one of the country's active women organizations, Women Involved in Nation-Building (WIN) took on a strong stand in pushing for the passage of the consolidated House bill on the proposed "Act Promoting a Comprehensive Program on Breastfeeding Practices and Regulating the Trade, Marketing and Promotions of Certain Foods for Infants and Children."

Particular to the legislation on breastfeeding, WIN also supports the donation of milk products during calamities and disasters, which is prohibited under existing breastfeeding laws.

Del Mundo said, "We must strike a balance between ensuring adequate nutrition in times of disasters and safeguarding against risks of infection from water-borne diseases associated with bottle feeding. This policy will be an important component of the overall strategy to combat malnutrition and assist poverty alleviation, particularly in disaster-stricken areas."

needs of mothers

that exclusive
ness," she said.

to protect and
others can access.

Donor's Expressed Breastmilk in Emergencies/Crisis 'Mother-to-Mother Support'



**Breastmilk Letting
180 liters of breastmilk in 1 day**



Air Philippines EBM donors



wetnursing in
evacuation
centers

BREASTFEEDING DEFENDERS

**1 Year
Transformed
5,000
breastfeeding
Peer
Counsellors
community-
based
20 cities**



**Training
and
community-
based Mentoring
of
Breastfeeding
Peer Counsellors**

MILK CODE

EXECUTIVE ORDER NO.51



▶ LOGIN · CONTACT US

[Home](#) | [About EO 51](#) | [Report a Violation](#) | [News](#) | [Events](#) | [References](#) | [Partners](#)



EXECUTIVE ORDER NO. 51

The aim of the Code is to contribute to the provision of safe and adequate nutrition for infants by the protection and promotion of breastfeeding and by ensuring the proper use of breastmilk substitutes and breastmilk supplements when there are necessary, on the basis of adequate information and through appropriate marketing and distribution.



ABOUT THE MILK CODE

REFERENCES

CASES

MILK CODE CHAMPIONS

HELPFUL LINKS

LATEST NEWS

Doctors oppose Milk Code amendments

August 04, 2012

MANILA, Philippines - Doctors from The Medical City (TMC) have expressed opposition to the passing into law of the consolidated House Bill on breastfeeding. The bill seeks to amend the present Milk Code and the Expanded Breastfeeding Promotion Act of 2009.

[READ MORE](#)

Proposed amendments in milk code alarms British group

August 01, 2012

UNITED Kingdom-based Baby Milk Action expressed alarm over the recent moves supposedly backed by baby milk companies to

EVENTS

IYCF Strategic Plan of Action for 2011-2016

October 16, 2012

The Department of Health in collaboration with the World Health Organization (WHO) and United National Children's Fund (UNICEF) is implementing the Philippine Infant, Young Child Feeding (IYCF) Strategic Plan of Action for 2012-2016.

[READ MORE](#)

PAGASA: Flash floods, landslides threaten Bicol, Visayas, Mindanao areas

August 01, 2012

Flash floods and landslides from a potential cyclone - an active low-pressure area - threaten

REPORT A VIOLATION



Help us promote and protect breastfeeding and proper use of breastmilk substitutes by reporting milk code violations.

▶ [REPORT NOW](#)

Breastfeeding Consortium

MOM CARE – movement against milk code amendment and revisions



Save the Children

Statement of Save the Children on the Proposed House Bill Amending the Milk Code

Save the Children, a child rights organization that aims to achieve immediate and lasting change in the lives of children, strongly opposes the following proposed amendments to the landmark Milk Code of the Philippines or Executive Order No. 51 introduced by the unnumbered House Bill entitled, “An Act Promoting a Comprehensive Program on Breastfeeding Practices and Regulating the Trade, Marketing and Promotions of Certain Foods for Infants and Children”:

- Limiting the application of the Milk Code to infants age 0 to 6 months instead of 0 to 36 months

The World Health Organization (WHO) and various peer-reviewed studies worldwide provide evidence on the positive benefits of breastfeeding and the various risks associated with the use of substitutes and supplements and other products. In particular, the State of the World's Mothers report for 2012¹ states that breastmilk provides the most complete form of nutrition for infants. Single most effective nutrition intervention for saving the lives of 1 million children globally in developing countries, including the Philippines, breastfed babies are at least 6 times more likely to survive the early months of life than non-breastfed children. Babies who are fed with infant formula

letters of solidarity

POSITION PAPER on House Bill No. _____ -- introduced by Representatives Rufus Rodriguez, Josephine Veronique R. Lacson-Noel et al. titled: ***“An Act Promoting A Comprehensive Program on Breastfeeding Practices and Regulating The Trade, Marketing and Promotions of Certain Foods For Infants and Young Children”*** or short title ***“Breastfeeding and Milk Regulation Act”***

Submitted by Save the Babies Coalition comprised of four big NGO Coalitions namely Civil Society for Educational Reform, Ecowaste Management Coalition, Partnership of Philippine Support Service Agencies Inc., Health Justice and Mother Support Groups nationwide.

In principle the Save the Babies Coalition agrees with some of the general objectives (A-K attached) of the consolidated Bill culled from the Mother Bill of Representative Ana York-Bondoc Bill because it reflects the culture, history and values of the Filipino people backed up by 30 years of scientific evidence-based studies endorsed by WHO/World Health Assembly Resolutions.

But Save the Babies Coalition strongly registers to the House of Representatives of the Philippines our vehement objections to the majority of the provisions Sections 20, 21, 23, 25, 28, 32, 35, 37, 38, 42, 43, 46 from the present consolidated Bill espoused by Representative Rufus Rodriguez because it does not serve the interest of the Filipino people rather it propagates the commercial

POSITION STATEMENT ON THE CONSOLIDATED HOUSE BILL ON BREASTFEEDING

“An Act Promoting a Comprehensive Program on Breastfeeding Practices and Regulating the Trade, Marketing, and Promotions of Certain Foods for Infants and Children”

(In substitution of HBs No. 3525, 3527, 3396, 3537)

We, the undersigned, representing various medical professional organizations, speak in behalf of the millions of Filipino infants and young children, their mothers and fathers, and express our dissent over the attempts to substantively amend the existing breastfeeding-related laws which are successfully being implemented. The House Bill, should it be passed into law, will drastically negate the medical progress achieved through breastfeeding and place our infants and young Filipino children at risk for infections such as diarrhea, pneumonia, and otitis media; developmental impairment; allergic disorders; obesity; and even death.

The World Health Organization (WHO) estimates that 16,000 Filipino young children die each year because of suboptimal breastfeeding and inappropriate complementary feeding practices. Together with United Nations Children’s Fund (UNICEF), WHO emphasize that feeding practices heavily impact on the nutritional status, growth and development, and ultimately the survival of infants and young

22 different
medical
associations
signed and
submitted their
position paper

SIGNATORIES

Melinda M. Atienza, M.D.
President
Philippine Pediatric Society, Inc.

Modesto O. Llamas, M.D.
President
Philippine Medical Association, Inc.

Christine S. Tinio, M.D.
National President
Philippine Academy of Family Physicians, Inc.

Rey H. de los Reyes, M.D.
President
Philippine Obstetrical and Gynecological
Society, Inc.

Maria Cecilia O. Tolentino, M.D.
President
Perinatal Association of the Philippines, Inc.

Juan Antonio A. Solon, M.D., M.Sc. DTM&H
Executive Director
Nutrition Center of the Philippines

Sioksoan C. Cua, M.D.
President
Philippine Society for the Study of
Overweight and Obesity, Inc.

Cesar Anthony P. Yabut, M.D.
President
Philippine Society of Otorhinolaryngology -
Head and Neck Surgery, Inc.

Wilfredo R. Santos, M.D.
President
Philippine Society of Newborn Medicine, Inc.

Mary Jean R. Villa-Real Guno, M.D., M.B.A. Health
President
Philippine Society of Pediatric
Gastroenterology, Hepatology, and Nutrition,
Inc.

Ma. Emma A. Lianto, M.D.
President
Society of Adolescent Medicine of the
Philippines, Inc.

Florianne Feliza F. Valdes, M.D.
President
Philippine Ambulatory Pediatric Association,
Inc.

3 June 2012

President Benigno S. Aquino III
Senate President, Juan Ponce Enrile
Speaker of the House, Feliciano Belmonte Jr.
Secretary of Health, Dr. Enrique T. Ona



Baby Milk Action is a non-profit organisation which aims to save lives and protect infant and young child health through independent controls on babyfood marketing.
We are a member of the International Baby Food Action Network (IBFAN), a network of over 200 citizens groups in more than 100 countries.
www.babymilkaction.org www.ibfan.org

Your Excellency and Esteemed Sirs,

Please oppose the baby food industry amendments to the RIRR and Milk Code

I am writing to you on behalf of Baby Milk Action, a not-for-profit organisation in the UK, which aims to save lives and protect infant and young child health through independent controls on baby food marketing.

We were very pleased to see the action taken by the Philippines in introducing *Implementing Rules and Regulations (RIRR)* to Executive Order 51 (1986), known as the 'Milk Code'. The RIRR came into effect in 2007, following an unsuccessful challenge by milk manufacturers at the Philippines Supreme Court.

We are now alarmed to hear that the industry has not accepted this ruling, but is now introducing new legislation amending the Milk Code and the RIRR.

We wish to register our strong opposition to the so-called: *'Act Promoting a Campaign on Breastfeeding Practices and Regulating the Trade, Marketing and Sale of Certain Foods for Infant and Children'*. Short title: *'The Breastfeeding and Milk Act.'*

Protect mothers and babies in the Philippines from baby food industry

os of Rechilda A x A message of thanks x A Protect mothers and x A Protect mothers and x

www.avaaz.org/en/petition/Protect_mothers_and_babies_in_the_Philippines_from_the_baby_food_industry/

AVAAZ.ORG
COMMUNITYpetitions

SIGN UP LOGIN ABOUT US HELP

The world's largest and most effective online campaigning community for change **START A PETITION**

Protect mothers and babies in the Philippines from the baby food industry

Created by **Mike B.**
United Kingdom

To be delivered to:
President Aquino, Senate President, Speaker of the House, Secretary of Health

Petition of solidarity with the Philippines

- Protect mothers and babies in the Philippines from the baby food industry
- Protect breastfeeding
- Protect babies fed on formula



3,354 people have signed. Help get to 5,000

Why this is important

We, the undersigned, oppose plans in the Philippines, promoted by a baby food industry lobby, for new legislation amending the Executive Order 51 (1986) - known as the 'milk code' - and its Revised Implementing Rules and Regulations.

SIGN THIS PETITION

ALREADY AN AVAAZ MEMBER?

Enter your email address and hit "Sign".

Email

SIGN

FIRST TIME HERE? Please fill out the form below.

Name

Email

Country Post code

Avaaz.org will protect your privacy and keep you posted about this and similar campaigns.

SIGN

This petition has been created by Mike B. and may not represent the views of the Avaaz community.

RECENT SIGNERS

Help us reach 5,000 signatures



Breastfeeding Exhibit in Congress





"Yet you are He who took me out of the womb; You made me hope and trust when I was on my mother's breasts."

-Psalm 22:9



***Breastfeeding Peer Counsellor,
Grandma wetnursing
grandchildren***

Email: feedback@inquirer.com.ph Website: www.inquirer.net/opinion

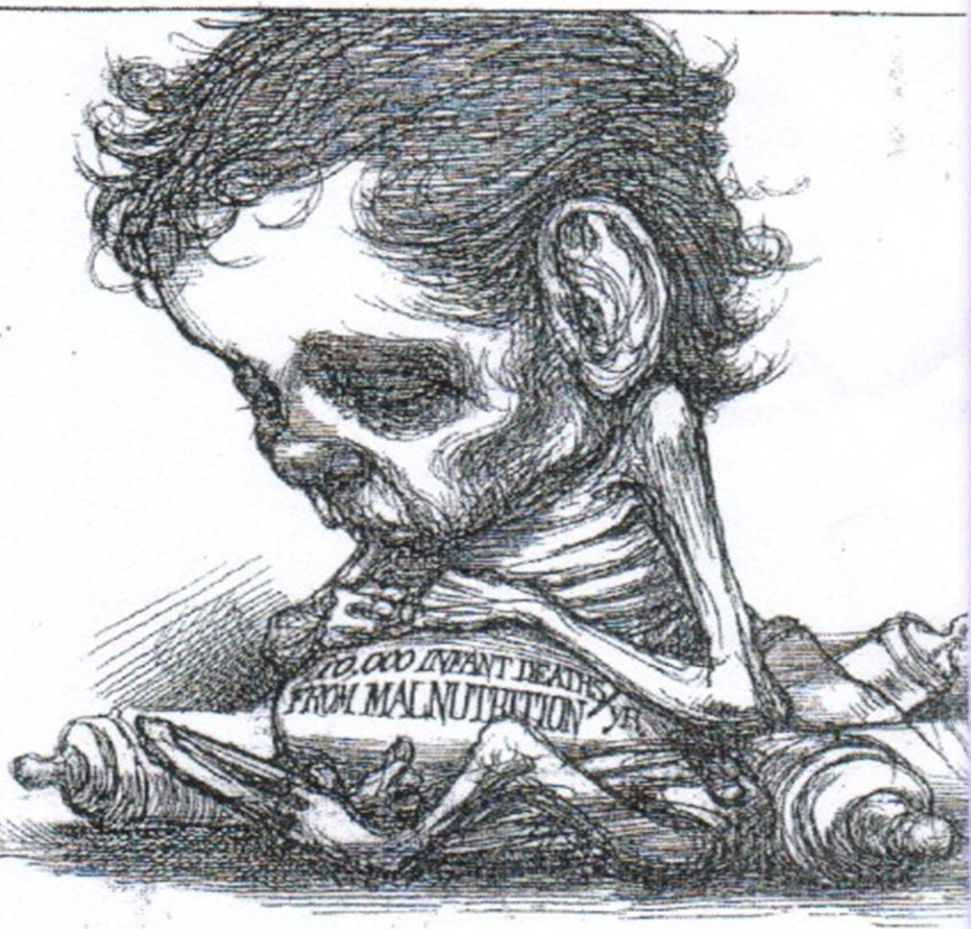
OPINION

Text us your feedback: inquirer opi name/city/message to 2207 (Globe) or 283 (Smart)

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PROFIT LOSS... MILK
 CODE... PITY US!... WOE
 TO US... PROFIT LOSS!.. BLAH
 BLAH BLAH BLAH BLAH BLAH TEAH..
 THANK YOU FOR BEING SUCH
 A GOOD LISTENER.



Multinational Milk Companies of breastmilk substitutes invest \$100 million in advertising



Health Today Magazine Funded by Milk-Pharmaceuticals Companies



EDUCATION FOR NUTRITION

Tricia Dizon, managing director of Mead Johnson Philippines, outgoing Education secretary Fe Hidalgo, and assistant secretary Vilma Labrador unveil Lactum's nutrition-education workbooks for children.

2005

Mr. Ludan, US Trade Adviser, Bush Administration pressured Undersecretary of Health during the 10th drafting of the new implementing rules (rIRR) of the Philippine Code

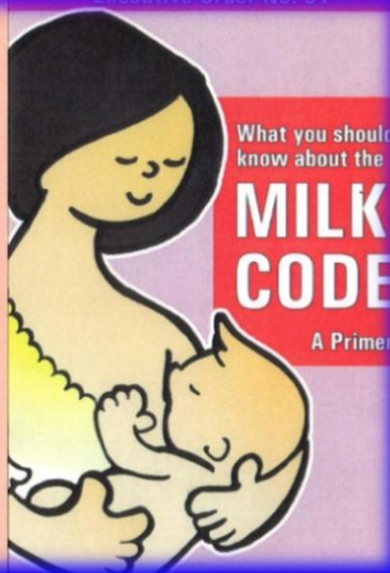
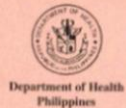
MAY 15,
2006

Philippine Secretary of Health signed revised implementing rules & regulations rIRR of the Philippine Code or Milk Code Law

Highlights: No ads for Babies Two years & Below

Ban: Health & Nutritional Claims

Philippine Code of Marketing of Breastmilk Substitutes (E.O. 51)



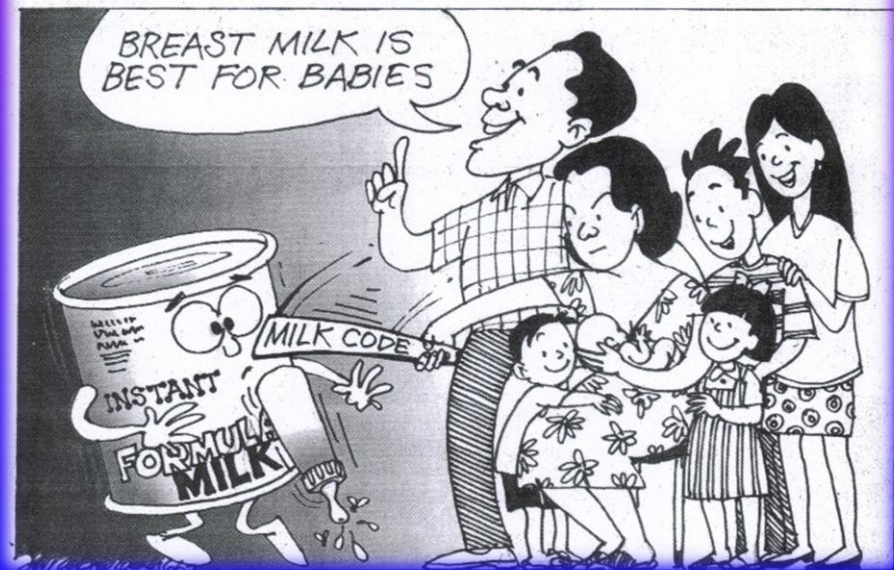
PHILIPPINE DAILY INQUIRER SATURDAY, JUNE 16, 2007

Email: feedback@inquirer.com.ph Website: www.inquirer.net/opinion

OPINION

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Text us your feedback: inquirer opl name/city/message to 2207 (Globe) or 283 (Smart)



Mass Breastfeeding

- Guinness Book of Records led by Children for Breastfeeding & Nurturers of the Earth with Sec. of Health and UNICEF Representative

FOR THE RECORD

When it comes to breast-feeding age does not matter to Rosanna Robles (seated left). At 51, she was the oldest among the 3,783 Filipino mothers who broke the world record for simultaneous breast-feeding. Manila Mayor Lito Atienza announces the feat to the delight of Dr. Nicholas Alipui (partly hidden), UNICEF representative to the Philippines, and Health secretary Francisco Duque III.

There is no substitute for breast milk, and to help sink the message into public consciousness, 3,738 Filipino mothers simultaneously breast-feed their babies to set a new world record





PHAP – Pharmaceutical Healthcare Association of the Philippines led by Wyeth, Mead Johnson, Abbott, Glaxo Smith Kline etc. filed for TRO (temporary restraining order) of the rIRR of the Milk Code at the Supreme Court

- **Supreme Court denied PHAP's petition for TRO**

August
2006

US Chamber of Commerce & Trade Wrote President of the Philippines “to reconsider rIRR to avoid complications in the US- Philippines economic ties”

UNITED STATES OF AMERICA

THOMAS J. DONOHUE
PRESIDENT AND
CHIEF EXECUTIVE OFFICER

August 11, 2006

H.E. Gloria Macapagal Arroyo
President
Republic of the Philippines
Malacañang Palace
JP Laurel Street, San Miguel
Manila NCR 1005

Dear Madam President:

I recall with fondness our encounters over the last several years, and the U.S. Chamber has been watching with great interest the recent developments in your country. We appreciate all of the support you have given to the business community during your time in office.

It has been brought to my attention that a recent regulatory decision by an agency of your government would have unintended negative consequences for investors' confidence in the predictability of business law in the Philippines. In particular, we are concerned about the effects this decision will have on the pharmaceutical industry.

In early July 2006, the Philippines Department of Health promulgated revised Implementing Rules and Regulations (IRR) affecting the marketing of infant formula. The IRR goes beyond provisions in the relevant Philippines law, EO 51 (the Milk Code), in several important respects that are of concern to a number of U.S. companies, including some with operations in the Philippines. I understand that the intent of IRRs in the Philippines administrative system is to implement and interpret the provisions of law, not to extend its reach.

U.S. Chamber member companies have alerted me to two main problems with the revised IRR. First, the IRR prohibits all marketing of infant formula to children up to three years of age. This goes beyond both Philippines law EO 51 and the

1615 H Street, N.W.
Washington, D.C. 20062-2000
202/463-5300 • 202/463-5327 Fax



H.E. Gloria Macapagal Arroyo
August 10, 2006
Page Two

relevant International Standard (the World Health Organization International Code of Marketing of Breastmilk Substitutes). The IRR also treats infant formula as a potential health hazard by requiring warning labels without any scientific justification, a step which would needlessly alarm potential consumers and is not required either by Philippines law or international norms.

The level of concern with the revised IRR is such that the Pharmaceutical and Healthcare Association of the Philippines (PHAP), an industry group of local and international companies investing in this vital field, has taken action in the Philippines Supreme Court seeking to have it overturned.

Our concern with the step taken by the Department of Health is broader. If government agencies can extend the reach of regulation beyond the intent of the law, without due process or appropriate consultation, businesses will be uncertain of their rights when investing in the Philippines. If regulations are susceptible to amendment without due process, a country's reputation as a stable and viable destination for investment is at risk.

We know you would want to avoid such a situation occurring. The U.S. Chamber of Commerce values highly the mutually beneficial trade relationship between our two countries, a relationship that has prospered under your leadership. U.S. Chamber member companies that are involved in this issue are most willing to work with your government to fashion a robust regulation to support consumers' educational and health needs consistent with Philippines law and international standards. We would therefore be very grateful if you could re-examine this regulatory decision in light of these concerns.

Sincerely,

Thomas J. Donohue

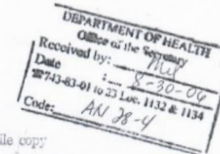
Office of the President
of the Philippines
Malacañang

1st Indorsement
23 August 2006, Manila

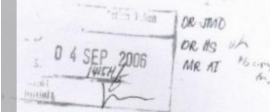
Respectfully referred to DOH Sec. Francisco T. Duque III and DTI Secretary Peter B. Favila, for appropriate action, herein letter of Mr. Thomas J. Donohue, President and Chief Executive Officer, Chamber of Commerce of the United States of America dated 11 August 2006 re: Revised Implementing Rules and Regulations of the Milk Code.

Kindly direct any action taken to Mr. Donohue, with copy furnished to this Office.

MANUEL B. GAITE
Deputy Executive Secretary
for Legal Affairs



WR/PHL file copy



- Supreme Court reversed decision issued TRO in favor of the Multinational Milk Companies

*July, Aug
2006*

Save Babies Coalition (100 NGO's and PO's) formed and led by Arugaan

- Lawyers meet Leaders
1000 Breastfeeding Defenders



- 1000 Breastfeeding Defenders painted 1000 Breastfeeding Slogans



Sept
2006

WABA- IBFAN wrote Solidarity letters to the President of the Philippines & Secretary of Health



World Alliance for
Breastfeeding Action

PO Box 1200,
10850 Penang, Malaysia
Tel (604) 658 4816
Fax (604) 657 2655
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H.E. Gloria Macapagal Arroyo
President
Republic of the Philippines
Malacañang Palace
Manila
Philippines

Your Excellency

We, at the 5th Global Breastfeeding Partners Meeting of the World Alliance for Breastfeeding Action(WABA), wish to extend our good wishes, support and solidarity as you and your officers defend Administrative Order 2006-0012 (Implementing Rules and Regulations) against the legal challenge by the Pharmaceutical and Health Care Association of the Philippines (PHAP).

We are extremely concerned to discover that the Government is facing mounting external pressure and as a group, we have issued a press statement (enclosed herewith) to denounce in particular the action of the US Chamber of Commerce in the face of a pending Court case.

The efforts of your team in strengthening the existing E.O 51 (Milk Code) are being followed by experts in the international field of infant and young child feeding and breastfeeding advocates worldwide. Together, we applaud your courage and conviction in the face of adversity.

With best regards,

Yours truly

Beth Syer
Chairperson, WABA

On behalf of: International Baby Food
Action Network (IBFAN)

By:

On behalf of: La Leche League International (LLL)

By:

On behalf of: International Lactation
Consultant Association (ILCA)

By:

On behalf of: Wellstart International

By:

On behalf of: Academy of
Breastfeeding Medicine (ABM)

By:

Oct
2006

PHAP advertised on all newspapers

- informed choice
- working women
- breast problems

BREASTMILK IS THE BEST NUTRITION

Breastmilk should be a mother's first choice.

- Breastmilk has all the nutrients the child needs at the early stages of life
- It fortifies the infant's immunity against sickness and infection
- It's safe, natural and free
- It strengthens the bond between mother and baby
- Breastfeeding creates a life-long impact on a child's emotional, physical and mental development

Breastfeeding is the only natural method of infant feeding and it must be actively protected and promoted at all times.

A MOTHER'S RIGHT TO INFORMED CHOICE

While breastfeeding is the best, there are cases when a mother chooses not to, cannot continue or stops breastfeeding for the following reasons: (National Demographic and Health Survey 2003)

- She is working
- She has a breast or nipple problem
- The child refuses to breastfeed
- The child is ill
- The mother is ill due to tuberculosis, hepatitis, etc.
- Child has reached weaning age
- Mother has started on contraception
- The mother has gotten pregnant
- The mother is unable to provide enough milk

A mother who does not breastfeed has the right to full information to help her decide how to feed her child.

FACTS ON INFANT FORMULAS

The World Health Organization (WHO) and UNICEF recognize that when mothers do not breastfeed or only do so partially, there is a legitimate market for infant formula. (International Code of Marketing of Breastmilk Substitutes)

FACT # 1: SAFETY

In the 2003 Global Strategy for Infant and Young Feeding, infant formulas that are prepared in accordance with the Codex Alimentarius—a globally accepted set of standards and guidelines developed by the FAO and WHO to ensure food safety and consumer protection—are suitable breastmilk substitutes.

FACT # 2: BETTER ALTERNATIVE THAN CONDENSED MILK

Studies show that sweet condensed milk and rice water or "am" are not just deficient in nutrients, but may even be detrimental to the infant's health.

Breastfeeding is still best for babies, but when a mother chooses not to, cannot continue or stops breastfeeding, infant formulas prepared according to globally-accepted standards and guidelines are deemed suitable and safe. Consult your doctor.

WE, THE MEMBERS OF THE PHARMACEUTICAL AND HEALTHCARE ASSOCIATION OF THE PHILIPPINES (PHAP), STRONGLY BELIEVE THAT BREASTFEEDING IS STILL BEST FOR BABIES.

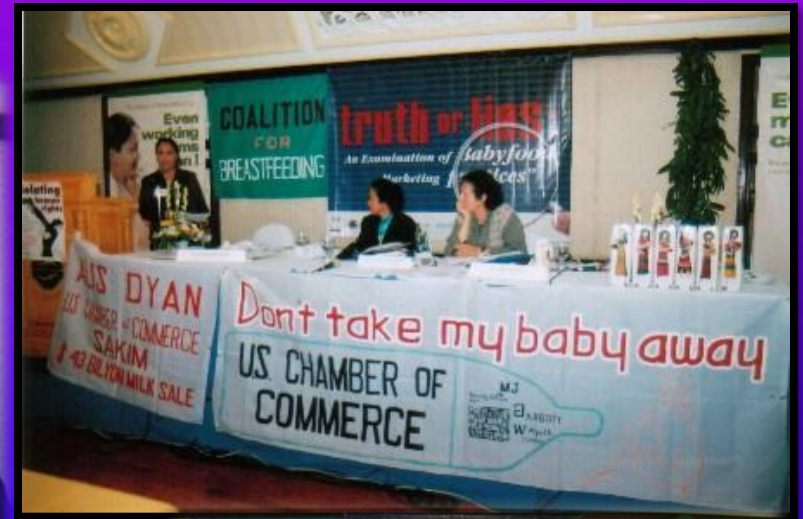
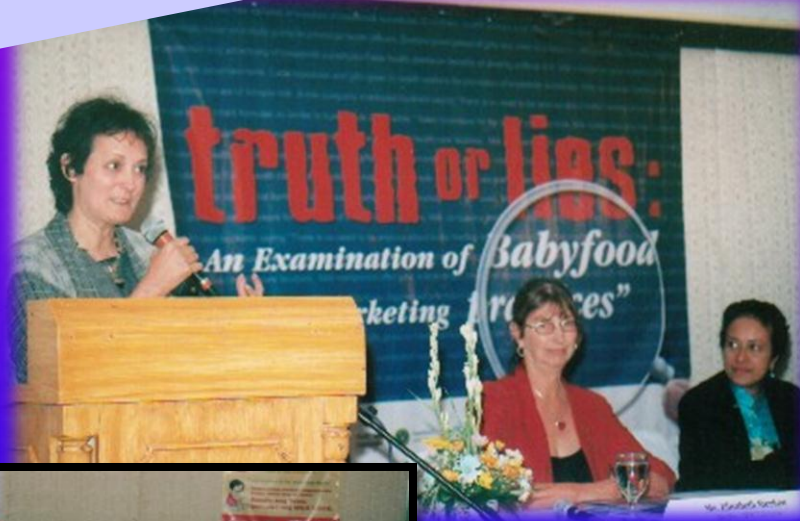
HOWEVER, IF YOU CHOOSE NOT TO, CANNOT CONTINUE OR SHOULD DECIDE TO STOP BREASTFEEDING, CONSULT YOUR DOCTOR.



Truth or Lies : An Examination on Baby food Marketing

IBFAN
Solidarity action

- BMAC – Patti Rundall, UK
- INFACT – Betty Sterken, Canada



Intergenerational Intervention at the Supreme Court filed by the Save Babies Coalition



Coalition

Protect breastfeeding & Save Filipino Babies , Save our Country



Dec
2006

Same time same date
Government lawyer to
protect Breastfeeding &
the rIRR of the Milk Code

ASSASINATED

Assistant Solicitor

General

Nestor Ballacillo & son

Benedict

Cebu lawmaker says sorry for Cha-cha stand



By Jhunrex Napalacan
Inquirer Visayas
CEBU CITY—SHADES of President Ma's regret is making a public apology for speaking to an election.

PHILIPPINE DAILY INQUIRER

BALANCED NEWS, FEARLESS VIEWS

Thursday, December 14, 2006 4th Edition / Vol. 22 / No. 6 P18

THURSDAY, DECEMBER 14, 2006

PHILIPPINE DAILY INQUIRER

Aplus

METRO

Editor Ester G. Dipauxil

Text to your feedback: inquire.met.met@inquirer.com.ph or 2007 (Skype) or 285 (Beats) - Email: or_metro@inquirer.com.ph

P1M for info on OSG man's slay Victim handled several high profile court cases

By Armand N. Nocum

MALACAÑANG IS OFFERING A P1 million reward to anyone who can provide information leading to the capture of the killers of Assistant Solicitor General Nestor J. Balloccillo.

Solicitor General Antonio Eduardo Nachura said that the killing of Balloccillo—as well as his son Benedict—may have something to do with the expropriation of the controversial Ninoy Aquino International Airport terminal 3 (Naia 3) and the Milk Code case that the elder Balloccillo was handling.

"President Arroyo ordered the release of a P1 million reward to anyone who could provide reliable information that could shed light on the killing of Balloccillo and his son," said Nachura.

"The President gave a clear message that she will not condone such a dastardly act. The government will not be cowed into submission by criminal acts like the one committed against the Balloccillos," he added.

Balloccillo and his son were shot dead by several suspects last Dec. 6 while walking to-

ward a public transport terminal near their house in Barangay San Antonio, Parañaque City.

Nachura, meanwhile, said the OSG would not be deterred from performing its mandate as a government lawyer and as a tribune of the people. The P1 million bounty is in addition to the P200,000 earlier offered by the Southern Police District.

"I asked the Philippine National Police and the National Bureau of Investigation to leave no stone unturned in conducting its investigation. Justice must be served, if only to honor the memory of Balloccillo," Nachura said.

In linking the Milk Code case to his death, Nachura described Balloccillo as an advocate of "breastfeeding."

"Nestor came out very strongly in these cases since he is an advocate of breastfeeding. Because of his kindness, humility and deep religiosity he even got the tag obispo (bishop). He was a valedictorian in law school. He was my student at the Arellano Law Foundation," Nachura said.

Balloccillo, he added, also helped in the recovery of hun-

dreds of millions of dollars in the Marcos ill-gotten wealth cases.

Nachura said Balloccillo also successfully litigated the case against Manila Electric Company where the Supreme Court ordered the power firm to refund overcharged fees to consumers.

Balloccillo also handled the international arbitration and expropriation cases involving the Naia terminal 3. The government has taken over the terminal after making an initial payment of P3 billion to the Philippine International Air Transport Corp. consortium which built the facility.

Fraport, a member of the consortium, has gone to the US-based International Court for Settlement of Investment Disputes to ask the court to order the government to pay \$425 million in compensation.

Supt. Ronald Estilles, Parañaque police chief, on the other hand, said they were not discounting the possibility that Balloccillo's murder could be related to the murder of Pasay City Judge Henrick Gingoyon, who was handling the Naia Terminal 3 proceedings when he was killed.

Dec
2006

UN Rapporteur Right to food protest letter

- Solidarity letters from UK, USA, Canada, Australia, Italy, Switzerland, Greece etc.

NATIONS UNIES
HAUT COMMISSARIAT AUX DROITS DE L'HOMME

UNITED NATIONS
HIGH COMMISSIONER FOR HUMAN RIGHTS

PROCEDURES SPECIALES ASSUMÉS PAR LE
CONSEIL DES DROITS DE L'HOMME

SPECIAL PROCEDURES ASSUMED BY THE HUMAN
RIGHTS COUNCIL

Mandate of the Special Rapporteur on the right to food

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CH-1211 GENEVE 10

REFERENCE: Food (2006-6)

27 November 2006

Excellency,

I have the honour to write to you in my capacity as the Special Rapporteur on the right to food, appointed pursuant to Commission on Human Rights resolution 2000/10, to General Assembly resolution 60/251 and to Human Rights Council decision 2006/102.

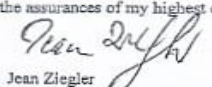
I am writing because I wish to congratulate your Excellency's Government, including the Secretary of Health, for adopting the new Implementing Rules and Regulations aimed at restricting those marketing practices promoting sales of formula milk for infants. These regulations update the 1986 Executive Order 51 also known as Milk Code, based on the International Code of Marketing of Breastmilk Substitutes.

Human milk is the ideal nourishment for infants' survival, growth and development. Exclusive breastfeeding in the first six months of life stimulates babies' immune systems and protects them from diarrhoea and acute respiratory infections, two of the major causes of infant mortality in the developing world, and improves their responses to vaccination. Particularly in unhygienic conditions, breastmilk substitutes carry a high risk of infection and can be fatal in infants.

Overwhelming evidence has shown that appropriate infant and young child feeding is key to eliminate child malnutrition, at the same time contributing to reducing child mortality and morbidity. Regulation of promotion and marketing of breastmilk substitutes is a step in the right direction as it complies with Government's obligations to protect, promote and advocate for appropriate and safe infant feeding, according to international standards.

I again commend your Excellency's Government for adopting the above mentioned regulations and encourage it to pursue its firm stand on this issue despite increasing external pressures, with a view to ultimately protect children's right to food and improve the lives of million of children.

Please accept, Excellency, the assurances of my highest consideration.

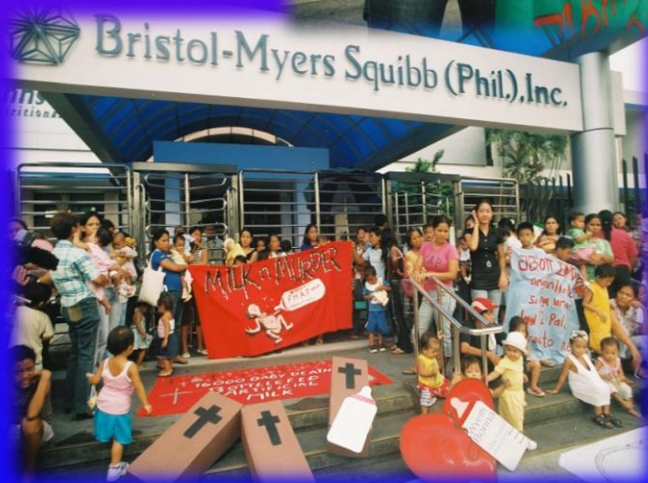

Jean Ziegler
Special Rapporteur on the right to food

His Excellency Enrique A. Manalo
Ambassador Extraordinary and Plenipotentiary
Permanent Representative of the Philippines
At the United Nations Office in Geneva
Avenue Blanc 47
1202 Geneva
Fax. 022.716 19 32

Feb
2006

Supreme Court denied NGO's Intervention

- Mothers with baby milk victims staged protests in front of Wyeth, Mead Johnson & Abbott



Mothers street protest
with bottle feeding
babies victims of
milk companies



**April
2006**

MANILA STANDARD TODAY
May 9, 2007
page B3

Heard through the grapevine

Assistant US trade representative for Southeast Asia and the Pacific **Barbara Weisel** is scheduled to call on the Department of Trade and Industry this morning to press the Philippines against adopting the United Nations Children's Fund and World Health Organization codes placing limitations on advertisements on infant formula.

The personal lobbying complements the letter-writing campaign, directed from Washington and addressed to President Arroyo, and seeking to stop the Philippines from plastering WHO-approved warnings on infant formula milk packaging.

(Website: www.cocktales.com.ph; e-mail: cocktales_mst@pltdsl.net)

- **WABA Task Force Research Contributed Scientific defense by Ted Greiner**
- **Save the Babies Coalition Lawyers planned Lawsuits for victims**
- **Mass Breastfeeding Replay**
- **Assistant US Trade Rep. for Southeast Asia & Pacific, Barbara Weisel met with the Secretary of Trade & Industry Philippines**

June 19
2006

Save Babies Coalition – 21 Mother Leaders “ Bare the Breast, Bare the Truth “ in front of Supreme Court



- Supreme Court public hearing on Oral arguments for the rIRR of the Milk Code by government lawyer Solicitor General in behalf of DOH vs. PHAP defense represented by Senator's wife - lawyer

Breast-feeding, breast-baring, before SC

THE METAPHOR “MOTHERHOOD AND APPLE PIE” refers to a social good that is beyond all challenge and debate. Who would have thought that the right of mothers to breast-feed their babies would be under siege today?

The Supreme Court has temporarily stopped the Department of Health from implementing the Milk Code, and as the Court braced for the oral arguments in that case, 21 mothers—in an act of “symbolic speech” to support the Milk Code—painted messages on their breasts and bared them at the Court’s gates.

The law at issue is the Philippine Code of Marketing of Breast Milk Substitutes, issued by President Corazon Aquino in 1986. The Department of Health subsequently issued implementing rules, including a ban on advertisements for milk formulas.

The industry association (including Abbott Laboratories, Wyeth Philippines, Mead Johnson, AstraZeneca Pharmaceuticals, Bayer Philippines, Novartis, GlaxoSmithKline, Mercury Drug Corp.) has asked the Court to stop the DOH. While conceding the merits of breast-feeding, they invoke the constitutional doctrine of separated powers, saying that the “unelected” officials of the DOH had overstepped the bounds laid out in the Milk Code. They claim that the Milk Code covers only infants up to 12 months old, but the implementing rules now cover children up to 2 years old.

But Justice Renato Corona rightly asked why the DOH even needed a separate law to regulate breast-milk substitutes, when it already had the catch-all power under the Administrative Code to promote public health. Chief Justice Reynato Puno added that indeed the DOH can draw its rule-making powers from several other sources—laws passed by Congress, international treaties (like human rights covenants that require the State to take measures to reduce infant mortality), and the broad power of the state to protect the public’s well-being (called the “police power,” e.g., to seize rotten milk to protect consumers). As of this writing, the government has recalled

PASSION
FOR REASON

Raul C. Pangalangan



about 2.5 million cans of formula products sold by Wyeth (including formula brands Bona, Promil Kid, Promil and Progress Gold), because they were contaminated by either molds (according to the DOH) or rust (according to Wyeth, in its own defense).

It is strange for the PHAP to impugn Health Secretary Francisco Duque and his staff as a “small coterie [of] un-elected officials” exceeding their legislative authority. If memory serves me right, the Milk Code was drafted by Health Secretary Alran Bengzon and was signed into law by Executive Secretary Joker Arroyo during the transition period when Cory still had the power to make laws. The entire rationale of legislative primacy—that statutes are the collective product of an open deliberative process—was absent when the Milk Code was drafted. So what’s the big fuss if the unelected Duque embellishes the unelected Bengzon? The separation of powers arguments sounds hollow in this historical context.

The Pharmaceutical and Healthcare Association of the Philippines (PHAP) also claims that the ad ban hampers the public’s right to information and encroaches on the mother’s freedom to choose between breast- and bottle-feeding. The “free flow of information” argument is specious.

Right now, the information flows freely in one direction, in favor of milk formulas, and that is why the state has to step in to restore the balance. Solicitor General Agnes Devanadera rightly argues that milk formula advertising has no other purpose than to displace breast-feeding and increase the sales of milk formula. It is commercial speech that enjoys a lower level of protection, and worse, it is economic con-

duct inimical to public health, subject to abatement under the nuisance doctrine.

My wife breast-fed all our children, and yet until the Rooming-in and Breast-feeding Law was adopted, we always found it difficult to make the nurses bring in our newborn baby for breast-feeding. First, the hospital fixed their own feeding hours, as if infants already had a schedule for recess and lunch. Then, when my wife reported at feeding time, the nurses would have already bottle-fed our baby, saying that, surprise, our baby got hungry ahead of their feeding hours. They should also have known that babies, once they find it easier to feed from the bottle, would have to be weaned back to the breast.

It was as if there was a dark conspiracy by the entire hospital staff to promote bottled milk. They did all that with an air of authority—and, mind you, that doesn’t work with my wife, a Harvard-educated professor of Persons and Family Relations at the UP College of Law. Just imagine what they told the mothers who weren’t lawyers?

Marketing by milk formula companies has become increasingly aggressive. The number of women who breast-feed their infants has gone down dramatically in just a few years, while the sales and profits of the companies have risen. The irony, in the words of Sen. Edgardo Angara, author of the Rooming-In and Breast-feeding Act of 1992, is that each year we import \$400-million in milk formula, but spend P536 million to bury 15,000 bottle-fed babies, and another P3.5 billion to treat infant malnutrition and diarrhea. We needlessly fritter away our foreign exchange reserves. We forget nature’s first form of immunization, enabling the infant to fight serious infection. We forgo the benefits of birth spacing as a form of natural birth control.

A final note though, about the 21 protesting mothers and their expressive breasts. Given the lack of outrage when the Court issued the stop order in August 2006, they certainly had a point. But more restraint is called for. When the other side is waving the banner of free speech, why up the ante with avant-garde symbolic speech?

200 news coverage plus Int'l news mileage in 1 week



BREAST STROKE: In a move to lift the TRO on the implementing rules of the Milk Code, protesters bare their breasts.

... to lift the TRO on infant feeding.



MILITANT MOMS. Members of the women's organization Breastfeeding Advocates bare their chests painted with slogans condemning multinational infant milk firms for suing the Department of Health over its mother's milk campaign. The protesting mothers aired their support for the DoH in a rally in front of the Supreme Court. (See story on page 6)

Photo by Roger Talan

From page A1

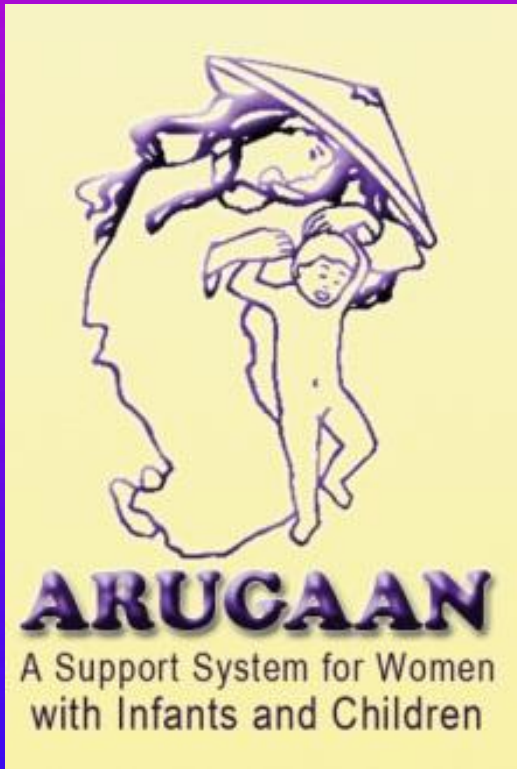
Health's strict regulation of milk advertisements. Holding up posters showing her malnourished 1-year-old child, the demonstrator painted her breasts with "yes to breast-feeding," "greengrass" and "milk and mother's milk." Other moms had their portraits of a malnourished child. The demonstrators—led by the Philippine Breastfeeding Foundation and the Philippine Milk Code Commission—gave Manila police a petition to the Supreme Court to stop the sale of infant formula. The pharmaceutical and multinational infant milk firms are suing the DoH over its mother's milk campaign.

Oral arguments

The lightning rally at 11:30 a.m., a few hours before the Supreme Court heard the oral arguments.

... breast milk ... then why ... about the ... for young ... z asked. Ynares Santia ... breast milk was ... should also be ... promotion of ... eding for in ... s old. ... milk compa ... their loss ... he expense of ... n." PHAP contest ... of the Milk ... y did not fall ... the Milk Code. ... se nutritional ... formula adver ... said the al ... tion was an ...

about 10,000 babies died each year from breast milk substitutes ... infant accusations ...



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PHILIPPINES

SALAMAT

THANK YOU