



Republic of the Philippines  
Department of Education  
Region VII, Central Visayas  
**DIVISION OF BOHOL**  
City of Tagbilaran



December 27, 2012

**DIVISION MEMORANDUM**  
No. 424, s. 2012

**STRENGTHENING THE INTEGRATION OF BREASTFEEDING EDUCATION  
IN THE CURRICULUM**

**TO : EDUCATION PROGRAM SUPERVISORS/DIVISION COORDINATORS  
SCHOOLS DISTRICT SUPERVISORS/COORDINATING PRINCIPALS  
ELEMENTARY/SECONDARY PRINCIPALS/ SCHOOL HEADS**

1. Attached is Regional Memorandum No. 834, s. 2012 dated December 21, 2012, entitled "Strengthening the Integration of Breastfeeding Education in the Curriculum, Setting Up and Sustaining the Operation of Lactation Stations in Schools and Compliance with Executive Order No. 51", directing all school officials to set up lactation stations in their respective jurisdictions, as well as strengthen, sustain and enhance the same.
2. For the information and guidance of all concerned.
3. Immediate and wide dissemination of this Memorandum is desired.

*W.D. Bongalos*  
**WILFREDA D. BONGALOS, Ph. D.**  
OIC-Schools Division Superintendent *W.D.*



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
DEPARTMENT OF EDUCATION  
REHIYON VII, GITNANG VISAYAS  
Region VII, Central Visayas  
Sudlon, Lahug, Cebu City



*Ms. Debra*  
*For dissemination*  
*2012*

REGIONAL MEMORANDUM  
No. **834** s. 2012

DEC 21 2012

**STRENGTHENING THE INTEGRATION OF BREASTFEEDING EDUCATION  
IN THE CURRICULUM, SETTING UP AND SUSTAINING THE OPERATION  
OF LACTATION STATIONS IN SCHOOLS AND COMPLIANCE  
WITH EXECUTIVE ORDER NO. 51**

TO: Schools Division/City Superintendents  
Officers-In-Charge of Regular and Interim Divisions  
Heads of Public and Private Elementary and Secondary Schools

1. Pursuant to Republic Act (R.A.) No. 10028 also known as the *Expanded Breastfeeding Promotion Act of 2009*, the Department of Education (DepEd), reiterates its full support for the government's campaign to promote the practice of breastfeeding. Breastfeeding is duly recognized to benefit the health of infants, mother-child bonding, and the public health services system, among other positive longer term implications for society as a whole.

2. In this regard, all school officials are directed to set up lactation stations, in their respective jurisdictions as well as strengthen, sustain, and enhance the same. Lactation Stations must be equipped with a lavatory for handwashing, a refrigerator for storing expressed breast milk, electrical outlets for breast pumps, a small table, and comfortable seats (in compliance with Chapter III Section 11 of the aforementioned law),

3. School officials are also enjoined to further intensify and strengthen the integration of breastfeeding education in the curriculum, specifically in relevant subjects in the elementary and secondary levels as required in Section 15 of the same law.

4. In compliance with Executive Order (EO) No. 51 dated October 20, 1986 entitled Adopting a National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements, and Other Related Products, Penalizing Violations Thereof, and for Other Purposes, School Officials are enjoined to strengthen the prohibition of the following:

- a. posting and / or distribution of advertisements, promotion, or marketing of infant formula and related products;
- b. distribution of milk samples and supplies by companies manufacturing infant formula products; and
- c. donations from manufacturers and distributors of such products, among others, in the school setting.

5. Moreover, school officials are enjoined to engage the active participation of parents and other members of the community in the breastfeeding campaign. This is expected to transform the role of families and the community in an effort to improve children's health, as well as strengthen their commitment to good nutrition and health-enhancing practices.

6. Immediate dissemination of and strict compliance with this Memorandum is directed.

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DATE 12/26/12  
TIME 3:30 PM  
SIGNATURE [Signature]

*[Signature]*  
**CARMELITA T. DULANGON**  
Director III  
Officer - In-Charge

Regional Director's Office: Tel. nos.: (032) 231-1433; 231-1309; Telefax 414-7399; 414-7325; Asst. Regional Director's Office Telefax: (032) 255-4542;  
Field Effectiveness Division: (032) 414-7324; Curriculum Learning Materials Division (032) 414-7323;  
Quality Assurance and Accountability Division: (032) 231-1071; Resource Mobilization and Special Programs and Projects Division: (032) 254-7062;  
Training and Development Division: (032) 255-5239 loc. 112; Planning, Policy and Research Division: (032) 233-9030; 414-7065;  
Administrative Division: (032) 414-7326; 255-1313; 414-7366 414-4367; Budget and Finance Division: (032) 256-2375; 253-8061; 414-7321  
Website: <http://www.depedro7.com.ph>

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