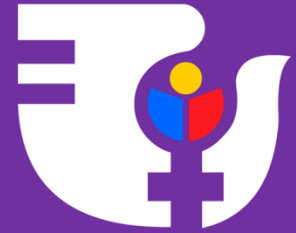


Philippine  
Commission  
on Women



# Working with Women in the Informal Economy: Initiatives from the Philippines

Emmeline L Verzosa  
Executive Director



# Workers in the Informal Economy

- self-employed,
- occasionally or personally hired,
- subcontracted,
- paid and unpaid family workers in household incorporated and unincorporated enterprises,
- including home workers,
- micro-entrepreneurs and producers
- operators of sari-sari (small village variety) stores
- all other categories who suffer from violation of workers' rights

(Magna Carta of Women, Sec 4.d.5)



# Needs and Challenges

- Social Protection
- Organization, Leadership, Voice, Agency
- Breastfeeding Support
  - Information about breastfeeding; dangers of infant formula feeding
  - Time with her baby; Proximity to her baby
  - Food for her own nutrition
  - Access to skilled help and support
  - Lactation Stations in public places



# Legal Mandates

- EO 51: The Milk Code of 1986
- RA 10028: The Expanded Breastfeeding Promotion Act of 2009
- RA 9710: Magna Carta of Women
- RA 10354: Responsible Parenthood and Reproductive Health Act of 2012
- DOLE Dept Order No 143, s 2015
- Workplace lactation stations included in Labor Law Compliance System
- Local Ordinances



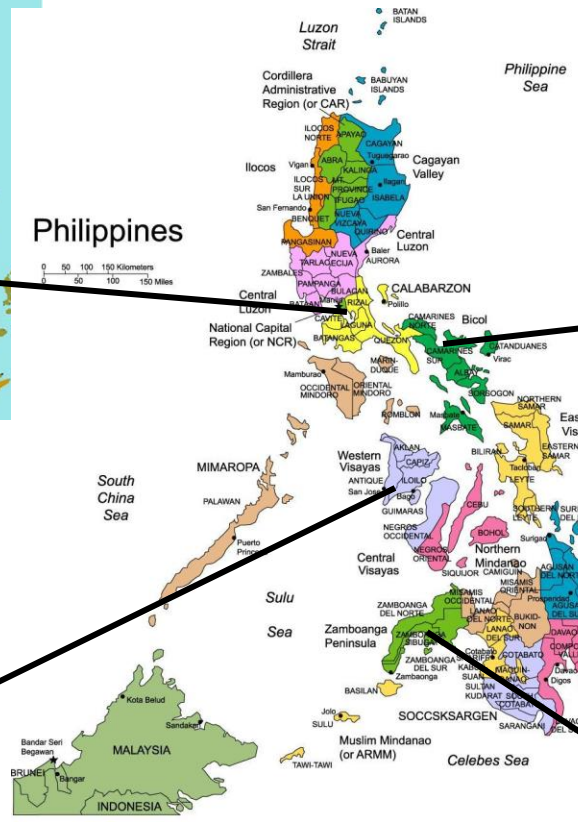
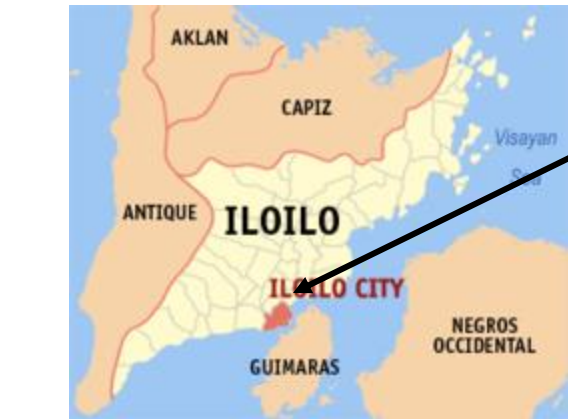
# Lactation Stations and Periods per RA 10028

- All health and non-health facilities, establishments or institutions shall establish lactation stations...
- Nursing employees granted break intervals in addition to regular time-off for meals to breastfeed or express milk... not less than 40 minutes for every 8-hour working period



## Nutrition Security and Maternity Protection (NSMP) through Exclusive and Continued Breastfeeding (ECBF) in the Workplace

- **ODA:** ILO-UNICEF-EU, Spanish Government; WHO; FAO
- **Government:** DOH-DOLE-NAPC
- **Unions and WIE/S groups:** TUCP-FFW-ALLWIE/S-ECOP
- **Local Government Units:** Cities of Naga, Zamboanga, Iloilo; Quezon City





# Lactation Stations in Public Places

ILOILO	NAGA	ZAMBOANGA
	NAMASFED Lactation Station in Naga City People's Mall (market)	Sta Cruz Public Market
Iloilo Terminal Supermarket	SM Mall; E-Mall	Plaza del Pilar (a shrine)
	27 village halls; Electric cooperative; water district offices	City hall  Private companies
Tagbak Integrated Terminal	CBD Bus Terminal, including tricycles	New Integrated Bus Terminal
	Naga College Foundation and other schools	Airport



# Breastfeeding Support Group at OB Ward Zamboanga City Medical Center



# LACTATION ROOM CITY HEALTH OFFICE

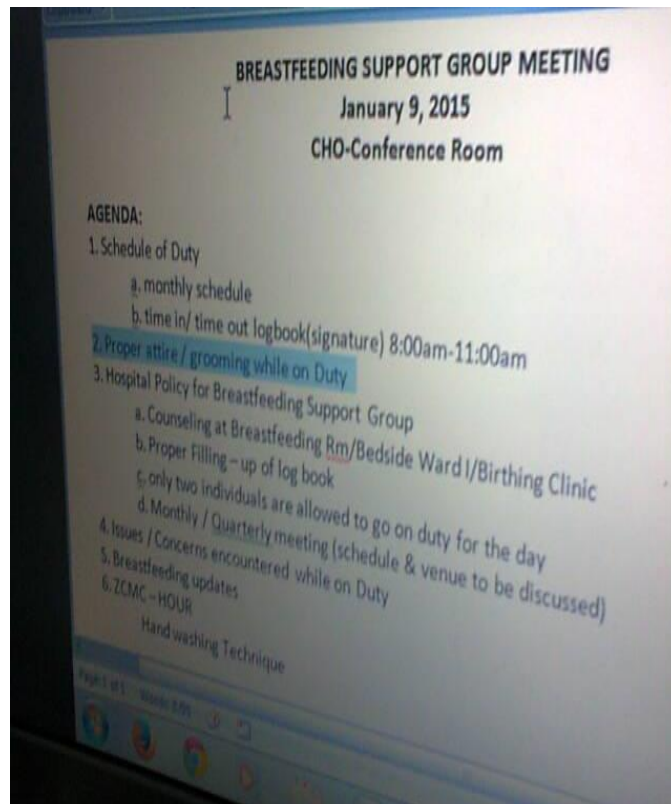


# Peer Counselors counseling to BF Mothers at Health Centers





# Regular Meeting of Breastfeeding Support Group



# Inauguration and Blessing of the **LACTATION STATION** Plaza del Pilar for the Informal Sector, August 8, 2014





- Lactation Station at Plaza del Pilar
- 151 mothers counseled/assisted (August-December, 2014)
- Advocacy for Human Milk Banking, Oct. 10, 2014



# Naga City People's Mall managed by Naga City Market Vendors Association Federation (NAMASFED)



## Lactation Station at Yubengco Mall



# Waste pickers in Payatas, Quezon City and NAPC WIS in Lactation Station





## “Mother-baby friendly ride”

a directive requiring all bus operators in Region 12 to designate the **3<sup>rd</sup> seat by the window as breastfeeding seat/corner inside buses** with proper signage –RDC 12 to LTRFB



**Breastfeeding Area,  
Zamboanga Airport**

**New Iloilo Integrated Bus Terminal**





# Breastfeeding during Disasters

- Human Milk Bank in Zamboanga City
  - Milk collected during ‘Immunization Day’ and during medical missions
  - Fed to pre-term babies in hospitals and to infants in disaster centers.
- ARUGAAN Emergency Response in Samar and Leyte Typhoon Haiyan – relactation massage



# Milk Letting for Human Milk Bank



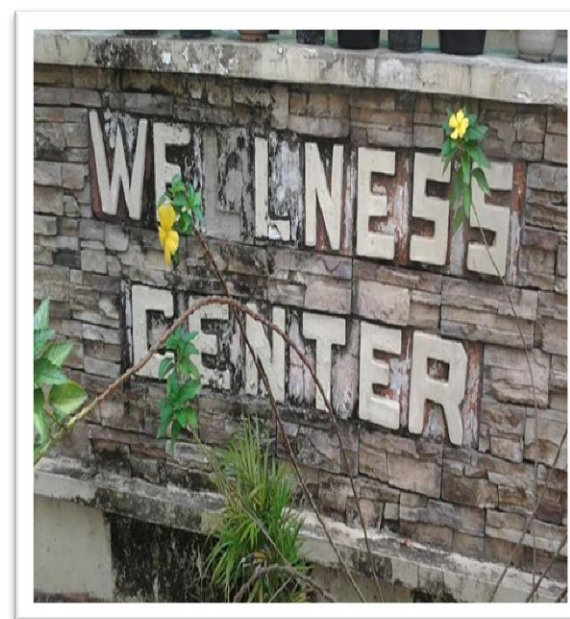


# Zamboanga City Medical Center



# Breastmilk Letting Activities

(Hospital and Community Partnership)



**Total milk collected in 23 barangays –**

**35,118 cc**

**From 424 mothers**

# Cup-feeding triplets at the Talon-Talon Elem. School Evacuation Center







- Assessment of Breastfeeding by a Community Nutritionist at Masepla, Mampang Transitory Site





## ARUGAAN BREASTFEEDING EMERGENCY RESPONSE

Dateline: December 11- 22, 2013 & January 11-26, 2014







**ARUGAAN BREASTFEEDING EMERGENCY RESPONSE**  
6,410 mom- baby pairs in 209 Barangays, Leyte & Samar





## ARUGAAN BREASTFEEDING EMERGENCY RESPONSE Relactation management from bottle to breast



Grandma can breastfeed, too!

Breastfeeding cluster counseling for Kagawads, BNS & BHWs





**ARUGAAN BREASTFEEDING EMERGENCY RESPONSE**  
Indigenous Food : Spaghetti & Yummy soup from kamote, kalabasa, mais, saba







**ARUGAAN BREASTFEEDING  
EMERGENCY RESPONSE  
Astrodome January 25,2014  
Relactation Management on Twins  
from Bottle to Breast**



# Success Factors

1. **COMPLIANCE TO LAWS AND ORDINANCES**
2. **CONVERGENCE, COOPERATION**
  - Interagency mechanisms: ODA, government, union and informal economy workers
3. **COMMITMENT**
  - Political will of the local chief executives and councilors, agency heads
  - Dedicated health and nutrition officers
  - Organized volunteer peer counselors; link with other government programs (e.g. CCT)
  - Organized women workers in the informal economy / sector
4. **CAPACITY and SKILLS BUILDING** – Exclusive and Continued Breastfeeding in the Informal Workplace (25 workers trained as ECBF educators per lactation station)
5. **COMMUNICATION AND ADVOCACY**
6. **CONTINUITY**
7. **CARE OF FATHERS**



**Fathers Care, too!!**



**With pride and joy, he recognizes that exclusive breastfeeding is not exclusively for mothers, as he too can share and take active part in the experience**



Assisting in latching onto mom




Burping after a meal



Cup feeding breast milk

- He knows how to **listen** from the core of his being.
- He has **high expectations** for himself and those he connects with
- He **loves** with fierceness.



Working dad + sleepy baby = Happy Mom

– Laine Barrera-Pavico





**THANK YOU!!**

**[www.pcw.gov.ph](http://www.pcw.gov.ph)**



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