

**Documentation of good practices on the promotion
exclusive breastfeeding in the workplaces under the
MDG-F Child Food Security and Nutrition Joint Programme**

**Millennium Development Goals Achievement-Fund
Joint Programme on Ensuring Food Security and Nutrition for
Children 0-24 Months in the Philippines**



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I. BACKGROUND INFORMATION

A. Overview of MDG 2030 Joint Programme on Child Food Security and Nutrition¹ and the International Labour Organization Component

The Millennium Development Goal-Fund Joint Programme (JP) on *Ensuring Food Security and Nutrition for Children 0-24 Months in the Philippines*, is a 3-year Joint Programme of the following United Nations agencies: the United Nations Children's Fund (UNICEF), World Health Organization (WHO), Food and Agriculture Organization (FAO), World Food Programme (WFP) and the International Labour Organization (ILO). It will contribute to the achievement of MDG 1 (Eradicate extreme poverty and hunger) and MDG 4 (Reduce child mortality) by reducing malnutrition among 0-5 year-old children.

The JP aims to complement efforts of the government to improve breastfeeding and complementary feeding practices among children aged 0-24 months and to create an enabling environment where optimum Infant and Young Child Feeding (IYCF) is practiced, supported and protected by communities and the nation as whole.

The JP targets to arrive at the following outcomes:

Outcome 1. Increase exclusive breastfeeding rate by 20 per cent annually.

Outcome 2. Reduce the prevalence of undernutrition by at least 3 per cent in young children.

Outcome 3. Improve the capacities of national and local governments and other stakeholders to formulate, promote and implement policies and programmes on IYCF.

Under the Joint Programme, the ILO will provide support to Outcome 1. Specifically, it shall engage government agencies, employers' organizations, workers' organizations and other civil society organizations to promote rights of breastfeeding mothers and workers with family responsibilities in the formal and informal workplaces. ILO will implement programme activities that will strengthen the Family Welfare Programme of the Department of Labor and Employment (DOLE) through the promotion of exclusive breastfeeding (EBF) among nursing mothers and pregnant women in the formal workplaces and demonstrate model interventions in the informal workplaces in three cities, namely Naga City, Iloilo City and Zamboanga City.

¹ Based on the MDG 2030 Joint Programme Document presented by Ms Jona Cabaguilo, former National Joint Programme Coordinator of the MDG-F 2030.

B. Objectives and Scope of the Documentation

As the Joint Programme comes to a close, documentation is geared towards underscoring project methodologies, strategies, issues, impact and lessons learned, identifying what is considered to be “good/exemplary” practices by implementing partners.

The use of good practices in this context is not necessarily the “yardstick” but speak of elements that have been shown to contribute towards making interventions work. While results can be partial, the document can be considered a critical tool aimed at facilitating knowledge sharing and contribute to replicating lessons learned and even modifying strategies. This report also seeks to capture ILO’s role in the project and to generate recommendations to improve implementation in light of project expansion and up scaling.

Data collection was undertaken using the following methodologies:

1. Meetings and interviews with members of the Sub-Technical Working Group.
2. Review of existing documentation and outputs of the component.
3. Process observation during field visits, activities and missions.

C. Elements and Indicators of a Good Practice

To identify the good practices, the following elements and indicators were considered:

- a. Effectiveness. Practice achieved measurable results and meeting expected outputs.
- b. Efficiency. Practice has produced results with reasonable resources and time; management and operational structures exists.
- c. Relevance. The practice is guided by a framework and address priority issues.
- d. Sustainability. Needed structure in place; national and local legislations support the practice; practice is replicable.
- e. Involvement of Partners/Stakeholders/Community. Collaboration of various stakeholders in the processes; Practice builds the capacities of stakeholders; Practice continues to develop and nurture partnerships and collaborations and ownership.

- f. Impact/Benefits of the Practice: Gender responsiveness (benefits both women and men). Increased access of women workers to EBFW programmes and services (i.e. lactation facilities, capacity building activities).

It is worthy to note that the good practices identified in this document need not meet all the above elements but what is applicable in specific situations and contexts.

II. SUMMARY OF GOOD PRACTICES

A. Situational Analysis

Promoting appropriate infant and young child feeding practices can have meaningful impact on hunger, malnutrition and mortality rates. Unfortunately, infant and young child feeding practices including exclusive and continued breastfeeding in the Philippines are far from optimum. The Joint Programme document have cited that among the reasons for termination of breastfeeding or non-exclusive breastfeeding are mother's perception that she has no or inadequate milk and mother's returning to work within four to eight weeks of maternity leave into a work environment that is not encouraging to exclusive and continued breastfeeding. The document further details that prior to maternity leave, most women intend to continue breastfeeding after returning to work, however, only a few are actually doing so because of lack of or inadequate support mechanisms in the workplaces. It is assumed that labour and workplace measures to improve maternity protection facilitate breastfeeding upon return to work and will contribute greatly to improving rates of exclusive breastfeeding.

To enable a breastfeeding-friendly environment, all opportunities to promote, protect and support desired behaviors need to be considered, including efforts to strengthen breastfeeding support mechanisms in the workplace for mothers to continue EBF to six months and complementary feeding until two years through policy and programme responses, partnerships with national and local duty bearers and partners, and development and dissemination of technical support to increase awareness and capacities of stakeholders.

For the ILO, actions to strengthen breastfeeding support in the workplace including development of mother-baby-friendly workplaces with the concomitant access to appropriate lactation facilities and compensable lactation breaks and development and/or improvement of national and local policies on EBF in the workplace are all under the tenet of maternity protection. Anchored on the Decent Work Agenda and Maternity Protection Convention No. 183, tripartite partners have endeavored to provide support mechanisms to enable working mothers to express milk at work

and to promote sound development of children by securing safe and healthy working conditions for pregnant and lactating workers.

Over the course of three years, the ILO and workplace stakeholders implemented activities in line with the above concern taking into consideration programme sustainability and institutionalization. The workplace component has leveraged on the support and existing partnerships with Government institutions and local governments and provided technical and policy inputs to workplace implementers. As a phase-out strategy, ILO focused on increasing capacities of national and local counterparts to influence policy and programme directions for sustainability.

In line with the implementation of activities, ILO has also strived to document the processes and experiences of implementation and cooperation of partners from the government, employers groups, trade unions and organized groups from the informal sector with emphasis on lessons learned, good practices and recommendations for sustainability.

Below is the summary of findings:

B. Good Practices

1. Partnerships with national and local working groups facilitate ownership and sustained interventions. Working groups initiated own activities beyond the project's scope with counterpart resources provided by all sectors.
2. Knowledge sharing allows access and dissemination of evidence-based information to effectively carry out appropriate EBFW advocacies.
3. The Department of Labor and Employment mainstreams the promotion of exclusive breastfeeding in the workplace through its Family Welfare Programme. DOLE popularized Republic Act 10028 or the Expanded Breastfeeding Promotion Act of 2009 which operationalized the setting-up of workplace lactation station.
4. Stewardship of workplace stakeholders ensures that exclusive breastfeeding services to women workers in the formal and informal workplaces are available.
5. Social partners influence policy directions and resource allocation to institutionalize Exclusive Breastfeeding in the Workplace programmes. Local government champions authored ordinances on breastfeeding while social partners introduced EBFW interventions and policy recommendations.

6. Increased participation of men helps break the gender barrier surrounding breastfeeding.
7. Private Companies and Government Offices demonstrate creative advocacy and pro-active support for Exclusive Breastfeeding in the Workplace. Companies and Government Offices value EBFW advocacies to foster healthy work environments.

III. IDENTIFYING GOOD PRACTICES AND LESSONS LEARNED: A COMPREHENSIVE VIEW OF THE IMPLEMENTATION OF EXCLUSIVE BREASTFEEDING IN THE WORKPLACE

Good Practice 1: Partnerships with national and local working groups facilitate ownership and sustained interventions. Working groups initiated own activities beyond the project's scope with counterpart resources provided by all sectors

- A. Formation of the Sub-Technical Working Group on Exclusive Breastfeeding in the Workplace² (Sub-TWG on EBFW) and the Local Working Groups on EBFW³ (LWG on EBFW) in the three JP Cities as an effective and efficient platform for programme implementation and management

Historically, the Sub-TWG on EBFW was not an organic structure of the Joint Programme, but upon the initiative of the ILO to align the component with the design of the JP of working both “upstream” at the national level and at the local levels through existing structures, tripartite constituents were gathered together to form the technical working groups.

On 16 July 2010, ILO’s implementing partners agreed to establish a tripartite working group to facilitate a coordinated, harmonized and dynamic implementing mechanism to promote EBF in the workplaces. In the same vein, local working groups were organized in the three JP cities in 2011 mirroring the composition, structure and functions of the Sub-TWG on EBFW.

To facilitate the formation of the LWG, preliminary activities were undertaken such as conduct of courtesy visits with local partners and counterparts and with the Local Chief Executives to brief them on the project, specifically on the workplace

² The Sub-TWG on EBFW is composed of the following organizations: Department of Labor and Employment-Bureau of Workers with Special Concerns, Employer’s Confederation of the Philippines, Trade Union Congress of the Philippines, Alliance of Progressive Labor, Federation of Free Workers, Alliance of Workers in the Informal Economy/Sector, National Anti-Poverty Commission, and the ILO. The United Nations Children’s Fund was invited as process observer. The Sub-TWG is tripartite in nature but has since expanded its membership to include Beauty, Brains and Breastfeeding, a non-government organization working on the issue of breastfeeding. ECOP serves as the Secretariat.

³ The Local Working Groups on EBFW were organized to mirror the composition, structure and function of the Sub-TWG. The Local Chambers of Commerce and local chapter of ECOP serve as Secretariat. Membership is more expansive as it includes local government offices such as the City Health Office, organized informal sector groups, local National Nutrition Office and representatives of Family Welfare Committees among others.

component of the JP. The formation of the LWG was formalized with the signing of Terms of Reference defining the roles and responsibilities of members. In addition, work plans were localized to demonstrate areas of collaboration/partnership in the implementation of activities.

- B. To sustain interventions, the national and local working groups initiated activities beyond the project scope with counterpart resources provided by all sectors, among the most important initiatives are:

Employers' Confederation of the Philippines	Trade Unions	Department of Labor and Employment	National Anti-Poverty Commission and Alliance of Workers in the Informal Economy/Sector	Local Working Groups on EBFW
Integrated EBFW in its Policy Advocacy Plan extending reach not only to the three JP sites but to other member companies especially those located in the National Capital Region. As an example, in a recent Gender and Development forum conducted by ECOP, EBFW promotion is one of the subjects discussed.	Provision of technical support and guidance on EBF among members and affiliates. Mainstreamed EBFW in maternity and social protection discussions.	DOLE advocates promotion of EBF in workplaces through the Family Welfare Programme both at the national and local levels.	Influence policy directions at the local level through representation in local government structure such as nutrition committee and EBF Monitoring Team.	For employers organizations: ECOP ZAMBASULTA came up with a Board Resolution adopting EBFW as an advocacy concern while Metro Naga Chamber of Commerce committed to creating a breastfeeding committee to advocate EBFW among its members.
Advocates maternity protection and EBFW through Corporate Social Responsibility Programme for small and medium scale enterprises.			Mainstreaming of EBFW in the National Development Agenda of NAPC and as a priority advocacy action for the informal sector.	For workers organizations: FFW's Model CBA on EBF demonstrated in Iloilo City Mission Hospital. For workers in the informal sector: Mainstreaming of EBF through education and information campaigns focusing on the economic and health benefits of breastfeeding.

Benefit/Impact of the Practice:

- The formation of a coordination mechanism helped facilitate implementation of activities based on members' capacity, resources and network. As an example, trade union participation and management of component were based on their linkages and support system at the local level, thus, taking lead in activities where their influence and expanse are more present. In Iloilo City, Federation of Free Workers has taken the lead in organizing worker-related activities; in Naga City, Alliance of Progressive Labor takes the lead in information dissemination while in Zamboanga City, Trade Union Congress of the Philippines takes the lead in mobilizing workers organizations and affiliates. For local business organizations such as Local Chambers of Commerce their mandate over members, resources and expertise were utilized to provide additional support to the project. The participation of local chamber organizations is important because of their link with small and medium-scale enterprises or those without Family Welfare Programme/Family Welfare Committees.
- The technical working groups have strengthened advocacy and partnerships and pooled resources, especially in the three JP Cities. A formal institutional commitment was forged with the Local Chief Executives of Iloilo City, Naga City and Zamboanga City to provide support to EBF in the workplace promotion and ensure that an enabling policy environment (with the passage and implementation of local ordinances on EBFW) is sustained.

Facilitating and Hindering Factors:

- Inherent receptivity, characteristics of members and teamwork are attributes that inspired participation. At the same, the skills, expertise, multi-disciplinary and personal commitments of partners contributed to a cohesive and integrated implementation of the component. It also helped that there were previous initiatives done by DOLE, TUCP and ECOP on developing pilot-mother-baby-friendly workplaces bringing with them their experiences on managing such projects.
- Time frame provided to form the local working groups was very limited in terms of deepening the awareness and appreciation of local stakeholders on the issue of breastfeeding in the workplace. Hence, there is a need to further strengthen their capacities in order to be able to provide adequate and responsive technical support to local implementers.

Good Practice 2: Knowledge sharing allows access and dissemination of evidence-based information to effectively carry out appropriate EBFW advocacies.

Under the Joint Programme, technical knowledge was shared by the national and local working groups through the various tools and materials developed. Among the tools developed are: (a) Programme Management Training Module to aide companies' programme management team to install workplace EBF programme and policy; (b) Monitoring and Evaluation Tool for companies to help measure the impact of interventions at the company and workers level; (c) Monitoring and Evaluation Tool for Local Governments with EBFW programmes for workers in the informal sector as a tool to map-out, assess and appraise its programmes and services on EBF and maternal and child health care; (d) Information and Education materials such as project videos, posters and leaflets focusing on operationalization of workplace-related provisions of Republic Act 10028 (i.e. setting-up of workplace lactation station, provision of compensable lactation breaks, information dissemination on EBFW).

Concomitant with the development of tools and materials is the training of key partners. The activities organized and conducted over the course of the project served as a policy environment to discuss and generate ideas on EBFW. The results of these activities not only allowed dissemination of evidenced-based information but also led to:

- Contributions to the employment-related provisions of the Implementing Rules and Regulations and Operational Guidelines of RA 10028⁴.
- Provision of technical support to establishments, workers organizations and informal sector organizations on the how to's and benefits of promoting EBF (i.e. how to breastfeed while working, how to implement RA 10028, etc.).
- Contributions to improving local ordinances and drafting of the Implementing Rules and Regulations on EBFW integrating informal sector concerns.

Benefit/Impact of the Practice. The most distinct impact of knowledge sharing is that it brought to the front breastfeeding as a labour issue. The component served as a conduit in filling the gap of EBF as a labour/workplace concern and not as a personal/health issue only. The concern of practicing or even continuing breastfeeding even after the mother has returned to work was given value, i.e. mother's right to maternity protection by providing appropriate support

⁴ Some members of the Sub-TWG on EBFW such as the DOLE, ECOP, TUCP and ALLWIES are members of the TWG on RA 10028 providing inputs and context on workplace-related provisions.

mechanisms and economic/labour impact of promoting exclusive and continued breastfeeding in the workplace among others.

While, there is still lack of materials on this, the workplace component was able to bring across the message that there is labour and legal bases for EBF in the workplaces.

Another impact of the practice is the unlearning of myths on breastfeeding, and eventually liberating/empowering individuals or people from misinformation. Now, partners are able to share correct information on breastfeeding and how this can be practiced in the context of workplaces (i.e. breastfeeding in the workplace does not mean bringing children at work but the TIME, SPACE and SUPPORT provided for lactating workers to express breastmilk).

Facilitating and Hindering Factors:

- Technical knowledge shared with key workplace partners was facilitated by previous initiatives of partners particularly ECOP, DOLE and TUCP on developing pilot mother-baby-friendly workplaces. The experiences and lessons learned enriched the development of materials and tools thereby improving provision of technical support and guidance.
- While the lack of breastfeeding in the workplace materials may be considered a hindering factor in disseminating evidence-based information (e.g. cost-benefit analysis on promoting EBF in workplaces), this was also seen by partners as an opportunity to develop context-specific IEC materials based on the needs, available resources and capacities of stakeholders, implementers and duty bearers.

Good Practice 3: The Department of Labor and Employment mainstreams the promotion of exclusive breastfeeding in the workplace through its Family Welfare Programme. DOLE popularized Republic Act 10028 or the Expanded Breastfeeding Promotion Act of 2009 which operationalized the setting-up of workplace lactation station.

The Family Welfare Programme⁵ is recognized as a sustainable mechanism in the promotion of exclusive and continued breastfeeding in the workplace. Through this programme, significant family welfare services such as reproductive and maternal

⁵ The Family Welfare Programme (FWP) is an advocacy programme of the Department of Labor and Employment which seeks to introduce the concept of promoting the welfare of workers and their families as a key to workplace productivity and improved worker-management relations. The FWP advocates for the integration of the 10 dimensions on family welfare. Under the Joint Programme, DOLE shall help promote support mechanisms to working mothers to enable them to practice exclusive breastfeeding of their children up to the age of six months and continued breastfeeding with additional complementary food until two years and beyond.

and child health has been provided to workers. Specific to the Joint Programme, FWP is an effective institutional mechanism that would facilitate an enabling environment for breastfeeding promotion. In the pipeline are the issuances of a policy advisory rendering Family Welfare Committee as the mechanism in promoting exclusive breastfeeding in the workplace, guidelines on the exemptions of establishments from setting up lactation station in the workplace pursuant to RA 10028, and continuing advocacy in the promotion of EBFW.

Benefits/Impact of the Practice. Among the contributions and initiatives of DOLE under the MDG-F 2030 are:

- With the passage of RA 10028, contributed to the:
 - Employment-related provisions of the Implementing Rules and Regulations of RA 10028;
 - Monitoring and documentation of establishments with EBF initiatives in the regions; and
 - Popularization of RA 10028 through dissemination of IEC and advocacy materials on setting-up lactation-friendly spaces in the workplace to guide companies in providing TIME, SPACE and SUPPORT to lactating employees.
- In partnership with the ILO, DOLE implements the component on the promotion of EBF in formal workplaces by providing technical and policy inputs in the formation of the programme in three pilot areas and capacitated Family Welfare implementers.

Facilitating and Hindering Factors:

- The passage of Republic Act 10028 or the “Expanded Breastfeeding Promotion Act of 2009” complements the FWP because it serves as a legal springboard to further the promotion of EBFW. It gives the component leverage in negotiating with establishments and employers, especially those with less than 200 workers which are not obligated to set-up Family Welfare Committees and implement a family welfare programme, to provide support to mothers in the workplace to continue breastfeeding by complying with workplace-mandated provisions of the Law. Many advocates and breastfeeding support groups see its passing as a mechanism in restoring breastfeeding as a cultural and normative practice in the country.
- The presence of a legislative mandate⁶ on FWP also ensures that advocacy on EBF becomes ingrained and an organic element of family welfare services. DOLE-BWSC is now in the process of formulating a policy advisory rendering

⁶ DOLE Department Order No. 056-03, Series of 2003, Rationalizing the Implementation of the Family Welfare Programme.

Family Welfare Committees as mechanism in the promotion of the exclusive breastfeeding in the workplace.

- The delay in the issuance of the Implementing Rules and Regulations of RA 10028 has caused a setback for the tripartite partners, specifically rolling-out of activities in line with promotion of RA 10028. Thus, in the succeeding scale-up phase of EBFW, increasing capacities of FWP implementers and testing applicability of the policy advisory as model for replication is imperative.

***Good Practice 4:** Stewardship of workplace stakeholders ensures that exclusive breastfeeding services to workers in the workplaces are available.*

Sustainable management is not only confined to the planning and implementation of activities but entails participatory and accountable stewardship of a project. For the ILO, it is critical that tripartite partners and duty bearers are pro-actively engaged in project implementation to ensure ownership and accountability.

Ultimately, stewardship in the context of exclusive breastfeeding in the workplace would mean the transfer of knowledge, tools and capacities to local stakeholders and duty bearers for responsible management of the project.

Benefit/Impact of the Practice:

- While ECOP and its local counterparts serve as Secretariat of the technical working groups, the process of coordination and management has always been collective with decisions jointly agreed on by partners. The conduct of regular meetings serves as a venue to strengthen solidarity and harness dialogue amongst members. On the part of the ILO, it facilitated the formation of the Sub-TWG and LWGs on EBFW with the goal of channelling stewardship and in consideration of stakeholders' competence, capacities, resources and opportunities for sustaining initiatives.
- Technical inputs and guidance shared by partners have influenced the policy and advocacy directions on EBFW, particularly expanding access and use of women workers to local health services including exclusive breastfeeding. Just recently, national government, trade unions and local business chambers supported the policy consultations with stakeholders from the formal and informal sectors led by City Government in improving local ordinances, drafting implementing rules and regulations, customizing interventions and strategies to strengthen the roles of LGUs and sectoral participation.

***Good Practice 5:** Social partners influence policy directions and resource allocation to institutionalize Exclusive Breastfeeding in the Workplace programmes. Local government champions authored ordinances on breastfeeding while social partners introduced EBFW interventions and policy recommendations.*

To facilitate stewardship, social partners have engaged stakeholders and duty bearers in setting the roadmap towards institutionalization of EBF in the workplace programmes. The National Anti-Poverty Commission and the Alliance of Workers in the Informal Economy/Sector work together in shaping policy directions on exclusive breastfeeding for workers in the informal sector of Naga City, Iloilo City and Zamboanga City by harnessing support of the Local Chief Executives and key partners in the workplaces to address policy gaps in local ordinances.

Impact/Benefit of the Practice. The policy reviews and advocacy workshops spearheaded by ALLWIES and the organized workers in the informal sector resulted to the following:

- Integration of specific needs and requirements of women workers in the informal sector (customized interventions) either in the draft local ordinances or implementing rules and regulations;
- Local government of Naga, Iloilo and Zamboanga committed to incorporating labour sector participation in local structures and local development and health agenda; and
- Measures for sustainability introduced by social partners, particularly, recommending that specific provisions in the ordinance or IRR stipulate channeling of funds (i.e. a portion of the fees generated from the informal sector) to manage and sustain public lactation stations and EBFW programmes.

Facilitating Factors:

- Champions and advocates across sectors help sustain and promote the programme. They are instrumental in advocating the practice of EBFW and in ensuring that beyond the Joint Programme, initiatives will be mainstreamed.
 - **Mayors John Bongat of Naga City, Celso Lobregat of Zamboanga City and Jed Patrick Mabilog of Iloilo City** are known advocates of health and nutrition. In fact, both Zamboanga and Iloilo Cities are recently awarded for their nutrition and health programmes. Leveraging on the gains made by these cities and their commitment to the MDGs, national and local partners

forged a formal partnership⁷ with the Local Chief Executives to provide support mechanisms for lactating workers in workplaces. To date, three public lactation stations⁸ have been set-up in the JP sites which provide access and use for women workers in the informal sector.

- The LGUs through the City Councilors⁹ have committed to the enforcement of the local ordinances on EBFW and will be working with the LWGs to address policy gaps either through the improving existing local ordinances and drafting of the implementing rules and regulations integrating specific formal and informal labour concerns. The cities are also working towards institutionalizing EBFW promotion in the Local Development Agenda and Local Health Investment Plan.
- Among the Sub-TWG and local working groups, members took lead in advocacy campaigns most notably:
 - **Mr Jessie L. Aycardo**, Secretary of the Coalition of Transport Operators and Drivers Association in Metro Naga Cam Sur, tirelessly provides information dissemination on EBFW to drivers and operators. Despite the limited resources of the organization, EBFW Promotion is included in their Agenda and Workplan, looking into cost-efficient means of mainstreaming breastfeeding education. As an educator, he has integrated the importance of breastfeeding in parent-teachers conferences and ensured that breastfeeding is included in the curriculum in compliance with the provisions of RA 10028.
 - In Iloilo City, the organized workers in the informal sector have taken an active participation in the formulation of the IRR of the local ordinance ensuring that breastfeeding is also mainstreamed in the informal economy. Members of the **New Iloilo Terminal Market Vendors Association through the leadership of Ms Paz Eclarinal** commit to lobby for the installation of a lactation station inside the Iloilo Terminal Market.
 - For Zamboanga City, **Ms Juliet Tigo** of the Women's Vendors Association has lobbied with the local government through the City Health Office to ensure that the lactation station will benefit and access women workers of the informal sector.

⁷ This formal partnership refers to the Memorandum of Agreement on EBFW Promotion signed between the City Government of Naga, Iloilo and Zamboanga and the Local Working Groups on Exclusive Breastfeeding in the Workplace. The MOA demonstrates the commitment of the LGU to provide the infrastructure and location appropriate for the setting up of the public station for women in the informal economy and to cooperate, participate and support in all efforts to promote exclusive and continued breastfeeding in the formal and informal workplaces. For the part of the Local Working Groups on EBFW, it shall provide technical assistance to the City Government particularly provision of comfortable seats and a refrigerator to be used and placed in the public lactation stations, render capacity building to City Government focal points and service providers to enhance their knowledge and skills in providing services and programmes on EBFW and assist in advocacy and communication to enhance promotion of EBFW.

⁸ The public lactation stations are located at the Children's Educational and Fun Center, Iloilo City Hall; Sta. Cruz Commercial Market, Zamboanga City and one located in the office of the Naga Market Stall Holders Federation.

⁹ The City Councilors refer to proponents of the local ordinance on EBFW, they are: Councilor Lilia Nuno for Zamboanga City, Councilor Lyndon Acap for Iloilo City and Councilor Nene Veluz-De Asis for Naga City.

- Among employer's organizations, the Chambers of Commerce and Industries in Iloilo City, Metro Naga Chamber of Commerce and Industries ECOP-ZAMBASULTA have extended reach to their members, specifically to small and medium-scale enterprises on breastfeeding in the workplace. In fact, ECOP-ZAMBASULTA is instrumental in the setting-up of breastfeeding in the workplace programmes for some member companies in Zamboanga City. In Naga City, a breastfeeding in the workplace committee was set-up by the local chamber to ensure that beyond the Joint Programme, the programme is sustained and maintained.
- In terms of leadership, DOLE-BWSC and DOLE-Regional Directors¹⁰ in the three JP Cities are known as passionate advocates of the FWP. This has given the component a vantage point in engaging establishments at the local level to integrate EBF as a family welfare concern.
- Prior to the passage of RA 10028, tripartite partners advocated and implemented breastfeeding in the workplace programmes. Exclusive Breastfeeding programmes and policies are included in Collective Bargaining Agreements in unionized establishments or through Corporate Social Responsibility Programmes and Family Welfare Programme.

Good Practice 6: Increased participation of men helps break the gender barrier surrounding breastfeeding.

Breastfeeding is generally regarded as a woman's issue because it is directly linked with her reproductive function and supposed task of nurturing and caring for her child. Nurturing, caring and rearing a child are often delegated to women with men taking on the traditional role of financially providing for the family.

However, for majority of the world's women, breastfeeding and child rearing are particularly difficult especially in places where poverty, violence, job insecurities and gender inequalities abound. The need to find employment and the lack of maternity support mechanisms in communities and workplaces often lead to the cessation of breastfeeding. Hence, breastfeeding promotion should take into consideration these contexts and how men can be involved in the process.

Under the ILO component of the Joint Programme, it is evident that men have taken a pro-active role in promoting exclusive breastfeeding in the workplace. With the technical inputs provided by the Sub-TWG on EBFW on the economic and health benefits of exclusive and continued breastfeeding, partners from the informal sector initiated advocacy and awareness-raising campaigns to transport operators and drivers on the importance and economic benefits of breastfeeding.

¹⁰ During the time of programme implementation the following were the DOLE Regional Directors: DOLE-Region V Assistant Regional Director Irma Valiente; DOLE Region VI Director Crispin D. Dannug; and DOLE Region IX-Director Ponciano Ligutom.

Among the activities conducted by partners targeting men are:

- Development and dissemination of advocacy materials such as stickers to tricycle drivers and operators. The Coalition of Transport Operators and Drivers Association in Metro Naga Cam Sur with support from the local government of Naga City puts up stickers bearing the logo "Yes, EBF, Lusog Tipid" at the back of tricycles to increase awareness on the economic benefits of breastfeeding.
- Integration of EBFW promotion in transport groups' organizational agenda and workplan.
- Zamboanga City transport groups works jointly with the vendors' association in advocating for exclusive breastfeeding for the informal sector.

Impact/Benefit of the Practice:

- The increasing participation of men helps break the gender barrier surrounding breastfeeding, particularly dissipating the issue that it is only a woman's concern, hence men should be uninvolved. This also demonstrates that nurturing and rearing of children are not only women's tasks but men as well by providing support and care for wives, mothers, sisters and peers in the workplaces to practice breastfeeding.
- It was shared by Ms Aycardo that through the promotion of breastfeeding, transport drivers were able to save more money because it is free and breastfeed children are healthier and less sickly.
- Another impact is the increase in the rate of breastfeeding among wives, partners, lactating family members of transport drivers.

Facilitating Factors:

- The sharing of knowledge on the economic and health benefits of breastfeeding became the catalyst for male partners to be involved in the promotion of breastfeeding.
- While the seed of breaking the gender barrier on breastfeeding has been initiated, understanding the importance of it should also be deepened in order to effect behavioural change and bring back a culture of breastfeeding (i.e. appropriate practices on exclusive and continued breastfeeding).

Good Practice 7: Private Companies demonstrates creative advocacy and pro-active support for Exclusive Breastfeeding in the Workplace. Companies value EBFW advocacies to foster healthy work environments.

Prior to the MDG-F 2030 Joint Programme and even the passage of Republic Act 10028, private companies, workers organizations and government offices have pioneered initiatives on mother-baby friendly workplaces either under the Family Welfare Programme or through Corporate Social Responsibility.

For DOLE, ECOP and TUCP past initiatives on promoting maternity and social protection, family welfare services and maternal and child health care in the workplaces have helped strengthened implementation of EBFW through the lessons learned and good practices and shape strategies and methodologies in order to be more effective and responsive.

Among the past initiatives undertaken by partners are:

DOLE-BWSC	ECOP	TUCP
<ul style="list-style-type: none"> • Advocacy of Family Welfare Services through the Family Welfare Programme. • Even prior to MDG-F 2030, DOLE has already monitored company initiatives geared at promoting breastfeeding. They take the form HR or workplace policies 	<ul style="list-style-type: none"> • As part of the initial phase of the "Employers' Advocacy and Response for the Promotion of Breastfeeding Programme in the Workplace", a series of business orientation-meetings/forums were organized in partnership with the Department of Health and World Health Organization in selected areas throughout the country from the period of March 2008-February 2009. The said seminars aimed at making the business sector aware and informed about the benefits of having a breastfeeding programme and its positive impact on the workplace. • Still under this project, ECOP and DOLE led the launching and opening of lactation stations in two companies in Cavite. 	<ul style="list-style-type: none"> • TUCP was among the first to implement the concept of breastfeeding in the workplaces. TUCP has negotiated with the management of Meritlux and Indophil to provide EBF programme to lactating employees. • TUCP saw the need to maximize workers' wages and go beyond the usual salary increase demand because in reality not all companies have the capacity to meet workers requests. Hence, negotiations with the Management focused on providing long-term and sustainable benefits for nursing employees, i.e. give support to continue breastfeeding in the workplace. By means of a Memorandum of Understanding (between Management and employees), lactation facilities/services were made available to nursing workers. • EBF programmes and policies were included in collective bargaining agreements. Arrangements were made with the Human Resource Department for the use of lactation corners. Hours and duration of use were defined to: (a) document the frequency of use of the facility; and (b) to track lactation breaks of nursing women. To help sustain advocacy on breastfeeding, education sessions and capacity-building were provided to workers and even employees.

Taking inspiration from these practices, DOLE, ECOP and other tripartite members have enriched delivery of their services to constituents. For example, DOLE through its Family Welfare Programme has taken the lead role in advocating and encouraging formal establishments to integrate exclusive breastfeeding as a component of the family welfare services. For ECOP, it has reached-out to members to encourage them to help foster a healthy work environment for workers and employers alike by providing maternal and family welfare services including support to EBF.

These efforts yielded positive response from private companies setting-up workplace lactation programmes. Specific to the three JP sites, intensive advocacy being done by DOLE Regional Office and the local working groups on EBF in the workplaces has resulted to a total of 16¹¹ establishments setting-up lactation stations, providing compensable lactation breaks to lactating workers and information/education on breastfeeding.

Impact/Benefits of the Practice. For companies which have set-up EBF in the workplace programmes, some of the benefits observed are:

- Higher company productivity through reduced absenteeism and tardiness because children of lactating employees are healthier
- Better quality and well-motivated workforce
- Enhanced family welfare
- Increased awareness on the benefits of breastfeeding and bringing about a change in outlook and attitude towards breastfeeding
- Improved work-life balance of breastfeeding employees because of the supportive workplace mechanisms provided to them (i.e. FWP)
- Improved maternal and child health
- Strong worker-management relationship

Factors Affecting the Practice:

- The participation of Federation of Family Welfare Committees in Regions VI and IX is considered critical in advancing promotion of EBFW. FWCs are composed of company nurse and human resources officers committed to developing and implementing integrated and holistic programmes in order to improve the quality of life of workers towards their growth and development.

¹¹ The figure was shared by DOLE Regions V, VI and IX (seven in Region V, five in Region VI and four in Region IX).

IV. CONCLUSIONS

Overall, the ILO component under the MDG-F 2030 Joint Programme is very relevant in the context of engaging tripartite partners to promote rights of workers with family responsibilities in the formal and informal workplaces by providing support mechanisms to working mothers to practice exclusive and continued breastfeeding. Apart from the scope of the Joint Programme which is anchored on the MDGs, the ILO has worked with partners in ensuring that the Decent Work Agenda and Maternity Protection are elements ingrained in the advocacies on EBFW.

The Joint Programme has become a platform for ILO and tripartite partners alike to advocate and promote decent work and maternity protection as means to achieve sustainable and inclusive growth.

The extent of ILO intervention in the Joint Programme is demonstrated through its active participation in programme implementation. Past and present Project Coordinators have consistently provided guidance to partners, specifically rendering technical inputs in line with the project framework (i.e. MDGs, Decent Work Agenda and Maternity Protection Convention, relevant laws). The ILO has also facilitated dialogue, solidarity and collaboration amongst tripartite partners through the various activities it has supported. These processes have strengthened partnerships and capacities of the workplace constituents.

As the Joint Programme comes to a close, the good practices demonstrated in this report hopes to draw-out lessons worthy to be replicated and sustained. Based on the information obtained from key stakeholders, review of documents and observations made, the following key lessons and recommendations have been identified:

A. Lessons Learned

1. The ILO MDG-F 2030 component leverages on existing programmes, mechanisms and national policies such as the Family Welfare Programme, Family Welfare Committees, Republic Act 10028 and local government structures to strengthen and complement programme implementation.
2. The formation of a coordinating structure at the national and local level is an efficient strategy in synchronizing and managing the project. The technical working groups demonstrate effective public-private partnership in undertaking a developmental approach to the project.

3. Participatory processes observed facilitate sustainable stewardship, ownership and accountability of project. The platforms provided for dialogue, solidarity, and collaborations contributed to influencing policy and advocacy directions and shaping of sustainable strategies and measures.
4. When implementation is structured and based on partners' capacities, resources, and experiences, the ability to collaborate and engage in joint activities including planning, implementation and monitoring is enhanced and strengthened.

B. Recommendations

To effectively and strategically address sustainability and contribute to future replication and expansion, the following should be taken into consideration:

1. Institutionalizing EBF programmes should be across levels (individuals, companies, local governments, workers organizations, communities, etc.) and take the following tracks:
 - Implementation of national and local policies on EBFW. Mainstream tripartite partners in local structures and mechanisms to represent labour sector concerns.
 - Addressing cultural practices and mindset not consistent with exclusive breastfeeding and complementary feeding. Education and awareness raising is a critical process in changing the mindset, behaviour and attitude of people. It is imperative that IEC and advocacy materials to be developed should address not only promotion of EBF in workplaces but towards behavioral change.
 - Identification of more EBF champions and advocates within the workplaces, local governments and communities to ensure that advocacy and cause is carried-on notwithstanding turn-overs.
 - Capacity building complemented with and by legal frameworks and policy directives such as training on Programme Management with development of company policy as end result and engaging LGUs to improve and/or amend local legislations on EBFW promotion.
 - Organizing and capacitating peer support groups in formal and informal workplaces.

2. Identifying appropriate monitoring and evaluation mechanisms and indicators on the practice of exclusive and continued breastfeeding in the workplace to document how the labour component is able to contribute to increasing ebf rates.

In view of the lessons and recommendations shared and with the incoming scale-up phase of exclusive breastfeeding in the workplace under the Nutrition Security and Maternity Protection Project, ILO and UNICEF are working together to expand the scope of the programme to include other elements of maternity protection and nutrition security in workplaces.

As shared by **Ms Lady Kristine Cruz**, *Project Coordinator for the ILO component of the MDG-F 2030 Joint Programme*, the focus of NSMP is to pool a programme that will increase awareness and strengthen capacities of partners and stakeholders and support institutionalization of EBF in the workplace. Some of the immediate actions under the NSMP will be the:

- Development of a comprehensive tool kit integrating the Maternity Protection Resource Package developed by ILO for use of social partners;
- Organizing of EBF Peer groups both in the formal and informal workplaces to provide the necessary support system to lactating mothers in the workplace; and
- Development of needs-based and context-specific IEC materials to be disseminated to JP and non-JP sites.

Sources

1. Compendium of Exclusive Breastfeeding Initiatives in the Workplaces commissioned to James Mante, External Collaborator, by ILO-Country Office for the Philippines under the MDG-F 2030 Joint Programme.
2. Documentation Reports of the Sub-Technical Working Group on Exclusive Breastfeeding Strategic Planning and Assessment.
3. Exit Strategy and Sustainability Plan of the ILO component for the MDG-F 2030 Joint Programme.
4. Joint Programme Document of the MDG-F 2030 Child Food Security and Nutrition.
5. Mid-Term Evaluation Report of the MDG-F 2030 Joint Programme of Child Food Security and Nutrition.
6. Monitoring and Results Framework of the MDG-F 2030 Joint Programme.
7. Process Documentation Reports produced by Ginger De Guzman-Caranto, External Collaborator for Process documentation and knowledge management support on:
 - All Workers and All Employers Forum on Republic Act 10028 or the Expanded Breastfeeding Promotion Act of 2009;
 - Learning Sessions on RA 10028 with implementing national government agencies;
 - National and Regional Consultations on “Interventions to Promote Exclusive Breastfeeding in the Formal and Informal Workplaces”; and
 - National Conference on the “Promotion of Exclusive Breastfeeding Practices in the Workplace: Towards Mother-Baby Friendly Workplaces”.
8. Power Point Presentations of Participants shared during the National Conference on the “Promotion of Exclusive Breastfeeding Practices in the Workplace: Towards Mother-Baby Friendly Workplaces”.
9. Signed Memorandum of Agreement between the Local Working Group on Exclusive Breastfeeding in the Workplace and Local Government of Naga, Iloilo and Zamboanga on the Promotion of Exclusive Breastfeeding in the Workplace.

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*Summary of good practices validated with partners on 19 February 2013.