

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



AT A GLANCE

→ Partners

Department of Labor and Employment (DOLE), Department of Health (DOH), National Anti-Poverty Commission (NAPC), Employers Confederation of the Philippines (ECOP), Alliance of Workers in the Informal Economy/Sector (ALLWIES), Federation of Free Workers (FFW), Trade Union Congress of the Philippines (TUCP), and Beauty, Brains and Breast-feeding Inc.

→ Donors

United Nations International Children's Fund (UNICEF) and European Union (EU)

→ Duration

January 2013 – August 2015

→ Target beneficiaries

Workers in formal and vulnerable employment, employers, local government units (LGUs)

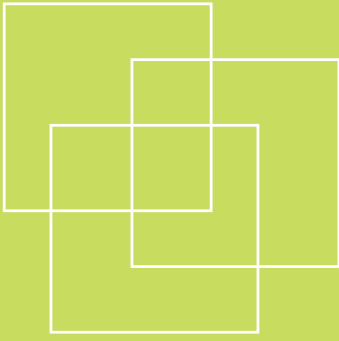
→ Geographical focus

Naga City, Iloilo City and Zamboanga City



PROJECT OBJECTIVES

- The NSMP's aim is to promote exclusive breastfeeding (EBF) in the workplace in support of advancing women's rights to maternity protection and to contribute to the overall goal of improving nutrition security for the Filipino children. It is identified as one of the components of the Maternal and Young Child Nutrition Security in Asia (MYCNSIA) Project of the UNICEF which aim to position nutrition security in the policy and development agenda.
- Its objectives are to contribute in increasing breastfeeding rates in the cities of Naga, Iloilo and Zamboanga and in improving the capacities of national and local governments and other stakeholders to promote and implement programmes on Infant and Young Child Feeding (IYCF).
- Its implementation anchors on the achievements of the Millennium Development Goals Achievement Fund (MDG-F) Joint Programme (JP) on Ensuring Food Security and Nutrition for Children 0-24 Months in the Philippines in terms of the promotion of EBF in the workplace. The MDG-F JP was implemented from 2009-2012 with the aim of supporting government's efforts in improving breastfeeding and complementary feeding practices among children 0-24 months of age.
- The NSMP is designed to be supportive of the principles embedded in related international instruments and national policies such as the United Nations Convention on the Rights of the Child (UNCRC), the ILO Convention on Maternity Protection, 2000 (No. 183), the ILO Convention on Workers with Family Responsibilities, 1981 (No. 156); Republic Act (RA) 10028 or the Expanded Breastfeeding Promotion Act of 2009; and Executive Order 51 or the National Milk Code.



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MAIN ACTIVITIES

- Documentation and dissemination of good practices on exclusive breastfeeding in the workplace (EBFW) through conduct of studies on EBFW and recognition of workplaces with outstanding EBFW programmes.
- Support to advocacy for EBFW through media events and communication workshops and conduct of local level policy advocacy.
- Provision of technical assistance in formal workplaces through conduct of trainings on EBFW programme management, monitoring and evaluation, peer education for human resource personnel and workers in the formal sector.
- Provision of support to workers in vulnerable employment in the implementation of EBFW Programmes through the development and pre-testing of EBFW programme management training modules for LGUs, conduct of training on EBFW programme monitoring and evaluation for LGUs and EBFW peer education for workers in vulnerable employment.

PROJECT OUTCOMES

- EBF promotion among workers in vulnerable employment mainstreamed in the local councils of the three pilot cities, leading to the inclusion of provisions targeting employees in disadvantaged work conditions in the local ordinances to promote EBFW in the three pilot cities.
- 80 representatives from 40 companies participated in the training on programme management, monitoring and evaluation and peer education for business firms towards ensuring sustainability and periodic evaluation of their EBFW programmes.
- 52 stakeholders from the tripartite partners participated in the advocacy and communication workshop leading to the initial crafting of advocacy plans for promoting EBFW.
- 95 workers in vulnerable employment and 61 trade union members were trained as EBFW peer educators, while 26 peer education groups were organized among trade union members. Peer educators serve as front-liners in the promotion of EBFW in their respective workplaces.
- 35 trade union member-representatives from formal workplaces in Metro Manila and in the three pilot areas were involved in the National Consultation on Sustaining EBF/IY-CF in Collective Bargaining Agreements (CBAs). This resulted to crafting of initial drafts of CBAs with provisions for EBFW, and to the passage of a national resolution supporting EBFW.

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