



AUG 01 2008

DepED MEMORANDUM
No. 358, s. 2008

WORLD BREASTFEEDING WEEK CELEBRATION

To: Bureau Directors
Regional Directors
Directors of Services/Centers and Heads of Units
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. Pursuant to Presidential Proclamation No. 1113 dated July 2005, **World Breastfeeding Week** will be observed on August 1-7, 2008 with the theme "Lahat Panalo sa Pagpapasuso" to create greater awareness of the importance of mother's milk and breastfeeding for optimal growth and development of the child.

2. All public and private elementary and secondary schools are enjoined to organize educational and social activities to celebrate the occasion. The following are the suggested activities:

- a. hang streamer on the celebration in strategic places in the school;
- b. conduct seminars/fora on the importance of breastfeeding; and
- c. integrate breastfeeding concepts/messages in appropriate learning areas.

3. Regional directors and schools division superintendents are encouraged to support the promotion of breastfeeding. The regional/division health and nutrition units/sections, in coordination with other government organizations (GOs) and nongovernment organizations (NGOs) shall take the lead in the planning, implementation and monitoring of the activities in their respective areas of coverage. It is desired that a brief consolidated narrative and pictorial report on the celebration be integrated by the Regional Health and Nutrition Units in their 3rd Quarter Report, for submission to the Office of the Secretary, Attention: Health and Nutrition Center, DepED Complex, Pasig City.

5. Immediate and wide dissemination of this Memorandum is desired.


RAMON C. BACANI
Undersecretary

Reference: None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index under the following subjects:

CELEBRATIONS & FESTIVALS

HEALTH EDUCATION