



Republic of the Philippines
SANGGUNIANG BAYAN
Taytay, Rizal

DR No. 2507 - 007

RESOLUTION NO. 7 series of 2025

A RESOLUTION REQUESTING THE MUNICIPAL HEALTH OFFICE TO CONDUCT A MANDATORY INSPECTION OF ALL HEALTH CENTERS IN THE MUNICIPALITY ENSURING FULL COMPLIANCE TO EXECUTIVE ORDER NO. 51, OTHERWISE KNOWN AS THE "MILK CODE", PARTICULARLY ON THE ADVERTISEMENT, PROMOTION AND DISTRIBUTION OF FORMULA MILK AND BREASTMILK SUBSTITUTES IN THE PREMISES

Authored and Sponsored by: Coun. John Tobit E. Cruz
Co-Sponsored by: Vice Mayor Jan Victor B. Cabitac
Coun. Joanne Marie P. Calderon
Coun. Rulf Marius G. Valera
Coun. Ma. Elaine T. Leonardo
Coun. Patrick John P. Alcantara
Coun. Carizza A. Cortez
Coun. Michell B. Bermundo
Coun. Kristofer Charls S. Esguerra
LnB Pres. Roseller Z. Valera
SK Fed. Pres. Lucia Marie D. Alcantara

WHEREAS, RA 7160 or the Local Government Code of 1991 under Section 16 (General Welfare Clause) mandates that every local government unit shall promote health and safety, among others, for the comfort and convenience of their inhabitants;

WHEREAS, Executive Order No. 51, s. 1986, otherwise known as the "*Milk Code of the Philippines*", regulates the marketing of breastmilk substitutes, breastmilk supplements, and related products to protect and promote breastfeeding as the best source of nutrition for infants;

WHEREAS, under Section 7. Health Care System of the "*Milk Code of the Philippines*", the promotion, advertising, and other marketing practices of infant formula and related products are strictly regulated, especially within health care systems, where advertisements, materials, or representatives of formula manufacturers are prohibited;

(b) No facility of the health care system shall be used for the purpose of promoting infant formula or other products within the scope of this Code. This Code does not, however, preclude the dissemination of information to health professionals as provided in Section 8(b).

(c) Facilities of the health care system shall not be for the display of products within the scope of this Code, for placards or posters concerning such products.

WHEREAS, it has come to the attention of this August Body that some health centers within the municipality are still displaying or keeping marketing collaterals of formula milk and related products, which could potentially affect breastfeeding promotion efforts and contravene the Milk Code;

WHEREAS, the presence of promotional materials, advertisements, or branding related to formula milk within local health centers may undermine national efforts to promote breastfeeding and may not align with the provisions and principles of the aforementioned Code;

NOW THEREFORE, BE IT RESOLVED, as it is hereby resolved, by the 13th Sangguniang Bayan of Taytay, Rizal, in session duly assembled, hereby REQUESTS THE MUNICIPAL HEALTH OFFICE TO CONDUCT A MANDATORY INSPECTION OF ALL HEALTH CENTERS IN THE MUNICIPALITY ENSURING FULL COMPLIANCE TO EXECUTIVE ORDER NO. 51, OTHERWISE KNOWN AS THE “MILK CODE”, PARTICULARLY ON THE ADVERTISEMENT, PROMOTION AND DISTRIBUTION OF FORMULA MILK AND BREASTMILK SUBSTITUTES IN THE PREMISES.

RESOLVED FURTHER, that the prohibition against marketing and advertising of formula milk and related products be strictly observed and enforced in all medical missions and community health programs conducted or supported by the Local Government Unit.


RESOLVED FURTHERMORE, that a copy of this Resolution be furnished to all associated offices and parties concerned for their information and appropriate action.

ADOPTED, this 14th day of July 2025, 2:18 PM at the Sangguniang Bayan Session Hall, Municipality of Taytay, Province of Rizal.

I HEREBY CERTIFY, to the correctness of the foregoing Resolution which was duly adopted by the Sangguniang Bayan of Taytay on second reading on July 14, 2025 and was passed on third and final reading on July 14, 2025 during the 2nd Regular Session held on the 14th day of July, 2025.


JULIETA M. JUANILLO
Board Sec. III – OIC
SB Secretariat Office

ATTESTED AND CERTIFIED TO BE DULY
ADOPTED BY HIS HONOR


HON. JAN VICTOR B. CABITAC
Municipal Vice Mayor / Presiding Officer