



Republic of the Philippines  
**SANGGUNIANG BAYAN**  
Taytay, Rizal

DR No. 2403 - 026

**RESOLUTION NO. 377 series of 2024**

**A RESOLUTION ADOPTING EXECUTIVE ORDER 51 SERIES OF 1986  
ENTITLED: “NATIONAL CODE OF MARKETING BREASTMILK  
SUBSTITUTES, BREASTMILK SUPPLEMENTS, AND OTHER RELATED  
PRODUCTS” AND REQUESTING OUR LOCAL CHIEF EXECUTIVE HON.  
ALLAN MARTINE S. DE LEON, MPA, FOR ITS FULL IMPLEMENTATION**

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Authored by: Coun. Ma. Jeca B. Villanueva  
Sponsored by: Committee on Health and Sanitation  
Co-Sponsored by: Vice Mayor Sophia Priscilla L. Cabral  
Coun. Jan Victor B. Cabitac  
Coun. Philip Jeison J. Cruz  
Coun. Patrick John P. Alcantara  
Coun. John Tobit E. Cruz  
Coun. Joanne Marie P. Calderon  
Coun. Ma. Elaine T. Leonardo  
LnB Pres. Roseller Z. Valera  
SK Fed Pres. Janinah Olivienne D.L. Mercado  
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Handwritten signatures of the authors and sponsors, including Ma. Jeca B. Villanueva and Vice Mayor Sophia Priscilla L. Cabral.

WHEREAS, the health and well-being of infants and young children are of utmost importance to the Local Government Unit (LGU) of the Municipality of Taytay;

WHEREAS, the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) recommend exclusive breastfeeding for the first six months of life and continued breastfeeding along with appropriate complementary feeding up to two years of age or beyond;

WHEREAS, the Philippine Government, recognizing the significance of breastfeeding in child health and development, issued Executive Order 51 series of 1986 entitled “National Code of Marketing Breastmilk Substitutes, Breastmilk Supplements, and Other Related Products”;

WHEREAS, Executive Order 51 aims to protect and promote breastfeeding by regulating the marketing and distribution of breastmilk substitutes and related products;

WHEREAS, implementation of this executive order is an expression of compliance and support to promote and protect breastfeeding for the benefit of every infants and young children in the Municipality;


NOW THEREFORE, BE IT RESOLVED, as it is hereby resolved, by the 12<sup>th</sup> Sangguniang Bayan of Taytay, Rizal, in session duly assembled, hereby ADOPTS EXECUTIVE ORDER 51 SERIES OF 1986 ENTITLED: “NATIONAL CODE OF MARKETING BREASTMILK SUBSTITUTES, BREASTMILK SUPPLEMENTS, AND OTHER RELATED PRODUCTS” AND REQUESTING OUR LOCAL CHIEF EXECUTIVE HON. ALLAN MARTINE S. DE LEON, MPA, FOR ITS FULL IMPLEMENTATION.

RESOLVED FURTHER, that copies of this Resolution be furnished to all concerned offices for their information and guidance.

ADOPTED, this 13<sup>th</sup> day of March 2024, 3:34 PM at the Sangguniang Bayan Session Hall, Municipality of Taytay, Province of Rizal.

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I HEREBY CERTIFY, to the correctness of the foregoing Resolution which was duly adopted by the Sangguniang Bayan of Taytay on second reading on March 13, 2024 and was passed on third and final reading on March 13, 2024 during the 85<sup>th</sup> Regular Session held on the 13<sup>th</sup> day of March, 2024.

  
**ATTY. STANLEE D. CALMA**  
Secretary to the Sanggunian

ATTESTED AND CERTIFIED TO BE DULY  
ADOPTED BY HIS HONOR

  
**HON. JOHN TOBIT E. CRUZ**  
Municipal Councilor / Temporary Presiding Officer