Hon. Cielo Krisel Lagman
City Mayor

EXECUTIVE ORDER NO. 036-A SERIES OF 2023

AN EXECUTIVE ORDER REORGANIZING THE INTER-AGENCY COMMITTEE ON THE IMPLEMENTATION OF EXECUTIVE ORDER NO. 51, S. 1986 KNOWN AS THE "NATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES, BREASTMILK SUPPLEMENTS, AND OTHER RELATED PRODUCTS" ALSO KNOWN AS THE "MILK CODE" OF THE PHILIPPINES IN TABACO CITY

WHEREAS, Section 15, Article 2 of the 1987 Philippine Constitution states, "The State shall protect and promote the right to health of the people and instill health consciousness among them;"

WHEREAS, there is a need to protect and promote the importance of breastfeeding and to inform the public about the proper use of breastmilk substitutes and other related products in order to ensure safe and adequate nutrition for infants and children;

WHEREAS, Executive Order No. 51, Series of 1986 formulated the National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements, and Other Related Products;

WHEREAS, the Department of Health issued Department Circular No. 24, s. 1987 which provided the guidelines for the implementation of the Milk Code at the regional, provincial, and city levels;

WHEREAS, the reorganization of the Inter-Agency Committee is deemed necessary due to the retirement, resignation, and redesignation of some previous members of the committee.

NOW THEREFORE I, CIELO KRISEL LAGMAN, City Mayor of Tabaco City, by virtue of powers vested in me by R.A. 7160 otherwise known as the "Local Government Code of 1991" and other pertinent laws, do hereby order the following:

SECTION 1. COMPOSITION. The Inter-Agency Committee shall be composed of the following:

Chairperson:	**CIELO KRISEL LAGMAN,** City Mayor
Vice Chairperson:	**HON. PRECIOCISIMA TANGGO,** SP Committee Chairperson on Health
Members:	**HON. EDDIE S. PEROL,** LnB President
	DR. AUDWIN C. AZADA, City Health Officer
	EFLEDA B. BOBOYO, City Nutrition Officer
	ENGR. MYLA B. BRONCANO, EnP, OIC-CPDO
	RUTH FAY B. BELARMINO, CGLOO
	JOCELYN GUSTE, Nurse II – Schools Division Office Tabaco

MA. ANTONIA B. BURABOD, Economist II – CPDO
MA. JODELMA M. CANO, SWO I – CSWDO
ENGR. MARIA AILEENE C. BOMBON, OIC-CAO
BERNADETTE RODRIGUEZ, Nurse IV – CHU
RAFAEL C. KALLOS, Ph.D., City Treasurer
SHERRY A. TRILLES, City Budget Officer
EVANGELINA S. BORITO, CPA, City Accountant
HUGO G. BUEN, CDRRMO
MA. ROSSANA R. GAYTANO, CBMS Focal Person
MARVIN CLARINA, LGU Consultant
KRISTINE B. DE LA CRUZ, GAD Focal Person
RONALO B. BARBACENA, LYDO
NANCY BENDANIA, Social Action Representative
MARIA KRISTINE B. CANDANO, Children International Bicol, Inc.
MARILYN BUENSALIDA, BHW Representative
PURIFICACION B. BELENZO, RIC Representative
KRISTINE JOY BELEN BON, 4Ps City Link
RUBEN BUTIAL, OSCA Consultant
DR. MARILOU COMPUESTO, MMG-Albay
MA. GISELA TIONGSON, Jollibee Group Foundation

SECTION 2. DUTIES AND FUNCTIONS. The Inter-Agency Committee shall have the following duties and functions:

1. To promote the importance of breastfeeding practices through the conduct of information and education campaigns to women and their families, and to the nutrition and health workers of the city;
2. To review and examine all advertising, promotion, or other marketing materials, whether written, audio, or visual, on breastmilk substitutes, supplements, and other related products;
3. To approve or disapprove, delete objectionable portions from and prohibit the printing, publication, distribution, exhibition, and broadcast of, all advertising promotion or other marketing materials, whether written, audio, or visual, on breastmilk substitutes, supplements, and other related products;
4. To monitor the compliance and problems encountered in the implementation of the Milk Code in the 47 barangays of the city;
5. To verify reports of violations and recommend sanctions to be imposed on the violators of the Milk Code;
6. To call the assistance of government agencies and the private sector to ensure the implementation, enforcement, and strict compliance with the provisions of the Milk Code;
7. To prescribe the internal and operational procedure for the exercise of its powers and functions as well as the performance of its duties and responsibilities;
8. To exercise such other powers and functions as may be necessary.

SECTION 3. REPEALING CLAUSE. All local orders, directives, and issuances or parts thereof that are inconsistent with this executive order are hereby repealed and modified accordingly.

SECTION 4. SEPARABILITY CLAUSE. If for any reason any section or provision of this order is declared invalid. The remaining portions not affected shall continue to be in full force and effect.

SECTION 5. EFFECTIVITY. This Executive Order shall take effect immediately upon approval.

ISSUED this 5th day of September 2023, in Tabaco City, Albay, Philippines.

CIELO KRISEL LAGMAN
City Mayor