

# Policy Advocacy

## FOR BREASTFEEDING POLICIES

### PHILIPPINES

In recent years, the Philippines has achieved significant policy change related to maternity protection and creating an enabling environment for breastfeeding. The Philippines was among the first countries to pass national legislation on the International Code of Marketing of Breastmilk Substitutes (Code) in 1986. In 2006, the Implementing Rules and Regulations of the Code were revised to align with international standards and were approved. In 2018, maternity entitlements increased substantially and covered public, private, and informal sector workers. This study aims to increase understanding the effectiveness of policy interventions in the Philippines to address the structural determinants of breastfeeding.

#### RESEARCH DESIGN

Qualitative methods (desk review, in-depth interviews)

#### RESEARCH QUESTIONS

- What does an analysis of policies tell about the areas for improvement related to maternity protection and the Code?
- How do we improve future policy design and advocacy efforts for breastfeeding promotion, protection and support?

#### OUTCOMES

Learning on:

- National maternity protection and policies related to the Code
- Implementation, coverage, monitoring, and enforcement of policies
- Impact of Code policies on the exposure to breastmilk substitute (BMS) marketing; and impact of maternity protection policies on work force participation of women
- Perceptions of stakeholders about policies—perceived benefit, limitations, difficulties, areas for improvement, and recommendations

#### TIMELINE

April 2020 – May 2021

#### METHODS

- In-depth interviews with policy makers or authorities at the national and provincial level and stakeholders from the UN, NGOs, research organizations, the media, and employers or health workers
- Collection and review of policies relating to maternity protection and the Code and data sources on implementation, coverage, monitoring, and enforcement through government
- Use of other secondary data from national surveys and trends