




Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

**REGIONAL MEMORANDUM**  
**ORD-2023-470**

**TO :** Schools Division Superintendents  
School Health Personnel

**FROM :**   
**WILFREDO E. CABRAL, CESO III**  
Regional Director

**SUBJECT :** 2023 NUTRITION MONTH CELEBRATION

**DATE :** June 05, 2023

1. Nutrition Month is celebrated every July by virtue of section 7 of the Presidential Decree No. 491 or the "Nutrition Act of the Philippines, 25 June 1974". It aims to create awareness on the importance of good nutrition. The theme for this year's Nutrition Month celebration is: **"Healthy Diet gawing affordable for all!"** for information and guidance of all concerned.
2. We would like to engage your Schools Division Offices to participate in this nationwide celebration by planning and undertaking activities along the theme, and widely disseminating the key messages of the NM celebration.
3. Attached, please find a copy of the format for the NM Calendar of Activities and the NM Campaign Strategy for your information and reference. You may also access this link for the NM collateral materials:  
<https://bit.ly/2023NMCollaterals>.
4. Immediate dissemination of and compliance with this memorandum is desired.

essd/shnu/jvb2023



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Republic of the Philippines  
Department of Health  
NATIONAL NUTRITION COUNCIL  
National Capital Region

**2023 Nutrition Month Plan**

LGU / Agency: \_\_\_\_\_

Activity	Description	Target Audience	Target Number of Participants	Target Date
1.				
2.				
3.				
4.				
5.				

Republic of the Philippines  
Department of Health  
NATIONAL NUTRITION COUNCIL

**49<sup>TH</sup> NUTRITION MONTH CAMPAIGN STRATEGY  
July 2023**

**I. Introduction**

Presidential Decree 491, or the Nutrition Act of the Philippines, declared that July is Nutrition Month and that the NNC shall lead the campaign to create greater nutrition awareness. For 2023, as approved by the NNC Technical Committee, the focus is food affordability with the theme "**Healthy diet gawing affordable for all!**". The NNC Technical Committee agreed to support efforts to give Filipinos greater access to healthy, safe, affordable food. The theme was approved during the TechCom meeting on 25 January 2023 after an ad referendum in December 2022.

**II. Rationale**

Countries, including the Philippines, are committed to achieving the Sustainable Development Goals, including Target 2, "End hunger, achieve food security and improved nutrition and promote sustainable agriculture" by 2030. However, actions to achieve this target appear to be insufficient. The State of Food Security and Nutrition in the World 2022 stated that "The intensification of the major drivers behind recent food insecurity and malnutrition trends (i.e., conflict, climate extremes, and economic shocks) combined with the high cost of nutritious foods and growing inequalities will continue to challenge food security and nutrition. It will be the case until agrifood systems are transformed, become more resilient, and deliver sustainably and inclusively lower cost nutritious foods and affordable healthy diets for all."

The right to adequate food is crucial for the enjoyment of all human rights (UN Committee on Economic, Social and Cultural Rights). It is "the availability of food in a quantity and quality sufficient to satisfy the dietary needs of individuals, free from adverse substances, and acceptable within a given culture; The accessibility of such food in ways that are sustainable and that do not interfere with the enjoyment of other human rights."

The World Health Organization describes a healthy diet as one that "helps to protect against malnutrition in all its forms, as well as non-communicable diseases (NCDs), including diabetes, heart disease, stroke, and cancer."

However, many people do not have access to a healthy diet which results in malnutrition in all its forms, including hunger, stunting, wasting, micronutrient deficiencies, overweight and/or obesity, and diet-related non-communicable diseases. In 2016, unhealthy diets were the second-leading risk-factor for deaths and

disability-adjusted life-years (DALYs) globally, and in 2017, it accounted for approximately 11 million deaths and 255 million DALYs.

Achieving the SDG 2 targets requires ensuring that people have enough food to eat and that what they eat is nutritious. However, a major obstacle to achieving the SDG 2 targets is the rising cost and affordability of healthy diets.

Globally, it is estimated that 3.1 billion people are unable to afford a healthy while 1.5 billion cannot afford diets that are nutrient adequate. (FAO: State of Food Security and Nutrition World Report 2022). Extreme climate changes and the COVID-19 pandemic led to rising consumer food prices and income losses. The ongoing war in Ukraine disrupts supply chains, resulting in higher grain, fertilizer, and energy costs. The average cost of a healthy diet globally in 2020 was USD 3.54, higher by 3.3 and 6.7 percent from 2019 and 2017.

The Food and Agriculture Organization estimates that 68.6% of Filipinos, or about 75.2 million, cannot afford a healthy diet in 2020. The cost of a healthy diet increased from Php226.60 (USD 3.84) in 2017, Php236.04 (USD 4.00) in 2018, and Php238.9 (USD 4.05) in 2019, to Php242.53 (USD 4.11) in 2020.

From 2019 to 2021, FAO reported that 5.3 million Filipinos were severely food insecure, while 48 million more experienced moderate or severe food insecurity. The 2021 Expanded National Nutrition Survey showed that 33.4 % and 2% of Filipino households are moderately and severely food insecure, respectively. Among these, thirty-five percent (35%) of respondents said they have been unable to eat healthy and nutritious food for the past year. The same survey revealed that 9 out of 10 across all age groups could not meet the 100 % recommended energy intake.

Considering the gravity of the problem, the Philippine Development Plan 2023-2028 includes as one of its goals and targets "Keep food and overall prices low and stable. Expanding the opportunities available to Filipinos must be complemented by efforts to protect people's purchasing power. Food and overall inflation will be kept to 2.5 to 4.5 percent in 2023 and 2.0 to 4.0 percent from 2024 to 2028." Under the Social and Human Development Sector, one key strategy is ensuring food security and proper nutrition through production and effective supply management.

The draft Philippine Plan of Action for Nutrition 2023-2028 is being enhanced to strengthen the food security component. It is expected to be available by June or July 2023 to guide stakeholders in addressing malnutrition across the life stage.

Given these, the 2023 Nutrition Month campaign will provide a platform to bring to the attention of stakeholders the need for integrated actions on transforming food systems towards affordable healthy diets.

### III. Sustainable Affordable Healthy Diets

The WHO and FAO developed these guiding principles for sustainable healthy diets as follows:

1. Start early in life with early initiation of breastfeeding, exclusive breastfeeding until six months of age, and continued breastfeeding until two years and beyond, combined with appropriate complementary feeding;
2. are based on a great variety of unprocessed or minimally processed foods, balanced across food groups while restricting highly processed food and drink products;
3. include whole grains, legumes, nuts, and an abundance and variety of fruits and vegetables;
4. can consist of moderate amounts of eggs, dairy, poultry, and fish; and small amounts of red meats;
5. include safe and clean drinking water as the fluid of choice;
6. are adequate (i.e., reaching but not exceeding needs) in energy and nutrients for growth and development and to meet the requirements for active and healthy living across the lifecycle;
7. are consistent with WHO guidelines to reduce the risk of diet-related NCDs and ensure health and well-being for the general population;
8. contain minimal levels, or none if possible, of pathogens, toxins, and other agents that can cause foodborne disease;
9. maintain greenhouse gas emissions, water and land use, nitrogen and phosphorus application, and chemical pollution within set targets;
10. preserve biodiversity, including crops, livestock, forest-derived foods, and aquatic genetic resources, and avoid overfishing and overhunting.
11. minimize the use of antibiotics and hormones in food production;
12. minimize the use of plastics and derivatives in food packaging;
13. reduce food loss and waste;
14. are built on and respect local culture, culinary practices, knowledge and consumption patterns, and values on the way food is sourced, produced, and consumed;
15. are accessible and desirable; and,
16. avoid adverse gender-related impacts, especially about time allocation (e.g., buying and preparing food, water, and fuel acquisition).

The same document recommends these key actions to enable sustainable healthy diets to become available, accessible, affordable, safe, and desirable:

1. Address inequities and inequalities and consider the perspective of people who experience poverty and deprivation.
2. Promote capacity development strategies for behavior change, including consumer empowerment and effective food and nutrition education.
3. Quantify and balance the potential trade-offs to make sustainable healthy diets available, accessible, affordable, safe, and appealing for all.

4. Develop national food-based dietary guidelines that define context-specific sustainable healthy diets by considering the social, cultural, economic, ecological, and environmental circumstances.

(Source: <https://www.fao.org/3/ca6640en/ca6640en.pdf>)

The State of Food Security and Nutrition in the World 2020 Report (Transforming Food Systems for Affordable Diets) summarizes the policy options and investments to be considered to transform food systems worldwide towards greater affordability of healthy diets as follows:

#### POLICIES AND INVESTMENTS TO REDUCE THE COST OF NUTRITIOUS FOODS

1. Investment in nutrition-sensitive agricultural productivity increases and diversification.
2. Promotion of urban and peri-urban agriculture
3. Avoiding taxation of nutritious foods
4. Investment in research, innovation, and extension
5. Policies and investment in nutrition-sensitive value chains
6. Policies and investments to reduce food losses.
7. Policies and investment in nutrition-sensitive handling and processing
8. Food fortification
9. Investment in road networks, transport, market infrastructure
10. Ensuring trade and marketing policies balance producer and consumer interests
11. Strengthening food supply chains under humanitarian conditions

#### CONSUMER-ORIENTED POLICIES TO ENHANCE THE AFFORDABILITY OF HEALTHY DIETS

1. Policies to reduce poverty and income inequality.
2. Strengthening nutrition-sensitive social protection mechanisms, including:
  - cash transfer programs
  - in-kind transfers/food distribution
  - school feeding programs.
3. Subsidization of nutritious foods

#### COMPLEMENTARY POLICIES THAT PROMOTE HEALTHY DIETS

1. Promotion of healthy food environments
2. Taxation of energy-dense foods and beverages of minimal nutritional value
3. Food industry regulations
4. Regulation of food marketing
5. Promote breastfeeding, regulate the marketing of breastmilk substitutes, and ensure access to nutritious foods by infants.
6. Policies supporting nutrition education
7. Policies in support of sustainable food consumption and food waste reduction

#### **IV. Campaign objectives**

The Nutrition Month campaign aims to raise awareness on supporting Filipinos to improve access to affordable healthy diets to reduce malnutrition, food security, health, and quality of life.

Specifically, the campaign aims to:

1. Engage consumers to support improvements in levels of diet quality towards sustainable healthy diets.
2. Generate participation of stakeholders at various levels on actions towards enabling access to affordable, sustainable healthy diets; and,
3. Call support for the Philippine Plan of Action for Nutrition 2023-2028 as the framework for action to improve nutrition security.

#### **V. Key messages**

##### *For individuals and families, communities*

1. Start children on a healthy diet with exclusive breastfeeding in the first six months and continue breastfeeding for up to two years and beyond with appropriate complementary feeding.
2. Eat various unprocessed or minimally processed foods, balanced across food groups while restricting highly processed food and drink products.
3. Establish food gardens as an additional source of food.
4. Buy food from local farmers.

##### *For policymakers, program managers, and legislators*

1. Increase the availability of nutritious foods by giving subsidies, product reformulation, and improved food value chains.
2. Reduce the availability of unhealthy food through taxation, restrictions on marketing, and consumer education.
3. Rechanneled resources to agriculture to enable access to affordable, nutritious, and safe food.
4. Implement the PPAN 2023-2028 by scaling up food and nutrition security interventions.

#### **VI. Campaign Logo and Banner**

The Nutrition Month logo in Figure 1 illustrates food items from the Pinggay Pinoy. It also shows the peso bill to signify prices of the food items should be "abot-kaya" or affordable and not money being given. The pair of hands symbolizes the need to work together to support Filipinos' healthy diets. The logo depicts how the basic food items such as rice, fish, and commonly consumed fruits and vegetables like banana and malunggay can be within the means of Filipino families.





Figure 1. Nutrition Month Logo

On the other hand, Figure 2 is the sample layout of the NM banner as collateral material to be shared with all stakeholders and partners for printing or posting on their websites and other social media platforms. Other collateral materials, i.e., shirts, ecobag, mug, mask, with the NM logo will be uploaded on the NNC website ([www.nnc.gov.ph](http://www.nnc.gov.ph)) in May.

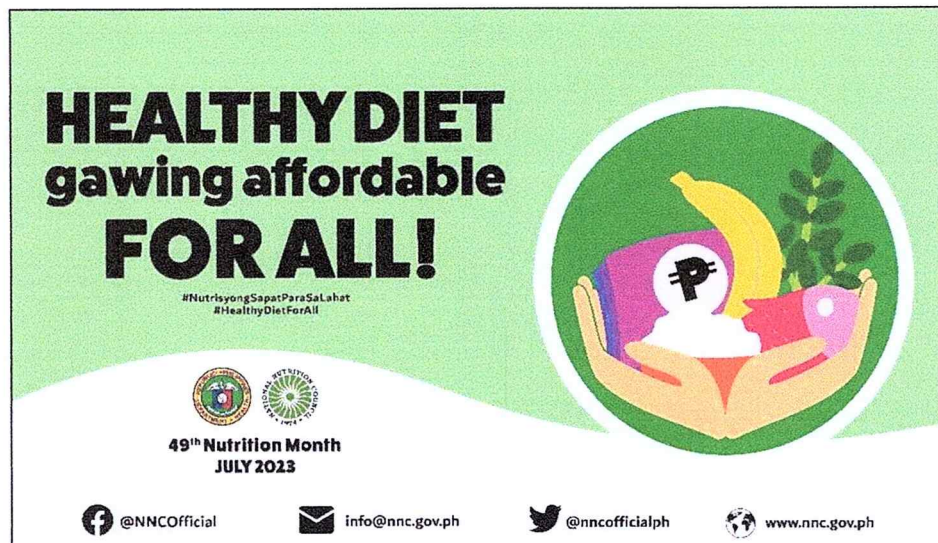


Figure 2. Nutrition Month Banner

## VII. Strategies

For the Nutrition Month campaign to reach as many audiences as possible, partners are encouraged to use the MURA NA strategies:

1. **Maximize** mass media and social media to promote Nutrition Month and its advocacy. From the national to the barangay level, the nutrition network will be urged to produce and upload campaign materials to reach as many audiences as possible.
2. **Unify** stakeholders for common joint actions to increase access to affordable, safe, sustainable healthy diets through multi-sectoral partnerships at various levels. Non-traditional sectors such as environmental advocates can be engaged to identify ways of reducing waste and improving food packaging;



consumer groups for consumer education opportunities; and national and local legislators to enact laws or ordinances.

3. **Reinforce participation of national government agencies, local government units, schools, and other learning institutions, NGOs, private sector by enjoying heads of these organizations to issue memoranda or other policies to urge their employees and clients to participate in the Nutrition Month campaign.**
4. **Actively engage food system actors for increased support to farmers to produce diverse food crops; improve value chains to reduce the cost of food, among others. Encourage food retailers such as public and private markets, supermarkets, groceries, *talipapa*, *sari-sari* stores, restaurants, *karinderias*, and *vendo* machine operators to offer healthier food options to consumers.**
5. **Nurture good practices on transforming the food systems for healthy diets that stakeholders can scale up and share in various events organized during Nutrition Month.**
6. **Amplify through dialogues and other fora the need to accelerate population-based policies and legislation identified in the Philippine Development Plan, Philippine Plan of Action for Nutrition, Health Promotion Strategy, and other documents that support healthy diets. These can include the development of updated food-based dietary guidelines, nutrition labeling, regulation of the marketing of unhealthy food and beverages, and taxation of unhealthy foods.**

#### **VIII. NNC Secretariat-led activities**

The NNC, through its Secretariat, shall lead the Nutrition Month campaign through various activities:

- A. **Development and dissemination of NM Tool kit** – The tool kit will include the talking points, prototype collaterals (T-shirt, banner, SMC layout), AVP prayer, press release, and NM 2023 briefer. These will be available on the NNC website and FB page for public dissemination.
- B. **Advocacy letters** – Support for the campaign from various agencies, members of the SUN Network, and media to support the Nutrition Month campaign will be requested. All NNC GB member agencies and SUN Networks will be requested to identify at least 1 major project/activity to highlight their support for the NM.
- C. **National Kick-off Event** - The Nutrition Month launching will be conducted on 3 July in Davao City and dovetailed with the PPAN Regional Dissemination for Mindanao on 4 July 2023. The event will serve as a platform to bring together stakeholders to highlight the need for integrated actions on transforming food systems towards affordable healthy diets through multi-sectoral partnerships at various levels. Pledge of commitment from national government agencies, local government units, schools, and other learning institutions, NGOs, and the private sector will be gathered. The member agencies of the NNC will be invited including the Technical Committee.

**D. Nutrition Month Conference** - NNC will organize a forum by invitation only for face-to-face participants and open invitation for the Zoom and FB live stream to stimulate discussion on healthy diets among the public and private sectors. It will be done on the afternoon of 3 July right after the NM launch. The topic will include steps in attaining the Philippine Development Plan's goal of expanding consumer access to affordable, safe, and nutritious food and achieving a sufficient and stable supply of food commodities. Different agencies and the private sector (producers) will share innovative approach in developing a healthy and sustainable food system through sharing of national and local initiatives.

**E. Development and uploading of social media assets-** Social media cards and videos on the Nutrition Month theme and related topics will be posted on the NNC FB page. Stakeholders are encouraged to share these on their sites.

Social media influencers will also be tapped to prepare recipes or conduct cooking demos. Influencers will feature "Faces of Pinggang Pinoy" to showcase what is a healthy and affordable meal. Social media influencers may also collaborate with NNC employees to discuss diet quality during the cooking demonstrations. The videos will also be shared on the NNC's Official Facebook page.

**F. National Culminating Event** - A face-to-face culminating event to be held on 31 July 2023 aims to present the various activities done by the NNC GB member agencies, NNC Secretariat, other national government agencies, Nutriskwela community radio stations, and non-government organizations during the monthlong celebration. The event will also feature plans and steps in moving forward to ensure that the objective of the Nutrition Month campaign will continuously be addressed and acted upon. The activity will also be live streamed via NNC's official Facebook page. A possible venue is General Santos City.

**G. Text blasts** – NNC will coordinate with the Philippine Information Agency and the National Telecommunications Commission to have Nutrition Month key messages sent to subscribers via SMS.

**H. Radio** - NNC will prepare scripts for public service announcements on Nutrition Month to be shared with NNC's Nutriskwela community radio stations and DOH Health Promotion Bureau network. It will also be requested for dissemination among agencies with radio stations, and regional media groups. Key messages will also be featured on NNC's new block time radio program, *Nutrisyon Mo Sagot Ko*, which airs over RMN's radio stations nationwide, and *One Nutrition, One Nation* over Nutriskwela community radio stations.

**I. Television** - NNC and partners will provide resource persons for media requests to talk about Nutrition Month. Television networks will be requested to feature nutrition and related topics.

- J. **Organization of pool of speakers for Nutrition Month.** Members of the NNC Technical Committee, experts, and the NNC Secretariat will be invited to participate in the online NNC Learning and Sharing Session.

**IX. Opportunities for Participation**

- A. Issue Department memo circular/order to support Nutrition Month through the conduct of activities among employees and clients.
- B. Conduct NM activities for employees, e.g., farmer's market fair, offer special food discounts, DTI caravans
- C. Disseminate Nutrition Month materials and feature various key messages of the NM campaign on the website and social media sites.
- D. Attend NNC-led activities:
- i. National Launch and Nutrition Month Conference on 3 July in Davao City
  - ii. PPAN Launch and dissemination for a
    - 23 June – National Launch in Metro Manila
    - 03 July – National launch in Davao City dovetailed with NM Conference
    - 04 July – Mindanao PPAN Dissemination
    - 12 July – Luzon PPAN Dissemination at Laoag City
    - 26 July – Visayas PPAN Dissemination at Bohol
- E. Attend PPAN 2023-2028 public dissemination activities and learn more about it from the NNC website.
- F. Prepare investment plans and action plans aligned with the new PPAN.
- G. Disseminate information about the importance of healthy diet through radio and social media platforms.
- H. Support the development of policies and programs to address barriers to food affordability and sustainable healthy diets (refer to list of Healthy Diet and Action)

**X. Evaluation**

NNC will commission a survey in the 4<sup>th</sup> quarter to determine the recall of nutrition messages included in the NM campaign. In addition, the following indicators will also be used to measure the success of the Nutrition Month campaign:

1. Key actions or commitments generated as a result of the NM advocacy;
2. Percent attendance in NM key activities/number of participants;
3. Satisfaction rating of special events through evaluation forms;
4. Number of views and engagements on Facebook and YouTube (based on social media analytics) and TikTok followers; and
5. Duration of media exposures

NNC requests partners to submit documentation report of its activities.

## Sample Outline of Nutrition Month Documentation Report

Format: A4 size, portrait orientation, computer printed, placed in a folder or with binding.

Components	Suggested Content
Title Page	<ul style="list-style-type: none"> <li>• Title of event/activity/theme</li> <li>• Agency name and logo</li> <li>• Date Prepared</li> </ul>
Table of contents	
Introduction	<ul style="list-style-type: none"> <li>• General lead-in sentence –what you are writing about</li> <li>• Purpose of the report, what it seeks to accomplish</li> <li>• Scope of the contents</li> </ul>
Messages (optional)	<ul style="list-style-type: none"> <li>• Secretary</li> <li>• Director</li> </ul>
Activities conducted by the central and regional offices, and other stakeholders	<p>Description of the activities, and other stakeholders' activities which should indicate the following:</p> <ul style="list-style-type: none"> <li>• Title of activity</li> <li>• Brief description of the activity</li> <li>• Objectives of the activity</li> <li>• Date and venue</li> <li>• Participants (who and how many)</li> <li>• Insights/issues raised</li> <li>• Benefits derived from the activity</li> <li>• Include selected photos that show the highlight of the activity.</li> </ul>
Assessment of the celebration	<ul style="list-style-type: none"> <li>• Compared with the previous year/s               <ul style="list-style-type: none"> <li>◦ Identify improvements made</li> <li>◦ lessons learned</li> <li>◦ new partners</li> <li>◦ problems encountered, etc.</li> </ul> </li> <li>• Outcomes/benefits derived from the campaign</li> <li>• Summary of client feedback</li> <li>• Estimated number reached</li> <li>• Media exposure</li> <li>• Social media engagements</li> </ul>
Conclusion	<ul style="list-style-type: none"> <li>• Follow-through actions</li> <li>• Recommendations/suggestions</li> </ul>
Extra pages	<ul style="list-style-type: none"> <li>• Acknowledgment</li> </ul>