

Sabay-sabay, Sumuso sa Nanay! Year 2

Use ang Magpasuso! (Abreast with the Times!)

HOW:

1. If you are a private individual or an organization that wants to put up a site, please register your effort to breastfeed. Private or public hospitals, churches, restaurants or malls should also register their sites. Log on to www.breastfeedingphilippines.com to register a site. All DSWD daycare centers need not register.
2. Download the event guidelines, official banner, event script, the national prayer, registration form, community songs, PowerPoint presentations and short videos at www.breastfeedingphilippines.com.
3. Mobilize at least 25 mothers to register for the event to qualify as a Guinness World Record site and inform them that:
 - a. Bottles, rubber nipples, pacifiers and milk products will **not** be allowed in the Sabay-sabay, Sumuso sa Nanay site. Explain to them that these products can **disqualify** the site in the Guinness Record and that these things are also **bad** for their children's health.
 - b. There will be a strict bag and body inspection during the attempt.
4. If you mobilize less than 25 mothers, your site will still be counted for the national record.
5. Identify point persons (anybody from the local Social Welfare and Development Office or a daycare worker or TESDA graduates, volunteers from Sangguniang Kabataan or youth groups, etc.) for the following:
 - a. Monitors who will inspect bags and ensure that all mothers have signed the registration forms and that the witnesses have validated it.
 - b. Emcee of the Program who will be guided by the Program Script.
 - c. Documenter who will take pictures and/or video and ensure that there will be no bottles, rubber nipples, pacifiers and milk products in the pictures or video.
 - d. Messenger who will be responsible in bringing the forms to the Head of the City or Municipal Social Welfare and Development Office.
6. Mobilize two independent witnesses (any barangay official, church official, police, professional as long as he is **not** from DSWD or TESDA) to be in the site, write the EXACT number of participants who breastfed and sign the registration form.
7. On the day of the attempt, May 2, 2007, ensure that there will be **no formula milk, bottles, rubber nipples and pacifiers or any product of milk companies in the venue.** Open the bags of the mothers before they enter the venue and take out any bottles, rubber nipples, pacifiers and milk products. Put it in a secured place **outside** the venue. Inform the mothers that these objects are bad for their babies' health. There should be a Monitor who will be responsible for the inspection of the bags.



World Breastfeeding Week (August 1-7) and Guinness World Record on Simultaneous Breastfeeding

National Headquarters:
3rd Floor, TESDA Women's Center
Km. 13 East Service Road South Superhighway, Taguig, Metro Manila
Tel: 889-1105
Telefax: 444-4716
Mobile: 0919-839-5555
Email: thebreastfeedingclinic@yahoo.com.ph

A joint project of:



Children for Breastfeeding



Nurturers of the Earth



8. After the bags are inspected, the mothers should sign the registration form. Please follow the instructions on the form.
9. The emcee should conduct the program guided by the script. Ensure that children who are daycare enrollees witness the program to give them a visual image that breastfeeding is the gold standard in infant and young child feeding.
10. Instruct the mothers to do the following and the documenter should take photos and/or video:
 - a. Don't allow babies and children to get hungry, if they show signs of hunger, they should be fed at anytime.
 - b. Put the baby close to the breast at 9:55 a.m. in preparation for the simultaneous breastfeeding.
 - c. Instruct the mothers not to hold their babies' head tightly so that the babies will not resist breastfeeding.
 - d. Listen to the countdown at Radyo ng Bayan or NBN 4 or Channel 9 and 13 and simultaneously breastfeed at 10:00 a.m.
 - e. Look into their child's eyes and say the national prayer softly while breastfeeding.
11. Count the number of mothers who were able to breastfeed from 10:00 to 10:01 and write it in the registration form. Ask two independent witnesses (any barangay official, church official, police, professional as long as he is **not** from DSWD or TESDA) to sign the registration form and write the EXACT number of participants who breastfed.
12. Serve mothers with indigenous foods like boiled saba, corn, gabi, kamoteng-kahoy and local fruits in season. **To truly alleviate poverty, our people must learn to appreciate and sustain themselves with the cheapest and most nutritious foods, including breastmilk.** As a part of the hunger mitigation campaign, we will educate them that these foods are cheap and yet they are the most nutrient-dense.

Processed foods, junk foods or soft drinks can only lead to malnutrition and obesity. Please don't allow them inside the site.
13. After the attempt, the registration papers should be checked by the Monitors to ensure that:
 - a. all participants registered and signed,
 - b. the witnesses signed
 - c. each mother who breastfed is checked, counted and the total written down.
14. DSWD daycare centers should immediately report the result to DIRS. For any problems, please forward it to DROMIC.

15. If your site is **not** a DSWD daycare center, place the registration forms, including original photos (or digital photos on CD inside a sturdy CD case), videos and news articles about the event in local newspapers inside an envelope. Mark the envelope with Sabay-sabay, Sumuso sa Nanay FRAGILE and mail or deliver it not later than May 10 to:

Philippine Lactation Resource and Training Center
Sabay-sabay, Sumuso sa Nanay National Headquarters
3rd Floor, TESDA Women's Center, Km. 13 East Service Road
South Superhighway, Taguig, Metro Manila

16. To all barangay daycare centers, ensure that the designated Messenger places the registration forms, including original photos (or digital photos on CD inside a sturdy CD case), videos and news articles about the event in local newspapers inside an envelope. Mark the envelope with **Sabay-sabay, Sumuso sa Nanay FRAGILE** and write the name of your barangay. Submit the envelope to the **Head** of the Municipal or City Social Welfare and Development Office not later than **May 3, 2007**.
17. To all Municipal or City Social Welfare and Development Offices, collect news articles about the event in local newspapers and place it inside an envelope. Put this envelope and all the envelopes from the barangays inside a box. Mark the box with **Sabay-sabay, Sumuso sa Nanay FRAGILE**. Write the name of your **municipality, province and the number of barangays** that participated. Send it not later than May 10, 2007 to:
- Philippine Lactation Resource and Training Center
Sabay-sabay, Sumuso sa Nanay National Headquarters
3rd Floor, TESDA Women's Center, Km. 13 East Service Road
South Superhighway, Taguig, Metro Manila
18. To the Provincial and Regional Offices, please send photos and news articles about the event in local newspapers to the address above indicating the province and region. Mark the envelope with **Sabay-sabay, Sumuso sa Nanay FRAGILE**.
19. Internal audit will be done at the Philippine Lactation Resource and Training Center by Children for Breastfeeding, Inc. and Nurturers of the Earth, Inc.
20. External audit will be done by the prestigious accounting firm Sycip, Gorres Velayo - Ernst and Young International.
21. Presidential Consultant Mr. Hilarion M. Henares, Jr. will prepare a report in an album form and present it to the Department of Social Welfare and Development and TESDA.
22. The approved report and sample documents will be sent to Guinness Book of World Records, London, UK.