

# Sabay-sabay, Sumuso sa Nanay! Year 2

## *Usong Magpasuso! (Abreast with the Times!)*

**WHO:** Participants: All breastfeeding mothers and children are enjoined to participate to be a part of the national count

Volunteers: Advocates of breastfeeding, health, consumer rights, environmental protection, women empowerment, natural parenting, human rights and peace-loving Filipinos

**WHAT:** The **First** Guinness World Record on Simultaneous Breastfeeding in Multiple Sites

The Guinness World Record on Simultaneous Breastfeeding started as a form of protest when mothers were admonished not to breastfeed in public. It eventually became an effective way of celebrating the joys of motherhood through breastfeeding.

The Philippines through Children for Breastfeeding, Inc. and the City of Manila in partnership with Nurturers of the Earth, Inc., UNICEF and the Department of Health broke the record for simultaneous breastfeeding in a single site when they mobilized 3,541 mothers to breastfeed in San Andres Sports Complex and Civic Center last May 4, 2006. The previous record was garnered by the United States of America in Berkeley, California with 1,130 mothers in 2002.

This year's event aims to institutionalize simultaneous breastfeeding as an annual national prayer of thanksgiving for the gift of motherhood and breastfeeding. We shall pray as a nation that our children will grow up believing in God's infinite wisdom and generosity in a healthy, safe and peaceful world.

**WHEN:** May 2, 2007 at 10 a.m. Registration is from 8:00 a.m. to 9:00 a.m.

**WHERE:** All DSWD daycare centers, churches, hospitals and private-sponsored sites

**WHY:**

1. To promote exclusive breastfeeding for the first six months of a child's life and continued breastfeeding beyond two years.
2. To promote the consumption of indigenous foods for complementary feeding.
3. To revive the Filipino indigenous practices that sustained breastfeeding in the past.
4. To inform the public of the benefits of breastfeeding to both mother and child.
5. To inform the public of the hazards of formula-feeding and the use of bottles, rubber teats and pacifiers to maternal and child health.
6. To emphasize the need to observe the international standard of ethics that discourages the sponsorship of milk companies and companies that produce bottles, teats and pacifiers in any breastfeeding promotional activity.
7. To recognize the commitment of breastfeeding mothers and honor them.
8. To emphasize male support and involvement as a major factor in the success of breastfeeding.
9. To mobilize children to support breastfeeding mothers.
10. To mobilize resources for the promotion, protection and support of breastfeeding.
11. To gain media mileage for breastfeeding and the issues that it addresses.

**(Important Notice: To uphold the international standard of ethics, the organizers of this event strongly stipulate that there should be no involvement of milk companies and companies that produce or market related equipment like bottles, teats and pacifiers and other babyfood products. To qualify as a site, there should be no products of these companies during the Sabay-sabay, Sumuso sa Nanay. This requirement is also stipulated by the Guinness World Record.)**



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

### **National**

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**A joint project of:**



Children for Breastfeeding



Nurturers of the Earth

