



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

DIVISION MEMORANDUM

No. 337, s. 2026

**CELEBRATION OF THE 2026 WORLD BREASTFEEDING AWARENESS
MONTH**

Assistant Schools Division Superintendent
Chief Education Supervisors
Public Schools District Supervisors
Education Program Supervisors
Public Elementary and Secondary School Heads
School Health and Nutrition Personnel
All Others Concerned

1. Pursuant to the annual observance of World Breastfeeding Awareness Month every August and in support of the National Breastfeeding Awareness Campaign, the Schools Division Office of Bulacan shall celebrate the 2026 World Breastfeeding Awareness Month with the theme: **"Prioritize Breastfeeding: Create Sustainable Support Systems."**
2. The celebration aims to strengthen advocacy on the importance of breastfeeding as the optimal source of nutrition for infants and young children, promote supportive environments for breastfeeding mothers, and encourage collaborative efforts among schools, families, local government units, health professionals, and community stakeholders in advancing maternal and child health.
3. Specifically, the celebration aims to:
 - a. increase awareness among learners, parents, school personnel, and stakeholders on the health, nutritional, developmental, and economic benefits of breastfeeding;
 - b. advocate for sustainable support systems that enable mothers to initiate and continue breastfeeding;
 - c. promote breastfeeding-friendly environments;
 - d. reinforce the implementation of school health and nutrition initiatives consistent with Department of Education policies.



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4. This activity shall be implemented in accordance with DepEd Order No. 009, s. 2026, "Guidelines on the Implementation of the Three-Term School Calendar in Basic Education." Schools are directed to ensure that all activities are conducted in a manner that safeguards instructional time by integrating advocacy activities into existing school health, nutrition, homeroom guidance, or co-curricular programs and by scheduling activities outside protected instructional periods whenever practicable.

5. Schools are encouraged to undertake any or a combination of the following activities during the observance:

a. integrate breastfeeding awareness messages into classroom instruction, Homeroom Guidance, school assemblies, and other appropriate learning activities without compromising instructional time;

b. display advocacy materials such as posters, tarpaulins, infographics, and digital information boards in conspicuous areas of the school;

c. strengthen breastfeeding-friendly practices within schools and offices, including the promotion of lactation spaces where feasible and in accordance with existing government policies; and

d. school health and nutrition personnel shall facilitate one on one discussion or online consultations on how to jumpstart breastfeeding to pregnant personnel, postpartum mothers and breastfeeding support systems at their most convenient time

e. disseminate advocacy materials and support to the program through official school and Division communication platforms with the hashtag #SDOBulacansupportsbreastfeeding

6. Immediate dissemination of and strict compliance with this Memorandum are directed.


CECILIA E. VALDERAMA, PhD, CESO VI
Schools Division Superintendent