



## Office of the Mayor

### **EXECUTIVE ORDER NO. JS2025-105**

#### **AN ORDER STRENGTHENING COMPLIANCE WITH EXECUTIVE ORDER NO. 51, OTHERWISE KNOWN AS THE "MILK CODE OF THE PHILIPPINES," IN THE MUNICIPALITY OF MARILAO, BULACAN**

**WHEREAS**, Executive Order No. 51 promotes and protects breastfeeding and regulates the marketing of breastmilk substitutes, breastmilk supplements, and related products;

**WHEREAS**, breastfeeding is recognized as an essential public health intervention that promotes maternal and child health and nutrition;

**WHEREAS**, there is a need to strengthen local advocacy, monitoring, and compliance activities related to the implementation of the Milk Code;

**NOW, THEREFORE**, I, **HON. ATTY. JEMINA M. SY**, Municipal Mayor of Marilao, Bulacan, do hereby order:

#### **SECTION 1. Strengthening Compliance with EO 51**

The Municipality of Marilao shall strengthen the implementation and monitoring of compliance with Executive Order No. 51.

#### **SECTION 2. Advocacy and Monitoring Activities**

The Municipal Nutrition Section, Municipal Health Office and Local Nutrition Committee shall conduct advocacy, dissemination, monitoring, and compliance activities related to the Milk Code.

#### **SECTION 3. Coordination with Stakeholders**

Concerned offices shall coordinate with health facilities, barangays, and establishments regarding compliance with EO 51.

#### **SECTION 4. Submission of Reports**

Monitoring and accomplishment reports related to EO 51 compliance shall be regularly submitted to the Local Nutrition Committee.

#### **SECTION 5. Effectivity**

This Executive Order shall take effect immediately upon signing.

DONE this 29<sup>th</sup> day of November 2025, at the Municipality of Marilao, Province of Bulacan.

**ATTY. JEMINA M. SY**  
Municipal Mayor

