



Promotion and Dissemination of Food-Based Dietary Guidelines: Philippine Experience

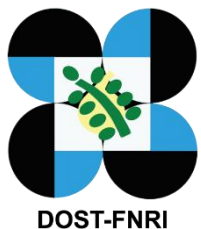
Imelda Angeles-Agdeppa, Ph.D.
Director IV and Scientist IV

SEA-PHN Webinar Series 2/2022
Promotion and Consumers' Use of FBDGs in SEA Countries
22 November 2022 via Zoom



Outline of Presentation

- History and status of FBDGs in the Philippines
- Promotion and dissemination of FBDG
 - Approaches and efforts to different target groups
 - Formats and channels
 - Types of educational materials produced
 - Public-private collaborations
- Lessons learned, challenges, and ways forward



Mission, Vision, and Mandates



Fight malnutrition
with accurate data,
correct information,
and innovative
technologies



Optimum nutrition for
all Filipinos, socially and
economically
empowered through
scientifically sound,
environment-friendly and
globally competitive
technologies



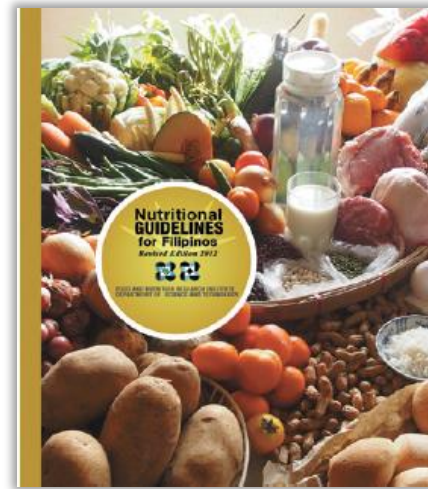
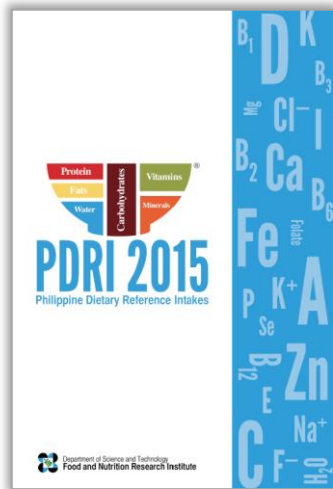
Define the citizenry's nutritional
status

Develop recommendations for
improvement of nutrition status

Diffuse knowledge and
technologies in food and
nutrition and provide S&T
services to relevant stakeholders



DOST-FNRI Developed Tools and Standards for Nutrition and Food Guidance



Background on NGF

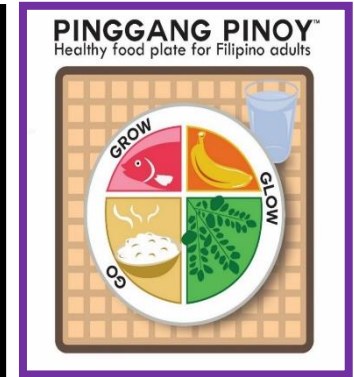
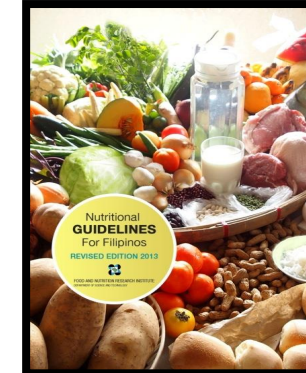
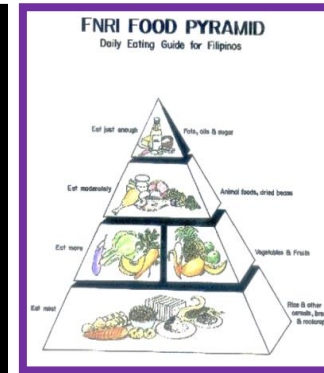
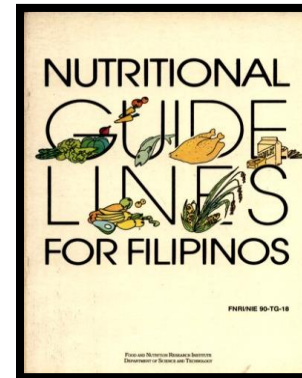
Promotion and
Dissemination

Lessons Learned
and Ways Forward

Background on NGF

Promotion and Dissemination

Lessons Learned and Ways Forward



1955

1965

1975

1985

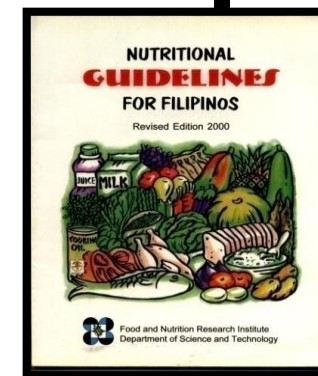
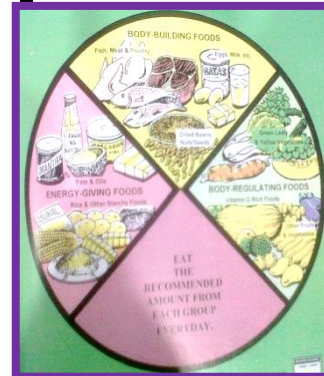
1995

2005

2015

2025

1941 RDA
1970 RDA
1989 RDA
2002 RENI
2015 PDRI

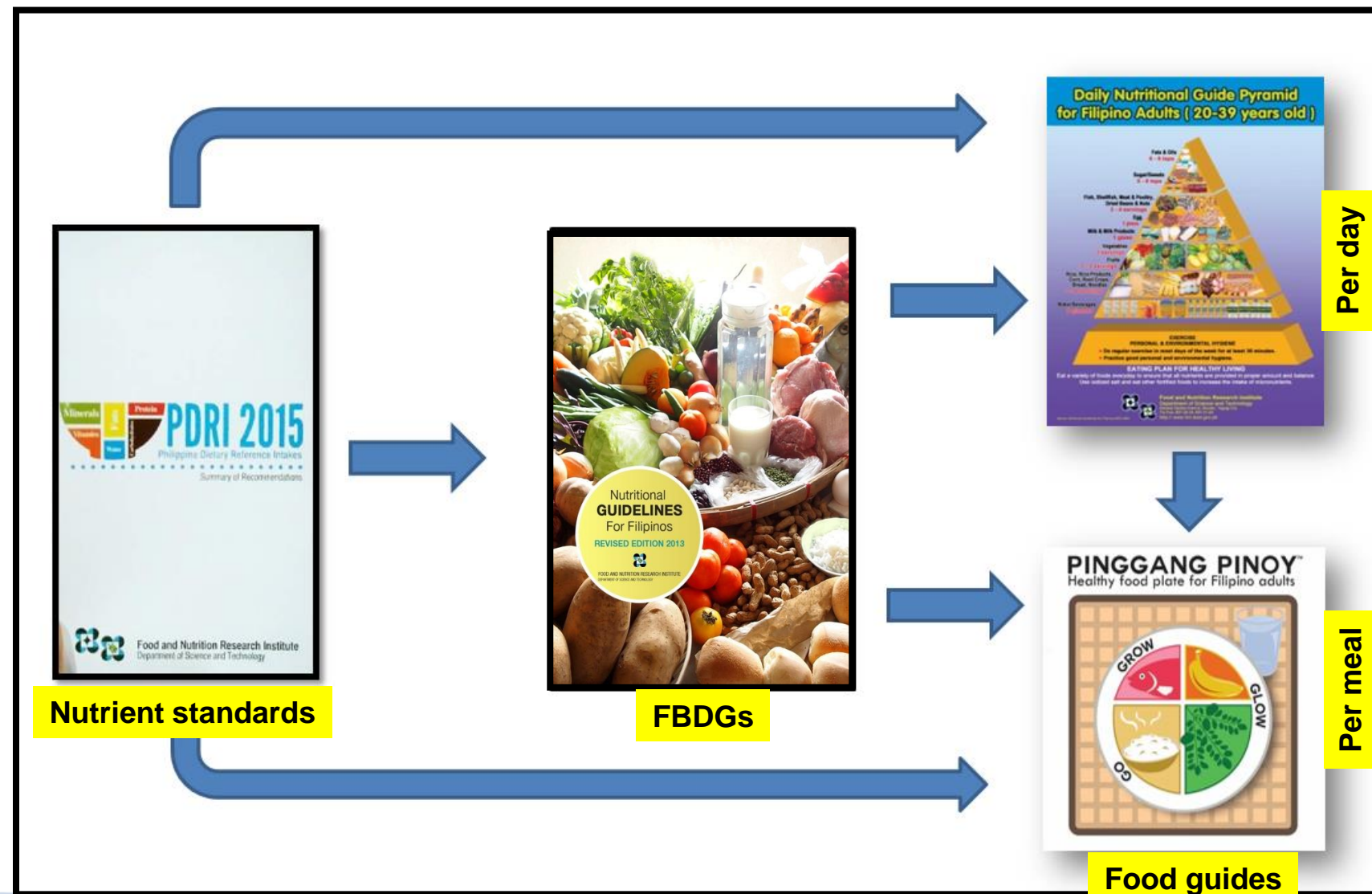


Department of Science and Technology

FOOD AND NUTRITION RESEARCH INSTITUTE



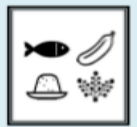
Framework of development



2012 NGF: Official Food-Based Dietary Guidelines (FBDGs) in the Philippines

On October 31, 2012, the NGF was approved and adopted by the NNC Governing Board through board resolution No. 6 Series of 2012.

The 2012 NGF has ten messages that includes the nutritional and health rationale for each message.



1. Eat a variety of foods everyday to get the nutrients needed by the body.



2. Breastfeed infants exclusively from birth up to 6 months then give appropriate complementary foods while continuing breastfeeding for 2 years and beyond for optimum growth and development.



3. Eat more vegetables and fruits everyday to get the essential vitamins, minerals and fiber for regulation of body processes.



4. Consume fish, lean meat, poultry, egg, dried beans or nuts daily for growth and repair of body tissues.



5. Consume milk, milk products and other calcium-rich foods, such as small fish and shellfish, everyday for healthy bones and teeth.



6. Consume safe foods and water to prevent diarrhea and other food and water-borne diseases.



7. Use iodized salt to prevent Iodine Deficiency Disorders.



8. Limit intake of salty, fried, fatty and sugar-rich foods to prevent cardiovascular diseases.



9. Attain normal body weight through proper diet and moderate physical activity to maintain good health and help prevent obesity.



10. Be physically active, make healthy food choices, manage stress, avoid alcoholic beverages and do not smoke to help prevent lifestyle-related non-communicable diseases.




RESOLVED FURTHER,

1. For the FNRI-DOST to develop the reference handbook and conduct researches toward continuous improvement of the Nutritional Guidelines for Filipinos;
2. For the FNRI-DOST to conduct policy review and evaluation of the 2012 Nutritional Guidelines for Filipinos by 2020 to determine its relevance and appropriateness to the changing diet, nutrition and health situation in the country;
3. For the NNC Secretariat to spearhead the formulation and evaluation of a communication and promotion plan to ensure the widest dissemination and use of the 2012 Nutritional Guidelines for Filipinos and ensure participation of non-government organizations, media, the academe and civil society;
4. For the Department of Agriculture to promote production of food commodities for Filipino consumers;
5. For the Department of Health to formulate new, and enhance existing policies, and develop guidelines on the use and promotion of NGF within the health sector and other related stakeholders;
6. For the Department of Education to integrate the 2012 Nutritional Guidelines for Filipinos in the school curricula for primary and secondary education;
7. For the Department of the Interior and Local Government to issue a memo circular to local government units to enjoin them to promote the Nutritional Guidelines for Filipinos among their constituents;
8. For the Department of Labor and Employment to disseminate the Nutritional Guidelines for Filipinos in the labor sector to promote health and nutrition among workers and employers; and
9. For the other members of the Governing Board to promote the Nutritional Guidelines for Filipinos within their networks.

AND RESOLVED FURTHER,

1. For the different relevant agencies to include budget in their annual appropriations to support the promotion of the Nutritional Guidelines for Filipinos; and
2. For the NNC to monitor and ensure the implementation of this GB resolution.

Approved this 31st day of October 2012.


HONORABLE ENRIQUE T. ONA, MD
 Secretary of Health and Chairperson
 National Nutrition Council Governing Board

Background on NGF

Promotion and
Dissemination

Lessons Learned
and Ways Forward

Government Agency Roles in NGF Promotion



Develop reference handbook and conduct research; policy review and evaluation of NGF



Formulate communication and promotion plan



Promote production of food commodities



Integrate NGF in the health sector

Government Agency Roles in NGF Promotion



Integrate NGF in school curricula



Circular to enjoin LGUs promote the NGF



Promote NGF within own networks



NGF Communication Strategy

- Consultation workshops to identify target audience, message handle, and branding
- Qualitative research on the communication strategy
- Presentations to NGF-TWG and NNC
- Development of communication materials

NGF Communication Strategy

- **Primary target:** care providers
- **Secondary targets:** adolescents and young adults
- **Key messages:**
 - “Nutritious food need not be expensive.”
 - “Nutrition helps to live well and be strong.”

Out-of-home Promotion



10 Kumainments: Popular version of NGF





National Launch during 3rd National Conference of Nutrition
Action Officers on 23 October 2014

Collaterals

Sundin ang 10 Kumainments para sa sigla at lakas ng buhay!

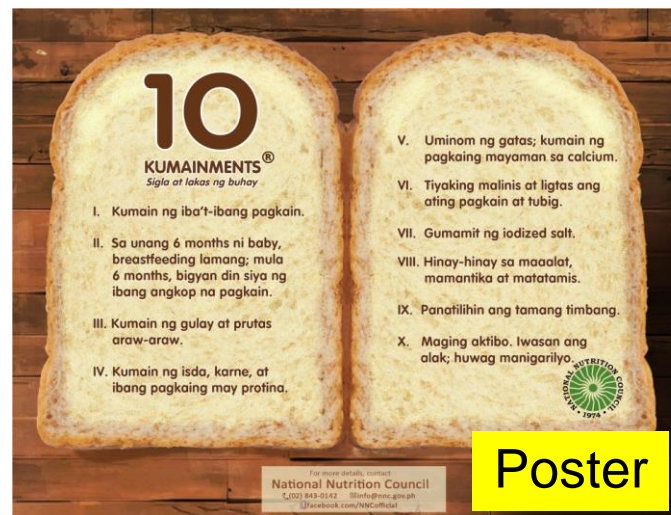
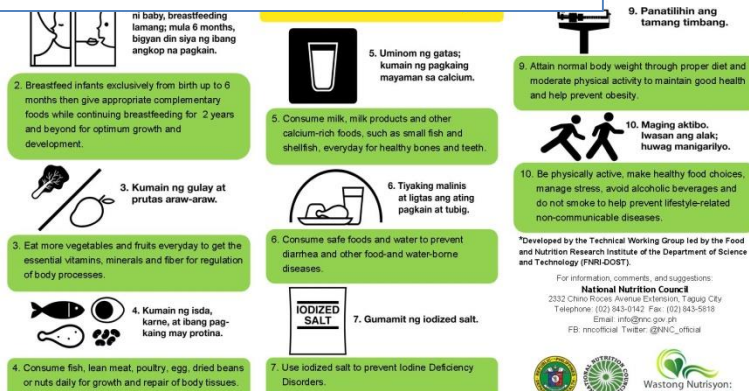
The National Nutrition Council (NNC) developed the "10 KUMAINMENTS" to popularize the Nutritional Guidelines for Filipinos developed by an inter-agency Technical Working Group led by the Food and Nutrition Research Institute of the Department of Science and Technology (FNRI-DOST) and approved by the National Nutrition Council Governing Board in October 2012.

The "10 KUMAINMENTS" are simple and easy to remember guidelines to help improve the nutritional status of Filipinos to be able to live healthier and more productive lives.

The "10 KUMAINMENTS" aim to improve the eating habits and behaviors of Filipinos to prevent malnutrition and diet-related non-communicable diseases such as cancer, diabetes, and cardiovascular diseases.



Flyer



Poster



Ref magnet



Mang Moi standee

YouTube videos



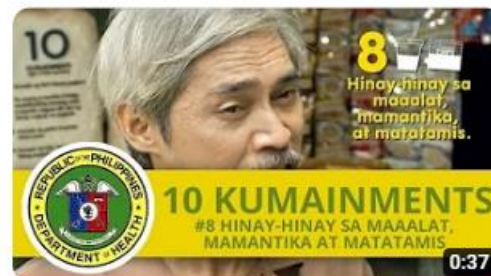
10 Kumainments - #10 Maging aktibo.
Iwasan ang alak; huwag manigarilyo.

11K views • 7 years ago



10 Kumainments - #9 Panatilihin ang
tamang timbang

10K views • 7 years ago



10 Kumainments - #8 Hinay-hinay sa
maaalat, mamantika at matatamis.

9.5K views • 7 years ago



10 Kumainments - #7 Gumamit ng Iodized
Salt

13K views • 7 years ago



10 Kumainments - #6 Uminom ng Malinis na
Tubig

10K views • 7 years ago



10 Kumainments - #4 Kumain ng protina

12K views • 7 years ago



10 Kumainments - #3 Kumain ng Prutas at
Gulay Araw-araw

12K views • 7 years ago



10 Kumainments - #2 Pagkain ni Baby

15K views • 7 years ago

Television programs

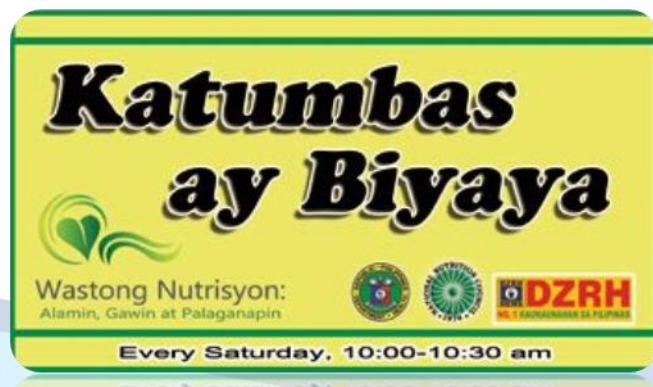
- Nutrition TV programs for children in partnership with the foundation of a major channel for free airtime
- Airing of TV plugs
- Segment buys
- Guestings in TV popular programs
- Featured as resource person on nutrition issues



Radio programs



Radyo Mo sa Nutrisyon
Saturdays, 12:30 pm
RMN DZXL



Katumbas ay Biyaya
Saturdays, 10:30 am
DZRH



Golden Dove Awards



Gandingan Awards



Catholic Mass
Media Awards

Radio programs

One Nutrition, One Nation

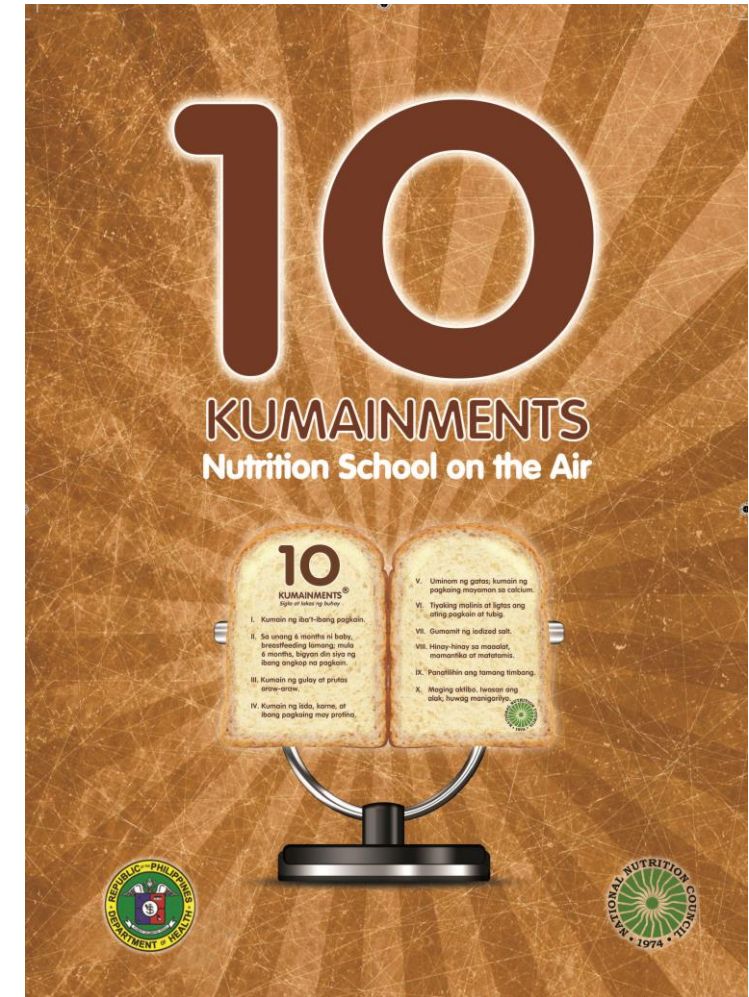
- Recorded one-hour weekly program aired in *Nutriskwela* Community Radio Network stations and on YouTube
- NNC's broadcasting hub



Radio programs

Nutrition School-on-the-Air (NSOA)

- Uses radio to teach the public about nutrition
- Aims to encourage adoption of the *10 Kumainments* and correct misconceptions on nutrition
- In Taglish (mix of Tagalog and English)



Translated into different dialects:



Ibanag



Ilocano



Cebuano

And other dialects...

- Kapampangan
- Bicolano
- Waray
- Chavacano
- Bisaya
- Tboli
- B'laan

Global promotion among Filipinos

- Posted on websites of Department of Foreign Affairs and Philippine embassies and consulates in Australia, Canada, Germany, Japan, Italy, and the US

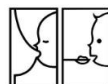


"10 Kumainments" by the National Nutrition Council

© 22nd Dec 2014 / NEWS



1. Kumain ng iba't ibang pagkain.



2. Sa unang 6 months ni baby, breastfeeding lamang; mula 6 months, bigyan din siya ng ibang angkop na pagkain.



3. Kumain ng gulay



MORE IN 'NEWS AND EVENTS'

- Philippine Embassy Hosts 2022 ASEAN Family Day
- Philippine Embassy Honors Order of the Rising Sun Recipients
- Philippine Embassy Welcomes Philippine Navy Officials Visiting Japan
- Eight Philippine Designs Selected As G Mark Awardees

10 KUMAINMENTS

Posted on 20 Dec 2014 • Categorized as News and Events

The National Nutrition Council, the country's policy-making and coordinating body on nutrition under the Department of Health, launched the "10 Kumainments", the Nutritional Guidelines for Filipinos.

The 10 Kumainments aim to promote positive nutrition practices to prevent malnutrition and encourage the adoption of a healthy lifestyle.



CSC Memo Circular No. 5, s. 2015

All government agencies are encouraged to:

- Issue department circular enjoining units for widest dissemination of *10 Kumainments*
- Include information in website, publications and social media
- Use *10 Kumainments* as guide for menus for meetings, seminars, and conferences
- Conduct seminars on *10 Kumainments*

The logo of the Civil Service Commission (CSC) of the Philippines, featuring a stylized blue and red wave above the letters 'CSC' in blue, with 'Republic of the Philippines' and 'CIVIL SERVICE COMMISSION' below it.

MC No. **05**, s. 2015

MEMORANDUM CIRCULAR

TO : ALL HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND NATIONAL GOVERNMENT AGENCIES (NGAs); GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs); AND STATE UNIVERSITIES AND COLLEGES (SUCs)

SUBJECT : Dissemination and Adoption of the "10 KUMAINMENTS"

The National Nutrition Council has developed the "10 Kumainments," the popular version of the revised National Guidelines for Filipinos to promote positive nutrition practices to prevent malnutrition and promote healthy lifestyle. The "10 Kumainments" contain shorter and simpler messages for better recall and understanding.

To promote public awareness on the program and encourage Filipinos to eat healthy diets and adopt a healthy lifestyle, all government agencies are encouraged to undertake activities, such as but not limited to the following:

1. Issue a department circular enjoining all units to ensure widest dissemination of the "10 Kumainments";
2. Include relevant information in all agencies' website, publications and social media; disseminate collaterals to partners and clients; and post the "10 Kumainments" tablet in a conspicuous place;
3. Use the "10 Kumainments" as guide for the formulation of menus for meetings, seminars, conferences or other events; and
4. Conduct seminars using the audio-visual presentation which can be accessed via <http://tinyurl.com/10KumainmentsAVP>.

For more information, please contact the Nutrition Information and Education Division of the National Nutrition Council at telephone number (02) 843-0142 or email info@nnc.gov.ph or visit www.nnc.gov.ph.

A handwritten signature in black ink, appearing to read 'Robert S. Martinez'.

ROBERT S. MARTINEZ
Acting Chairman

MAR 06 2015



DILG Memo Circular 2014-25

- Encourages support of local government units for the promotion of the NGF

DILG-NAPOLCOM Center, EDSA Cor., Quezon Avenue, QUEZON CITY
www.dilg.gov.ph

FEBRUARY 25, 2014

MEMORANDUM CIRCULAR
No. 2014-25

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS,
PUNONG BARANGAYS, DILG REGIONAL DIRECTORS, ARMM
REGIONAL GOVERNOR AND OTHERS CONCERNED

SUBJECT : ENCOURAGING THE SUPPORT OF LOCAL GOVERNMENT UNITS
ON THE PROMOTION OF THE NEW NUTRITIONAL GUIDELINES
FOR FILIPINOS

The National Nutrition Council Governing Board of which the Department of the Interior and Local Government is the Vice-Chair, has approved the new Nutritional Guidelines for Filipinos as per its Board Resolution No. 6, Series of 2012, "Adoption of the 2012 Nutritional Guidelines for Filipinos". The resolution was issued considering that malnutrition and diet-related non-communicable diseases remain to be a problem in the Philippines and that poor nutrition can be caused by poor nutrition practices as a result of inadequate information on proper diet and inappropriate nutrition-related behavior.

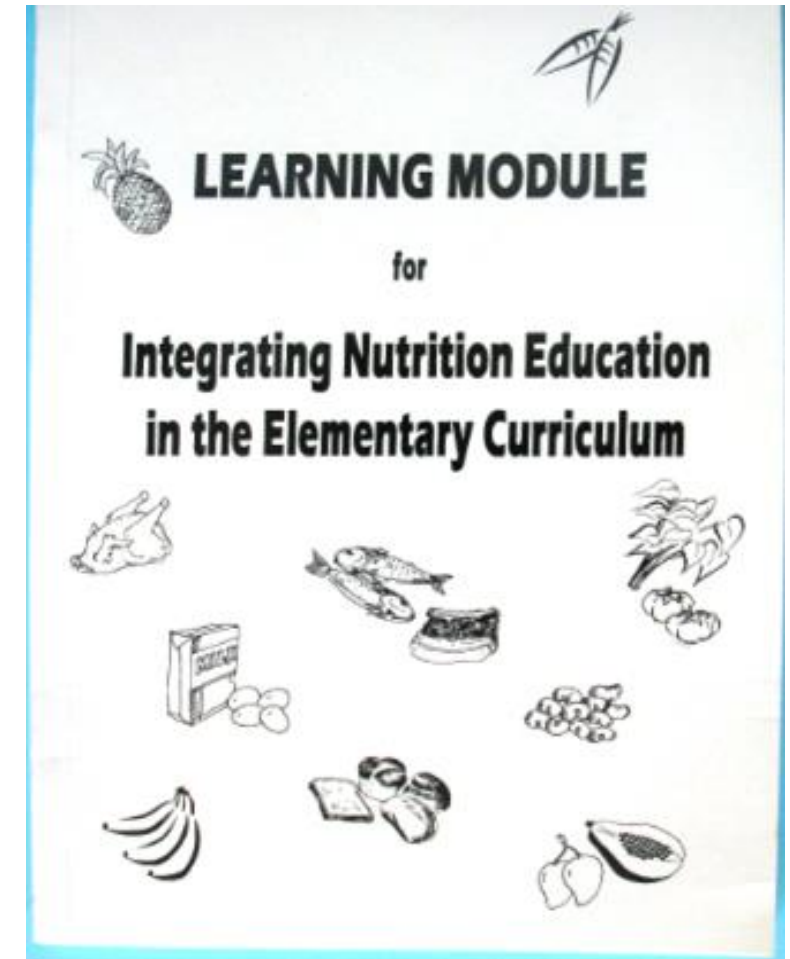
The new Nutritional Guidelines for Filipinos are primary recommendations to promote good health through proper nutrition. The guidelines include both food-based and behavior-driven messages and addresses current nutritional and dietary problems. It serves as a tool for nutrition education, promotion of desirable dietary and nutrition habits. As such, the messages have to be promoted nationwide in the country.

The 10 messages of the 2012 Nutritional Guidelines for Filipinos are as follows:

1. Eat a variety of foods everyday to get the nutrients needed by the body.
2. Breastfeed infants exclusively from birth up to 6 months then give appropriate complementary foods while continuing breastfeeding for 2 years and beyond for optimum growth and development.
3. Eat more vegetables and fruits everyday to get the essential vitamins, minerals and fiber for regulation of body processes.
4. Consume fish, lean meat, poultry, egg, dried beans or nuts daily for growth and repair of body tissues.
5. Consume milk, milk products and other calcium-rich foods, such as small fish and shellfish, everyday for healthy bones and teeth.
6. Consume safe foods and water to prevent diarrhea and other food and water-borne diseases.
7. Use iodized salt to prevent Iodine Deficiency Disorders.

DepED Learning Modules
DEPARTMENT OF EDUCATION

- Integrate nutrition education in school curriculum



Promotion activities in the regions





NNC-ARMM developed NGF for Muslim Filipinos based on Koran

Cooking challenge with nutrition students and moms



Public-private collaborations

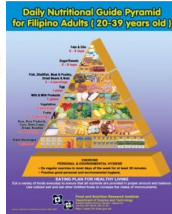


Background on NGF

Promotion and
Dissemination

Lessons Learned
and Ways Forward

Philippine Journal of Science
147 (3): 523-535, September 2018
ISSN 0031 - 7683
Date Received: 08 Sep 2017



Awareness of and Adherence to the Food Based Dietary Guidelines Among Household Meal Planners in the Philippines

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Charmaine A. Duante¹, Robby Carlo A. Tan¹, and Mario V. Capanzana¹

¹Department of Science and Technology – Food and Nutrition
Research Institute, Bicutan, Taguig City

²Human Nutrition, International Rice Research Institute, Los Baños, Laguna, Philippines

The study was conducted to determine the awareness of and adherence to the food-based dietary guidelines (FBDGs) among household meal planners in the Philippines. The data were collected from 9754 meal planners nationwide during the conduct of the 2015 Updating Survey of Nutritional Status of Filipino Children and Other Population Groups. A pre-tested survey questionnaire was administered to the respondents by trained researchers through face-to-face interview. Questions included were on awareness about the four FBDGs – 2012 Nutritional Guidelines for Filipinos (NGF); *Kumainments* (localized and simplified version of NGF); *Pinggang Pinoy*® (a plate-like pictorial model); and the Daily Nutritional Guide Pyramid (DNGP) – and food intake practices relative to the 2012 NGF. Findings of the study showed low nationwide reach of the four FBDGs. The meal planners were most aware of the DNGP (35.8%) and *Kumainments* (27.5%). They have least awareness on *Pinggang Pinoy*® (10.6%). The most often recalled message was “Eat fruits and vegetables” in the NGF (28.1%) and in *Kumainments* (35.2%), while about 25% mentioned “Eat a variety of foods everyday”. The respondents had limited adherence to the dietary guidelines. The most adhered message was “limit intake of salty, fried, or fatty and sugar-rich foods” (74–91%), while only one-half of the respondents adhered to the guideline “eat a variety of foods everyday”. Intake of other food/food groups (vegetables, protein-rich foods, and calcium-rich foods) was done

Awareness and source/s of information about the four FBDGs: NGF, *Kumainments*, DNGP, and *Pinggang Pinoy*®.

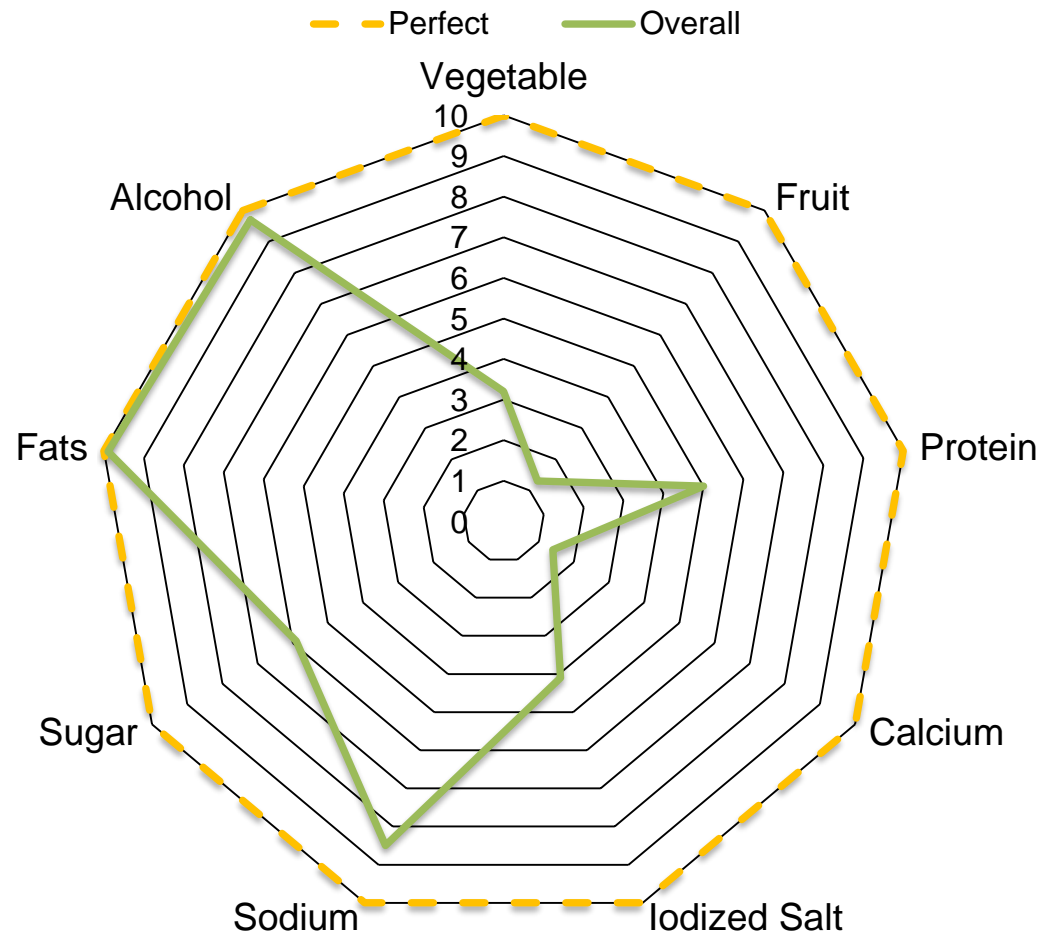
Variables	NGF	<i>Kumainments</i>	DNGP	<i>Pinggang Pinoy</i> ®
Awareness (%)				
Aware	17.9	27.5	35.8	10.6
Seen*	10.9	22.0	29.9	7.5
Heard*	6.5	5.9	5.6	2.7
Read*	2.3	1.9	3.1	0.4
Not Aware	81.8	72.3	64.0	89.2
Source of Information (%)**				
Television	37.5	69.5	53.1	30.6
Newspaper	2.5	1.0	1.4	1.2
Radio	4.1	2.3	1.1	1.9
School	15.0	5.1	17.3	15.4
Internet	1.7	0.6	1.0	1.2
Public Event/Forum	10.7	4.8	4.7	8.1
Family member/neighbor/ health provider	16.8	8.7	7.8	20.5

*Multiple responses

**Multiple response and among those aware about NGF, *Kumainments*, DNGP, and *Pinggang Pinoy*®

Source: Madrid et al. Awareness of and Adherence to the Food Based Dietary Guidelines Among Household Meal Planners in the Philippines. *Phil. Journal of Science*. 147 (3): 523-535, September 2018

Large proportion of household meal planners in the Philippines were not aware of the four FBDGs.



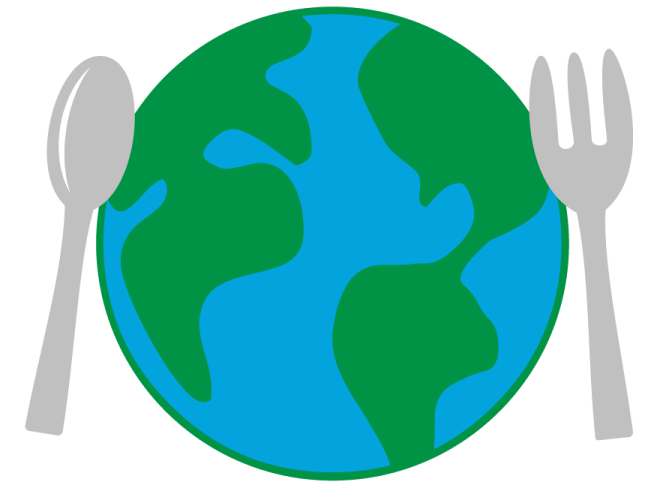
- The Filipino Healthy Eating Index (FIL-HEI) was applied to the dataset of adults 19-59 years old of the 8th National Nutrition Survey
- FIL-HEI component scores were calculated individually using the dietary data and added up to determine the FIL-HEI score
- **The overall diet of Filipino adults does not conform to the 2012 NGF**

Lessons learned:

- Develop a comprehensive plan that includes implementation, assessment, monitoring and reformulation
- Significant sectors of food economics must be involved
- Feedback system approach is a prerequisite
- Maintain dialogue with the food industries to inform, educate and gather feedback
- FBDG should be reviewed and revised periodically

Ways forward:

- Future NGF messages should contain quantitative information in order to better evaluate the adherence of individuals to the guidelines
- Shift from iterative process to use of diet modelling **(linear programming)**
- Inclusion of messages related to sustainability **(food systems-based dietary guidelines)**
- Inclusion of clear implementation, monitoring and evaluation plans



Acknowledgement

Project Team

Carl Vincent D. Cabanilla
Robby Carlo A. Tan
Noelle Lyn C. Santos

Information Source

National Nutrition Council

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