

*MFN 12/18*

**BY THE PRESIDENT OF THE PRESIDENT**

**EXECUTIVE ORDER NO. 286**

**DIRECTING NATIONAL GOVERNMENT AGENCIES AND OTHER CONCERNED AGENCIES TO ACTIVELY SUPPORT AND IMPLEMENT PROGRAMS ON THE "BRIGHT CHILD"**

**WHEREAS**, Republic Act 8980, "An Act Promulgating a Comprehensive Policy and a National System for Early Childhood Care and Development (ECCD)", states that it is the policy of the State to promote the rights of the child to survival, development, participation and special protection with full recognition of the nature of childhood and its special needs;

**WHEREAS**, the Early Childhood Care and Development (ECCD) System within the framework of Child 21 has an integrative program using complementary strategies that include service delivery for children from conception to age 6 years, educating parents and caregivers, encouraging active involvement of parents and communities and raising awareness about the quality of life for young children and families;

**WHEREAS**, the Council for the Welfare of Children/National Early Childhood Care and Development Coordinating Council (CWC/NECCDCC) is mandated to ensure the sustained inter-agency and multi-sectoral collaboration in program implementation at the national and local levels;

**WHEREAS**, there is need to intensify collaboration among government and non-governmental organizations, private sector, media, local and international agencies as well as families and communities in promoting the Child Friendly Movement by supporting the Bright Child.

**NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO**, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby order:

**SECTION. 1. Support for the Bright Child Program.** – National Government agencies and other concerned offices are hereby directed to support and implement programs on the Bright Child.

The Bright Child refers to the delivery of a one-brand package of interventions on food and nutrition, health, early education and psychosocial programs for young children resulting in their optimum growth and development.



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**SEC. 2. Management of the Bright Child.** - The Council for the Welfare of Children Coordinating Office shall manage the Bright Child and develop the mechanics of its implementation together with an Inter-Agency Technical Working Group consisting of the lead cooperating agencies mentioned in Sec. 3 hereof.

**SEC. 3. Lead Cooperating Agencies for the Bright Child.** - The Council for the Welfare of Children/National Early Childhood Care and Development Coordinating Council (NECCDCC) through its Co-chairpersons, the Secretaries of the Departments of Health, Social Welfare and Development, Education and the Interior and Local Government shall spearhead the development, promotion and delivery of the one-brand package of programs and interventions at national, regional, and local levels under the Bright Child, especially in nutritionally depressed municipalities.

**SEC. 4. Roles and Responsibilities.** - The lead agencies referred to above, together with all the Council members, and in partnership with local governments, communities and families, shall promote the Bright Child by pursuing an integrated approach through convergence of services at home, at the community centers and in schools. Such services shall consist of the following, among others:

- a. pre and post natal care
- b. breastfeeding
- c. immunization
- d. growth monitoring and promotion
- e. nutrition education
- f. micronutrient supplementation
- g. complementary feeding/food assistance
- h. home and community food production
- i. home and center-based day care
- j. psychosocial care and development
- k. parent education
- l. early education
- m. healthy lifestyle

**SEC. 5. Assistance and Support.** - The CWC/NECCDCC may call upon any or all agencies/bureaus/offices of the government for assistance in the implementation of this Executive Order, including but not limited to the following:

- a. The Department of Agriculture and its relevant agencies to formulate and implement programs towards promoting food security particularly for the marginalized sectors such as farmers, fisherfolk, urban/rural poor;
- b. The Department of Labor and Employment and its relevant attached agencies to promote and support programs establishing workplace-base ECCD services including those conducive to pregnant and lactating mothers, supporting programs for child rights' education and enforcing laws against child labor;
- c. The Department of Justice and its relevant attached agencies to promote the rights of young children among the pillars of justice;



- d. The National Nutrition Council to advocate, promote and monitor proper nutrition;
- e. The National Economic and Development Authority to assist the NECCDCC in sourcing funds for the programs included in the Bright Child;
- f. The Food and Nutrition Research Institute to do periodic evaluation/assessment on the nutritionally depressed communities which are areas for the one-brand package of services;

Non-governmental organizations, civil society groups, academe, business, the private sector and international agencies are also encouraged to support the Bright Child through systems development, advocacy and promotion and networking. Parents of children and communities as beneficiaries of the program shall be involved through active participation in planning, implementation and sustenance of the program.

**SEC. 6. Funding.** The amount of P5 Million from the President's Contingent Fund shall be allocated for the campaign to promote the Bright Child and provide seed money to initially implement the integrated program in nutritionally depressed municipalities.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

**DONE** in the City of Manila, this 23<sup>rd</sup> day of February, in the year of Our Lord, Two Thousand and Four.

*Glenn L. Lora*

By the President:

*Alberto G. Romulo*

**ALBERTO G. ROMULO**  
Executive Secretary

  
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**MARIANITO M. D.**  
DIRECTOR  
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