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Sent: Thursday, February 23, 2017 11:28 AM

To: maya estrada <maya.estrada@asc.com.ph>

Cc: Anthony Calibo <acalibomd@yahoo.com>; Jeannette M. Dacpano <jmdacpano@doj.gov.ph>; Robert Nereo B. Samson <robertnereo.samson@ipophil.gov.ph>; wms berroya <wms_berroya@yahoo.com.ph>

Subject:

Ms. Maya Estrada
Ads Standard Council

Dear Ms. Maya,

Consistent with the Inter-Agency Committee's mandate to conduct monitoring of all on-going activities and advertisements for products within the scope of Executive Order No. 51, we find that the standard messages for some TV advertisements were not aligned with Sec. 21(F) of the Joint A.O, to wit:

"F, For purely AUDIO-VISUAL advertisements (TV ads), the standard message with an actual breastfeeding logo shall be flashed second to the last frame for at least (4) seconds. Voice-over for the primary standard message shall be a requirement. Voice-over for the primary standard message should be clearly mentioned in the advertisement."

We are furnishing you a copy of the Joint DOH-DOJ-DTI-DSWD AO 2012-0027 for your reference.

Thank you.

IAC Secretariat

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[Food and Drug Administration, Philippines](#)