

Human milk bank in Quezon City draws mothers

By Rio N. Araja

MORE mothers have become aware of the Quezon City government's human milk bank and its role in saving the lives of sick and premature babies.

A total of 630 lactating mothers have donated to the human milk bank in the fourth quarter of 2018 from July to September.

In the third quarter from April to June, there have been 560 donors in the third quarter.

On March 23, 2015, Mayor **Herbert Bautista** ordered the creation of the human milk bank in compliance with the Expanded Breastfeeding Promotion Act of 2009 requiring government and private health-care institutions to set up milk banks.

The mayor has recognized the significant contribution of the social media to popularize the city's human milk bank program.

"We were able to reach out to donors through our Facebook at Instagram platforms," human milk bank director Dr. Shahani Duque said.

"There are more walk-in donors, plus the scheduled milk-letting activities by local health of the city and barangays, too. We have a very effective information dissemination this time," she added.

Meanwhile, the Department of Tourism has commended Bautista for the city government's vision to be the center of film tourism in the Philippines through its annual QCinema International Film Festival.

Launched by Mayor Bautista and Vice Mayor **Joy Belmonte** in 2013, QCinema is the city's official film festival funded by its local government.