

MAP fully supports the Early Childhood Care and Development Law

May 27, 2025

We, in the Management Association of the Philippines (MAP), are pleased with the signing by President Ferdinand R. Marcos Jr. of RA 12199 or the Early Childhood Care and Development (ECCD) Law.

As envisioned, the ECCD Law shall be anchored on complementary strategies that include service delivery for children below 5 years of age, educating and training parents and parent-substitutes on responsible caregiving, encouraging the active involvement of parents and communities in ECCD programs, and raising awareness about the important efforts that improve the quality of life for young children and families.

We hope that this Law will enable future budgets to be allocated to initiatives and resources that can be made available to nutrition-sensitive programs that will holistically address key underlying determinants of proper nutrition. These include food security, access to nutritious food at cheaper prices, access to health and social services, as well as nutrition-specific interventions that deal with micronutrient deficiency and other immediate causes of maternal and child malnutrition.

The MAP will welcome the opportunity to participate in the crafting of the Implementing Rules and Regulations (IRR) of the ECCD Law.

Severe malnutrition remains a serious problem for about 30 years, with one in every three Filipino children below 5 years old suffering from stunting, according to a World Bank study. The country ranks fifth among countries in East Asia and the Pacific region with the highest prevalence of child stunting.

In line with its mission to create a positive impact in nation-building, the MAP launched in 2023 its Campaign Against Malnutrition And Child Stunting (CAMACS) in order to contribute to the improvement of the overall nutritional status of Filipino children and lactating mothers.

We are worried, yet we are hopeful too, that we can solve child stunting by working together. Failure to address this national problem in an urgent and decisive manner will place our country's future in the hands of stunted children becoming adults whose capacity to be productive, competitive, and creative are limited. That will imperil national development and progress.



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