



**TO:** ALL PPS MEMBERS  
**SUBJECT:** PPS Code of Ethics and E.O. No. 51  
**FROM:** PPS Committee on Ethics

Under the Revised PPS Code of Ethics, pediatricians may accept reasonable subsidies from health and other industries to support their participation in CPD events. They may also accept honoraria and reimbursements for reasonable travel, lodging, and meal expenses when invited as speakers, moderators, rapporteurs, or any other active role in scientific activities. They may likewise accept promotional giveaways and/or gifts of reasonable value that are related to their work/clinical practice (Sections 1 and 3, Rule IV, Pediatrician-Health Care Industry Relationship).

The above-cited provisions of the Revised PPS Code of Ethics are subject to the relevant provisions of Executive Order No. 51, otherwise known as the Milk Code of the Philippines, and its implementing rules and regulations, governing the advertising, promotions, sponsorships, and marketing of breastmilk substitutes (BMS) and other related products.

You are encouraged to read EO 51 and DOH-AO No. 2006-012 (Revised Implementing Rules and Regulations of EO 51), and DOH-DOJ-DTI-DSWD Administrative Order No. 2012-0027 to guide you in your professional practice.

Please be guided accordingly.

**ESPERANZA F. RIVERA, M.D.**  
Chair, PPS Committee on Ethics

Noted:

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