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EXECUTIVE SUMMARY

HealthPRO, as the lead USAID health promotion and communication vehicle, is working closely with the Philippine Department of Health (DOH) and Local Government Units (LGUs) in their efforts to improve health outcomes through behavioural changes primarily among patients or clients as well as their communities, including families, community members, care givers, health providers, program managers, local chief executives, policy makers, and the private sector. University Research Co., LLC (URC) is the primary organization responsible for implementing the program in close partnership with governmental and non-governmental organizations in the country. The HealthPRO team, comprising of communication experts, research specialists and health professionals, is working in close collaboration and coordination with the DOH, LGUs and other stakeholders to provide the needed technical assistance to:

1. Increase the impact of strategic behavioural change communication interventions;
2. Strengthen the national institutional capacity of government and non-government agencies in designing, implementing and assessing the impact of different health promotion and communication interventions; and
3. Assist USAID's CAs and other organizations to support the communication element of their programs.

HealthPRO communication activities are addressing the following health services: Maternal, Neonatal, Child Health and Nutrition (MNCHN), Family Planning (FP), Tuberculosis (TB) and HIV-AIDS, as well as other infectious diseases like Avian Influenza (AI) and H1N1.

The expected outcomes of the HealthPRO Project are:

1. Positive behavioral results among individuals and care givers, including adoption of behaviors that prevent disease and reduce risks of morbidity and mortality;
2. Increased capacity of national and local institutions in carrying out effective health promotion strategies and activities; and
3. Improved coordination and integration of governmental and non-governmental health promotion activities funded by USAID and other donors.

Geographical locations in which the program is currently working on are in 28 provinces in Luzon, Visayas and Mindanao (including the Autonomous Region in Muslim Mindanao [ARMM]) and 11 cities for HIV/AIDS. Planning meetings and preparatory activities to expand HealthPRO coverage to two provinces in Region VIII are ongoing.

The accomplishments of HealthPRO in the third quarter of Year 3 is clustered under the following six components: behavior change communication planning, community mobilization and local

advocacy, mass media, organizing and supporting health events, training and capacity building, and interagency technical activities.

HealthPRO simplified the BCC planning process for LGUs and conducted provincial BCC planning workshop for 10 Wave 2 provinces. HealthPRO also worked closely with NCHP in developing the national Family Planning Communication Strategy and Package. The strategy was adopted by NCHP, presented to and approved by the Secretary of Health, and launched as the DOH FP Communication Strategy during the Family Planning Health Fair.

To make community mobilization more responsive, HealthPRO updated and revised its strategy which was presented to USAID and shared with LRAs, LGUs, PHOs, MHOs, and partner NGOs and people's organizations in the Wave 1 sites. Using the revised strategy and the newly-developed community mobilization toolkit, community mobilization orientation in six provinces were conducted. HealthPRO also continued to support community mobilization initiatives of community-based organizations and social networks such as the Drivers for Health, youth groups, cooperatives, and CHTs/WHTs.

In ARMM, consultations with MRLs were conducted where the MRLs agreed on basic health messages appropriate for the people of ARMM and in consonance with the teachings of Islam. These activities were strongly supported by the DOH ARMM Secretary. Meetings and other coordination works were carried out in preparation for the ARMM workshop on image building and health communication campaign design.

Several campaigns were conducted during the quarter. For the Garantisadong Pambata national campaign, HealthPRO field tested the communication package, and launched the campaign strategy, branding and communication package. During the FP Health Fair, the FP Communication Package, together with the strategy, was launched. This was preceded by DOH Department Memorandum No. 0149 officially adopting and endorsing the FP strategy and package. HealthPRO also provided technical assistance to DOH in developing the communication package for Safe Motherhood which were distributed to the 11 CHDs and 23 PHOs of USAID-assisted provinces. At the local level, HealthPRO continued to support LGUs in celebrating GP, Safe Motherhood, AIDS Candlelight Memorial and World TB Day.

Mass media took a central role during the quarter with PROBE Media's campaign proposal, *Lakbay Buhay Kalusugan*, presented to USAID and other cooperating agencies. HealthPRO's technical assistance to DOH in launching the communication strategy and package generated close to PhP 7,308,500 worth of public relations or publicity mileage and saw significant placement in major print broadsheets and television news programs. National coverage on Garantisadong Pambata also reached millions of viewers and readers nationwide. At the local level, HealthPRO helped local partners develop press releases and radio public service announcements for various events.

During the quarter, HealthPRO trained 665 HSPs and BHWs in IPC/C. The trained participants in turn counseled thousands of men and women on FP and MNCHN. HealthPRO also emphasized the importance of ICV and trained Wave 1 LRA staff on ICV. Trained HealthPRO and LRA staff conducted ICV monitoring and vulnerabilities or potential violations were noted.

HealthPRO continued to collaborate and coordinate with other USAID CAs in different activities such as the inter-CA Strategies to Increase the Contraceptive Prevalence Rate (CPR), MNCHN-related activities, ARMM Leadership Training Program, ARMM image-building, TWG meetings and activities, COP meetings, and regional and LGU level meetings.

To enhance and make its monitoring more effective, HealthPRO initiated the engagement process for TNS, a market research firm, to conduct a study on the recall and comprehension of HealthPRO campaign messages.

HealthPRO processed, finalized, and recruited five nongovernment organizations as Wave 2 LRAs. The orientation of the LRAs' key staff has been scheduled.

On the management side, HealthPRO recruited/moved 5 staff and identified 5 candidates to be hired. HealthPRO also conducted its second and third partnership meeting with its Wave 1 LRAs and identified the LRAs for Wave 2 provinces.

Among the challenges encountered by HealthPRO were expectations from partners on technical assistance coverage, fast track hiring of additional staff, delay in technical support for community mobilization to LRAs and the distribution of materials, and rescheduled of activities due to the national and local elections. HealthPRO continued to address these concerns.

I. Introduction and Background

The Health Promotion and Communication Project or HealthPRO is the lead health promotion and communication project supporting USAID Strategic Objective 3. Its primary area of focus is the third intermediate result (IR3), “appropriate healthy behaviors and practices increased”. Although HealthPRO will contribute in some ways to the other three intermediate results, the overall objective of HealthPRO is to assist local government units (LGUs) in improving, expanding, and strengthening the quality and sustainability of health promotion and communication efforts. Three sub-results will support the achievement of the overall objective. These are: (1) to increase the reach and impact of Behavior Change Communication (BCC) interventions, (2) to develop institutional capacity and sustainability of those efforts and (3) to assist USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development.

The expected outcomes of the HealthPRO Project are substantial behavioral results among individuals and care givers. In brief, the results will be seen in improved awareness and changed behavior related to the specific results targeted in USAID’s strategy of support to the country in Maternal and Child Health (MCH), Family Planning (FP), Tuberculosis - Directly Observed Treatment Short Course (TB-DOTS), and Human Immuno Deficiency Virus-Acquired Immune Deficiency Syndrome (HIV-AIDS) as well as other Emerging Infectious Diseases like Avian Influenza (AI) and H1N1. Local institutions, supported by USAID’s partners, will know how to conduct high quality, cost-effective health promotion interventions using multiple approaches in interpersonal communications/counseling (IPC/C) supplemented with mass media and other promotional materials and tools. The capacity of the local institutions to carry on this work will be demonstrated by their ability to either budget for or mobilize the requisite resources to carry out the health promotion activities.

The main strategy of HealthPRO is to work closely with the Department of Health (DOH) and LGU staff to review the lessons learned and best practices from previous investments in health promotion, and expand and improve upon them. The emphasis is on mobilizing existing community organizations, volunteers and NGOs to support the health promotion work of the LGUs and their health staff. This includes improving skills and strategic coordination of programs. The project will continue collaborating with partners that are already engaged in innovative and successful health promotion strategies to assess and expand such strategies. New partnering arrangements will allow the LGUs to make the most of the resources and creative talents in media to support and reinforce the critical IPC/C work at the local level. At the forefront of all activity will be the effort to develop institutional capacity to sustain such programs beyond the period of support from USAID. The DOH, particularly the National Center for Health Promotion (NCHP), is the project’s main partner at the national level and will coordinate closely with this office as early as the pre-implementation phase to ensure a smooth implementation of activities from the national, regional and LGU levels.

II. Accomplishments

1. Component One: BEHAVIOR CHANGE COMMUNICATION (BCC) PLANNING:

1.1. Conduct BCC planning activities in Wave 2 provinces

- HealthPRO updated the BCC planning process for LGUs. MNCHN modeled this simplified planning process with focus group discussions (FGDs) as integral part of the 4-day workshop. The FGD Guide for Maternal Health and Child Health with collation matrix was also field tested.
- HealthPRO conducted BCC planning workshop for Wave 2 provinces in Luzon, Visayas and Mindanao. Representatives from the provinces of Isabela, Cagayan, Nueva Ecija, Tarlac, Bohol, Aklan, Agusan del Norte, Misamis Occidental, Zamboanga del Norte, and Davao del Sur and their respective Centers for Health Development (CHDs) attended the workshops. The planning workshop introduced behavior change communication, the planning framework and the development of the provincial BCC action plan. The activity also built the capacity of the CHDs and local government units (LGUs) to validate the gaps on the levels of knowledge, attitude, and practices and to develop a matrix of provincial BCC activities. Moreover, the LGUs selected priority municipalities for BCC activities.

1.2. HIV/AIDS BCC Planning Activities:

- HealthPRO provided technical assistance in the HIV/AIDS BCC planning of Bacolod City, Iloilo City, and General Santos City and in the BCC plan review of Zamboanga City and Davao City. Each city's plan will be presented to their respective Local AIDS Council (LAC).

1.3. Other BCC activities:

- HealthPRO presented and discussed the national Family Planning Communication Strategy to DOH. The Secretary of Health approved the strategy and launched it in June 2010 as the DOH FP Communication Strategy along with the FP Communication Package during the FP Health Fair.
- The Family Planning Communication Strategy aimed to reposition family planning from method-centered to audiences' benefit-centered; from general audience approach to well-defined market-segmentation approach; from general messages to messages that are modified/tailored to address specific needs and perspectives of rural and urban audiences, and public and private sector audiences; from mainly women to women, men service providers and norm shapers; from sporadic activities to comprehensive, well-integrated communication interventions; from national intervention to national

overarching strategy with locally designed interventions (localization); and from mainly health to health and quality of life.

2. Component Two: COMMUNITY MOBILIZATION AND LOCAL ADVOCACY:

2.1. Development of CM strategy

- A series of consultations were carried out between HealthPRO's Community Mobilization specialist and LRAs, IPHOs and selected local organizations to gather data for the finalization of HealthPRO's Community Mobilization strategy. The initial strategy proposed by HealthPRO was updated, revised, and presented to USAID. The document was also provided to LRAs, LGUs, PHOs, MHOs, and partner NGOs and people's organizations in Wave 1 sites. The updated strategy became the basis for conducting the community mobilization orientation of LRAs. The toolkit on community mobilization was also developed and formed part of the LRA Operations Manual.

2.2. Orientation on Community Mobilization of LGUs with LRAs and other local partners

- HealthPRO conducted two community mobilization orientation in six provinces - Pangasinan, Albay and Bulacan, from Luzon; and Capiz, Negros Occidental and Negros Oriental from the Visayas. Each orientation was attended by representatives of LRAs, regional and provincial health offices, and local community groups from the priority municipalities/cities. The orientation facilitated the finalization of health events to be conducted in each province. Initial plans for health classes for specific audiences were also developed. The health event plans utilized the stakeholders mapping technology, media engagement tips, communications materials and advocacy approaches.
- LGUs, with partners and assistance from LRAs, continued to identify local groups with potential for community mobilization initiatives. Each of the priority municipalities/cities of Wave 1 provinces completed the list of local groups to be tapped for community mobilization.

2.3. Support for community mobilization initiatives

- During the quarter, HealthPRO offices in Luzon, Visayas and Mindanao provided technical assistance to several community mobilization activities. Specifically in Mindanao, these activities were carried out:
 - o The Drivers for Health (DAH) led the community mobilization activities in their respective barangays. They reached 54,320 passengers during its Family Planning advocacy. In South Cotabato, Reproductive Health Youth Base (R-HUB) project was organized by HealthPRO's LRA. The group undertook STI/HIV/AIDS Education and Counseling with its peers. The Unified

Engineering and Manpower Services Multi-Purpose Cooperative (UEMSMPC), a group of Dole Philippines' contractual workers, mobilized their colleagues for health promotion and communication (HPC) activities in the workplace. Inter-faith groups also partnered in the health promotion activities in South Cotabato.

- Technical assistance was provided to CHTs/WHTs and other community partners on community mobilization. In South Cotabato, Women's Health Teams supported the series of MNCHN Community Orientation meetings. In Sarangani, barangays in one municipality started organizing their Women's Health Team. In Davao del Sur, two transportation groups and one banana plantation cooperative were tapped for the community mobilization activities.

2.4. Mobilize Muslim religious leaders (MRLs) as advocates for health in ARMM

- A series of round table discussions were conducted in the five provinces of ARMM – Basilan, Maguindanao, Lanao del Sur, Sulu, and Tawi-Tawi, to identify key leaders in each province. During these consultations, the MRLs (represented by their respective provincial Muftis) expressed optimism on their vital role as health advocates in the region. The program consisted of orientation on HealthPRO's initiatives in ARMM, DOH ARMM, and the health status of their respective provinces. DOH ARMM Secretary Kadil M. Sinolinding attended the first consultation with MRLs of Maguindanao at HealthPRO ARMM office in Cotabato City. The MRLs agreed on basic health messages appropriate for the people of ARMM and in consonance with the teachings of Islam.
- A consultative meeting with groups in Lanao del Sur and Maguindanao was organized to formally engage and tap Mudariseen and Madaris administrators in ARMM in intensifying health promotion and communication campaigns.

2.5. Mobilizing resources to support BCC activities:

- The activities identified in each provincial BCC plan will be part of the LGUs' HPC component in their 2010 Annual Operational Plan (AOPs) and Provincial Investment Plan for Health (PIPH). The BCC plan will also be submitted as one of the documents for the MNCHN performance-based grant.
- HealthPRO's LRAs leveraged funds for IPC/C training rollouts and health events.
- In Luzon and the Visayas, HealthPRO staff participated in F1 PIR and other CHD-related activities to mobilize resources for BCC. In addition, Visayas staff coordinated with the CHDs for the utilization of NCHP sub-allotment for IPC/C training in non-priority LGUs.

- In Mindanao, HealthPRO coordinated with the CHDs and IPHOs in identifying other sources of funds for the roll out of the IPC/C training. It also coordinated with the private sector and other stakeholders for support in HPC activities:
 - o The Safe Motherhood “Buntis Box” initiative for Malungon Safe Motherhood Week Celebration, in partnership with Smart Telecommunications, Notre Dame-Business Resource Center, Dole Philippines, Inc. and church groups.
 - o Dole-Stanfilco through the Kasilak Foundation, Inc. and SMART supported the provincial caravan for Garantisadong Pambata launch in Sarangani.
 - o Robinson’s Place supported the 28th International AIDS Memorial in General Santos City.
 - o PAMET supported the handwashing demonstrations during the 2nd Family Health Fair of Zamboanga del Sur.

3. Component Three: MASS MEDIA

3.1. Finalize the mass media contract statement of work

- PROBE Media Foundation’s budget and term of reference was approved. PROBE’s proposed campaign, called *Lakbay Buhay Kalusugan*, has been presented to USAID and other cooperating agencies. Probe Media is expected to begin this consultancy in August.

3.2. Technical assistance in developing press releases

- Press release and radio public service announcement on Garantisadong Pambata were drafted and provided to five Visayas provinces for review, refinement and adoption to their local situation. Specifically, it encouraged the inclusion of health messages in newspaper releases to elicit action-oriented response from the target audience. The GP press release was published in four local newspapers in Negros Occidental. The GP event was also featured in a number of web pages, such as the local government website of Negros Occidental, the on-line edition of two leading local dailies in Negros Occidental, including the website of the Philippine Information Agency.
- Press release announcing the conduct of Community Mobilization Orientation for 3 Visayas provinces was drafted and provided to the provincial health office and LRA of the host province. News articles on community mobilization orientation and supervision and mentoring orientation were published in leading local dailies, with the support of the Philippine Information Agency of Negros Occidental.

3.3. Media outreach and dissemination

- At the national level, HealthPRO provided technical assistance to the Department of Health in launching its family planning communication strategy and package which generated close to PhP 7,308,500 worth of public relations or publicity mileage and saw significant placement in major print broadsheets and television news programs.
- At the field level HealthPRO, completed the media directories of local newspapers and radio stations in its provinces, indicating potential media reach, cost of printing press release/airing of public service announcement, contact persons and phone numbers.
- In the Visayas, radio and TV guestings were made by HealthPRO-trained Capiz provincial health office program coordinators to promote GP child survival messages and encourage mothers/caregivers to go to their health centers to avail of GP services.
- Specific to Mindanao, the PHO of South Cotabato, through its Health Education and Promotion Officer (HEPO) provided health-related updates through “Tingog sa PHO” (*Voice of the PHO*) in DXKI, and “Hinun-anon sa Katawhan” (*Conversation with the People*) with DXCP and DXKR. Health messages disseminated during these programs are based on the DOH Calendar: April for Garantisadong Pambata (GP); May and June for Safe Motherhood.
 - o Other places in Mindanao such as Sarangani and South Cotabato tapped their existing local community based radio stations. Sarangani will be mobilizing the Kabataan News Network (KNN).
 - o HealthPRO partnered with radio stations in Compostela Valley- DXAB and DXLM and Davao del Sur - DXDA and DXJB for its health promotion and communication activities for World TB Day, Safe Motherhood and Garantisadong Pambata.
 - o In Zamboanga del Sur, Family Health Fair and Safe Motherhood promotions were done through the LGU regular radio program, “Ang Kapitolyo Karon”. They also used the recoreda (mobile public announcement system) to inform the target communities about the activities.
 - o In Misamis Occidental, the PHO invited media representatives from the local cable stations (Misamis Cable and FilProduct), local radio stations (DXSY, DXOC, DXDD, DXRQ and DXNA), and print media (Malindang Tribune, Malindang Herald, Panguil Bay Monitor, Mindanao Monitor and Goldstar Daily), to promote messages on Garantisadong Pambata.

- In Bukidnon, the IPHO aired their health messages and activities through radio station RMN DXMB. Some PHO personnel served as resource persons on certain health topics.
- In General Santos City, during the observance of the AIDS Candlelight Memorial, the City Health Office tapped the MOR FM station to provide trivia on HIV/AIDS and announce the event. ABS CBN also covered the event at the local and national level.

4. Component Four: ORGANIZING AND SUPPORTING HEALTH EVENTS:

4.1. Develop and utilize a package of planning tools for health events implementation and evaluation

- HealthPRO Visayas repackaged the mechanics/tools for the Buntis Party which was first developed in 2009. The package consists of a sample program of activities, list of materials needed, checklist for pre-event preparations, preparations during event day itself and post-event. Other information included suggested selection criteria of priority LGUs for holding special event, game mechanics for participants' pre-test and post-test, sample pledge of commitment which incorporated the project's indicators, and a sample press release. This buntis party package was provided to Viasayas Wave 1 LRAs.

4.2. Conduct of health events

Garantisadong Pambata as a national campaign

- HealthPRO conducted field testing of the GP communication package and finalized several materials which were uploaded by DOH to its website. It also launched the campaign strategy, branding and communication package. The GP week was promoted in print and TV. At the LGU level, HealthPRO supported provincial and municipal launches. The launches took on different forms (e.g., fiesta caravan, health fair) and levels (barangay, municipal, provincial).
- HealthPRO also provided technical assistance to LGUs on Safe Motherhood. The creative brief of the Safe Motherhood caravan concept was shared to Cagayan and the PHO included a Buntis Congress as an activity for their Foundation Week celebration.

Luzon

- In partnership with LGU counterparts, other CAs such as A2Z, and LRAs, HealthPRO provided technical assistance to GP events in Bulacan and Pangasinan. In Bulacan, six municipal level GP caravans were conducted in partnership with the municipal health offices where GP services were promoted and provided on site while in Pangasinan, four municipal level GP campaigns/health events were held in close coordination with both provincial and municipal counterparts

- For Safe Motherhood, HealthPRO provided technical assistance to Albay's Pretty Preggy 2010 – which is a Safe Motherhood campaign coinciding with the province's Magayon festival. The LGU utilized government and private funds for the event. In Cagayan, HealthPRO provided technical assistance in designing their health event.
- For HIV/AIDS, HealthPRO provided technical assistance to Quezon City in conducting its AIDS Candlelight Memorial celebration.

Visayas

- HealthPRO, in partnership with A2Z, provided technical assistance to the one-day GP Program Review, Updates and Planning for Aklan, Bohol, Negros Oriental and Negros Occidental. HealthPRO Visayas drafted a 5-page counseling guide covering each of the ten (10) GP child survival interventions and facilitated the role playing exercise for counseling stations, using the GP counseling guide. The GP counseling guide recommended the setting up of a counseling station for maternal health, child health, and other GP concerns, and stations for vitamin A, immunization and deworming.
- GP kick-off activities were carried out in 12 municipalities in Bohol, four municipalities in Negros Oriental, five municipalities in Aklan, and three municipalities in Negros Occidental. HealthPRO, with A2Z, also supported Capiz in conducting a GP kick-off in three (3) Geographically Isolated and Depressed Area (GIDA) barangays.
- HealthPRO provided technical assistance to the Western Visayas Regional Multi-sectoral Partnership for STI/HIV/AIDS Prevention and Control during the celebration of the 27th International AIDS Candlelight Memorial in Iloilo City.

Mindanao

- South Cotabato conducted the "Provincial Caravan for GP Launch" with HealthPRO's technical assistance. HealthPRO also supported Davao del Sur's Garantisadong Pambata celebration where booths on counseling, family planning, personal hygiene, maternal health, and vitamin A and immunization, were displayed.
- HealthPRO also provided technical assistance in other health events such as the Safe Motherhood celebration in Matanao, Digos City and Sarangani; 10 health events in South Cotabato; World TB Day celebration in two municipalities of South Cotabato; Malungon's health promotion and communication activities on TB in its 31 barangays; and Zamboanga del Sur's 2nd Family Health Fair and Safe Motherhood celebration.
- In Zamboanga City, HealthPRO supported the conduct of the AIDS Candle Light Memorial by providing documentation and HPC materials to the CHO, Zamboanga City Multi-Sectoral AIDS Council (ZCMSAC) and three participating barangays.

A matrix on the details of health events is attached as Annex 1.

5. Component Five: TRAINING AND CAPACITY BUILDING:

5.1. Finalize and update the IPC/C TOT manual and toolkit

- HealthPRO finalized the IPC/C TOT manual and toolkit which incorporated the feedback from other CAs who used the IPC/C manual.

5.2. Develop and update the BCC Planning Toolkit

- HealthPRO developed a BCC Planning Manual prior to the planning exercise conducted with LGU and DoH CHD representatives. A one-day design for updating Wave 1 LGUs' BCC plans is being developed to be used next quarter.

5.3. Complete FP Communications Package (prototype reviewed with DOH and other partners and field-tested)

- The family planning communication package, which was prepared, field tested and finalized by HealthPRO in collaboration with DOH NCHP and NCDPC, aimed to increase exposure, recognition, recall, comprehension of FP messages, inform FP clients on their rights, and position FP as a tool for better quality of life. It also aims to increase the competency of the service providers during client-provider interaction. The materials in the package include flip chart, quick reference guide for modern FP methods, FP wall chart and user's guide, brochures, posters and wait and educate DVD.
- The DOH adopted the FP Communication Strategy and Package and signed Department Memorandum No. 0149 addressed to all its officials and attached agencies to adopt the communication strategy and package in designing and implementing activities for the Family Planning Program and enjoined them to endorse the strategy and package to their development partners who are also implementing activities at the community level.
- DOH launched the FP Communication Strategy and Package at the Grand Opera Hotel, Manila during the Family Planning Health Promotion Fair which was attended by various donor organizations, national and local government agencies, media, and NGOs. DOH Secretary Esperanza Cabral endorsed the FP Communication Strategy and Package to all development partners for adoption. Different program partners set-up booths and exhibit of IEC materials on FP that they have produced from 2000 to 2010.

5.4. Conduct Interpersonal Communication and Counseling Training (IPC/C)

- IPC/C training for HSPs and BHWs continued this quarter. In some provinces, local funding by municipalities was leveraged for IPC/C rollout, particularly for BHWs.
- In Luzon, IPC/C rollouts for BHWs were conducted in Mabini, Pangasinan, in seven municipalities of Bulacan and in nine municipalities/cities of Albay.

- In the Visayas, six Capiz and four Negros Oriental municipalities conducted HealthPRO and LGU-funded IPC/C training for community health volunteers and health service providers.
- In Mindanao, HealthPRO, completed the IPC/C roll-out for health service providers and barangay health workers/community health volunteers for South Cotabato and Sarangani, using leveraged funds. The trained HSPs and BHWs in Mindanao counseled 6,501 people during one-on-one sessions and 6,909 people during group counseling sessions.

Summary of IPC/C Roll-out Training activities conducted:

DOH Region/Province	No. of HSP Trainees	No. of BHW Trainees
<i>Luzon</i>		
Pangasinan		34
Bulacan		180
Albay		217
<i>Subtotal</i>		<i>431</i>
<i>Visayas</i>		
Negros Oriental:	53	48
Capiz:	7	94
<i>Subtotal</i>	<i>60</i>	<i>142</i>
<i>Mindanao</i>		
Zamboanga del Sur	23	
Sarangani		92
<i>Subtotal</i>	<i>23</i>	<i>92</i>
<i>TOTAL</i>	<i>83</i>	<i>665</i>

5.5. TA on IEC materials development (Quezon City, Pasay City, Angeles City)

- HealthPRO provided technical assistance to the cities of Pasay, Quezon and Angeles in developing HIV/AIDS materials. These materials were field tested and are being revised based on the results of the field test. The three cities developed brochures and posters for different audiences.

5.6. Dissemination of IEC materials (FP wall chart)

- HealthPRO reproduced FP wall charts and distributed them through LRAs for priority municipalities and through LGU partners for the rest of the province. HealthPRO and LRA staff also conducted random monitoring visits to health facilities to ensure proper positioning of the wall chart.

5.7. Other Training and Capacity Building activities

- HealthPRO trained all Wave 1 LRA staff who are directly involved in field activities on Informed Choice and Voluntarism (ICV) Compliance Monitoring. More than 30 ICV monitoring visits were conducted by the trained personnel in Luzon, Visayas and Mindanao. No ICV vulnerability or potential violation was noted.
- HealthPRO provided technical assistance to DOH in developing the communication package for Safe Motherhood. The communication package as a whole was approved in principle, both by NCHP and NCDPC. The streamer and dropdown materials were made available for the Safe Motherhood week events in the USAID-supported sites. The set of materials (hard and soft copies) were distributed to the 11 CHDs and 23 PHOs of USAID-assisted provinces.
- HealthPRO developed the initial version of the Event Planning and Management Guide. This was presented to USAID and other partners, and is being finalized.
- In Luzon, Wave 1 provinces rescheduled the HPC Tool orientation and IPC/C Supervision and Mentoring Toolkit orientation for the next quarter due to overlapping schedules within the LGU.
- In the Visayas, HealthPRO facilitated the one-day Orientation on IPC/C Supervision and Mentoring Toolkit for program coordinators of maternal health, child health, family planning, HEPO, and public health nurses of the 10 priority municipalities/cities of Capiz, Negros Occidental and Negros Oriental. A short planning exercise on the operationalization of the IPC/C supervision and mentoring was done per municipality/city.
- In Mindanao, HealthPRO, in coordination with RHUs, monitored the IPC/C activities of HSPs and CHVs. The PHO, PHT and the LRA also carried out similar activities after completing the HealthPRO-supported Supervisory and Mentoring Training for the Provincial Mentoring Teams. Technical assistance in the conduct of HPC Tool Orientation for BHWs and RHMs was also provided.
 - o HealthPRO provided technical assistance to the Supervisory and Mentoring Training of 15 nurses in South Cotabato and Sarangani. Monthly visits to the project sites, close coordination with nongovernment organization and provision of project updates to the CHD, PHO, MHO were regularly carried out.
- In the ARMM, meetings with MRLs, DOH ARMM and key anchorpersons were conducted, in preparation for the DOH ARMM image building and health communication campaign design workshop.

6. Component Six: INTERAGENCY TECHNICAL ACTIVITIES:

6.1. Collaboration and Coordination with other CAs

- HealthPRO worked with different USAID CAs in coming up with Strategies to Increase the Contraceptive Prevalence Rate (CPR). Along with this, HealthPRO produced the write-ups on “social norms as driver of CPR”. HealthPRO also worked with other CAs in drafting the Department Order on ICV for DOH.
- HealthPRO participated in the ARMM GP planning and ARMM MNCHN TWG write shop where HealthPRO’s communication packages were presented.
- HealthPRO in ARMM coordinated with SHIELD in the development of Leadership Training Program for DOH-ARM by providing technical inputs on the content of the training materials and identification of facilitators for the Islamic Leadership module.

6.2. Participate in other TWG meetings

- HealthPRO participated in different TWG meetings such as the MNCHN TWG, FP TWG, M&E TWG, HIV/AIDS TWG and the Gender Task Force. During the Gender Action Planning Workshop, HealthPRO updated its gender action plan and accomplished the required project review checklists. HealthPRO also participated in the Inter-CA Meeting for the FP Strategy Consultative Workshop.

6.3. Participate in monthly COP meetings

- HealthPRO participated in all COP meetings scheduled for the quarter. During the meetings HealthPRO presented the FP Communication Strategy and Package.

6.4. Host the BCC TWG on monthly basis

- HealthPRO hosted one BCC TWG meeting during the quarter. The two succeeding scheduled TWG meetings were cancelled due to conflict of schedules of activities.

6.5. Provide the needed TA to DOH in developing communication and marketing activities to increase the coverage and improve the quality of the maternal and child health campaigns

- HealthPRO provided technical assistance DOH on Garantisadong Pambata and Safe Motherhood. Specifically, this included:
 - Inputs to DOH Department Memo on GP to highlight and give more detailed explanation on the health promotion and communication aspect
 - Write-up of GP Branding and Marketing Strategy Paper and power point presentation of the GP Communication Package

- Systematic development of GP Communication Package including the pretesting of the updated logo and field-testing of initial materials.
- Write-up of Safe Motherhood creative brief. DOH wanted to emphasize the need for the pregnant woman to be “connected” for safe delivery. This year’s campaign is preparedness for birth for both normal and emergencies.
- Powerpoint presentation on Safe Motherhood Communication Plan and Package which the NCHP Director used during the DOH Cluster meeting and at the DOH-sponsored MNCHN Conference in Cebu City in May 2010.
- HealthPRO also provided technical assistance in the following MNCHN-related activities:
 - DOH-convened workshop to revise the MNCHN MOP. HealthPRO was assigned to develop the Health Promotion and BCC Section.
 - NCDPC-convened Pretesting Workshop of the Micronutrient Supplementation Manual of Operation. HealthPRO will provide technical assistance to NCHP in developing the health promotion and BCC section.
- HealthPRO assisted DOH ARMM in its image-building campaign, specifically on how to enhance its weekly radio program in Suara Mindanao “Sauto Sihhah” (Voice of Health). A creative brief was developed for DOH ARMM’s caring image through branding and TV public service announcement.

6.6. Participate in regional and LGU level meetings

- In Luzon, HealthPRO participated in the inter-CA planning meeting for Tarlac’s launch of a USAID special project: Wireless Access to Health.
- In the Visayas, HealthPRO participated in a series of CHD and inter-CA technical assistance planning sessions for DOH Western Visayas and DOH Central Visayas. It also participated in Visayas inter-CA planning meetings. In addition, it coordinated the regional CHD orientations (Central Visayas and Western Visayas) prior to regional/provincial launchings and/or orientations of MNCHN communication packages.
- In Mindanao, HealthPRO participated in regional and provincial planning of CARAGA (RICT), Harmonization of Activities in the ADP (Inter CA), Region IX and inter-CA Joint TA planning, Region XII and inter-CA Joint TA planning, Region X- Regional Implementation and Coordination Team (RICT), and Region XI- RICT.

6.7. Regular meetings with and reporting to USAID

- HealthPRO had regular meetings with its COTR and submitted all required documents and reports.

6.8. Develop weekly highlights report

- HealthPRO developed weekly highlights on Garantisadong Pambata, presentation of FP Communication Strategy and Package to Health Secretary Cabral and the FP Health Fair.

6.9. Develop HealthPRO quarterly reports

- HealthPRO developed and submitted the Quarterly report and ARMM report.

6.10. Follow up on and review the regular media monitoring report

- HealthPRO regularly sent out the media monitoring report covering topics related to family planning, maternal and child health, tuberculosis, HIV/AIDS, DOH, avian influenza and H1N1.

III. MONITORING AND EVALUATION (M&E)

1. Review and update on HPC tracking tool:

- With the exception of Capiz who will only utilize the FP tool, all Wave 1 provinces decided to use the HPC consolidation form that included all the health themes. Most of the feedback on the tools was related to poor BHW records and the inability of HSP to rollout the orientation. These concerns were addressed with the simplified tools based on the counseling sign-up sheet. The planned HEPO Quarterly Meeting was also presented as a mechanism to facilitate the collection of data up to the province level. Most provinces have committed to submit data for January to June 2010 during the HEPO Quarterly Meeting. Each Wave 1 province scheduled their HEPO quarterly meeting in July and August 2010.
- In Luzon, HealthPRO scheduled the review of the HPC tracking tool in July and August.
- In the Visayas, HealthPRO conducted a 1-day *Review of HPC Tracking Tools* in Capiz, Negros Occidental, and Negros Oriental. The review included a discussion of the simplified tool to facilitate recording of FP clients counseled by trained health service providers. Fifty-nine PHO program coordinators of maternal health, child health, family planning, regional and provincial HEPOs and HEPO designates from municipalities/cities participated in the review.
- In Mindanao, HealthPRO conducted the HPC Tracking Tool Feedbacking/Evaluation in Zamboanga del Sur, South Cotabato, Sarangani and Compostela Valley. Seventy-nine health service providers participated in the evaluation.

2. LGU Capacity Building for M&E

2.1. Health Events Tracking tool

- During the orientations for the Supervision and Mentoring Toolkit, supervising nurses who are also mostly coordinating the health events at the municipal level, were oriented on the use of the health event tracking tool. This was presented to supervising nurses in Albay, Negros Occidental, Zamboanga Sur, South Cotabato and Sarangani. HealthPRO also oriented the staff of the Pasay City Health Office on the use of the health promotion and communication tracking tool for use in the conduct of HIV/AIDS awareness and prevention campaigns.

2.2. BCC planning for Wave 2 Provinces

- A presentation of literature review on health knowledge, awareness and practice (KAP) and input on KAP gaps was provided to the joint BCC planning for Isabela and Cagayan. This provided background information for their discussion on local KAP gaps that would be the basis for their BCC interventions.

3. Conduct of HealthPRO campaign surveys

- HealthPRO reviewed a list of survey agencies from Luzon, Visayas and Mindanao and chose TNS, a survey agency, for its existing mechanism in HealthPRO sites. The request for proposal and scope of work for the survey agency was developed. Negotiations are underway for the conduct of campaign recall and service impact of the FP month as a trial period for the survey agency.

4. Field Testing of GP and FP Communication Packages:

- Field testing for GP and FP communication packages were conducted in the following LGUs: Bulacan and Albay for Luzon, Negros Occidental and Capiz for Visayas, and Compostela Valley and Zamboanga del Sur for Mindanao. Results for both the FP and Garantisadong Pambata (GP) communication packages have been collated. The FGD report for FP has been submitted to NCHP which was presented in a forum and was used in negotiating the approval and endorsement by DOH of the FP communication package. On the other hand, results of the FGDs on the GP package have been collated and a report has been prepared. Presentation to DOH NCHP is pending while revisions to the GP materials are ongoing.
- In ARMM, field testing of GP and FP communication packages was conducted in Lanao del Sur and Tawi-tawi while peer review of these packages was also conducted among the Basilan and Maguindanao MRLs. The results/recommendations of the field testing will be used to make a tailor-made version of communication materials for ARMM.

5. Coordinative and support activities:

- HealthPRO oriented the NCHP Director on the streamlined HPC tracking tool. The Director subsequently endorsed HealthPRO to the DOH- FIMO. The orientation on the HPC tracking tool for FP was then conducted as one of the agenda in the 2nd National Meeting of DOH Assistant Regional Directors.

IV. MANAGEMENT AND ADMINISTRATION

1. Staffing plans:

- During the quarter, HealthPRO recruited the ARMM area manager, Luzon's regional communication specialist, and Visayas' finance and administrative assistant. Moreover, HealthPRO identified a new area manager for Luzon and appointed a Field Operations Director. HealthPRO also identified candidates to be hired for regional communication specialists for Visayas, Mindanao and ARMM, and the provincial coordinator for Luzon.

2. Project support activities:

- HealthPRO regularly submitted a 2-month calendar of activities to USAID Office of Health which is updated regularly.
- HealthPRO's Mindanao office started searching for a new office to accommodate its additional staff to be recruited.

3. Financial and administrative issues:

3.1. Financial management:

- The table below details HealthPRO's expenditure for the third quarter.

Philippines - HealthPRO Contract No. GHS-I-00-07-00010 Order No. 02			
Budget Line Items	Budget	Total Expenditures	Balance
Salaries and wages	\$3,772,529	\$1,680,718	\$2,091,811
Allowances	257,448	38,478	218,970
Consultants	387,026	150,386	236,640
Travel	1,504,398	727,133	777,265
Equipment	164,672	150,264	14,408
Other direct costs	2,190,467	971,065	1,219,402
Subcontracts	3,150,287	516,571	2,633,716
Indirect costs	2,563,721	1,091,893	1,471,828
Fixed fee	979,337	372,856	606,481
Total	\$14,969,885	\$5,699,364	\$9,270,521
Start/ End Date			06/25/2007 - 06/24/2012
Total Budget:			\$14,969,885
Obligation			\$6,750,740
Spent to date			\$5,699,363
Obligation remaining			\$1,051,377
Burn rate last 3 months			\$279,509
Number of months remaining with the balance of the obligation			3.76
Number of months remaining with the balance of the budget			33.1
Total remaining months on the project			24

3.2. Grant management:

3.2.1 Wave 1 LRAs

- HealthPRO conducted its second and third partnership meeting with its LRAs from Luzon, Visayas and Mindanao in May and June. In May, HealthPRO updated the participants in its programs and products, strategies and approaches, and monitoring and evaluation tools. It also facilitated the planning of the LRAs, in light of the updated inputs. The June meeting was utilized to update LRAs trainers on the Operational Manual and to plan for the community mobilization training.
- LRAs submitted quarterly reports to field offices. The reports were reviewed prior to recommending approval for tranche release.
- In the Visayas, HealthPRO conducted a meeting for Visayas LRAs to exchange project implementation experiences and learning.
- In Mindanao, HealthPRO assembled the three Mindanao LRAs for a meeting in Davao City to discuss the results of the financial audit of HealthPRO's financial director; M&E indicators and modification of the LRA contract; feedback on the GP and updates on the DOH policies on Milk Code, GP and Vitamin A; and updating of the LRA activities on IPC/C, conduct of health events, and community mobilization.

3.2.2 Wave 2 LRAs

- HealthPRO involved the DOH regional offices and provincial counterparts in reviewing the proposals and recommending LRAs for Wave 2. Selected LRAs for Wave are as follows:

Cagayan, Isabela, Nueva Ecija	Economic Development Foundation
Tarlac	TRI-DEV Specialists Foundation, Inc.
Aklan	Gerry Roxas Foundation
Bohol	PROCESS Bohol Foundation, Inc.
Bukidnon, Mis. Oriental, Mis. Occidental, Zamboanga del Norte, Zamboanga Sibugay	Gerry Roxas Foundation
Butuan	Educational Discipline in Culture and Area-based Development Services, Inc. (EDCADS)

- The budget and scope of work for the above listed LRAs were approved, and the contract was signed in June 2010. Activities in preparation for their orientation were undertaken.

V. CHALLENGES AND NEXT STEPS

1. Challenges and solutions:

1.1. General

- HealthPRO continuously addressed NCHP's expectation that technical assistance is delivered together with implementation activities. Moreover, scheduling of activities required greater attention as several activities requiring the attendance of NCHP central staff in the field conflicted with NCHP's internal schedule. There is also a need to provide technical updates to service providers. Technical updates, particularly on MNCHN, have not trickled down to the field.
- HealthPRO needs to fast track the hiring of Mindanao regional communication specialists to ensure staff capacity to respond to various needs in the field.
- HealthPRO had to balance the numerous and overlapping schedule of activities with meetings which are necessary venues to address technical and management and implementation concerns.
- The May 2010 elections pushed back many activities in the field. There are also newly elected LGU officials who are not supportive or are not familiar with family planning initiatives. There are also concerns that changes in LGU officials will also result to termination of some health service providers who supported losing LGU candidates.
- Despite determined efforts from the regional offices, delays were still encountered in the distribution of the FP wall charts and other communication materials. The mechanism to ensure smooth distribution procedures is continuously being updated.

1.2. Field Offices:

- With the Luzon area manager assuming the field operations director and the provincial coordinator taking on the area manager position, the field activity schedules were affected. It is urgent that the provincial coordinator position be filled to support field work.
- LRAs in the Visayas faced the challenge of providing quality support to HealthPRO's activities in the LGU with the resignations of their staff. New LRA staff needed closer monitoring. There were also challenges in one province in coordinating with the PHO.
- The provincial and municipal health offices in one province in the Visayas expressed concern on their capacity for the continued reproduction of the HPC tracking tools for midwives and nurses. LGUs will have to be closely reminded and prompted by the LRAs and provincial HEPOs.

- In Mindanao, LGUs requested for more copies of GP materials for their health facilities during the GP month in April although the materials were still being pretested. LGUs were assured that enough copies will be provided during the second round of GP in October.

2. Next steps:

2.1. General

- Some major next steps for HealthPRO are the following:
 - o Complete editing and finalization of the 13 provincial BCC plans for Wave 2 provinces, and the updating and revision of the 10 provincial BCC plans for Wave 1 provinces.
 - o Finalize the BCC orientation package and conduct the BCC orientation for DOH, CHD and PIO staff.
 - o Conduct IPCC Training of Trainers for Wave 2 provinces and finalize the BCC orientation package
 - o Finalize the Events Planning and Management Guide
 - o Coordinate the HEPO quarterly meetings to facilitate data gathering.
 - o Organize and carry out the field testing for the Safe Motherhood package.
 - o Conduct the DOH ARMM Image Building and Health Communication Campaign Design workshop.

2.2. Field Offices

- Field offices in Luzon, Visayas and Mindanao are expected to carry out the completion and finalization of BCC Plans for Wave 2 LGUs; deployment of Wave 2 LRAs to assist the BCC Plan implementation; Community Mobilization Training/Orientation; orientation of trained supervising nurses on supervision and mentoring toolkit; conduct of health events; community mobilization for health classes and health events; training of HSPs and BHWs on IPC/C; courtesy calls and orientation of newly elected governors in coordination with other CAs.

ANNEXES

Annex 1: Health Events

The subsequent tables contain information on the health events conducted during the quarter, with HealthPRO's technical assistance.

LGU/Medium	Event	Date	No. of people reached*
National			
1. Philippine Star	Garantisadong Pambata	April 10-11, 2010	1,026,848
2. Philippine Daily Inquirer	GP	April 11, 2010	2,630,700
3. Manila Bulletin	GP	April 13 and 16, 2010	3,044,400
4. PJ Tonight	GP	April 9, 2010	
5. 24-Oras	GP	April 16, 2010	2,300,000 (Metro Manila only)
Subtotal			9,001,948***
6. DOH National	Family Planning Health Fair**	June 21, 2010	101
7. Philippine Daily Inquirer	FP Fair	June 22, 2010	2,455,200
8. Manila Bulletin	FP Fair	June 22, 2010	3,044,400
9. Philippine Star	FP Fair	June 22, 2010	1,026,848
10. 24-Oras	FP Fair	June 21, 2010	2,300,000 (Metro Manila only)
Subtotal			8,826,549***
Luzon			
11. Balagtas,	GP Caravan	April 13, 2010	434
12. Meycauayan, Bulacan	GP Caravan	April 14, 2010	374
13. Calumpit, Bulacan	GP Caravan	April 15, 2010	385
14. Marilao, Bulacan	GP Caravan	April 15, 2010	408
15. Norzagaray, Bulacan	GP Caravan	April 16, 2010	371
16. Angat, Bulacan	Bloodletting Drive with Health Class among mothers	June 10, 2010	69
17. Alaminos, Pangasinan	GP Campaign	May 4, 2010	360
18. Dasol, Pangasinan	GP Campaign	May 5, 2010	86
19. Mabini, Pangasinan	GP Campaign	May 18, 2010	109

LGU/Medium	Event	Date	No. of people reached*
20. Sual, Pangasinan	GP Campaign	May 20, 2010	570
21. Albay	Pretty Preggy 2010	April 17, 2010	350
22. Tuguegarao, Cagayan	SM Fair	June 24, 2010	85
Visayas			
1. Iloilo	AIDS Candlelight Memorial	May 16, 2010	175
2. Bohol	GP Kick-off	April 13, 2010	548
3. Bohol (Trinidad)	GP Kick-off	April 12, 2010	139
4. Capiz	GP Radio (DYOW) TV (Today with Dolly) Poster	April 11-30, 2010 April 11, 2010 April 11, 2010	130 51,922 1300 17,200
5. Negros Occidental	GP Launching Coverage (Visayas Daily) (Agila Bulletin) (Sun Star Bacolod) (Western Visayas Journal)	April 14, 2010 April 22, 2010 April 22, 2010 April 19-25, 2010	7,500 2,500 5,000 5,000
6. Negros Oriental	GP Month	April 6-May 4, 2010	3,100
Mindanao			
1. Zamboanga del Sur(Prov.)	2 nd ZDS Family Health Fair, Dumalinao	April 8, 2010	610 (excluding children)
2. South Cot. (Prov.)	Provincial Caravan for GP Launch	April 13, 2010	728
3. Davao Sur (Prov.)	GP Launch	April 13, 2010	310
4. Tboli	Buntis Congress in Brgy. Edwards	May 25, 2010	120
5. Surallah	Buntis Congress in Brgy. Dajay	May 26, 2010	100
6. Digos City	Model Buntis	May 29, 2010	185
7. Malungon	Safe Motherhood Brgy. Malandag	June 16, 2010	69
8. Matanao	Safe Motherhood	June 18, 2010	376
9. Midsalip	Safe Motherhood	June 28, 2010	204
10. Zamboanga City	AIDS Candlelight Memorial	May 22, 2010	
TOTAL			100,817

* Total number of people reached to be finalized.

** Total coverage includes radio news clips and several tabloids (reach is still being gathered)

***Reflects **national coverage** and **NOT** limited to USG sites.

Annex 2: Planned Activities for the Next Quarter

(Lifted from the Quarter 3 and 4 Work plan)

Tasks	Jul	Aug	Sep
A. COMMUNICATIONS PLANNING			
<i>National, regional, provincial and city plans</i>			
1. Complete Wave 2 provincial BCC plans	X		
2. Update BCC plans in Wave 1 provinces			
3. Continue to encourage LGUs to have an HPC component in AOPs and PIPH	X	X	
4. Assist DOH in preparing for GP Weeks and FP month	X		X
<i>Health area campaign designs</i>			
5. Design FP campaign			
5.1 Plan dissemination of materials/job aids	X		
6. Conduct preliminary HIV/AIDS campaign strategy planning with HealthGov	X	X	
7. Conduct preliminary AI/EPTs campaign strategy planning with DOH		X	X
<i>Other communication planning</i>			
8. Re-engineer health events			
8.1 Develop standard TA packages for events	X		
9. Simplify M&E tracking tools			
9.1.2 Disseminate amended tools	X		
9.2 Monitor M&E tracking tools/instruments			
B. IMPLEMENTATION			
<i>Health area campaign rollouts</i>			
1. GP campaign rollout			
1.1 Finalize campaign design document with PROBE			
1.2 Prototype, field-test and modify materials and job aids for media practitioner	X		
1.3 Finalize the communications package	X		
1.4 Produce initial stock of materials		X	
1.5 Liaise with LGUs on materials production and dissemination		X	
1.6 Launch campaign strategy, branding and communications package			X
2. FP campaign rollout			
2.1 Finalize campaign design document with PROBE			
2.2 Finalize creative briefs	X		
2.3 Prototype, field- test and modify materials and job aids		X	
2.4 Finalise the communications package		X	
2.5 Produce initial stock of materials			X
2.6 Liaise with LGUs on materials production and dissemination			X
2.7 Launch “Initiator” campaign (ie “Enjoy Life”) strategy, branding and package		X	
3. Design and prototype BCC materials for HIV/AIDS	X		
4. Document best campaign practices through PROBE			X
5. Institutionalize campaign M&E tracking tools			
5.1 Apply the simplified tracking tools			X
5.2 Monitor use of LGU tracking tool and research evaluation form			

Tasks	Jul	Aug	Sep
5.3 FP/GP media habits assessment	X	X	
5.4 Conduct 6-monthly omnibus surveys			
<i>Guide and monitor sub-contractors</i>			
7. Supervise LRA Wave 1 sub-contracts			
7.1 Hold advocacy orientation		X	
7.2 Approve LGU advocacy work plans within CM			X
7.3 Hold CM training	X	X	X
7.4 Approve quarterly reports	X		
8. Launch LRA assistance to Wave 2 LGUs			
8.1 Introduce to provincial and regional partners			
9. Hold technical update briefings for all LRAs		X	
10. Launch PROBE media assistance			
10.1 Orient PROBE staff on H/PRO's mission			
10.2 Approve PROBE work plan			
10.3 Commence orientations on BCC/health issues for media professionals		X	
11. Assist LGUs to conduct health events through LRAs and PROBE			
11.1 Finalize 2010 schedule for events with Wave 1 and 2 LGUs			
11.2 Develop standard TA packages for each occasion/event type combination	X	X	X
11.3 Work with PROBE to finalize event- specific messages and collaterals	X		
11.4 Work with PROBE to investigate electronic event announcements	X		
11.5 Work w/ PROBE: design press releases & media placement for selected events	X	X	X
Other implementation			
12. Mobilize MRLs as advocates for health in ARMM			
12.1 Orient MRLs on advocacy themes and techniques			
12.2 Design, test and produce BCC materials	X		
12.3 Rollout the MRL advocacy programme		X	
C. CAPACITY BUILDING			
<i>IPC/C</i>			
1. Continue ongoing service provider IPC/C training program through LRAs			
1.1 Train Wave 2 LRA provincial trainers			
1.2 Monitor implementation of Waves 1 and 2 training			X
<i>Community mobilization</i>			
2. Initiate capacity-building to support launch of CM program through LRAs			
2.1 Agree TOT curriculum with LRAs			
2.2 Conduct TOT workshops with CHD/Provincial HEPOs and LRA staff	X	X	
2.3 Monitor program rollout at mLGUs and Barangays			X
2.4 Initiate theme and image volunteer training by LRAs			X
<i>Mass media</i>			
3. Hold workshops to orient LGU/CHD HEPOs on making best use of local mass media	X	X	X
<i>Other capacity building activities</i>			
4. Initiate BCC orientation for DOH, CHD and PIO staff			
4.2 Conduct rollout of orientation program	X	X	
4.3 BCC planning update for CHDs (as TA package)			

Tasks	Jul	Aug	Sep
5.a Initial assessment of regional HPC Resource Center (Luzon – 5 CHDs)			
5.b Provide technical assistance to regional resource centers for HPC			
6. Assist PHIC Marketing Dept to design a service marketing program			
7. Assist DOH-ARMM with image-building			
7.1 Develop image-building strategy			
7.2 Provide TA for implementation			
<i>Other TA activities to NCHP</i>			
8. Assistance to NCHP in reviewing and popularizing AO 58			
8.1 Organize consultative meetings at the national, regional, and LGU levels among health workers involved in promotion communication activities and other stakeholders.			
8.2 Develop the popular version of the AO for easy understanding among local chief executives and LGU health workers.			
8.2 Disseminate the popular version especially in USG sites.			
D. PROJECT MANAGEMENT			
<i>Strategic coordination</i>			
1. Manage coordination with other CAs			
1.1 Host BCC TWG meetings	X	X	X
1.2 Participate in other TWG meetings	X	X	X
2. Participate in DOH TAG meetings	X		X
3. Manage coordination with USAID			
3.1 Participate in monthly COPs' meetings	X	X	X
3.2 Develop quarterly reports for Mission	X		
3.3 Develop weekly highlights report for Mission	X	X	X
3.4 Follow-up/disseminate daily media monitoring reports	X	X	X
<i>M&E</i>			
1. Collate data from tracking tools			X
2. Update project PMP			
3. Develop quarterly indicator data for USAID	X		
<i>Other project management</i>			
1. Prepare FY2011 H/PRO work plan			X
2. Prepare FY2011 area office work plans			X
3. Prepare 2-month work schedule of activities for the mission	X	X	X
4. Manage recruitment			
4.1 New Adviser (Training)			
4.2 Five new Communications staff at Area level			