



**USAID**  
FROM THE AMERICAN PEOPLE

# HEALTHPRO YEAR 3

Annual Report

October 01, 2009 – September 30, 2010

Prepared for USAID/Philippines by the  
Health Promotion and Communication Project  
under University Research Co. LLC's Contract No.  
GHS-I-00-07-00010

## Table of Contents

<b>I. EXECUTIVE SUMMARY.....</b>	<b>3</b>
<b>II. INTRODUCTION AND BACKGROUND .....</b>	<b>5</b>
<b>III. ACCOMPLISHMENTS.....</b>	<b>6</b>
1. COMPONENT ONE: BEHAVIOR CHANGE COMMUNICATION (BCC) PLANNING .....	6
2. COMPONENT TWO: COMMUNITY MOBILIZATION AND LOCAL ADVOCACY .....	8
3. COMPONENT THREE: MEDIA .....	10
4. COMPONENT FOUR: ORGANIZING AND SUPPORTING HEALTH EVENTS .....	12
5. COMPONENT FIVE: TRAINING AND CAPACITY BUILDING .....	17
6. COMPONENT SIX: INTERAGENCY TECHNICAL ACTIVITIES .....	18
<b>IV. MONITORING AND EVALUATION (M&amp;E) .....</b>	<b>23</b>
<b>V. MANAGEMENT AND ADMINISTRATION .....</b>	<b>26</b>
<b>VI. CHALLENGES AND NEXT STEPS .....</b>	<b>30</b>
<b>VII. ANNEXES.....</b>	<b>A- 34</b>
ANNEX 1: HEALTH EVENTS.....	A- 34
ANNEX 2: IPC/C TRAINING: TOT AND ROLLOUT.....	A- 42
ANNEX 3: Y4 WORKPLAN .....	A- 43

## **I. 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.

In Year 2, HealthPRO provided technical assistance to the DOH national, regional and provincial offices, LGUs and LRAs for various campaigns and activities. HealthPRO'S comprehensive technical assistance is divided into six components, namely, BCC planning, community mobilization and local advocacy, media, organizing and supporting health events, training and capacity building, and interagency technical activities.

Specifically, HealthPRO provided technical assistance developing the BCC plan in ten Wave 2 provinces; updating the BCC plan in several Wave 1 provinces and finalizing the ARMM BCC plan. For community mobilization, HealthPRO developed the community mobilization model; conducted the community mobilization orientation; coordinated and worked with various organizations and groups such as Muslim Religious Leaders and the League of Municipalities; and leveraged for additional resources.

For technical assistance related to media, HealthPRO contracted PROBE; assisted LGUs in drafting press releases and DOH ARMM in its radio program; and reached out to national and local trimedia to ensure coverage of various campaigns and activities. HealthPRO also provided technical assistance to LGUs and the DOH in the national and local campaigns for FP, GP, HIV/AIDS, Tuberculosis, Safe Motherhood, and Global Hand washing Day.

For training and capacity building, HealthPRO developed the IPC/C TOT manual and conducted IPC/C TOT and rollout trainings for health service providers and barangay health workers. Other trainings and capacity building activities supported by HealthPRO includes ICV training, Supervision and Mentoring training, MRL orientation, and IEC materials development for HIV/AIDS. HealthPRO coordinated and cooperated with other cooperating agencies and partners through attendance and participation in inter-CA activities, TWG meetings, partnership meetings, and provision of technical assistance to DOH. For Monitoring and Evaluation, HealthPRO develop the health events tracking tool for LGUs, started preparations for the campaign survey, and field tested communication packages for GP and FP. In Year 3, HealthPRO also continued to monitor and support Wave 1 LRAs and contracted Wave 2 LRAs.

In providing technical assistance to the DOH and LGUs, HealthPRO encountered various challenges and worked carefully for their solutions. Some challenges were on partners' expectations, conflicting schedule of activities, concerns of LRA implementation, dissemination of materials in the field, and the systematic collection and submission of data from the field. HealthPRO's activities in Year 4 will take off from the achievements of Year 3. Year 4 activities are grouped into communications planning, communications implementation, capacity building, and project management.

## II. 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.

### **III. Accomplishments**

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

##### **1.1. Conduct BCC planning activities in Wave 2 provinces**

- The provincial BCC planning process was modified to include formative research tools for Knowledge, Attitude and Practice (KAP) gap analysis. This modified process was used in the BCC planning workshops conducted in Isabela, Cagayan, Nueva Ecija, Tarlac, Bohol, Aklan, Agusan del Norte, Misamis Occidental, Zamboanga del Norte, and Davao del Sur. In addition, the BCC planning workshops introduced the BCC planning framework to develop the provincial BCC action plan.

##### **1.2. Finalization and Validation of BCC Plans of Wave 1 Provinces**

- The BCC plans of Wave 1 provinces were finalized and validated with the Provincial Health Office staff. HealthPRO designed a one-day guide for updating the provincial BCC Plans. This guide was developed to enhance the LGU capacity in the field of BCC planning.

##### **1.3. Finalized BCC plans for Autonomous Region in Muslim Mindanao (ARMM)**

- With inputs from SHIELD, HealthPRO updated the ARMM BCC Plan which will serve as guide in the implementation of various health activities.
- In its current operational plan and programmatic arrangements with SHIELD, HealthPRO will work on four main areas of technical assistance in ARMM: image building for DOH/ARMM, communication campaigns planning and implementation, newly wed congratulation initiative, Voice of Health radio program, and the multidisciplinary community meetings.

##### **1.4. HIV/AIDS BCC Planning Activities**

- HealthPRO assisted the cities of Angeles, Quezon, Pasay, Bacolod, Iloilo, Cebu, Mandaue, Lapulapu, General Santos, Zamboanga and Davao in the development of their BCC plans for HIV/AIDS prevention. The BCC planning process also built local capacities to design and implement programs targeting Most at Risk Populations (MARPS) and harmonize partnership among local stakeholders.
- HealthPRO also provided technical assistance in developing the BCC plan for Males who have sex with Males (MSM). HealthPRO will also assist in integrating this plan to the Local Response Plan/BCC Plans in the USG sites.

## **1.5. Other BCC activities**

### ***Family Planning***

- HealthPRO finalized and presented the FP BCC Communication Strategy to DOH, USAID and other CAs. DOH launched the FP Communication Strategy and Package on July, 2010. This event was joined with a Family Planning Health Promotion Fair which was attended by various donor organizations, national and local government agencies, media, and NGOs. DOH issued the Department Memorandum No. 0149 to endorse the Family Planning Communication Strategy and Package to all its regional offices, local government units and partners for their adoption.

### ***MNCHN***

- HealthPRO provided TA in preparing the integrated MNCHN/FP BCC Plan which was used in preparing the unified MNCHN BCC plan in a 2-day consultative meeting with various representatives from funding agencies, and national, regional and provincial health offices.

### ***Tuberculosis***

- A matrix of provinces' priority TB BCC implementation has been developed. This matrix shows the case detection rate (CDR) and completion rate (CR), and its activities in IPC/C, social mobilization, mass media, strategic communication planning, and program implementation review.
- HealthPRO with TB LINC, as the lead agency, assisted the DOH-NTP in implementing the Philippine Strategy to Control TB 2010-2015 (Phil\_Pact) utilizing the Cough to Cure approach. Due to changes in the programmatic directions of HealthPRO, its role in TB-related activities will focus in providing behavior change communication support to TB LINC.

### ***Other Activities***

- An advocacy toolkit to create an enabling supportive environment for BCC activities among LCEs and leaders in LGUs was developed and edited.
- HealthPRO conducted several health promotion activities in the evacuation centers in Pasig and Marikina after typhoon Ondoy in October 2009. These activities included distribution of IEC materials and IPC/C sessions to young mother evacuees on breast-feeding and child nutrition.
- RIMCU-Xavier University was contracted to conduct the Rapid Appraisal Study on the health beliefs and practices of the Indigenous Communities in Bukidnon. The analysis of

the results of the study was completed in January 2010. A dissemination forum was also conducted in January.

## **2. Component Two: COMMUNITY MOBILIZATION AND LOCAL ADVOCACY**

### **2.1. Development of CM model**

- 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 model. The initial model 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 model 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. This toolkit included an updated design for organizing and conducting community level health classes and group counseling.

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

- HealthPRO conducted community mobilization orientations in the 16 provinces – Nueva Ecija, Tarlac, Isabela, Cagayan, Pangasinan, Albay, Bulacan, Aklan, Bohol, Capiz, Negros Occidental, Negros Oriental, Compostela Valley, Davao Sur, South Cotabato and Zamboanga del Sur. The orientations were attended by representatives of LRAs, regional and provincial health offices, and local community groups from the priority municipalities/cities.

### **2.3. Support for community mobilization initiatives**

#### ***CM Trainer's Guide***

- The Community Mobilization Trainer's Guide was developed and is being revised based on suggestions.

#### ***LMP: Family Health for Mayors' Forum***

- HealthPRO provided technical assistance to LMP and the DOH to orient 43 mayors (most of them are chapters' president), advocates and members of the Mayors' Development Council on the family health programs of the Department of Health. At the end of the forum, the mayors signed a manifesto of commitment to support family health and family planning programs in their municipalities. They also committed themselves to rollout the orientation to other mayors in their respective chapters and to push for a resolution supporting family health and family planning in their first National Directorate

meeting for the year. Schedules for follow-up meetings between HealthPRO, LMP and LGU representatives have been set-up, in preparation for the rollout.

### ***Local community networks***

- LGUs, with partners and assistance from LRAs, continued to identify local groups with potential for community mobilization initiatives. The list included transport drivers' group (jeepney, tricycle, trisikad), community/barangay health team, women's group, farmers' group, vendors' group, cooperative, faith-based organizations, civic groups, homeowners groups, and day care workers' association. These local groups mobilized and organized target audiences for health classes on FP/MNCHN.
- At the same time, HealthPRO offices in Luzon, Visayas and Mindanao provided technical assistance to several community mobilization activities such as:
  - o KAISA or Kalusugan para sa Ina, Sanggol at Ama program of Bulacan;
  - o Roll out of MNCHN Buntis Congress and Buntis Pageants in Albay;
  - o Activities of transport drivers in Negros Oriental;
  - o Community mobilization activities of the Drivers for Health (DAH) and the Reproductive Health Youth Base (R-HUB) in South Cotabato;
  - o HPC activities of the Unified Engineering and Manpower Services Multi-Purpose Cooperative (UEMSMPC), a group of Dole Philippines' contractual workers;
  - o Health classes for motorcycle drivers organized by the Riders Against Crime (RAC) in Zamboanga del Sur; and
  - o Information dissemination campaigns of Mariposa de Zamboanga.
- In the ARMM, HealthPRO started strengthening transport groups as health advocates, specifically the Microscopy on Wheels (MOWs) of North Kabuntalan, Maguindanao. The tricycle drivers helped in securing sputum for laboratory analysis as well as referral of TB symptomatics. Member drivers also performed peer counseling on family planning.

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

- A series of round table discussions were conducted in Basilan, Maguindanao, Lanao del Sur, Sulu, and Tawi-Tawi, to identify key leaders in each province. The MRLs agreed on basic health messages appropriate for the people of ARMM and in consonance with the teachings of Islam. The DOH ARMM Secretary attended the first consultation with the MRLs of Maguindanao.

- 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. Leveraging resources to support BCC activities:**

### *National*

- The Department of Health issued Department Order No. 2010-0068 titled, “Guidelines on the release and utilization of sub-allotment/fund transfers from the Department of Health central office to the Centers for Health Development and Local Government Units for 2010.” The Department Order allocated “PhP120,000 for the conduct of IPC Training for LGU frontline health workers for board and lodging, supplies, and materials.” It also specified that “the conduct of IPC Training is in close coordination with USAID-HealthPRO.”

### *Regional and Local*

- 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 and LRA staff also conducted advocacy meetings with LGU partners for provincial launchings of FP and to solicit support and endorsement.
- HealthPRO’s LRAs leveraged funds for IPC/C training rollouts and health events. The leveraged funds came from LGUs and private partners such as power plants, mall, telecommunications company, professional organization, banana growers, other national and international organizations, and church-based groups.

## **3. Component Three: MEDIA**

### **3.1. Finalize and implement the PROBE contract statement of work**

- PROBE Media Foundation’s budget and term of reference for the initial phase was approved. PROBE’s proposed campaign, called *Lakbay Buhay Kalusugan*, has been presented to USAID and other cooperating agencies. Probe Media started their work with HealthPRO on August 1.
- LBK was presented to the National Center for Health Promotion. It is being scheduled for presentation and clearance by the DoH Executive Committee at a cluster meeting in November 2010.
- The 2011 contract has been submitted to USAID for approval.

### **3.2. Technical assistance in developing press releases**

- HealthPRO provided technical assistance to LGUs and partner health offices in drafting press releases and developing and airing different public service announcements for different health events such as; Food Fortification Day, Population and Development Week, Buntis Pageant, World AIDS Day, AIDS Candlelight Memorial, Global Hand washing Day, GP, Community Mobilization orientation, World TB Day, FP Month and Campaign, Nutrition Month. Most of the press releases were published in local newspapers, online edition of newspapers and government agencies such as PIA and DOH.

### **3.3. Technical assistance to DOH-ARMM's voice of health radio program**

- DOH ARMM launched a one-hour radio program titled "Sauto Sihha" or Voice of Health (VoH) in August 22, 2010 which is aired every Sunday, 9PM-10PM at DXMY Station in Cotabato City. HealthPRO provided technical assistance to DOH-ARMM to develop the architecture of the program and its segment episodes and, promotional PSAs. The program has segment for the MRLs to address the religious aspects that are relevant to the health topic of the week.

### **3.4. 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. HealthPRO carried out media mapping activities as a preliminary activity for the mass media intervention. The inclusion of media advocates in the directory and the branding and printing of the directory will be carried out by the Mass Media local replicating agency.
- Local radio stations aired PSAs, reports, press releases, and guestings of local health officials on different topics such as: Provincial Usapang Macho and the Tabaco Usapang Macho in Albay; 1<sup>st</sup> Provincial Buntis Pageant and the regional launching of FP communications strategy in Albay; May Plano Ako Day in Malasiqui, Pangasinan in celebration of FP; GP, FP Month celebration in Capiz and Negros Occidental, /AIDS AIDS Candlelight Memorial celebration in Iloilo City.

- Other provinces have regular radio programs such as the “Tingog sa PHO” (*Voice of the PHO*), “Hinun-anon sa Katawhan” (*Conversation with the People*) in South Cotabato and “Ang Kapitolyo Karon” in Zamboanga del Sur.

### **3.5. Developing personal stories related to health issues:**

- HealthPRO identified possible practices for documentation in Essential Newborn Care and breastfeeding. As a starting point, data were gathered from the participants of the message development training.
- HealthPRO documented real life stories of five (5) FP champion couples which were developed into feature articles, quotes for message development and advocacy in the community and provincial level. These couples also shared their stories and testimony to the media during the Regional launch of the FP campaign in Davao City and the Provincial launch in Compostela Valley.

### **3.6. Media tracking and monitoring:**

- Daily reports, which were later revised to weekly reports, on reproductive health/family planning-related news, maternal and child health-related news, HIV/AIDS-related news, tuberculosis-related news, DOH-related news, bird flu-related news, and A(H1N1)-related news captured on TV, radio and print media were disseminated to USAID, other CAs, and DOH.

## **4. Component Four: ORGANIZING AND SUPPORTING HEALTH EVENTS**

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

- A draft of the Health Events Guide for LGUs has been developed. The Community Mobilization Advisor is finalizing it.

### **4.2. LRAs orientation on health events**

- HealthPRO conducted an orientation on the Guide to Conducting a Health Event to Mindanao Wave 1 LRAs in preparation for the series of health events that they are going to assist this year.

### **4.3. Conduct of health events**

- HealthPRO provided technical assistance to national agencies and local government units at various levels in planning national, regional, provincial, city and municipal health events. The project’s technical assistance ranged from designing and conceptualizing the event, providing additional resource materials and job aids, documenting the events for

local dissemination (PR), drafting press releases to leveraging free airtime on radio and TV.

### National Campaigns

#### ***Family Planning Campaign***

- HealthPRO provided technical assistance to DOH to develop “May Plano Ako. Kaya Mo Ring Magplano.” (I Have A Plan. You Can Have One Too), a multi-channel and multi-wave family planning campaign that was launched in August, 2010 which is the traditional FP month. The campaign is designed to go beyond the family planning month. DOH signed Department Memo No. 0194 promoting the campaign to all its partners. This communication campaign used August, traditionally the Family Planning Month, to launch a longer, multi-channel strategic family planning communication intervention. With strategically designed messages, DOH promoted family planning through different communication channels to address specific audiences.
- The campaign included regional and provincial launching activities, conduct of community health classes for couples, policy advocacy meetings with local leaders, pledge events with development partners, health facility-based activities, outdoor advertising, airing of radio public service announcements, and media coverage of stories of FP users. The DOH funded the airing of radio PSAs, amounting to PhP 4.2 million worth of airtime (US\$ 91,000).
- During the FP month, high profile health events were launched in several key cities of the Philippines - Legazpi City, Davao City, and Bacolod City. Local print and broadcast media coverage was high, with an estimated public relations value of two million pesos (US\$ 43,000), reaching more than one million readers and viewers in southern Philippines alone.
- An initial content analysis of news stories indicated generally positive slant, covering the efforts of DOH and local government units to deliver FP information and services to clients.

#### ***Garantisadong Pambata***

##### *GP Summit*

- HealthPRO provided technical assistance to DOH in organizing the first GP summit, presenting the BCC Best practices in GP during the summit, and in formulating and formalizing the process for validating regional GP CHAMPS winners.

##### *GP, April 2010*

- HealthPRO also provided technical assistance in launching DOH's April GP 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). The GP Marketing Strategy and Communication Package provided for a scaled-up marketing and continuous year round exposure of GP to communities. It was accompanied by a GP Communication Package for mothers, service providers, local chief executives, and media. The materials in the package were streamer, fan, poster, GP booklet, placemat, advocacy briefs for mayors and barangay captains, and provider's pin.

*GP, October 2010 and beyond*

- Due to changes in DOH's programmatic directions, the GP program design for October and beyond was changed. HealthPRO provided technical assistance to NCHP and NCDPC in the development of the marketing strategy of the new GP concept and in the development of the revised communication package for under-5 children. HealthPRO also developed initial communication packages for the school-aged children. In addition, technical assistance was provided to DOH in preparing for the national launch of the new GP on October 2010.
- The new GP is a comprehensive and integrated package of communication and services on health, nutrition and environment for children aged 0-14 years, delivered at home, in schools or daycare centers, and health facilities, by different competent households, teachers, service providers, partners, and players.

***Tuberculosis***

- HealthPRO provided provincial streamers with TB messages to the provinces in Luzon, Visayas, and Mindanao for mounting in high traffic areas.

***HIV/AIDS***

- HealthPRO provided technical assistance in mobilizing social networks among MARPs to highlight HIV/AIDS awareness during World AIDS Day and AIDS Candlelight Memorial in the 11 HIV/AIDS sites.
- HealthPRO was able to leverage an accumulated 7 minutes free airtime on a primetime newscast, 24-Oras, in GMA 7 for World AIDS Day with a value of more than six million pesos.

### ***Global Hand washing***

- HealthPRO was able to leverage an accumulated 7 minutes free airtime on a primetime newscast, 24-Oras, in GMA 7 for Global Hand washing Day with a value of more than six million pesos.

### **Field Activities**

#### ***Luzon***

- In partnership with LGU counterparts, HealthPRO provided technical assistance in several MNCHN and FP events such as: GP events in Bulacan and Pangasinan; KAISA (Kalusugan Alay sa mga Ina at Sanggol) sa Bulacan program conceptualization and launching; and Pretty Preggy competition and Buntis Congress in Albay. The FP events included the first Men's Congress on Family Health (Usapang Macho: Responsableng Ama, Mapag-arugang Asawa) in Legazpi City; a forum called Usapang Macho in Tabaco City with padyak drivers; and the May Plano Ako Day in Lingayen, Sual, Malasiqui and Tayug.
- HealthPRO also provided technical assistance to Quezon City in conducting its AIDS Candlelight Memorial celebration and to Pangasinan, in a school-based activity to celebrate World TB Day.

#### ***Visayas***

- HealthPRO developed a GP Counseling Guide for use by Health Service Providers which covered key messages on maternal health, child health, family planning, vitamin A supplementation and immunization. Also, as a result of HealthPRO's technical assistance in the conduct of Capiz' Garantisadong Pambata (GP) provincial launch in October 2008, the province was awarded as the regional winner of the first GP Champ competition held in November 2009.
- For MNCHN, HealthPRO provided technical assistance in GP kick-off activities carried out in various municipalities in Bohol, Negros Oriental, Aklan, and Negros Occidental; in Breastfeeding Month celebration where synchronized breastfeeding among lactating mothers was organized in several municipalities in Negros Occidental.
- For FP, HealthPro provided technical assistance in the regional and provincial FP launches such as the Capiz Family Health Month which received considerable amount of media coverage.
- HealthPRO also provided technical assistance to the Western Visayas Regional Multi-sectoral Partnership for STI/HIV/AIDS Prevention and Control during the celebration of the 27<sup>th</sup> International AIDS Candlelight Memorial in Iloilo City.

## ***Mindanao***

- In Mindanao, HealthPRO provided technical assistance in conducting health events such as Population and Development Week, Nutrition Month, Breastfeeding Month, Garantisadong Pambata, Global Hand washing, World AIDS Day, and FP Campaign at the regional, provincial and municipal levels. These health events included the following activities:
  - o GP: South Cotabato’s Provincial Caravan for GP Launch; Davao del Sur’s Garantisadong Pambata celebration where booths on counseling, family planning, personal hygiene, maternal health, and vitamin A and immunization, were displayed; CHD XI’s regional GP assessment and planning; 2<sup>nd</sup> Family Health Fair in Zamboanga del Sur; and the 3<sup>rd</sup> Family Health Fair in Compostela Valley.
  - o Other MNCHN-related activities: Safe Motherhood celebration in Matanao, Digos City and Sarangani; Buntis Congress in South Cotabato
  - o World TB Day: World TB Day celebration in Compostela Valley, Sarangani, Zamboanga del Sur and South Cotabato; TB case finding and Kutis Kilatis (Leprosy) in Koronadal City and Norala
  - o HIV/AIDS: AIDS Candle Light Memorial in Zamboanga City
  - o FP: Region XI’s launching of the Family Planning campaign “ May Plano Ako” during the Family Planning Month and the Zamboanga del Sur’s provincial celebration of the FP Month

## ***ARMM***

- HealthPRO provided technical assistance in the community health events on MCH/FP in several low performing municipalities in Maguindanao and Lanao del Sur, which were attended by pregnant mothers, caregivers, couples, community leaders, and Muslim Religious Leaders (MRLs). In addition, HealthPRO provided technical assistance to the IPHO, together with SHIELD and other donor agencies, in Sulu in conducting the “Panday” dialogue in Talipao and the “Burus” party in Indanan. HealthPRO also supported the people’s theater on MCH during the launching ceremony of Project 100 RUBIES.

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

## **5. Component Five: TRAINING AND CAPACITY BUILDING**

### **5.1. Inter-Personal Communication and Counseling Skills (IPC/C)**

#### ***Finalizing the IPC/C TOT Manual and Toolkit***

- HealthPRO finalized the IPC/C TOT manual and toolkit which incorporated the feedback from other CAs and the foreword by the DOH Secretary. The IPC/C TOT manual has been revised and repackaged as Interpersonal Communication and Counseling Toolkit. The IPCC toolkit includes: the manual which contains the messages concepts matrix, technical briefs, and supervision and mentoring tools; job aids (wall chart, flip charts, posters, cue cards and family planning placemat); and communication materials such as the wait and educate DVDs and brochures.

#### ***Conduct IPC/C TOT and Cascade Training Workshops***

- As of September 2010, 179 IPCC trainers, 1,015 health service providers and 2,757 barangay health workers have completed the IPCC training for both Wave 1 and 2 provinces. The complete list and funding source of IPC/C TOT and rollout in Year 3 is listed under Annex 2.

### **5.2. Communication Materials**

#### ***Finalize the FP Communications Package***

- See 1.5.

#### ***IEC materials development (Quezon City, Pasay City, Angeles City, Iloilo City)***

- HealthPRO provided technical assistance to representatives from the cities of Pasay, Quezon, Angeles and Iloilo in developing site-specific print materials for MARPs. 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.

#### ***IEC materials Dissemination (FP wall chart)***

- As part of the Informed Choice and Voluntarism (ICV) compliance, HealthPRO reproduced and distributed 1,500 Tagalog and 1,500 Cebuano FP wall chart, accompanied by a user's guide. HealthPRO and LRA staff also conducted random monitoring visits to health facilities to ensure proper positioning of the wall chart.

### **5.3. 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 and no ICV vulnerability or potential violation was noted.

- HealthPro also facilitated the IPC/C Supervision and Mentoring Kit orientation in Albay, Bulacan, Pangasinan, Capiz, Negros Occidental and Negros Oriental; facilitated the conduct of a learning session on *FP Technical Updates* for public and private sector doctors and midwives in Capiz; and conducted coaching and mentoring sessions on IPCC to the midwives and nurses of RHUs in Mindanao, through the Wave 1 LRAs and with the IPHOs.
- In the ARMM, a series of consultative meetings with MRLs, DOH ARMM, Shariah judges and key anchorpersons were conducted. This was followed by a communication campaign design workshop in Manila participated by DOH-ARMM team with DOH ARMM Secretary, provincial HEPOs, MRLs and media professionals. They designed a plan for DOH-ARMM's image building and health communication campaign.

## **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 other inter-CA activities such as:
  - o USAID inter- CA technical conference in Tagaytay on February 24-26, 2010;
  - o Presentation and field visits during USAID Washington's FP Compliance and Monitoring Team visit;
  - o ARMM GP planning and ARMM MNCHN TWG write shop where HealthPRO's communication packages were presented;
  - o Development of Leadership Training Program for DOH-ARMM by providing technical inputs (specifically on Islamic Leadership) on the content of the training modules and identification of facilitators/trainers for the Islamic Leadership module;
  - o Regional workshops and consultative meetings;
  - o Display booth during the League of Municipalities of the Philippines (LMP) Convention on October 26-27, 2009 at the Manila Hotel;

- Supportive Supervision Training of Trainers for Rural Health Nurses in Luzon region (provided input in the module and helped facilitate the training);
- ICV Training Workshop and the Training of Technical Assistance Providers (TAPs) on CSR; and
- FP Strategy Consultative Workshop.

## **6.2. Participate in other TWG meetings**

- HealthPRO participated in inter-agency TWGs and TF meetings such as the Family Planning (FP) TWG, Regional Capacity Building Initiative (RCBI) TWG, Informed Choice and Volunteerism (ICV) TWG, Contraceptive Self Reliance (CSR) TWG, Maternal Neonatal and Child Health and Nutrition (MNCHN) TWG, HIV/AIDS TWG, TB TWG, Monitoring and Evaluation (M&E) TWG, Behavior Change Communication (BCC) TWG, and Gender Task Force.

## **6.3. Participate in monthly COP meetings**

- HealthPRO participated in all COP meetings scheduled for the year.

## **6.4. Host the BCC TWG on a regular basis**

- HealthPRO hosted the regular BCC TWG meetings during the year. Minutes of the meeting were disseminated to all BCC TWG members.

## **6.5. Coordination and collaboration with partners**

- HealthPRO worked closely and hosted/conducted regular meetings with NCHP and NCDPC, especially in the marketing of Family Planning campaign and communication package and the GP campaign and communication package.
- Under the Technical Advisory Group mandate, HealthPRO and USAID met NCHP, NCDPC and the MNCHN Task Force representative to determine health promotion and communication priorities for FP and MNCHN. Specific DOH technical assistance needs were identified and responded to including the provision of technical inputs for the revision of Administrative Order 58 (National Policy for Health Promotion) and the development of a sample health promotion package for health events (creative briefs, press briefing, list of recommended materials) for MCH and FP.
- HealthPRO assisted DOH ARMM in its image-building campaign. A creative brief was developed for DOH ARMM's caring image through branding and TV public service announcement. A thirty and fifteen-second 'Nagmamahal, DOH-ARMM' communication handle was crafted.

- HealthPRO also provided technical assistance to NCHP in the development of poster for H1N1 vaccine for pregnant women.

#### **6.6. Workplace/private sector network communications support**

- HealthPRO finalized the “Social Marketing Blueprint for PhilHealth: The Promotion Component” as part of the joint CA execution of the PhilHealth Benefits Delivery Review. Moreover, HealthPRO reviewed current communication/marketing practices and other social marketing activities in the areas of membership and payments, accessing benefits and claiming/reimbursement. This plan has been submitted to HPDP for incorporation in the overall Benefits Delivery Review.

#### **6.7. 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 to DOH on GP and Safe Motherhood.

##### ***MNCHN: Garantisadong Pambata (GP)***

- See 4.3.

##### ***MNCHN: Safe Motherhood***

- TA was provided to NCHP in the development of Safe Motherhood Communication Plan. HealthPRO also 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.

##### ***Other MNCHN-related activities***

- HealthPRO also provided technical assistance in the following MNCHN-related activities:
  - o DOH-convened workshop to revise the MNCHN MOP. HealthPRO was assigned to develop the Health Promotion and BCC Section.
  - o 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.

## **6.8. 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. HealthPRO also participated in regional implementation reviews in selected areas such as CHDs 1, 2 and 3. Technical assistance areas for HealthPRO were identified and reiterated and regional packages were identified and incorporated in the TA plan for the said regions. Some of these are the Regional Consultative Workshop for HEPOs, PHTLs & PIOs; CHD2 Post F1 Implementation Review & Consultation; CHD2 Workshop on the preparation of the Health Sector Technical Assistance Plan for LGUs; CHD2 F1 Regionalization Workshop; Joint CHD3 Partners Planning Workshop; and CHD3 F1 Regionalization Workshop.
- 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. HealthPRO provided technical assistance to Aklan Provincial Health Office in finalizing and firming up implementation of health promotion and communication activities for 2010 and participated in the Service Delivery Program Implementation Review in Negros Oriental where it was able to validate the health promotion and communication gaps at the LGU level.
- In Mindanao, HealthPRO participated in regional and provincial planning of CARAGA (RICT), harmonization of activities in the ADP, 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. HealthPRO participated in CHD 11 Regional Implementation and Coordination Meeting and Reproductive Health Summit. It also participated in Zamboanga Sibugay's Program Implementation Review

## **6.9. Regular meetings with and reporting to USAID**

- HealthPRO regularly met with and updated its COTR on the status of its activities, especially the FP BCC Strategy and community mobilization strategy and communication packages for GP and FP. HealthPRO also attended meetings and presentations with the OH Chief and other USAID staff.

## **6.10. Develop weekly highlights report**

- HealthPRO developed weekly highlights on KAISA, USAID visit to Bulacan, Albay Buntis Pageant, opening of a breastfeeding mall in Bohol, Garantisadong Pambata,

presentation of FP Communication Strategy and Package to Health Secretary Cabral and the FP Health Fair.

- HealthPRO also submitted weekly highlights on the FP communication campaign May Plano Ako, launch of the new Garantisadong Pambata and Safe Motherhood activities in Negros Occidental.

#### **6.11. Develop HealthPRO quarterly reports**

- HealthPRO submitted all three quarterly reports. As agreed with the COTR, a 4<sup>th</sup> quarter report separate from the annual report is not necessary. The annual report will cover activities in the fourth quarter.

#### **6.12. Other USAID CAs on BCC approaches**

- HealthPRO provided PRISM2 a copy of the BCC planning manual as reference in conducting BCC planning exercise in non-HealthPRO areas.
- The IPCC Manual was shared with SHIELD, TBLINC and PRISM2 to institute a uniform IPCC design among various coordinating Agencies of USAID. PRISM2 used the IPCC Manual developed by HealthPRO in the conduct of IPCC training among private sector midwives and public sector health service providers in non HealthPRO areas

## IV. MONITORING AND EVALUATION (M&E)

### 1. Review and update on HPC tracking tool

#### *HPC Tracking Tool*

- The HPC tracking tool was pretested in Sarangani and South Cotabato. It was followed by the orientation for provincial and municipal HEPOs, nurses, and BHW presidents so that the tools will be integrated in their reporting systems. Orientation-consultation sessions were conducted for Albay, Bulacan, Pangasinan, Negros Oriental, Negros Occidental, Compostela Valley, Zamboanga del Sur and South Cotabato. HealthPRO also oriented the staff of the Pasay City Health Office for use in the conduct of HIV/AIDs awareness and prevention campaigns. The participants scheduled roll-out of the orientation-consultation during their regular monthly meetings from November to January.
- HEPO Training on HPC Recording/Reporting Form (Tracking)

<b>Province</b>	<b>No. of Trainers</b>
Pangasinan	136
Bulacan	81
Albay	50
Angeles City	19
Negros Occidental	43
Negros Oriental	37
Compostela Valley and South Cotabato	90

- HealthPRO also conducted a consultation review of the HPC tools. The reviews of the HPC tracking tool were conducted in Pangasinan, Bulacan, Capiz, Negros Occidental, and Negros Oriental, Zamboanga del Sur, South Cotabato, Sarangani and Compostela Valley
- 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 HEPO Quarterly Meeting was also presented as a mechanism to facilitate the collection of data from the municipalities up to the province level.

## **2. PMEP update for Year 3**

- The PMEP update for Y3 originally set for quarter 1 was pushed to the second quarter to await the finalization of the communication strategy papers and the approval of the Y3 workplan. However, for quarter 1 in preparation for updating the PMEP, the PIRS were already revised and updated with the recent NDHS results. The updated PMEP for Year 3 was submitted together with the finalized Y3 workplan.

## **3. Annual reporting**

- At the beginning of the fiscal year 2010, data for OP indicator reporting for FP, MNCHN, TB and HIV were collected and collated for the FY 2009. The data included the number of people trained; number of LGUs covered; health events assisted; number of people reached through the health events, community outreach and mass media; and resources leveraged. These were submitted to the concerned lead agencies for each health theme for consolidation and reporting to the M&E TWG and for the USAID PIR in November 2009.
- HealthPRO, as M&E lead agency for reporting on family planning, collected the FY 2009 OP indicator data on FP from all the other cooperating agencies. Training databases, health event and media tracking forms and FHSIS data were gathered and checked, collated and consolidated. Based on the collected data, FP reports and presentation materials were prepared for the M&E TWG and the program implementation review.

## **4. LGU Capacity Building for M&E**

### ***Health Events Tracking tool***

- During the orientations for the Supervision and Mentoring Toolkit, supervising nurses in Albay, Negros Occidental, Zamboanga Sur, South Cotabato and Saranggani were oriented on the use of the health event tracking tool.

### ***DOH ARMM M&E support***

- HealthPRO, together with A2Z, provided technical support as panel of reactors to the training of trainers of the course on DOH-ARMM Enhanced FHSIS Analysis and Utilization for District and Provincial Health Staff of Lanao Sur.

## **5. 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 original scope of work was streamlined and the conduct of survey for campaign recall and service impact of the FP month as a trial period for the survey agency was negotiated. The FP campaign survey questionnaire was developed and pre-tested and a survey protocol was established. Both materials were used for the training of interviewers and the survey has been scheduled

for mid-October 2010 in Albay, Capiz and Compostela Valley. In the meantime, facility data for family planning services for the period prior to the FP campaign were collected for later comparison to post-campaign figures. This will be used as additional data to evaluate the FP campaign.

## **6. Field Testing of GP and FP Communication Packages**

- The FGD guide for the field testing of the GP communication materials and the pre-testing of the FP communication packages were developed and finalized in consultation with the Area Managers and the specialists. Area Managers and LRAs coordinated for field testing.
- Field testing for the April GP and FP communication packages were conducted in the following LGUs: Bulacan, Albay, Negros Occidental, Capiz, Compostela Valley, and Zamboanga del Sur for Mindanao. It included focus group discussion and one-on-one interview to pre-test two FP public service announcements and one-on-one interview with local chief executives to pre-test the GP advocacy briefer. The FGD report for FP was submitted to NCHP, presented in a forum and was used in supporting the approval and endorsement by DOH of the FP communication package. Results of the FGDs on the GP package were used to revise the April GP materials. The pretesting for the revised GP communication package for under-5 children was also conducted.
- 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 revised communication materials consistent with the culture, tradition and belief of the people of ARMM.

## **7. 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 2<sup>nd</sup> National Meeting of DOH Assistant Regional Directors. HealthPRO also provided technical assistance in organizing and facilitating the first HEPO quarterly meetings.

## **V. MANAGEMENT AND ADMINISTRATION**

### **1. Staffing plans**

- In Year 3, several staffs were hired while several others resigned. The Mass Media Advisor, ARMM Area Manager, Community Mobilization Advisor and Grants Manager tendered their resignation during the year.
- HealthPRO identified and recruited the Chief of Party, Field Operations Director; Community Mobilization Advisor; Assistant Administration and Finance Staff; Grants Manager; Graphic Designer, Mass Media Advisor, Luzon and ARMM area managers; Luzon, Visayas, Mindanao and ARMM's regional communication specialists; Luzon and Mindanao's provincial coordinator; and Visayas and ARMM' finance and administrative assistant considered. HealthPRO had started the recruitment process for the Training and Capacity Building Advisor, Office Manager, and Luzon and Visayas provincial coordinators.

### **2. Project support activities**

- HealthPRO regularly submitted a 2-month calendar of activities to USAID Office of Health which is updated regularly and conducted regular area manager's meeting. Each regional office also carried out regular reporting activities such as preparation of daily cash requirement, liquidation, inventory, and processing of business permit renewal.
- HealthPRO held its second general staff meeting in December 2009 to review accomplishments and the work plan. This allowed the staff to develop an accelerated workplan for January to March 2010 to identify crucial priority tasks. Also, HealthPRO's Mindanao office moved to a new location and ARMM expanded its office space to accommodate additional staff.

### 3. Financial and administrative issues

#### 3.1. Financial management:

##### Health Promotions and Communications Project

Contract No. GHS-I-00-07-00010 Order No. 02

Budget Category	Budget Amount	Expenditures						Budget Balance
		As of Sept 2009	Oct 2009 - Dec 2009	Jan 2010 - Mar 2010	Apr 2010 - June 2010	Jul 2010 - Sept 2010	Cumulative	
Salaries and wages	3,623,567	1,147,599	211,543	159,334	162,242	185,045	1,865,763	1,757,804
Allowances	231,392	2,340	1,137	12,793	22,208	11,794	50,272	181,120
Consultants	475,963	123,999	20,435	5,952	-	-	150,386	325,577
Travel - per diem	1,353,274	558,008	42,711	43,248	83,166	62,368	789,501	563,773
Equipment	225,147	138,676	582	1,775	9,231	5,938	156,202	68,945
Other direct costs	2,016,933	678,936	83,579	87,200	121,349	204,335	1,175,400	841,533
Subcontracts	3,666,571	41,391	23,665	193,705	257,810	394,144	910,715	2,755,856
Indirect costs	2,397,701	741,444	117,411	105,374	127,664	151,822	1,243,715	1,153,986
Fixed fee at 7%	979,338	240,268	35,074	42,657	54,857	71,081	443,937	535,401
	14,969,886	3,672,662	536,136	652,038	838,527	1,086,527	6,785,891	8,183,995

Project Start Date	June 25, 2007
Project End Date	June 24, 2012
Total Budget	14,969,886
Total Obligated Amount	11,881,151
Cumulative Expenditures as of September 2010	6,785,891
Total Remaining Estimated Contract Amount	8,183,995
Total Remaining Obligated Amount	5,095,260
Number of months remaining with the balance of the obligation:	14.07
Number of months remaining with the balance of the budget:	22.6
Total remaining months on the project:	21 (as of Oct 10)

### 3.2. Grant management:

#### *Wave 1 LRAs*

- In October 2009, HealthPRO conducted the General Orientation of LRAS, namely: Philippine Rural Reconstruction Movement (PRRM), Field Epidemiology Training Program Alumni Foundation, Inc. (FETPAFI), Philippine Business for Social Progress (PBSP), Gerry Roxas Foundation (GRF), Family Planning Reproductive Health Advocacy Network, Nutrition Center of the Philippines (NCP), Davao Medical School Foundation (DMSF), Mahintana Foundation Inc.(Mahintana), and Misamis University Community Extension. In addition, HealthPRO facilitated the introduction and initial meeting of the LRAs and the PHO technical staff and courtesy calls to local government units.
- 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.

#### *Wave 2 LRAs*

- HealthPRO worked closely with the CHDs and PHOs in evaluating the shortlisted concept papers of Wave 2 LRAs. Selected LRAs for Wave 2 are as follows:

Cagayan, Isabela, Nueva Ecija	Economic Development Foundation
Tarlac	TRI-DEV Specialists Foundation, Inc.
Aklan	Gerry Roxas Foundation
Bohol	PROCESS Bohol Inc.
Bukidnon, Mis. Oriental & Occidental, Zamboanga del Norte & Sibugay	Gerry Roxas Foundation
Agusan del Norte	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.
- Initially, 5 LRAs in ARMM were indentified and their proposals were shared with the DOH ARMM Regional Office for evaluation. However, due to security concerns and

changes in the leadership, activities were put on hold. This initiative will be pursued but will be based on HealthPRO's new strategy for ARMM.

## **VI. CHALLENGES AND NEXT STEPS**

### **1. Challenges and solutions**

- HealthPRO experienced challenges in implementing its activities during the year. At the same time the project proactively addressed these challenges.

#### **1.1. General**

##### *Partners' expectations*

- 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.

##### *Hiring of staff*

- With the scaling-up of activities in the field, the project had to fast track hiring new or additional staff such as advisors, provincial coordinators and communication specialists. This is to ensure staff capacity to respond to various needs in the field such as providing assistance to LGUs and participating in regional and provincial level activities.

##### *Schedule of activities*

- 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.
- A number of health projects (HealthGov, TBLINC, HealthPRO, EU, UNICEF, etc.) are being implemented by the local government units. As a result, there is a competition for availability of health personnel as well as for financial allocation of counterpart funds for special projects.

### ***LRAs' Concerns***

- HealthPRO experienced delays in awarding the grants to LRAs. Delays in contracting LRAs affected the LRAs' participation in BCC planning activities for Wave 2 provinces. Data needs for BCC planning were done by project staff as a pre-workshop activity.
- Inputs like training for LGUs on media engagement have been delayed for more than two (2) quarters and this has moved the schedules of the LRAs even closer to the tail end of their contracts. Some LRAs did not meet their scheduled deliverables.
- With two provinces each in their folio, Mahintana and DMSF were concerned with budgetary limitations. HealthPRO assisted Mahintana in tapping the funds of UNICEF and the private sector in leveraging funds to increase the number of participants during the roll out.

### ***Timeliness of Materials Needed in the Field***

- The timely completion of the IPC/C training manuals and its reproduction posed a challenge to the training team and the training logistics. Few translations to local language were also completed due to lack of time.

### ***Transfer of Skills***

- With minimum supervision by HealthPRO for LGU-funded trainings, maintaining the quality is a challenge for training of the remaining health service providers and counterpart barangay health workers.

### ***Standardizing modules among CAs***

- Considering that in some LGUs different CAs are present, agreements among CAs should be reached regarding capability building activities that overlap e.g. IPC/C between HealthPRO and TB LINC to ensure that the LGUs will not get confused with

### ***Collection and submission of data***

- LRA deliverables include submission of data on number of individuals mobilized to be counseled on MNCHN. Since MCH is not covered in the new HPC tracking tool, the LRAs are constrained to secure copy of MCH group counseling attendance sheets from the midwife level.
- Since public health is devolved, it has been observed that the municipalities/cities are not keen on submitting regular DOH FHSIS reports to their provincial health offices and the HPC tracking tools.

## **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. There were also challenges in one province in coordinating with the PHO. During HEPO meetings, representatives from the municipalities/cities change from meeting to meeting making it difficult for follow-ups.
- In Mindanao, the attendance of participants to trainings was compromised with travel restrictions issued by the Office of the Compostela Valley Governor. There is also a conflict between the governor and a mayor in the province which affected preparations for some activities. There are also conflicts among the RHU personnel in Zamboanga Sur that hampered the implementation of the activities. Constant and proactive coordination with appropriate authorities positively addressed these concerns.
- Participation of health staff to project activities is affected by the peace and order situation in some areas or the location of the municipality in a remote part of the province, particularly in Zamboanga Peninsula. Zamboanga Norte changed some of its priority sites taking into consideration the security of staff, accessibility to land transportation and the support of the LGUs.
- In ARMM, first two quarters activities were affected by major security development that led to change in DOH ARMM administration.

## **2. Next steps**

### **2.1. General**

- Some major next steps for HealthPRO are the following:
  - 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;
  - Launch the BCC Planning Guide and the final BCC plans of 25 provinces;
  - Finalize the Events Planning and Management Guide;
  - Design FP campaign 2<sup>nd</sup> and 3<sup>rd</sup> waves rollout (spacers and limiters waves) and develop materials for production and dissemination for the FP campaigns for spacers and limiters;
  - Continue and expand the first wave of FP campaign's media, outreach and IPC/C activities in different project's sites;

- Conduct of technical update meetings / seminars for LGUs on MCH and FP;
- Assist DoH in scaling up the new GP campaign;
- Develop and launch the Safe Motherhood campaign; and
- Implement Lakbay Buhay Kalusugan health promotion and media campaign.

## **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; 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.
- HealthPRO will hasten the LRA engagement process in the ARMM.
- A detailed planned activities for Year 4 is attached as Annex 3. Activities are classified as planning, BCC implementation, capacity building, and interagency activities. Cross-cutting activities are outlined in the M&E and program management sections.

## VII. 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 mobilized/reached*
			Amount Leveraged
<b>National</b>			
GMA 7 /24-Oras	Global Hand washing Day	Oct. 15, 2009	PhP 3,456,000
GMA 7 /24-Oras	World AIDS Day	Dec. 1, 2009	PhP 2,592,000
National TV – 24 Oras	World TB Day	Mar. 23, 2010	2.3 million (Mega Manila only)
Philippine Star	Garantisadong Pambata	April 10-11, 2010	1,026,848
Philippine Daily Inquirer	GP	April 11, 2010	2,630,700
Manila Bulletin	GP	April 13 and 16, 2010	3,044,400
PJ Tonight	GP	April 9, 2010	
24-Oras	GP	April 16, 2010	2,300,000 (Metro Manila only)
Subtotal			9,001,948***
DOH National	Family Planning Health Fair**	June 21, 2010	101
Philippine Daily Inquirer	FP Fair	June 22, 2010	2,455,200
Manila Bulletin	FP Fair	June 22, 2010	3,044,400
Philippine Star	FP Fair	June 22, 2010	1,026,848
GMA 7/24-Oras	FP Fair	June 21, 2010	2,300,000 (Metro Manila only)
<b>Subtotal</b>			
<b>Luzon</b>			
<b>Quarter 1</b>			
Pangasinan	Global Hand washing Day Celebration	Oct. 15, 2009	70
Albay	Global Hand washing Day Celebration	Oct. 20, 2009	100
Guinobatan, Albay	Buntis Congress	Oct. 29, 2009	81
Bulacan	Global Hand washing Day Celebration	Oct. 20, 2009	300
Tarlac	World Population Day	Nov. 24, 2009	76
Angeles City	World AIDS Day	Dec. 6, 2009	2500
Pasay City	World AIDS Day	Dec. 7, 2009	200
Quezon City	World AIDS Day	Dec. 7, 2009	300

LGU/Medium	Event	Date	No. of people mobilized/ reached*
			Amount Leveraged
<i>Meycauayan</i> , Bulacan	FP Couples Classes	Dec.11, 2009	35
Bulacan	Bulacan Family Health Fair	Dec.16, 2009	250
<i>Guinobatan</i> , Albay	Buntis Pageant	Dec.18, 2009	500
<i>Quarter 2</i>			
<i>Alaminos</i> , Pangasinan	World TB Day	Mar. 22, 2010	203
<i>Quarter 3</i>			
Balagtas,	GP Caravan	April 13, 2010	434
<i>Meycauayan</i> , Bulacan	GP Caravan	April 14, 2010	374
<i>Calumpit</i> , Bulacan	GP Caravan	April 15, 2010	385
<i>Marilao</i> , Bulacan	GP Caravan	April 15, 2010	408
<i>Norzagaray</i> , Bulacan	GP Caravan	April 16, 2010	371
Albay	Pretty Preggy 2010	April 17, 2010	350
<i>Alaminos</i> , Pangasinan	GP Campaign	May 4, 2010	360
<i>Dasol</i> , Pangasinan	GP Campaign	May 5, 2010	86
<i>Mabini</i> , Pangasinan	GP Campaign	May 18, 2010	109
<i>Sual</i> , Pangasinan	GP Campaign	May 20, 2010	570
<i>Angat</i> , Bulacan	Bloodletting Drive with Health Class among mothers	June 10, 2010	69
<i>Tuguegarao</i> , Cagayan	SM Fair	June 24, 2010	85
<i>Quarter 4</i>			
<i>Sta. Maria</i> , Bulacan	FP,MNCHN	July 2, 2010	48 mothers
<i>Paombong</i> , Bulacan	Safe motherhood (buntis party)	July 8, 2010	123 mothers
<i>Bocause</i> , Bulacan	FP,MNCHN	July 22, 2010	52 mothers
Albay	FP Campaign (Usapang Macho)	August 5, 2010	126 radio listeners = 270,450 (45,666 and 47,016) TV viewers = approximately
<i>Anda</i> , Pangasinan	Health Education on Safe Motherhood	August 12, 2010	74
<i>Dasol</i> , Pangasinan	Usapang Buhay Kalusugan on Child Nutrition	August 12, 2010	112
Bulacan	Lung Month	August 16, 2010	182 participants
<i>Lingayen</i> , Pangasinan	May Plano Ako Day	August 18, 2010	67
<i>Bacacay</i> , Albay	Safe motherhood	August 18, 2010	62 mothers
<i>Sual</i> , Pangasinan	May Plano Ako Day	August 24, 2010	89

LGU/Medium	Event	Date	No. of people mobilized/ reached*
			Amount Leveraged
<i>Legazpi City, Albay</i>	Mini Regional Launching of FP communications strategy	August 24, 2010	37
<i>Malasiqui, Pangasinan</i>	May Plano Ako Day	August 25, 2010	69  Viewers from Balitang Amianan (GMA7 daily local news) 2.6 m population of Pangasinan province
<i>La Union, Pangasinan</i>	FP Regional Launch	August 25, 2010	100 TV viewers = 695,000
<i>Tayug, Pangasinan</i>	May Plano Ako Day	August 26, 2010	70
<i>Bani, Pangasinan</i>	Usapang Buhay Kalusugan on Family Planning	August 27, 2010	61
<i>Tabaco City, Albay</i>	FP Campaign (Usapang Macho)	August 30, 2010	132 From radio listeners = 270,450
<i>Bustos and Pandi, Bulacan</i>	FP, MNCHN	September 3, 2010	36 mothers
<i>Sual, Pangasinan</i>	Health Class on Maternal and Child Health	September 16, 2010	72
<b>Subtotal</b>			
<b>Visayas</b>			
<i>Quarter 1</i>			
Capiz	Garantisadong Pambata	Oct. 2009	
Bohol	Global Hand washing Day	Oct. 2009	500
Tagbilaran City	Food fortification Day	Nov. 2009	67
Bohol	Food Fortification Day (radio broadcast - DYTR)	Nov. 2009	To follow
Negros Occidental	Population & Development Week (radio broadcast- DYEZ)	Nov. 2009	To follow
Negros Occidental	Food Fortification Day (radio broadcast – DYEZ)		To follow
Negros Occidental	Population & Development Week	November 2009	20,000
Iloilo City	World AIDS Day	Dec. 2009	488

LGU/Medium	Event	Date	No. of people mobilized/ reached*
			Amount Leveraged
Bacolod City	World AIDS Day	Dec. 2009	200
Bacolod City	World AIDS Day	Dec. 2009	5,000
<i>Quarter 2</i>			
Negros Occidental	TB Expo	Mar. 24, 2010  Mar. 25-27, 2010  Mar. 25, 2010	200- participants  42,500-viewed the streamers with messages  21,000- newspaper circulation for press releases  29,000 (for Bacolod City only) – radio PSA
Capiz	World TB Day		16,500 - streamers
Bohol, Aklan, Negros Oriental	GP Preparatory Planning and Meeting		84
<i>Quarter 3</i>			
Bohol	GP Kick-off	April 13, 2010	548
Bohol (Trinidad)	GP Kick-off	April 12, 2010	139
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
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
Negros Oriental	GP Month	April 6-May 4, 2010	3,100
Iloilo	AIDS Candlelight Memorial	May 16, 2010	175
<i>Quarter 4</i>			
Toboso, Negros Occidental	Buntis Conference	July 9, 2010	45
Calatrava, Negros Occidental	Buntis Conference	July 13, 2010	119
Cauayan, Negros Occidental	Buntis Conference	July 26, 2010	228

LGU/Medium	Event	Date	No. of people mobilized/ reached*
			Amount Leveraged
Valladolid, Negros Occidental	Buntis Conference	July 26, 2010	60
Talisay, Negros Occidental	Buntis Conference	July 29, 2010	127
Cauayan, Negros Occidental	Synchronized Breastfeeding	July 26, 2010	44
Hinigaran, Negros Occidental	Synchronized Breastfeeding	July 7, 2010	82
Isabela, Negros Occidental	Synchronized Breastfeeding	July 27, 2010	70
Sagay, Negros Occidental	Synchronized Breastfeeding	July 29, 2010	70
Talisay, Negros Occidental	Synchronized Breastfeeding	July 27, 2010	72
E.B. Magalona, Negros Occidental	Buntis Conference	July 28, 2010	101
Don Salvador Benedicto, Negros Occidental	Synchronized Breastfeeding	August 2, 2010	13
Province of Negros Occidental	Family Planning Month Celebration / Regional Launch of FP Communication Materials	August 24, 2010	72
Capiz	Family Planning Month Celebration / Provincial Launch of FP Communication Materials	August 26, 2010	150
<b>Subtotal</b>			
<b>Mindanao</b>			
<i>Quarter 1</i>			
Bukidnon <i>Malaybalay and Quezon</i>	Garantisadong Pambata		800
11 provinces of Mindanao	Global Hand washing Day <i>Clean Hands Save Lives</i>	Oct. 15, 2009	185 LGUs (for IECs)
Zamboanga del Sur	Global Hand washing Day		60
Pagadian City	Global Hand washing Day (Scrub video on cable TV)		53,600
Zamboanga del Sur	Global Hand washing Day		
General Santos City	World AIDS Day		
Davao City	World AIDS Day	Dec. 1, 2009	800
Zamboanga City	World AIDS Day	Dec. 12, 2009	800
<i>Quarter 2</i>			

LGU/Medium	Event	Date	No. of people mobilized/ reached*
			Amount Leveraged
Maragusan, Compostela Valley	World TB Day		202
Malungon, Sarangani	World TB Day		31 barangays
Lake Sebu & Norala, SoCot	World TB Day		250
Kumalarang, ZdS	World TB Day		68
Lake Sebu, South Cotabato	Buntis Congress		329
Koronadal City and Norala, South Cotabato	Kutis Kilatis		139
<i>Quarter 3</i>			
Zamboanga del Sur	2 <sup>nd</sup> ZDS Family Health Fair, Dumalinao	April 8, 2010	610 (excluding children)
South Cotabato	Provincial Caravan for GP Launch	April 13, 2010	728
Davao Sur	GP Launch	April 13, 2010	310
Zamboanga City	AIDS Candlelight Memorial	May 22, 2010	
Tboli, South Cotabato	Buntis Congress in Brgy. Edwards	May 25, 2010	120
Surallah, South Cotabato	Buntis Congress in Brgy. Dajay	May 26, 2010	100
Digos City	Model Buntis	May 29, 2010	185
Malungon, Sarangani	Safe Motherhood Brgy. Malandag	June 16, 2010	69
Matanao, Davao del Sur	Safe Motherhood	June 18, 2010	376
Midsalip, ZDS	Safe Motherhood	June 28, 2010	204
<i>Quarter 4</i>			
Maragusan, CVompostela Valley	Safe Motherhood	July 2, 2010	138
San Miguel, ZDS	Nutrition Month Celebration	July 13,16,19,27,29	751
Monkayo, Compostela Valley	Safe Motherhood	July 13, 2010	133
Pantukan, Compostela Valley	Nutrition	July 18, 2010	87
Malapatan, Sarangani	Child Nutrition & Breastfeeding Day in Barangay Poblacion	July 23, 2010	36
Maasim, Sarangani	Nutrition Month Culmination in Barangay Poblacion	July 23, 2010	508
Mawab, Compostela Valley	Safe Motherhood	July 26, 2010	163
Sta. Maria, Davao del Sur	Mini Health Fair	July 28, 2010	213
Maasim, Sarangani	Buntis Forum in Barangay Pananag	July 27, 2010	60

LGU/Medium	Event	Date	No. of people mobilized/ reached*
			Amount Leveraged
<i>San Pablo, ZDS</i>	Nutrition Month Celebration	July 27, 2010	441
<i>Don Marcelino, DdS</i>	FP	July 29, 2010	126
Sarangani	Provincial Nutrition Month Culmination	July 30, 2010	283
<i>Vincenzo Sagun, ZDS</i>	Nutrition Month Celebration	August 6, 2010	767
<i>Tantangan, South Cotabato</i>	Lung Month Celebration in Barangay Poblacion	August 13, 2010	120
<i>Polomolok, South Cotabato</i>	Family Planning Month Celebration in Barangays Magsaysay	August 18, 2010	25
<i>Maitum, Sarangani</i>	Breastfeeding Day in Barangay Poblacion	August 18, 2010	78
CHD XI- Davao Region	Regional Launching of FP Campaign	August 18, 2010	
Compostela Valley	Provincial Launching of FP Campaign	August 20, 2010	
Zamboanga del Sur	Provincial Family Planning Month Celebration	August 24, 2010	184
South Cotabato	World Breastfeeding Day in Barangay Zone II, Koronadal City	August 25, 2010	96
Misamis Oriental	BHW meeting	Aug. 26, 2010	350
Lapuyan, ZDS	Lung Month Celebration	August 26, 2010	144
<i>Malita, Davao del Sur</i>	Family Health Fair	August 27, 2010	172
Compostela Valley	Family Health Fair	September 2-3, 2010 October 2010	1,448
Misamis Oriental	Cancer Awareness	Sept. 11, 2010	350
<i>Jose Abad Santos, DdS</i>	Nutrition Month	September 18, 2010	173
Pagadian City	Health Event: Buntis Congress (Safe Motherhood)	September 30, 2010	163
<i>Pitogo, ZDS</i>	“Symposia on Adolescent Health Issues and Perspectives” and “Launching of Buntis Baby Bank”	July to October, 2010	291
<b>Subtotal</b>			
<b>ARMM</b>			
Sulu (Talipao and Indanan)	Panday Dialogue Burus Congress		To follow
Tawi-Tawi	Project 100 RUBIES		To follow
<b>TOTAL</b>			

\* 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: IPC/C Training: TOT and Rollout

Total Number of Trained HSPs and BHWs

List of IPCC trained health workers								
Regions/Provinces	Training of Trainers	Health Service Providers				Barangay Health Workers		
	HealthPRO funded	Total HSP	CHD[1]	LGU[2]	HP[3]	Total BHW	LGU/NGO	HealthPRO
1. Davao Sur	5	199			26	3,027		150
2. Compostela Valley	5	162			26			150
3. South Cotabato	6	202		19	29			129
4. Sarangani	4	53	39		22	695	95	194
5. Zamboanga del Sur	5	189	41	23	25	2,984		250
6. Zamboanga Norte	10	234			12	2,090		
7. Zamboanga Sibugay	6	39						
8. Agusan Norte	7	113	96		30	1,128		
9. Bukidnon	6	386				4,580		
10. Misamis Oriental	5	227				3,753		
11. Misamis Occidental	3	130				1,833		
12. Pangasinan	7	484			25	3,000	55	260
13. Bulacan	11	463			26	3,555		254
14. Albay	29	196			25	3,500		233
15. Tarlac	8	195				1,835		
16. Negros Oriental	6	518	210	82	25	3,782	49	256
17. Negros Occidental	6	857	59	133	25	6,500	75	253
18. Capiz	6	221	25	63	25	5,074	104	250
19. Aklan	8	156				2,575		
20. Bohol	13	390				6,774		
21. Nueva Ecija	3	282				3,500		
22. Isabela	5	323				3,350		
23. Cagayan	6							
<b>Sub Total</b>	<b>165</b>	<b>6,019</b>	<b>390</b>	<b>278</b>	<b>321</b>	<b>63,535</b>	<b>378</b>	<b>1,700</b>

### Annex 3: Y4 Workplan

#### I: HealthPRO Year 4 Gantt Chart (Non-ARMM)

<b>TASKS</b>
<b>A. COMMUNICATIONS PLANNING</b>
<i>National, regional, provincial and city plans</i>
Complete Wave 2 provincial BCC plans
Update Wave 1 provincial BCC plans
Launch BCC Planning Guide (includes provincial BCC Plans)
Assist and encourage LGUs to have an HPC component in AOPs and PIPH
Assist DOH in developing communication and operational plans to scale up and maximize the impact of the different events in the health calendar
Assist DOH in developing a national brand for health promotion activities (Buhay Kalusugan)
Finalize HIV/AIDS Communication Strategy for MSM to serve as input for Local BCC or Local Response Plan
Integrate BCC Communication Plan in Local Response Plans, in collaboration with HealthGov in 6 of the 11 sites
Update/finalize the HIV/AIDS communication plan in 5 of 11 cities (sites with no Local Response Plan)
Facilitate LGU workshops to identify HIV/AIDS communication materials
<i>Health area campaign designs</i>
Design the GP campaign
11.1 Finalize the strategic design and the creative brief of the campaign
11.2 Plan for the production and dissemination process of the GP communication materials and job aids for service providers
11.3 Assist DOH in planning for national and local launching events
11.4 Develop and finalize the design of the GP campaign M&E tools
Design the FP campaign
12.1 Finalize the strategic design and creative brief of the FP 2 <sup>nd</sup> and 3 <sup>rd</sup> campaign waves
11.2 Plan for the production and dissemination process of the FP communication materials and job aids for service providers
12.3 Assist DOH to plan for a national and local launching events for FP campaign waves
12.4 Finalize the FP campaign's M&E tools based on the campaign design
Work with the DOH to develop communication plan and materials for discontinuers and method shifters
Design SM campaign
14.1 Finalize the strategic design and the creative brief of the campaign
14.2 Plan for the production and dissemination process of the SM communication materials and job aids for service providers
14.3 Assist DOH in planning for national and local launching events
14.4 Develop and finalize the design of the SM campaign M&E tools

<b>TASKS</b>
<i>Other communication planning</i>
Hold quarterly updates/follow up meetings with LRAs Wave 2
Update/Finalize and share Community Mobilization plans, modules and tools with Wave 1 and 2 LRAs
Assist LMP chapter president in USG sites to orient members/municipal mayors on family health
Develop standard TA packages for events planning and management
Simplify communication activities M&E tracking tools
19.1 Collate concerns about tools from LGUs and LRAs
19.2 Disseminate revised tools to LGUs and LRAs
19.3 Monitor using M&E tracking tools/instruments
Collaboration with <i>non-traditional health players</i>
20.1 Liaise with DILG to mobilize local civil registrars (LCRs) in USG sites to serve as information channels for FP/MCH
20.1.1 Design simple, user-friendly, dual-purpose print material that can go with the birth certificate of the first baby for new parents
20.2 Work with DSWD to utilize day-care centers and other DSWD facilities/players as opportunities for information dissemination for mothers/children
20.2.1 Conduct orientation for DSWD staff in USG sites to facilitate health classes and draft materials
20.2.2 Establish referral system with local health offices/facilitate counseling and other activities
For pre-marriage counselling
20.1 Explore possibility of incorporating more FP and child health messages (either as part of or an addendum in a form of a booklet) in the new curriculum of the PMC module
Design communication and promotional materials
22.1 Develop plan for production and dissemination
<b>B. COMMUNICATIONS IMPLEMENTATION</b>
<i>Health area campaign rollouts</i>
GP campaign/s rollout
1.1 Develop prototype, field-test and modify materials and job aids for service providers, LCEs, volunteers, beneficiaries and media practitioners
1.2 Liaise with LGUs on activities implementation and materials production and dissemination
1.3 Launch the campaign activities, brand, messages and materials
1.4 Rollout the campaign activities and materials production and dissemination
1.5 Impact assessment of GP campaign activities
2. FP Campaign rollout
2.1 Continue and expand the first wave of FP campaign's media, CM outreach, and IPC/C activities in different project sites
2.2 FP campaign 2 <sup>nd</sup> and 3 <sup>rd</sup> waves
2.2.1 Develop prototype, field-test, modify and finalize the campaign's materials and job aids

<b>TASKS</b>
2.2.2 Liaise with LGUs on activities implementation and materials production and dissemination
2.3 Launch “spacers” wave : brand, messages, activities and materials
2.4 Rollout the campaign activities and materials production and dissemination
2.5 Launch “limiters” wave : brand, messages, activities and materials
2.6 Rollout the campaign activities and materials production and dissemination
2.7 Impact assessment of FP different campaign’s waves
<b>SM campaign/s rollout</b>
3.1 Develop prototype, field-test and modify materials and job aids for service providers, LCEs, volunteers, beneficiaries and media practitioners
3.2 Liaise with LGUs on activities implementation and materials production and dissemination
3.3 Launch the SM wave : brand, messages, activities and materials
3.4 Rollout the campaign activities and materials production and dissemination
3.5 Impact assessment of SM campaign
<b>4. HIV/AIDS Communication Materials</b>
4.1 Develop prototype, field-test and modify communication materials for HIV/AIDS
3.2 Distribute/disseminate materials
3.3 Impact assessment
<b>5. Institutionalize the communication activities M&amp;E tracking tools</b>
5.1 Apply the campaign tracking tools
5.2 Monitor use of LGU tracking tool and research evaluation form
5.3 Conduct post campaign omnibus surveys to assess each campaign’s exposure and reach
<i>Guide and monitor sub-contractors</i>
<b>6. Continue LRA assistance to Wave- 2 LGUs</b>
6.1 Introduce LRAs to municipal partners
6.2 Hold CM/Advocacy Orientation/ Training for LRAs and CHDs
6.3 Support Com Mob: provincial, municipal levels orientation in Wave- 2 LRAs
6.4 Monitor LRA Wave 2 implementation
6.5 Review and approval of LRA quarterly reports
<b>7. Evaluate Wave 1 LRA performance</b>
<b>8. Launch PROBE media assistance</b>
8.1 Conduct orientation of PROBE
<b>9. Assist LGUs to conduct health events through LRAs and PROBE</b>
9.1 Finalize 2011 schedule for events with Wave 1 and 2 LGUs
9.2 Work with PROBE to finalize event- specific messages and collaterals

<b>TASKS</b>
<b>Other implementation</b>
10. Institutionalize and launch the national brand for health promotion (Buhay Kalusugan)
11. Disseminate health messages to the relevant and appropriate communication channels among <i>non-traditional health partners</i>
12. Pilot-test approach for DILG partnership in 1 province per geographic region for acceptability, usefulness, timeliness, appropriateness and reach.
13. Pilot-test approach for DSWD partnership in 1 province per geographic region for acceptability, usefulness, timeliness, appropriateness and reach
14. Pilot-test approach with PMC module and counselors
15. Dissemination of health messages in other LGU health facilities, e.g. provincial, municipal hospitals and lying-in-clinics (LICs)
15.1 Conduct orientation of LGU facility staff on relevant materials
15.2 Distribution of revised post-partum discharge slips and doctors' orders (channels)
15.3 Distribution of materials in FP clinics and OPD department during consultations
<b>C. CAPACITY BUILDING</b>
<b>IPC/C</b>
1. Continue and expand ongoing health service provider IPC/C training program through LRAs
1.1 Institutionalize and endorse the IPC/C TOT manual by DOH
1.2 Conduct the IPC/C TOTs in wave -2 LGUs
1.3 Monitor implementation of roll out training in Waves 1 and 2 LGUs
<b>Technical Update</b>
2. Plan and conduct technical update meetings for LGUs on MCH and FP
2.1. Conduct HEPO quarterly conferences (with specific themes/topics and includes data capture)
2.2. Conduct HSPs (Doctors and Midwives) Fora on FP
2.3 Institutionalize IPC/C Supervision and Mentoring tools in the LGU health offices.
2.4. Conduct Supervision and Mentoring Meetings (IPC/C refresher/updates)
3. Conduct Informed Choice and Voluntarism (ICV) training for LRAs of Wave 2 provinces
<b>Community mobilization</b>
4. Initiate capacity-building to support launch of CM program through LRAs
4.1 Finalize the CM model, tools and plans
4.2 Conduct the training/orientation training and meetings with DOH and LGU partners and counterparts the CM
4.3 Monitor Com Mob rollout at provincial and municipal levels
<b>Mass media</b>
5. Hold regional and provincial workshops for CHDs and LGUs on making best use of local media, both conventional and innovative
6. Capacity building meetings with LRAs to enhance their market readiness in the field of health communication
<b>Other capacity building activities</b>

<b>TASKS</b>
7. Develop TA packages and initiate orientation meetings/seminars for relevant DOH, CHDs, LGUs on: BCC programs planning and management Events planning and management Campaign design and management Monitoring and assessing the impact of BCC programs
7.1 Finalize the TA packages and plans for the orientation meetings
7.2 Conduct the orientation meetings and seminars
8. Conduct rollout orientation among municipal mayors (LMP) to support FP/FH program
9. Enhance the capacity of the DOH-FP spokesperson
10. Plan and conduct series of meetings/orientation workshops with DOH on media engagement and management
11. Partner with private sector to promote health and implement health classes (e.g. Kapuso Foundation)
<i>Other TA activities to NCHP</i>
12. Assist in updating the NCHP website to increase its effectiveness in archiving and displaying different communication materials 5.b
13. Assistance to NCHP in reviewing and popularizing AO 58
13.1 Organize consultative meetings at the national, regional, and LGU levels among health workers involved in promotion communication activities and other stakeholders.
13.2 Develop the popular version of the AO for easy understanding among local chief executives and LGU health workers.
13.3 Disseminate the popular version in project sites.
<b>D. PROJECT MANAGEMENT</b>
<i>Strategic coordination</i>
1. Manage coordination with other CAs
1.1 Host BCC TWG meetings
1.2 Participate in other TWG meetings
1.3 Participate in USAID Portfolio Implementation Review
2. Participate in DOH TAG meetings
3. Manage coordination with USAID
3.1 Participate in monthly COP meetings
3.2 Develop quarterly reports for Mission
3.3 Develop weekly highlights report for Mission
3.4 Follow-up/disseminate weekly media monitoring reports
<i>M&amp;E</i>
4. Update project PMP
5. Consolidate data from M&E tracking tools

<b>TASKS</b>
6. Develop quarterly indicator data for USAID
7. Design and field different omnibus and impact assessment studies for different campaigns
8. Develop, finalize and disseminate the results of the campaigns' impact studies
<i>Other project management</i>
9. Prepare FY2012 H/PRO work plan
10. Follow up on the implementation of the field offices workplans
11. Prepare FY2012 field offices operational plans
12. Prepare 2-month work schedule of activities for the mission
13. Manage recruitment
13.1 One new Adviser (Training specialist)
13.2 Administrative Assistant
13.3. Field provincial coordinators for Luzon and Visayas

II. HealthPRO Year 4 Gantt Chart (ARMM)

Image Building and Health Communication Campaign

<b>TASKS</b>
<b>Weekly Radio Program (Voice of Health):</b>
<i>Design:</i>
Establish and finalize the creative and production team of the VOH radio program
Update and finalize the radio program's segments structure (including the medical, religious and the contest components)
Set the quarter episodes plan (time- main topics- message concepts-questions of the contest)
Develop and finalize the M&E plan for the VOH and its promotional plan
<i>Promotion:</i>
Develop the VOH promotional plans, creative outline and main content of different collaterals (PSAs and collaterals)
Set production and dissemination plan of the VOH collaterals
Produce and disseminate the VOH collaterals
<b>Health Campaigns and Communication Packages:</b>
<i>Family Planning:</i>
Present, field-test, modify and finalize the campaign operational plan and its communication and promotional package
Develop campaign implementation and M&E plans
Launch and rollout the FP campaign's activities and materials
Conduct Impact Assessment
<i>GP</i>
Present, field-test, modify and finalize the campaign operational plan and its communication and promotional package
Develop campaign implementation and M&E plans
Launch and rollout the GP campaign's activities and materials
Conduct Impact Assessment
<i>Safe Motherhood (SM)</i>
Present, field-test, modify and finalize the campaign operational plan and its communication and promotional package
Develop campaign implementation and M&E plans
Launch and rollout the SM campaign's activities and materials
Conduct Impact Assessment
<b>Helping Involve MRLs (HIM):</b>
<i>Congratulations package</i>

<b>TASKS</b>
Conduct a participatory planning meeting with DOH-ARMM, MRLs and other relevant representatives to design the content outline and format of the package
Assist DOH-ARMM and MRLs authorities to develop an operational plan for the “congratulations package” production, launching, dissemination and M & E.
Assist DOH-ARMM and MRLs authorities in conducting orientation meetings with the MRLs on the package, its rationale and utilization
Develop prototype, field-test and modify the congratulation package materials
Develop materials production and dissemination plans
Launch and rollout the “congratulations package”
Conduct Impact assessment
<i>Tri-disciplinary (DOH-ARMM, LCE, MRL) Family Health Forum</i>
Assist DOH-ARMM and MRLs authorities in designing the content, methodology and materials and developing the operational plan for both males and females on different family health issues.
Develop the Tri-disciplinary FH forum’s plans and materials
Rollout the Tri-disciplinary FH forum’s Impact Assessment
Conduct monitoring and evaluation reporting
<b>Image Building Activities</b>
Develop an institutional operational plan for the “Nagmamahal” tagline and image (letter head, PSAs, print collaterals, events)
Design the framework outline of different “Nagmamahal” collaterals
Assist DOH-ARMM in developing and executing the production and dissemination plans
<b>V. DOH-ARMM Medical Mission</b>
Assist DOH-ARMM in developing marketing and communication plan for its medical mission to support other image building and health communication interventions