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HEALTHPRO PROJECT YEAR 4

First Quarterly Report

October 2010 – December 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

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EXECUTIVE SUMMARY

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

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

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

The expected outcomes of the HealthPRO Project are:

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

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

The accomplishments of HealthPRO in the third quarter of Year 3 are divided between nonARMM accomplishments and ARMM accomplishments. This was done because the activities carried out in

ARMM were different from those in nonARMM areas. Achievements in nonARMM areas were clustered under the following five components: communications planning, communications implementation, capacity building, mass media, and project management.

In communications planning, the major accomplishments include BCC planning, GP campaign design and materials production, and planning for *May Plano Ako Wave 2*. The highlights of communication implementation are the GP launch, the expansion of the first *May Plano Ako* campaign, the institutionalization of the communication M&E tracking tools, and supporting and monitoring Wave 1 and 2 LRAs and PROBE. For capacity building, the major accomplishments are on IPC/C training, Technical Updates meetings, HEPO quarterly conferences, and community mobilization. For mass media, the accomplishments included the training module for facing the media and the technical assistance provided to LGUs in developing PSAs and press releases. For the project management side, the activities carried out were on strategic coordination with other CAs, DOH, and LGUs, monitoring and evaluation, and recruitment of staff.

In the ARMM, the accomplishments of HealthPRO include the technical assistance provided to the following: weekly radio program, health campaigns and communication packages, planning to develop congratulations package for MRL, image building activities and the medical mission.

I. Introduction and Background

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

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

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

II. Accomplishments – non ARMM

1. Component One: COMMUNICATIONS PLANNING

1.1. National, regional, provincial and city plans

1.1.1. Conduct of BCC planning activities in Wave 3 provinces

- **BCC planning workshop was conducted for Leyte and Samar. During the workshop, the participants identified the 10 priority municipalities/cities for BCC activities. The priority municipalities/cities for Leyte are Abuyog, Baybay City, Burauen, Carigara, Hilongos, Ormoc City, Palo, Palompon, Tanauan, and Tacloban City. The priority municipalities/cities for Samar are Basey, Calbayog City, Catbalogan, Daram, Jiabong, Paranas, Santa Rita, Tarangnan, Zumarraga, and Villareal. The completion of the BCC plan is ongoing.**

1.1.2. Complete/Update Wave 1 and 2 provincial BCC plans

- **Thirteen Wave 2 provinces - Cagayan, Isabela, Nueva Ecija, Tarlac, Aklan, Bohol, Davao del Sur, Agusan del Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga del Norte, and Zamboanga del Sur - completed the BCC planning workshop and developed their BCC plans, which are currently in various stages of validation with their respective priority local government units. At the same time, the 10 Wave 1 provinces- Bulacan, Albay, Pangasinan, Capiz, Negros Occidental, Negros Oriental, Compostela Valley, South Cotabato, Sarangani and Zamboanga del Sur – completed the update of their provincial BCC plans.**

1.1.3. Launch BCC Planning Guide (includes provincial BCC Plans)

- **The launch of the BCC Planning Guide has been moved to next quarter due to delays in the finalization of the 25 provincial BCC plans.**

1.1.4. Assist and encourage LGUs to have an HPC component in AOPs and PIPH

- **HealthPRO's field offices coordinated and provided technical inputs to provinces to ensure an HPC component in their Annual Operational Plans (AOPs). HealthPRO's LRAs worked closely with LGUs, PHOs and MHOs to leverage funds for HPC activities in the BCC Plan. Most of them successfully leveraged funds for trainings and health events.**

1.1.5. Integrate BCC Communication Plan in Local Response Plans, in collaboration with HealthGov in 6 of the 11 sites

- HealthPRO Visayas coordinated with Bacolod and Iloilo Social Hygiene Clinic physicians to update the BCC Plans while it organized and conducted the HIV/AIDS BCC plan workshops for the city health offices of Cebu, Mandaue and Lapu-lapu. As a result of the workshop, the three cities were able to develop their own BCC plans which will be integrated in the LRP.
- HealthPRO Mindanao provided technical assistance to Davao City and General Santos City in integrating the BCC Communication Plan in the Local Response Plan.

1.1.6. Update/finalize the HIV/AIDS communication plan in the other sites

- The scheduled BCC updating for the cities of Angeles, Pasay and Quezon did not push through due to unforeseen circumstances.

1.1.7. Facilitate LGU workshops to identify HIV/AIDS communication materials

- The two-day HIV/AIDS Message/Materials Development Workshop was held in Bacolod and Iloilo Cities. During the workshop, nine types of materials were developed with Males Having Sex with Males (MSM) as the main target audience. The materials included a poster, folder flyer, and wallet-sized calendar type brochure. In addition, HealthPRO Visayas conducted preparatory and coordinative activities to firm up IPC/C training on HIV/AIDS for Bacolod and Iloilo Cities
- In Zamboanga City, the same workshop was also carried out and appropriate and culture sensitive communication materials on HIV/AIDS were likewise developed.

1.2. Health Area Campaign Designs

1.2.1. Design the GP campaign

- The strategic design and creative brief of the GP campaign was finalized during the quarter. Under the new design, GP became an integrated child health, nutrition and environment program with both service delivery and communication components. Its coverage expanded to children from birth up to 14 years old old with health packages for specific age groups offered all year round. It also called for more cooperation with other sectors – social

welfare, education, local government – and the private sector in promoting the eight gateway behaviors.

- HealthPRO also provided technical assistance to DOH in facilitating the new GP Communications Planning workshop with major partners, consultation meetings with partners, and the post-launch Partners' Planning meeting.

1.2.2. Plan for the production and dissemination process of the GP communication materials and job aids for service providers

- The plan for the production and dissemination process of the GP communication materials and job aids for service providers was developed and approved. Materials were developed in collaboration with NCDPC and NCHP. The approved materials include streamers, posters, flyers, and fan. The allocation and dissemination plan is now in place and the materials are ready. These will be distributed as soon as the DOH Department Memo becomes available. In addition, HealthPRO successfully advocated for NCHP to include production of GP materials in the 2011 budget.

1.2.3. Assist DOH in planning for national and local launching events

- HealthPRO provided technical assistance to DOH NCHP and NCDPC in the GP national launch on October 21, 2010 at Diamond Hotel Manila. HealthPRO is currently providing technical assistance in launching regional and provincial GP advocacy events at the local levels.

1.2.4. Finalize the strategic design and creative brief of the FP 2nd and 3rd campaign waves

- HealthPRO facilitated a planning meeting with the Department of Health on December 17, 2010 to design the *May Plano Ako Wave 2* campaign. HealthPRO will draft a communication plan for presentation to DoH in January 2011.

1.2.5. Plan for the production and dissemination process of the FP communication materials and job aids for service providers

- Initial meetings with DOH NCHP were conducted to discuss production and dissemination process of FP communication materials and job aids for the Wave 2 "*May Plano Ako*" campaign which is focused on family planning for birth spacers, discontinuers and method shifters.

1.2.6. Assist DOH to plan for a national and local launching events for FP campaign waves

- HealthPRO conducted initial discussions with DOH NCHP to plan for national and local launching events for FP Wave 2 campaign.

1.2.7. Finalize the strategic design and the creative brief of the HIV campaign

- HealthPRO developed the draft strategic campaign, *Am I?* and coordinated with the PNAC Secretariat, NASPCP, and NCDPC for the presentation.

1.2.8. Design TB campaign

- HealthPRO conducted a coordination meeting with TB Linc on December 16, 2010. HealthPRO is currently designing the communication plan.

1.2.9. Finalize the strategic design and the creative brief of the campaign

- HealthPRO developed a creative design which was presented to TB Linc. Initially, it was agreed that the design will be pretested. In addition, coordinative activities are ongoing on the plan to develop materials for Barangay Health Workers.

1.3. Other Communication Planning:

1.3.1. Hold quarterly updates/follow up meetings with Wave 2 LRAs

- In Luzon, several meetings were held with EDF during the quarter to discuss operational issues in three provinces where they operate while frequent consultation and coordination with TRIDEV was carried out.
- HealthPRO Mindanao conducted the first quarterly updates and meeting with the Wave 2 LRAs to orient them on the Family Planning, Safe Motherhood and *Garantisadong Pambata* health promotion campaigns, ensure media engagement, including the implementation and use of M&E tracking tools and instruments in the field.

1.3.2. Collate concerns about tools from LGUs and LRAs.

- Feedback from the LGUs on project introduced tools were continuously gathered during HEPO quarterly conferences, LGU visits and other activities.

1.3.3. Disseminate revised tools to LGUs and LRAs.

- One of the tools, the longer version of the ICV monitoring tool, was introduced to LRAs. This will ensure that vulnerabilities will be captured during regular monitoring visits.

Collaboration with non-traditional health players

1.3.4. 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

- HealthPRO obtained a copy of the Pre-Marriage Counselling (PMC) training manual developed by the Commission on Population (POPCOM). Initial discussions with POPCOM's technical staff on the integration of more FP and child messages into the revised version of the PMC manual were conducted. POPCOM is now updating the training manual for the PMC.

2. Component Two: COMMUNICATIONS IMPLEMENTATION

2.1. Health Area Campaigns Rollout

GP campaign/s rollout.

2.1.1. Develop prototype, field-test and modify materials and job aids for service providers, LCEs, volunteers, beneficiaries and media practitioner

- In Luzon, the GP Advocacy briefer was pre-tested with two LCEs from Albay.
- In Mindanao, the field office conducted the pre-testing of new Garantisadong Pambata materials on local government officials and the advocacy brief for media members in Agusan del Norte and Zamboanga del Sur. Initial orientation was provided to the provincial partners as health updates and as a preparation for the provincial launch of the campaign activities, brand, messages and materials.

2.1.2. Launch the campaign activities, brand, messages and materials

- During the quarter, only the national level GP launch was carried out. Regional and provincial launches are scheduled for 2nd Quarter.

- In Luzon, although the new GP campaign has not yet been rolled out to the regions, 18 C/MLGUs in Pangasinan, Albay and Bulacan held their own GP/FP events in October and November. The local RHU staff conducted classes and lectures on maternal and child health and FP for mothers and guardians; demonstration on proper hand washing and tooth brushing; and fun games on proper hygiene for children aged 12 and below.
- In Mindanao, the LGUs were provided with assistance in kick off activities for GP in October using the old GP strategy. The project was able to assist provincial and municipal GP events in Zamboanga del Sur, South Cotabato, Zamboanga Sibugay, and Misamis Occidental.

2.1.3. Rollout the campaign activities and materials production and dissemination.

- During the quarter, the rollout was not carried out because materials are not yet for distribution and the Department Memorandum is still being drafted. (*see related entry 1.2.2*)

FP Campaign rollout

2.1.4. Continue and expand the first wave of FP campaign's media, CM outreach, and IPC/C activities in different project sites.

Luzon

- FP lectures and information were integrated in Mothers' Classes, GP activities, Buntis Parties, FP/MCH classes in Albay, Pangasinan and Bulacan. To boost the activities, communication materials such as roll-up banners, posters, leaflets, brochures were reproduced and distributed to Albay, Bulacan, Pangasinan, Cagayan, Isabela, Tarlac and Nueva Ecija. FP job aids for nurses and midwives such as FP desk flipchart, MEC Wheel, placemat, and the flipchart for FP Class were also disseminated. Additional FP materials were reproduced such as stickers, banners for tricycles, jeepneys and lampposts, billboard and street-size streamers.
- HealthPRO Luzon conducted media orientation on FP/MNCHN in Albay where 20 media practitioners from radio and TV attended and pledged their support to FP and MNCHN. The PSAs "Calculator" and "Bedtime Stories" were being played in the weekly radio program of the mayor. Five more radio stations aired the PSAs on different occasions.

- Moreover, three TV stations pledged their support to cover health events of the CHD and the PHO. One of these stations already covered four HealthPRO-assisted events which were shown in the morning and evening news. It is estimated that half of Albay's 1.3 million population heard/saw the PSAs and news reports.

Visayas

- In the Visayas, HealthPRO provided technical assistance in the preparation of press kits and media releases for FP health events. Media partners also continued writing and airing featured stories on FP. In Negros Oriental "*Planuhin ang pamilya, planuhin ang kinabukasan*" messages were aired in two municipal radio stations and a TV station during its regular news program. The estimated reach of the plugs is 260,000. In Aklan, the FP PSAs "calculator" and "bedtime stories" were aired on the radio throughout the province. There were also press releases for Garantisadong Pambata in October and the Aklan Health Advocacy Week in December. In Bohol an article, "*Party for couples kicks off family planning trends*" was published in a local newspaper.
- HealthPRO Visayas also developed a dissemination scheme of FP materials as it intensified its campaign for Family Planning using non-traditional partners and venues, such as flip charts for health class, jeepney drivers, tricycle drivers, public transport terminals, and day care centers. IEC materials and job aids such as FP posters, tarp flipcharts, desk chart, FP charts, and placemat, were distributed to different municipalities and cities. A copy of DOH FP AVP and FP PSAs were also provided to each RHU of Wave 1 and 2 provinces during the quarterly HEPO meetings and HPC tracking tool orientation. CHD VI, VII, and VIII were also provided with a copy of prototype and printable e-copy of the FP communication materials as well as DOH FP AVP and FP PSAs for possible reproduction and dissemination.
- Different activities in different provinces were conducted such as text blasting in the 10 priority municipalities in Capiz; FP counseling and health classes during family health events in Negros Oriental; and launch of the new DOH Family Planning communication package in Aklan.

Mindanao

- In Mindanao, the new FP communication strategy campaign and communication materials were launched in Regions XI and Region XII and the provinces of Compostela Valley, Sarangani and South Cotabato.
- Different activities were also covered by either print or broadcast media. Three columns on family planning were published in a regional newspaper while specific activities and programs also got media coverage. In Region 10, a TV and a radio station aired the BHW convention where the *May Plano Ako* communication package was introduced. In Misamis Occidental, the IPC/C for health service providers was featured in a local news channel and a cable channel. The cable alone has an estimated viewership of 135,000. Other media coverage included the following:
 - Compostela Valley and Davao del Sur - *May Plano Ako* PSAs, as well as FP and MNCHN concerns were aired in local radio stations, in coordination with the Provincial Health Offices.
 - South Cotabato and Sarangani - Three news articles on the provincial launch of the *May Plano Ako* family planning communication package were published.
 - South Cotabato - HEPO disseminated health-related updates and messages aired through the radio programs “*Tingog sa PHO*” (Voice of the PHO) and “*Hinun-anon sa Katawhan*” (Conversation with the People).
 - General Santos City- An article on HIV/AIDS was published in the weekly local newspaper. The city’s World AIDS Day 2010 celebration was also covered by a TV station and a cable news channel.
 - Zamboanga del Sur - The PIO of Zamboanga Del Sur developed a press release on the health forum for transport groups and disseminated to local media outlets in the province

2.1.5. Liaise with LGUs on activities implementation and materials production and dissemination

- HealthPRO continued providing technical assistance to LGUs in making sure that FP campaign activities continued at the community level even beyond the FP month celebration. The regional and provincial offices of DOH were also provided with soft copies of all FP materials that they can reproduce to cover all RHUs and public hospitals outside of the priority areas. Several DOH regional offices signified their intention to use their funds for

reproduction and dissemination of the FP materials for future campaigns and for dissemination.

2.1.6. SM campaign/s rollout

- Although the Safe Motherhood campaign is still to be finalized in the second quarter, Safe Motherhood activities were conducted during health classes, counseling (one on one or group) and information dissemination through interpersonal and mass media based communication. For example, in Mindanao, HealthPRO supported the Buntis Congress/Summit in Zamboanga Sibugay and Davao del Sur. The materials and messages promoted during the said activities used the logo which was developed early this year by HealthPRO for NCHP in consultation with NCDPC.

2.1.7. HIV/AIDS Communication Materials

- Development of different communication materials focused mostly on Men-having-Sex-with Men (MSM) and this was done during the Materials Development Workshops in project sites, as elaborated in previous sections.

2.1.8. Develop prototype, field-test and modify communication materials for HIV/AIDS

- Finalization of locally developed materials are underway, with pre testing being done by the LGUs, with technical assistance from HealthPRO.

2.2. Institutionalize the communication activities M&E tracking tools

- Provincial quarterly HEPO meetings in Luzon, Visayas, and Mindanao helped address the concerns of nurses and midwives on the use of the tracking tools. Health service providers from non- priority municipalities also started using the tracking tools although they were not able to join the IPC/C training.
- Specific to Mindanao LGUs, provincial health offices and RHU staff were encouraged to utilize the different HPC tracking tools. The mentoring and coaching visits conducted by LRAs were utilized to monitor the use of the tracking tools.

2.2.1. Conduct post campaign omnibus surveys to assess each campaign's exposure and reach

- Compostela Valley, Albay and Capiz were included in the FP post campaign omnibus survey which was conducted to assess the exposure and reach of the FP campaign launched in August 2010.

2.3. Guide and Monitor Subcontractors

2.3.1. Continue LRA assistance to Wave 2 LGUs

- HealthPRO continued to support LRAs in providing assistance to Wave 2 LGUs. As an example, HealthPRO Mindanao assisted Wave 2 LRAs, GRF and EDCADS, through, regular meetings and consultations, technical assistance LRA staff, support during and after trainings, planning and implementing health events, use of health event tracking tool and media tracking tool, and the regular one-day meeting which is used as an opportunity to discuss performance, issues and concerns.

2.3.2. Introduce LRAs to municipal partners

- HealthPRO Mindanao introduced Wave 2 LRAs, GRF and EDCADS, to their municipal partners while LRAs in Luzon and the Visayas were already introduced in the previous quarter.

2.3.3. Support Com Mob: provincial, municipal levels orientation in Wave- 2 LRAs

- Three Wave 2 provinces finished their orientation and planning in Community Mobilization. These are Bohol, Aklan, and Nueva Ecija.

2.3.4. Monitor LRA Wave 2 implementation

- HealthPRO continued to monitor the implementation of LRA Wave 2 implementation. For example, in Luzon, EDF, the LRA for the provinces of Cagayan, Isabela and Nueva Ecija had been suspended for financial shortcomings and oversight. On the other hand, activities in Isabela had been suspended due to the devastation brought by Typhoon Juan. LRA TRIDEV in Tarlac focused on the roll-out of the IPCC training for HSPs (2 batches) and ten (10) batches for BHWs after the TOT in September 2010.

2.3.5. Review and approval of LRA quarterly reports

- HealthPRO regional offices reviewed and approved LRA quarterly reports and validated accomplishments through field visits and meetings.

2.3.6. Evaluate Wave 1 LRA performance

- **HealthPRO regional offices in Luzon, Visayas and Mindanao conducted field visits and meetings to evaluate Wave 1 LRA performance as their contracts ended on September 2010. The offices are in the process of reviewing and validating all documents from LRAs.**

2.3.7. Conduct orientation of PROBE

- **Probe Media Foundation Inc conducted coordination visits with LRAs in the following areas: Albay, Nueva Ecija, Tarlac, and Pangasinan. These visits involved the introduction of the *Lakbay Buhay Kalusugan*, a health promotion caravan, and arrangements for the training of local health personnel on media engagement and the training of media professionals on health reporting.**
- **HealthPRO Visayas also conducted preparatory and coordinative activities with the provincial health offices of Negros Occidental, Bohol, Negros Oriental, Capiz, and Aklan and their LRAs for upcoming media trainings and engagement with PROBE.**

2.3.8. Assist LGUs to conduct health events through LRAs and PROBE

- **The Area Offices provided technical assistance in setting up coordination meetings with CHDs and LGU health personnel. Among the regions visited were Region 1, 3, and V. These meetings allowed Probe and the LRA to plan for the LBK health events in 2011.**

2.3.9. Finalize 2011 schedule for events with Wave 1 and 2 LGUs

- **HealthPRO and its LRAs are in constant coordination with LGUs in scheduling different health events and activities. For instance, Luzon, Wave 2 LRAs have incorporated in their schedule and budget the support for four provincial-led events and 10 municipal-led events, mostly in 2011. These events would support FP, GP, SM and TB.**
- **The different health events conducted and their estimated reach are listed under Annex 1.**

2.3.10. Work with PROBE to finalize event- specific messages and collaterals

- **Probe prepared a creative brief and scale model of the LBK, used in presentations to national, regional, and local partners. Probe began working on**

concepts for the inter-active mobile exhibit, video segments, jingle, and take-home communication materials for LBK.

2.4. Other Implementation Activities

2.4.1. Distribution of FP materials

- **HealthPRO disseminated the following materials during the quarter:**
 - **Posters - 2,400 copies**
 - **Brochures - 140 copies**
 - **Desk flip chart - 1,475 pieces**
 - **Roll-up banners with stand - around 400 sets**
 - **MEC Wheel - 2,172 copies**
 - **Posters in sintra board - 48 sets**
 - **FP wall chart – 402 copies**
 - **Placemat- 625 copies**
 - **Tarpaulin – 80 pieces**
 - **AVP and FP materials – 84 sets**
- **In addition to the above distribution, HealthPRO Mindanao, through the LRAs also disseminated FP materials to nontraditional sites and groups such as beauty parlors, barber shops, eateries, convenience stores, rolling stores and small drugstores.**

3. Component Three: CAPACITY BUILDING

3.1. IPC/C

- **With the support of LRAs in 10 Wave 1 provinces, the IPC/C trainings were expanded beyond HealthPRO priority areas and were funded by the CHDs and LGUs. Twelve Wave 2 provinces completed the IPC/C Training of Trainers and have started roll out of IPC trainings among health service providers and barangay health workers. In addition, the IPC/C Manual has been finalized, with foreword from DOH Secretary Enrique Ona, clearance from NCDPD and is currently awaiting approval from USAID.**

- In Luzon, 153 HSPs were trained on IPC/C in Cagayan, Nueva Ecija, and Tarlac. Tarlac also completed the 10 batches of IPC/C training for BHWs in the ten priority municipalities. In addition, CHD-Bicol and the Province of Albay developed a municipal level core of IPCC trainers through the 23 HSPs who underwent the IPCC Training from the 10 priority MLGUs earlier in the year.
- In the Visayas, HealthPRO-funded and LGU/CHD-funded IPC/C training in Capiz, Negros Occidental and for Negros Oriental covered 462 HSPs and 1,008 BHWs. For Aklan and Bohol, HealthPRO trained trainers conducted IPC/C training to 104 health service providers and 352 barangay health workers.
- In Mindanao, Wave 2 provinces conducted rollout training on IPC/C which covered 322 HSPs and 1,497 BHWs. In some provinces, the IPC/C trainings were conducted with funding assistance from the IPHO and an NGO. In support of the training on IPC/C, job aids on FP such as desk flip charts, wall charts and Medical Eligibility Criteria (MEC) wheel were provided to the RHUs and district hospitals of Wave 2 provinces. LGUs and the DOH either provided or committed to provide additional funds for the training.

3.2. Technical Update

3.2.1. Plan and conduct technical update meetings for LGUs on MCH and FP

- The Technical Updates meetings are part of the “*May Plano Ako. Kaya Mo Ring Magplano*” (I Have A Plan. You Can Have One Too) campaign on family planning. The main objective of the meetings is to update health service providers on recent knowledge about family planning, especially on facts behind rumors, myths and misconceptions on family planning and on certain family planning methods.
- A national level technical updates meeting was conducted, which was attended by family planning program managers from the 13 regional offices of DOH. They are expected to act as resource persons during municipal level technical updates meetings. They were provided with FP materials such as desk flip chart, brochures, quick reference guide placemat, MEC wheel, latest edition of the Family Planning Global Handbook and CDs containing soft copies of all FP materials produced by the Department of Health for the “*May Plano Ako*” campaign.
- One hundred thirteen doctors and more than 227 nurses, midwives and HEPOs attended the seven batches of Technical Updates meetings conducted in Manila, Albay, Bulacan, Pangasinan, Capiz and Davao City.

- In order to ensure that front-line service providers in all USG-assisted provinces are technically updated on family planning, a total of 22 rollout plans were developed for the different provinces which will be implemented from December 2010 to February 2011. It is expected that at least 1,000 service providers (nurses and midwives) will be able to actively participate in the series of roll-out technical updates meetings.

3.2.2. Conduct HEPO quarterly conferences (with specific themes/topics and includes data capture)

- In Luzon, the quarterly meeting of HEPOs during this reporting period focused on getting information on the recording, collection, consolidating and submitting of accomplished tools at different levels and identification of topics for HEPOs orientation. These meeting were done in Bulacan, Albay and Pangasinan.
- HealthPRO organized and facilitated the second HEPO quarterly meeting in the Visayas Wave 1 provinces - Capiz, Negros Occidental, and Negros Oriental. The conferences gave the HEPOs the opportunity to consolidate, validate, and analyze health promotion data gathered from the midwives as well as respond to challenges and difficulties encountered by the health service providers in collating the data.

The quarterly conferences also provided an avenue to present and clarify the tools and methodologies to be used in conducting supervision and mentoring session by the supervising nurse. Participants were also able to estimate the number of midwives they would include in the supervision and mentoring for the next quarter.

During the HEPO meeting, the participants were also orientated on how to conduct FP health classes and group counseling.

3.2.3. Conduct HSPs (Doctors and Midwives) Fora on FP

- HealthPRO Visayas coordinated with regional FP coordinators and HEPOs to ensure attendance and participation in the training of trainers for FP technical updates. Preparatory activities and coordination with the resource persons for the roll-out of said fora in the six remaining provinces were conducted.

3.2.4. Institutionalize IPC/C Supervision and Mentoring tools in the LGU health offices

- HealthPRO Visayas provided assistance during the conduct of supervision and mentoring by the supervising nurse to the midwives. Specifically, Negros Occidental provided technical assistance to supervising nurses of the nine priority municipalities using the IPC/C checklist during the scheduled midwives meeting.

3.2.5. Conduct Supervision and Mentoring Meetings (IPC/C refresher/updates)

- In Mindanao Wave 2 provinces, the nurses and the HEPO designates of the RHUs were provided orientation on Supervision and Mentoring by the Provincial Coordinators.

3.2.6. Conduct Informed Choice and Voluntarism (ICV) training for LRAs of Wave 2 provinces

- HealthPRO conducted a one-day ICV training to all technical staff of LRAs who are directly involved in the implementation of the project activities. Twenty five staff from the Wave 2 LRAs of Mindanao and Luzon, EDCADS, GRF, EDF and Tri-Dev, participated in the training. Each LRA will submit three ICV monitoring reports per province per quarter. For any ICV violation, the LRA will have to submit monitoring report to HealthPRO within 48 hours for immediate submission to USAID. Preparatory activities are ongoing to orient them with the original long version of the ICV in 2011

3.3. Community Mobilization

3.3.1. Initiate capacity-building to support launch of CM program through LRAs

- In the Visayas, Wave 1 provinces had engaged 45 local community support groups such as women's groups, cooperatives, farmers' association, market vendors' association, and public transport drivers' association. LRAs mobilized community groups in organizing and conducting health events and health classes. In Wave 2 provinces, HealthPRO started mapping and identifying community support groups. In Aklan 62 Civil Society Organizations have been scanned and mapped in the 10 priority sites.

Several health classes were held in different provinces in the Visayas. Specifically, 19 municipalities hosted health classes in Negros Occidental, while 742 participants attended health events, health classes and counseling in Negros Oriental.

- In Mindanao, the project team coordinated with the RHUs and the identified community organizations in conducting health classes. All

community organizations in Wave 1 provinces who attended the Community Mobilization orientation have organized and mobilized their members and beneficiaries to attend health classes. Moreover, the FP and MNCH Coordinators of the provinces of Compostela Valley and Davao Sur with the support of the LRA, DMSF, provided sessions on how to conduct health classes to the representatives of the 11 partner organizations. A total of 104 health classes were conducted with 3,421 participants.

Due to the concerted efforts of the Mindanao team, the LRAs and most of the MHOs, and LGUs the number of people counseled in FP in the last 2 quarters of 2010 has increased. The cumulative reach for counseling is 84,290 for FP and 50,121 for MNCHN.

3.3.2. Monitor Com Mob rollout at provincial and municipal levels

- In Luzon, the orientations on community mobilization were conducted in the provinces of Cagayan, Nueva Ecija which was attended by 58 participants from 8 community-based organizations in Cagayan and Nueva Ecija
- In Mindanao, LRAs in Wave 1 provinces continue to strengthen the partnerships between the community organizations and the RHUs through constant involvement in community activities such as health classes, health assemblies, health events, health planning and assessment. In addition, some municipalities such as Maragusan and Monkayo passed and approved resolutions to replicate and fund health events in 2011 while municipalities such as Mawab, Sta. Maria, Don Marcelino and Matanao gave letters of commitment to replicate 2010 health events in 2011.

Moreover, in Wave 2 provinces (Agusan Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga Norte and Zamboanga Sibugay) the LRA provincial teams laid the groundwork for community mobilization by conducting preliminary mapping of and coordination meeting with local social networks who are potential partners in the implementation of health promotion and communication activities.

In several provinces, LRAs engaged the private sector in health events and health classes.

3.4. Other capacity building activities

3.4.1. Conduct rollout orientation among municipal mayors (LMP) to support FP/FH program

- While HealthPRO's field offices are coordinating with LGUs for this activity, the General Assembly of the LMP passed the resolution supporting family planning on December 2, 2010.

4. Component Four: MASS MEDIA

4.1. Hold regional and provincial workshops for CHDs and LGUs on making best use of local media, both conventional and innovative.

- As part of the coordination activities for the Lakbay Buhay Kalusugan, HealthPRO through the Probe Media Foundation, Inc. tested a training module for government spokespersons, dubbed as "Facing the Media". Workshops were conducted in the provinces of Albay, Bulacan, Pangasinan, and Nueva Ecija, reaching 110 CHD and LGU personnel. In addition, 68 local media professionals in Bulacan, Nueva Ecija, and Pangasinan attended a health reporting workshop

4.2. Support to LGUs and other partners

- HealthPRO provided technical assistance to LGUs and the DOH in developing PSAs and press releases. A more detailed discussion is provided in 2.1.4 under FP. In addition, HealthPRO also provided technical assistance for the World AIDS Day press releases:
 - o Davao City - CHD 11 was a guest at a local morning program of ABS-CBN Davao where the World AIDS Day Celebration was promoted
 - o Zamboanga Sibugay and Zamboanga del Norte - Press releases on IPC/C were published in local dialects in local dailies.

5. Component Five: PROJECT MANAGEMENT

5.1. Strategic Coordination

5.1.1. Manage coordination with other CAs.

- HealthPRO hosted 1 BCC TWG meeting during the quarter. HealthPRO also participated in various TWG meetings and inter-CA activities such as:
 - Micronutrient Supplementation (MS) TWG, M&E TWG meetings, HIV/AIDS TWG, and USAID Portfolio Implementation Review.

- TA to NCHP/A2Z in drafting of the health promotion and communication section of the revised Manual of Operations, revising the TOT design and session plan, and pretesting the TOT
- Regional InterCA meetings - At the provincial level the LRAs have worked on the integration of the mentoring sessions with that of HealthGov.
- RICT of Region IX, XI and CARAGA

5.1.2. Participate in DOH TAG meetings

- HealthPRO Visayas facilitated meeting and updating with regional HEPO and PIO of activities implemented in Bohol, Negros Oriental, and Metro Cebu HIV/AIDS sentinel sites. During the meeting, HealthPRO assisted in the finalization of budget allocation for the IPCC roll-out training for HSPs and BHWs in 38 non-HealthPRO sites in Bohol as well as IPCC training for HIV/AIDS sentinel sites.

5.1.3. Manage coordination with USAID

- HealthPRO participated in monthly COP meetings.
- Four weekly highlights were included in the USAID Philippines Report. These are:
 - o USAID helps health department launch expanded child health campaign
 - o USAID promotes safe motherhood and delivery
 - o USAID helps child health program in ARMM
 - o USAID joins World AIDS Day

5.1.4. Follow-up/disseminate weekly media monitoring reports

- HealthPRO regularly sent the weekly media monitoring report to USAID, CAs and selected staff of DOH.

5.2. Monitoring and Evaluation

5.2.1. Presentation for DOH ARMM Secretary of FP pre-test results

- HealthPRO presented the FP pre-test results to the DOH ARMM secretary to facilitate the approval of the FP communication packages that were localized for the ARMM setting.

5.2.2. Conduct of survey on FP Campaign “May Plano Ako”

- HealthPRO contracted a research company, TNS, for the survey of the FP Campaign, “*May Plano Ako.*” Actual surveys were conducted in the 3 campaign sites – Albay, Capiz and Compostela Valley. Datasets for the survey are ready and the required cross tabulation reports have been completed. A dissemination report is being drafted for presentation to DOH-NCHP to support the concept of the FP second wave campaign.

5.2.3. HealthPRO also carried out coordinative and support activities, including:

- Consolidation of FP reports from CAs to complete the IP report for FP and input into the PIR presentation;
- Consolidation of narrative inputs from other CAs to the Program Performance Reports for FP for submission to OH;
- DOH Reorientation on the streamlined HPC tracking tool – the new NCHP Director was briefed on the tool, and subsequently approved the discussion of the tool during the HEPO national conference to be held in March 2011;

5.3. Other Project Management

5.3.1. Prepare FY2012 H/PRO work plan.

- The revised workplan was submitted to USAID on December 21, 2010. HealthPRO is now awaiting its approval.

5.3.2. Follow up on the implementation of the field offices workplans

- The respective field offices developed specific annual workplans and incorporated activities relevant to scale up strategy.

5.3.3. Prepare 2-month work schedule of activities for the mission.

- The field offices submitted on a regular basis, a two month schedule of activities.

5.3.4. Manage recruitment

- During the quarter, HealthPRO's Chief of Party, the Visayas Area Manager, the HIV/AIDS Specialist, and the CM Advisor resigned from HealthPRO. At the same time, the new Visayas Area Manager, the Office Manager, and the new Provincial Coordinators for Luzon and Visayas were hired.
- HealthPRO actively recruited staff for the positions HIV/AIDS Specialist, Community Mobilization Advisor, and Training and Capacity Building Advisor.

5.3.5. Financial Management

Below is the summary of HealthPRO's budget and expenditures as of December 31, 2010.

Philippines - HealthPRO			
Contract No. GHS-I-00-07-00010 Order No. 02			
Budget Line Items	Budget	Total Expenditures	Balance
Salaries and wages	\$3,772,529	\$2,129,686	\$1,493.881
Allowances	257,448	63,575	167.817
Consultants	387,026	150,386	325.577
Travel	1,504.398	838,021	515.253
Equipment	164,672	166,749	58.398
Other direct costs	2,190,467	1,385,229	631.704
Subcontracts	3,150,287	1,276,962	2,389.609
Indirect costs	2,563,721	1,417,836	979.865
Fixed fee	979,337	519,991	459.347
Total	\$14,969,885	\$7,948.435	\$7,021,451
Start/ End Date		06/25/2007 - 06/24/2012	
Total Budget:		\$14,969,885	
Obligation		\$11,881,151	
Spent to date		\$7,948,435	
Obligation remaining		\$3,932,716	
Burn rate last 3 months		\$387,515	
Number of months remaining with the balance of the obligation		10.15	
Number of months remaining with the balance of the budget		18.1	
Total remaining months on the project (as of Jan 11)		18	

III. ACCOMPLISHMENTS – ARMM

1. Component 1: WEEKLY RADIO PROGRAM (VOICE OF HEALTH)

1.1. Design

- DOH ARMM, with technical assistance from HealthPRO, launched a one hour radio program on health dubbed as “Voice of Health” (VOH) in August 2010. VOH follows a talk show format hosted by a female anchor, a medical specialist from the department and an *aleemat* (Muslim woman religious scholar). DOH-ARMM extended its VOH for another quarter, from October to December 15, 2010. Eleven episodes were aired for the entire duration of the radio program.
- A survey on listenership for the VOH radio program was formulated by an external field researcher and will be submitted for further editing. The survey is expected to be conducted early next year.

1.2. Promotion

- As part of the program, a 2-minuter audio drama and 30-second public service announcements were produced to relay health messages in creative and concise approaches. From October-December, five 30-second PSAs and five (5) mini-drama series were produced and played daily.
- HealthPRO provided technical assistance in drafting the proposal to expand the current voice of health program, which will be dubbed as “*Suara Kalusugan*.” This will be launched in January 2011 as a one-hour radio program following a talk-show format which will provide a more creative, interactive and following a culture sensitive information dissemination and education strategy on family health and planning.

2. COMPONENT 2: HEALTH CAMPAIGNS AND COMMUNICATION PACKAGES

2.1. Family Planning

- Activities for family planning has been rescheduled to the Quarter 2 of this year.

2.2. GP

- HealthPRO ARMM presented, field-tested, modified and finalized the campaign operational plan and its communication and promotional package. The ARMM version of the new GP was approved by DOH ARMM and USAID. The package included banners, posters, streamers, fan, and flyer. The materials produced have

been endorsed to DOH for distribution to the provinces after the briefing on the new GP.

- HealthPRO worked closely with the DOH-ARMM in launching the new “*Garantisadong Pambata*” last Nov 23, 2010. The launch was followed with a GP planning convergence meeting among inter-agency partners of DoH-ARMM. This provided an overarching understanding of what the coordinating body for GP should be doing in the next years. The major stakeholders for GP ARMM was expanded to include other regional structures, e.g. planning and development, media and MRLs.

2.3. Safe Motherhood

- DOH-ARMM launched its regional version of Safe Motherhood Karavan last October 27, 2010 at ORG complex, Cotabato City. HealthPRO provided technical support in the preparation of the event by designing the promotional materials and the PowerPoint presentation of Sec. Sinolinding. DOH ARMM revised and used the SM logo drafted for central DOH early this year
- HealthPRO also assisted DoH-ARMM in developing public service announcements aired during the month and in planning the media conference after the launch. The conference, which aimed to improve the participation of media in the promotion of safe motherhood and other related-activities of DOH-ARMM was attended by twenty print and broadcast media practitioners from ARMM.

3. Component 3: HELPING INVOLVE MRLs (HIM)

3.1. Congratulations Package

- After a series of participatory planning meeting with DOH-ARMM key staff, MRLs and couples, a design and format of the “mabrouk” booklet content was initially drafted. It is currently being reviewed and the operational plan for its field testing, production, launching and monitoring and evaluation will be carried out in the second quarter of Year 4.

4. Component 4: IMAGE BUILDING ACTIVITIES

- The image-building campaign called “*Nagmamahal, DOH ARMM*” (*We Care, DoH ARMM*), was also launched. HealthPRO provided technical assistance in conceptualizing the *Nagmamahal* tagline and image which was incorporated in the DOH-ARMM vehicle, letterhead, PSAs, and print collaterals among others. The campaign aims to position DOH ARMM as a credible health institution with responsible and caring health service providers.

5. Component 5: INFORMATION DISSEMINATION DURING THE DOH-ARMM MEDICAL MISSION

- **HealthPRO discussed with the ARMM DOH Secretary opportunities for technical assistance on information dissemination in the Department’s “Kasama mo si Sec (KSM)” project, which is a series of medical outreach and caravans.**

6. Other TA

- **HealthPRO ARMM revisited the LRA contracting process and developed the SOW for the LRAs to be contracted.**

IV. CHALLENGES AND NEXT STEPS

1. Challenges

During the quarter, HealthPRO met challenges while providing technical assistance to DOH and partner LGUs and identified ways to address these challenges.

1.1. National

- **The low awareness on the importance of health communication persists and programs are implemented mostly from the “service provision” perspective.**
- **At the central office level, there is a need to expose HealthPRO staff/STTA to field “realities” (clients and health service providers) to be able to come up with more useful materials.**
- **There are gaps between the planned implementation at the DOH national level and what is known/implemented at the field level. Efforts are continuing to bridge this gap. Also, the set up of the regular regional DOH and DOH ARMM are different which requires double technical assistance per campaign.**
- **Given the much publicized conflict between the national government and the Catholic church on how to address reproductive health, some provincial LGUs voiced their preference for a more cautious and low key approach to family planning.**
- **There is a continuing need for the synchronization of the schedule of activities with other CAs.**
- **Finding the best way of dealing with the media was a big challenge. Meetings and regular updates were conducted to address this concern.**

1.2. Field Office

Luzon

- **The suspension of work of the LRA in the three LGUs of Cagayan, Isabela and Nueva Ecija resulted to HealthPRO staff taking over the duties and responsibilities left behind by the LRA which is to provide technical and administrative support for the completion and finalization of the BCC plans and conduct of IPC/C training.**

Visayas

- **The transition period due to the resignation of the Visayas' Area Manager left the Provincial Coordinator in charge of other duties on top of her existing responsibilities. The lack of manpower resulted to the postponement of major activities in the field such as consultative meetings, planning, and monitoring of Waves 1 and 2 LRAs.**
- **The unavailability of PHO and CHD, as well as local health partners in the municipalities/cities to conduct the activities was a big challenge as it affected schedules of trainings, conduct of health events and health classes and other activities related to project implementation.**
- **Some priority LGUs were not able to provide financial counterparts which affected the participation of local health workers in trainings, health events and activities. Despite this, the LRA and PHO continuously conducted meetings with LGU partners to advocate for LGU support to project activities.**

Mindanao

- **There was difficulty in getting counseling data in some areas of Wave 1 provinces due to the old system of documentation which provided limited information. The CHDs, HEPOs, and FP and MNCHN coordinators include the use of the tracking tool in their agenda during meetings to address this concern.**
- **Concerns were raised in ensuring the sustainability of the conduct of health classes on a regular basis at the RHU level. Provinces such as South Cotabato and Sarangani came up with proposals and recommendations to address this concern.**
- **The number of HSPs trained in IPC/C is still limited. The increase in the number of health classes will result to more clients going to the health center for counseling and some RHUs may not be able to cope due to lack of trained HSPs.**
- **The gap in the relationship between the PLGU head and the IPHO led to coordination difficulties.**
- **Some municipalities in Wave 2 provinces do not have NGOs, POs & CSOs to help carry out CM activities. In the case of GRF, it has started building partnerships and firming linkages with the private sector and social networks to leverage support for HPC activities.**

ARMM

- **In ARMM, the major challenges were staffing concerns, delayed contracting of LRAs and transportation difficulty, especially in the island provinces.**

2. Next steps

2.1. National

- **For all field offices of HealthPRO, the most important next step is to fast track different activities such as community mobilization, IPC/C rollout trainings, supervision and mentoring, training, recruitment, and LRA contracting for Wave 3 and ARMM.**

2.2. Field Offices

LRAs

- **Conduct performance evaluation of Wave 1 provinces before close out.**
- **Conduct HEPO quarterly conferences in the Wave 1 provinces.**

Implementation

- **Fast track various activities in the ARMM.**
- **Develop BCC Plans and M&E plan for Wave 3 LGUs and complete BCC plans of Metro Cebu HIV/AIDS.**
- **Implementation of the new directions of GP / conduct GP launch / meeting in the provinces**
- **Implementation of FP technical updates in 6 provinces - Aklan, Bohol, Negros Occidental, Negros Oriental, N. Leyte, and Western Samar**
- **Coordination for the conduct of the HEPO Quarterly Meetings in Wave 1; HPC tracking tool orientation for Wave 2 sites; and coordination with DOH-NCHP for regional dissemination of the HPC tracking tool**

ANNEXES

Annex 1: Health Events

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

LGU/Medium	Event	Date	No. of people reached*
LUZON AREA			
Bulacan			
1. Paombong	Health Caravan sa Iskwelahan	October 18, 2010	698
2. Hagonoy	Health Caravan sa Iskwelahan	October 18, 2010	600
3. Bulacan	Health Caravan	October 20, 2010	603
4. Malolos	Health Caravan	October 20, 2010	695
5. Bulacan	Buntis Congress	October 22, 2010	780
6. Marilao	Buntis Party	October 29, 2010	73 pregnant
7. Calumpit	Health Caravan	November 5, 2010	682
8. Pulilan	Health Caravan	November 5, 2010	622
9. San Rafael	Bright si Baby	November 23, 2010	42 mothers 42 children
10. Bocaue	Buntis Party	November 25, 2010	42 mothers
11. Bustos	MCH	December 1	22
Pangasinan			
12. Bani	GP Campaign	October 11, 2010	489
13. Agno	GP Campaign	October 11, 2010	110
14. Infanta	GP Campaign	November 17, 2010	149
15. Burgos	GP Campaign	November 26, 2010	220
16. Bolinao	GP Campaign	December 3, 2010	281
17. Anda	Health Promotion on Healthy Lifestyle	December 2, 2010	69
Albay			
18. Legazpi City	GP Campaign	October 14	100

LGU/Medium	Event	Date	No. of people reached*
VISAYAS AREA			
Negros Occidental			
1. Hinigaran	Series of Launching of FP Communication Package, Health Classes and Counseling sessions on FP, MNCHN & TB	October 13, 2010	55
2. Isabela		October 14, 2010	71
3. DS Benedicto		October 21, 2010	30
4. Toboso		October 28, 2010	43
5. Calatrava		December 2, 2010	45
Negros Oriental			
6. La libertad	Family Health Day: Couples' party/Buntis Pageant	November 22, 2010	163
7. Siaton	Family Health Day: Buntis pageant	November 23, 2010	247
8. Bais	Family Health Day	November 25, 2010	116
9. Bayawan	Family Health Day	December 15, 2010	360
Capiz			
10. Jamindan	Inter Local Health Zone Launching of GP	October 11, 2010	121
11. Tapaz	Inter Local Health Zone Launching of GP	October 12, 2010	121
12. Roxas City	Inter Local Health Zone Launching of GP	October 13, 2010	85
13. Pontevedra	Inter Local Health Zone Launching of GP	October 14, 2010	76
14. Dumarao	Inter Local Health Zone Launching of GP	October 15, 2010	142
15. Mambusao	Couples' party	October 18, 2010	38
16. Sigma	Buntis party	October 28, 2010	27
17. Pilar	Sis, Mare, Alam Mo Ba?	October 29, 2010	39
18. Roxas City	Provincial Health Event on MNCHN and Nutrition "Produktong may sangkap Pinoy seal, may dagdag sustansya. Tangkilin!"	November 18, 2010	185
19. Tapaz	Buntis party	December 9, 2010	131
Aklan			

LGU/Medium	Event	Date	No. of people reached*
20. Numancia	“Lakad Kalusugan: Walk our Talk on Health” 4 in 1 Health Package	October 4, 2010	317
21. Kalibo	“Ang Batang Malusog ay Garantsiadong Masaya at Masigla”	October 11, 2010	159
22. Malinao	Garantisadong Panalo ka Kid	October 12, 2010	282
23. a. Kalibo	“Health Advocacy Week 2011- Stakeholder’s forum”	December 7, 2010	131
b. Kalibo (Pastra park)	WADSadSad and Mobile Health Communication Package	December 7, 2010	596
24. Buruanga	“Survivor Buruanga, The Amazing Health Race”	December 8 & 9, 2010	123
MINDANAO AREA			
25. Zamboanga Sibugay: Ipil	GP Round 2	October 13, 2010	728 individuals, 619 female and 109 male
26. Misamis Occidental: Aloran	GP Launch (Municipal Health Event)	October 14, 2010	247 pax (85% female)
27. Zamboanga del Sur: Bayog Municipal Gymnasium, Bayog	Garantisadong Pambata Celebration (Provincial Health Event)	October 14, 2010	134
28. Bukidnon: San Fernando	Garantisadong Pambata Kick-off (Municipal Health Event)	October 15, 2010	Estimated 500 pax (70% are women)
29. Zamboanga del Sur: Poblacion, Lakewood	Lakewood Garantisadong Pambata Celebration (Municipal Health Event)	October 18, 2010	127
30. Zamboanga del Sur: Tukuran Municipal Gymnasium, Tukuran	Tukuran Safe Motherhood Celebration (Search for Mrs. Ligtas na Panganganak)- (Municipal Health Event)	October 19, 2010	335
31. Sarangani: Barangay Kabatiol, Maasim, Sarangani	Provincial Family Planning Campaign Launch	October 19, 2010	167
32. Davao del Sur	Buntis Congress (Provincial Health Event)	October 21, 2010	175 pregnant women
33. Misamis Occidental:	GP Launch (Municipal Health Event)	October 21, 2010	285 (90% female)

LGU/Medium	Event	Date	No. of people reached*
Clarin			
34. Misamis Occidental: Baliangao	GP Launch (Municipal Health Event)	October 21, 2010	185 (70% female)
35. South Cotabato	GP Kick off (Provincial Health Event)		370
36. South Cotabato: ELM Masion, Koronadal City	Provincial Family Planning Campaign Launch	October 27, 2010	265 HSPs
37. Misamis Occidental: Jimenez	GP Launch (Municipal Health Event)	November 4, 2010	804 pax (65% female)
38. Misamis Occidental: Oroquieta City	Provincial Pasungko Festival	Nov. 4-8, 2010	416 (87% female)
39. Zamboanga Sibugay: Tungawan	Buntis Congress (Municipal Health Event)	November 9, 2010	49
40. Zamboanga Sibugay: Ipil	Community Health Summit	November 10, 2010	83
41. Agusan del Norte: Brgy. Doña Telefora, Tubay, Agusan del Norte	“Sexy Mama”	November 22, 2010	728 individuals, 619 female and 109 male
42. Zamboanga del Sur: Bayog Central School Gymnasium	Global handwashing Celebration (Municipal Health Event)	November 24, 2010	111
43. Zamboanga del Sur: Hotel Guillermo, Pagadian City	Provincial Health Forum for Transportation Groups on FP/MNCHN- (Provincial Health Event)	December 1, 2010	51
44. Zamboanga del Sur	FP Health Assemblies (11)	November- December	1,153

* Total number of people reached to be finalized.

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

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

Annex 2: Planned Activities for the Next Quarter

Tasks	Jan	Feb	Mar
A. COMMUNICATIONS PLANNING			
<i>National, regional, provincial and city plans</i>			
Finalization of BCC plans of Wave 1 & 2 LGUs in Luzon	X	X	
BCC Plan Review and Updating	X		
<i>Other communication planning</i>			
Orientation of Municipal Mayors on Family Health	X	X	
B. IMPLEMENTATION			
<i>Health area campaign rollouts</i>			
Lakbay Buhay Kalusugan launching in Tarlac, Nueva Ecija and Pangasinan		X	X
Launching of new GP campaign		X	X
FP Campaign Launch	X		
FP Campaign Roll-outs	X	X	X
Inter agency orientation on the new GP communication package	X	X	
GP Campaign Launch	X	X	
GP Campaign Roll-out	X	X	X
<i>Guide and monitor sub-contractors</i>			
Wave 1 LRA Evaluation with S. Holschneider	X		
Wave 1 LRA Evaluation of No cost extension performance		X	X
National Meeting with LRA Wave 1 and 2		X	
Wave 2 LRA Assessment	X		
LRA Wave 2 Regional Meeting and Feedbacking			X
<i>Other implementation</i>			
Distribution of GP materials	X	X	
Conduct coaching and mentoring to HSPs and BHWs	X	X	X
C. CAPACITY BUILDING			
<i>IPC/C</i>			
Training for HSPs in Cagayan, Isabela, Nueva Ecija and Pangasinan	X	X	
Training for BHWs in Cagayan, Isabela, Nueva Ecija and Pangasinan	X	X	X
Orientation of Supervising Nurses on Supervision & Mentoring for IPC/C	X	X	
IPC/C Roll-out for BHWs	X	X	
IPC/C Roll-out for HSPs (CHD and LGU funded)	X	X	
Conduct of Health Classes by HSPs	X	X	
<i>Community mobilization</i>			
Com Mob Orientation in Pangasinan, Bulacan, Tarlac and Isabela	X	X	
Conduct of health classes in all LGUs on FP, GP & MCH	X	X	X
Orientation on Community Mobilization to IPHOs and Community Groups	X	X	X
Conduct of health classes organized by community groups			X
Orientation on how to manage health events (Wave 2 Provinces)	X	X	X
Conduct of health event- World TB Day			X
Conduct of health event- GP	X	X	X
<i>Mass media</i>			

Tasks	Jan	Feb	Mar
Training of Local Media Practitioners on MNCHN in Tarlac, Isabela, Cagayan & Nueva Ecija	X	X	X
Media Orientation/ Training on the Lakbay Buhay Kalusugan (with PROBE Foundation)	X	X	X
Training of Spokesperson		X	X
<i>Other capacity building activities</i>			
FP Technical updates for doctors, midwives and nurses in all 7 LGUs of Luzon	X	X	X
FP Technical Updates	X	X	X
<i>Other TA activities to NCHP</i>			
NCHP Orientation on M&E tools	X		
D. PROJECT MANAGEMENT			
<i>Strategic coordination</i>			
Sustainability Planning Meeting with Wave 1 provinces	X	X	
<i>M&E</i>			
Orientation on HPC Tracking Tools for Wave 2 LGUs			
Orientation on Supervisory and Mentoring	X	X	
HEPO Quarterly Meeting	X		X
<i>Other project management</i>			
Hiring of staff	X		
Conduct Performance evaluation of Regional Communication Specialists	X		
Conduct Informed Choice and Voluntarism Monitoring	X	X	X
Inter CA Meeting	X		

Note: This is not yet final. The regular two-month calendar better reflects planned activities of HealthPRO.