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# **HEALTHPRO PROJECT YEAR 4**

**Second Quarterly Narrative Report**

**January 2011 – March 2011**

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## **I. EXECUTIVE SUMMARY**

As the lead USAID’s health promotion and communication vehicle HealthPRO (Health Promotion and Communication Project), is working closely with the Philippine Department of Health (DOH) and Local Government Units (LGUs) in their efforts to improve health outcomes through behavioral 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 public 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 behavioral 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.

The expected outcomes of the HealthPRO Project are:

1. Positive behavioral results among individuals and caregivers, 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 30 provinces in Luzon, Visayas and Mindanao (including the Autonomous Region in Muslim Mindanao [ARMM]) and select cities for HIV/AIDS.

All HealthPRO central and field level activities are in full swing and are implemented in accordance with the Year 4 Annual Workplan. The accomplishments of HealthPRO for the reporting quarter ending on March 31, 2011 (Year 4, Quarter 2) are clustered under the following components:

1. Communications planning,
2. Communications implementation,
3. Capacity building,
4. ARMM, and
5. Project management.

Under communications planning HealthPRO provided technical assistance to different provinces in updating and finalizing their provincial BCC plans and in the incorporation of health promotion communication activities in Annual Operations Plan (AOP) and Provincial Investment Plan for Health (PIPH). The project also provided technical assistance in the development of the production and dissemination plan of Garantisadong Pambata materials, development of the strategic design and creative brief for Wave 2 family planning campaign, preparatory activities for the development of Safe Motherhood campaign and TB communication campaign, and the drafting of the HIV/AIDS creative brief for print materials.

Under communications implementation, HealthPRO provided technical assistance in the health campaigns rollout of GP, FP, TB, SM and Lakbay Buhay Kalusugan (LBK). HealthPRO assisted in the distribution of existing GP materials, development of new GP materials, and regional and provincial launching of GP. Technical assistance was also provided in the FP Wave 1 rollout events in different provinces, SM activities at the field level and the development and pretesting of TB job aids. Under LBK, HealthPRO provided comprehensive technical assistance to DOH, from conceptualization to development of materials to preparatory activities for implementation to the actual national launching event in Capas, Tarlac. These combined activities provided the opportunity for HealthPRO to reach more Filipinos with key health messages in FP, GP, SM and TB.

HealthPRO also assisted and guided its LRAs in the implementation of various field level activities. It conducted a national LRA conference and an internal assessment of LRAs, the results of which will provide reliable insights for better implementation of future LRA engagements. HealthPRO also supported HPC activities for other partners such as the LMP meetings and orientations, HEPO quarterly meetings, HPC tracking tool orientation, collaborative meetings with the Department of Social Welfare and Development (DSWD), Commission on Population (POPCOM), and the US Joint Special Operations Task Force- Phil. (JSOTFP). In the course of implementing these various activities, HealthPRO leveraged resources valued at millions of pesos.

Under capacity building, interpersonal communication and counseling (IPC/C), community mobilization, and mass media activities were implemented, and technical updates were conducted.

HealthPRO provided technical assistance to IPC/C rollout trainings, drafting of the standard job aid for FP integration in MNCHN services and the development of one-day IPC/C module. FP technical updates were provided to doctors, nurses and midwives in various provinces. The ICV Compliance monitoring was also conducted for Wave 2 LRAs. For community mobilization, health classes on FP, MCH and TB, and trainings utilizing community groups were carried out, technical assistance to LMP was provided, and partnership with other organizations established.

HealthPRO helped establish a core of health spokesperson by providing technical assistance in the media training of selected health personnel who will deliver reliable health information through mass media. HealthPRO also supported other capacity building activities such as technical assistance to NCHP's monitoring and evaluation through the HPC tracking tool and the development of press release and media kit for the national Measles and Rubella special immunization campaign

In the ARMM, HealthPRO continued to provide technical assistance in DOH ARMM's radio program, Suara Kalusugan, the Nagmamahal PSA, and the initial development of FP communication and promotional package. HealthPRO also contracted five LRAs who will conduct FP health classes and will utilize ulama and aleemat in conducting the classes.

HealthPRO continued its coordinative and collaborative activities with USAID and other USAID CAs. It actively participated in meetings and other inter-CA activities. During the reporting period, HealthPRO submitted weekly highlights and 2-month calendars. HealthPRO engaged a new Chief of Party and contracted other new personnel to ensure HealthPRO's smooth operations.

## II. INTRODUCTION

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. Increase the reach and impact of Behavior Change Communication (BCC) interventions,
2. Develop institutional capacity and sustainability of those efforts, and
3. 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 caregivers. 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 and 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. TANGIBLE RESULTS**

#### **A. Communications Planning**

##### **1. National, regional, provincial and city plans developed**

- Behavior Change Communication (BCC) plans for 11 Wave 2 provinces – Cagayan, Isabela, Nueva Ecija, Tarlac, Aklan, Bohol, Agusan del Norte, Bukidnon, Misamis Occidental, Misamis Oriental and Zamboanga del Norte - were updated and finalized to reflect HealthPRO’s scaling up efforts. The Wave 1 provinces of Bulacan, Albay, Capiz, Negros Occidental and Negros Oriental updated their provincial BCC plans, while Pangasinan is in the process of finalizing it. As part of Region VIII roll out plan, HealthPRO also provided technical assistance in the BCC plan development of Wave 3 provinces of Northern Leyte and Western Samar. The BCC plans were presented to the provincial officials in January 12 and 13, 2011, respectively, and will be finalized during next reporting quarter once new LRA for Region VIII is on board.
- The approval of the provincial BCC plans ensured that the HPC component will be included in the provincial Annual Operational Plans (AOP) and the Provincial Investment Plans for Health (PIPH). The provinces of Aklan, Bohol, Leyte, Samar, Capiz, Compostela Valley, Sarangani, Agusan Norte, Zamboanga Sur, Zamboanga Sibugay, Bukidnon, Misamis Oriental and Misamis Occidental already included the HPC component in their AOPs and PIPHs, while the provinces of Bulacan, Albay, Tarlac, Isabela, Nueva Ecija, Pangasinan, Cagayan, Negros Occidental, Negros Oriental, Davao del Sur, South Cotabato, and Zamboanga del Norte are in the process of incorporating the budget for the HPC component.
- A new program direction for HIV/AIDS was set by USAID in February 2011 in preparation for the new comprehensive USAID-funded HIV/AIDS prevention program in the Philippines. With this new direction, HealthPRO will focus on developing communication materials including innovative approaches for males-having-sex-with-males (MSM) and injecting-drug-users (IDUs) in the cities of Quezon, Pasay, Cebu, Mandaue and Lapu Lapu in lieu of the development of the communication campaign.
  - As a result of this new direction, HealthPRO, provided technical assistance in the development of the training design on HIV/AIDS in the Workplace for Davao City. Preparations are ongoing for the conduct of the training.
  - The cities of Cebu, Mandaue and Lapu-lapu are in the final stages of finalizing their HIV/AIDS BCC plans while Bacolod City updated their BCC plan and Iloilo City is in the process of reviewing and updating their plan. HealthPRO

provided technical assistance to these cities under the old HIV/AIDS program directions.

- In February 2011, HealthPRO facilitated the Indigenous Leader Outreach Model Peer Education Training for Program Implementers targeting IDUs in the cities of Cebu, Mandaue, Lapu Lapu, General Santos and Zamboanga. This is part of the technical assistance provision to National AIDS STD Prevention and Control Program (NASPCP) through the Global Fund to enhance their Peer Education Program by training program implementers in effective peer education methodology. As a result of this training, 20 indigenous leaders were able to understand the IDU situation better and direct/implement strategies for peer education among IDUs.
- HealthPRO collaborated with HealthGov in the development of the Local Response Plans (LRPs) for the cities of Quezon, Cebu, Mactan, Lapu-Lapu, Davao and General Santos. These LRPs are now being implemented. However, due to changes in program directions, technical assistance will be minimal.
- HealthPRO provided technical assistance to the joint USAID-UNDP funded MSM-TG Initiative/Manila Action Plan on the formulation of a strategic communication plan where the multisectoral representatives involved in MSM prevention activities met to pursue initial discussions of the December 2010 meeting.

## **2. Health area campaign designs developed**

- HealthPRO developed the production and dissemination plan of *Garantisadong Pambata (GP)* materials for priority municipalities in assisted provinces. At the national level, the Department of Health - National Center for Disease Prevention and Control (DOH-NCDPC) developed a plan and budgeted for a round of area-based consultation and planning workshops of all Centers for Health Development (CHDs) on GP launching. This was initially scheduled for March but was rescheduled due to the Measles Rubella Special Immunization Activity (MR SIA) campaign.
- The Commission on Population expressed interest in collaborating with HealthPRO in activities including, but not limited to, reproduction of the FP Wave 1 campaign communication materials developed by HealthPRO for national distribution. FP communication materials will be distributed to local government units (LGUs) and regional POPCOM offices for use in government-supported Responsible Parenting Movement (RPM) classes.
- The strategic design and creative brief for the Wave 2 FP campaign, which includes plans for the national and local launching events, was presented to the DOH NCDPC who approved the design. However, the chair of the DOH Cluster Meeting Team requested to reconsider the design which will be presented to DOH in April. In addition, as part of

Wave 2 FP campaign, HealthPRO is currently finalizing a series of communication materials on FP for service providers. Included in the package are job aids for the integration of key FP messages into routine MNCHN services and FP tarpaulin reference guide. HealthPRO is coordinating with DOH for the planned Wave 2 FP campaign launch in May.

- HealthPRO collaborated with DOH NCHP for program directions for the Safe Motherhood program. However, they prioritized the revision of the Maternal Neonatal and Child Health and Nutrition Manual of Operations (MNCHN MOP). Plans are under way to develop a set of evidence-based communication materials in time for the Safe Motherhood week celebration in May 2011.
- HealthPRO has initiated discussions with TBLINC on the development of a TB communication campaign to be launched in the Philippines in August during the nationally proclaimed Lung Month.
- The draft HIV/AIDS creative brief for the print materials targeting MSMs was developed and shared with NASPCP. Materials are being finalized and will be pretested next quarter.

## **B. Communications Implementation**

### **1. Health area campaigns rolled out**

#### ***Garatisadong Pambata (GP)***

- Previously approved GP communication materials – posters, streamers, flyers - were disseminated to the priority municipalities in the provinces of Bulacan, Pangasinan, Albay, Cagayan, Nueva Ecija, Tarlac, Negros Occidental, Negros Oriental, Aklan, Samar, Leyte, Agusan del Norte, Bukidnon, Compostela Valley, Sarangani, South Cotabato and Zamboanga del Sur, and the Autonomous Region in Muslim Mindanao (ARMM). In addition, during this reporting quarterly HealthPRO has developed the following materials: (1) GP flipchart tarpaulin (fliptarp) and reference guide, (2) GP radio spiels, (3) GP Broadcasters Manual and (4) the GP-related *Lakbay Buhay Kalusugan* (LBK) Radio spots. All new materials were pretested in two provinces, Sarangani and Tarlac, during focus group discussion with health workers and parents/caregivers of children under the age of 14. The results of the pretest, in overall, found the materials to be credible, easy to understand and attractive. GP materials are currently being finalized based on pretesting results and feedback from the DOH.
- HealthPRO provided technical assistance in the regional and provincial launches of the expanded GP. The regional launch was held in Leyte (for Region VIII) with more than 80 guests and participants. Provincial launches were held in Negros Occidental with more than 200 participants, Zamboanga del Sur with more than 300 participants, and Bukidnon

with more than 500 participants. After the launch, GP information and services are now in the process of being rolled out to municipalities.

- HealthPRO also provided technical assistance to other expanded GP field activities in Bukidnon with more than 200 participants, Zamboanga del Norte with more than 220 participants, and Misamis Occidental with more than 70 participants. Moreover, HealthPRO's field office in Mindanao conducted 12 GP orientation meetings in CHDs IX, X and XIII and in nine provinces with more than 500 participants while HealthPRO's field office in the Visayas conducted a series of orientation on expanded GP with more than 100 participants from CHDs VI, VII, VIII and five provinces.
- Based on field experiences in launching the expanded GP in the regions and provinces, HealthPRO is currently working with DOH on the development of the Department Order stipulating clear guidelines for the introduction of the expanded GP across the Philippines. The Department Order is set to describe roles and responsibilities of new GP partners (Department of Education [DepEd], Department of Social Welfare and Development [DSWD], and the Department of Interior and Local Government [DILG]), as well as to outline key principles in the promotion of the eight gateway behaviors. The Order will be finalized in April 2011.

***Family Planning***

- HealthPRO conducted a series of FP Wave 1 regional and provincial rollout events during the reporting period reaching a large number of people with key FP messages.

| Region/Province            | Number of people reached | Remarks  |
|----------------------------|--------------------------|--|
| CHD X and Misamis Oriental | 151                      | FP regional/provincial rollout   |
| Aklan                      | 76                       | FP Orientation   |
| Capiz                      | 2,362                    | Health events and health classes in 5 priority municipalities  |
| Negros Oriental            | 1,256                    | Family Health Day events, with FP integration, conducted at the provincial and municipal levels through health classes |
| Bohol                      | 900                      | Health events and health classes on FP   |
| Negros Occidental          | 240                      | Health classes in four non-priority municipalities   |
| TOTAL                      | 4,985                    |  |

- During the Reproductive Health Summit in Region VIII, HealthPRO mounted an audio-visual FP exhibit to share information with over 200 people (health service providers,

youths, NGOs, interfaith organizations, and representatives from government agencies (DSWD, POPCOM, DOH) who attended the event.

### ***Safe Motherhood***

- Despite the postponement of the SM activities at the national level, SM-related activities were implemented by HealthPRO at the provincial level. The series of Family Health Day events integrated the Buntis Pageant and synchronized breastfeeding in Negros Oriental, which reached 1,256 clients from January to February 2011. Safe motherhood activities in Bohol and Aklan such as Buntis Party, provincial health event, and health classes on safe motherhood (SM) reached more than 2,600 clients and participants. Safe motherhood activities in South Cotabato, Agusan del Norte, Bukidnon, Misamis Oriental, Misamis Occidental, Zamboanga del Norte, and Zamboanga Sibugay reached more than 5,140 participants.

### ***TB***

- Health events to celebrate World TB Day in March 2011 were conducted in the provinces of South Cotabato, Agusan del Norte and Misamis Occidental with 686 participants.
- Easy to use and understand practical job aid in the form of a fan for BHW was conceptualized and developed by HealthPRO in March 2011. The job aid for TB was pretested in Tarlac with BHWs and a group of adults (man and women from the lower economic class). Initial pre-test results indicate acceptance of the job aid by health workers and their clients alike.

### ***LBK***

- A set of unique LBK communication materials was developed and pretested in Tarlac prior to the national LBK launch. It was approved for national use by USAID and DOH. These materials included:
  - LBK interactive exhibit
  - LBK announcement poster
  - LBK print add
  - Series of LBK radio spots
  - Series of LBK radio spiels
  - Series of LBK short video segments
  - LBK bus wrap
  - LBK t-shirt and cap

- LBK campaign song
- On March 3-4, 2011, DOH launched the LBK in Capas, Tarlac. More than 1,100 Aetas, an indigenous group, including 120 pregnant women and over 300 children, received health information and services during the launch of the health promotion caravan. Using a fiesta setting, LBK offered maternal and child health services aboard a mobile bus clinic and entertainment-education activities like an interactive health exhibit, songs, dances, and storytelling sessions to promote key health and nutrition messages.
- LBK launch generated significant national and local media coverage, specifically broadsheets, tabloids and online media. LBK's media coverage reached millions of Filipinos. The table below is a listing of LBK's media coverage.

| Article Title   | Source  | Date             |
|---|---|------------------|
| Aeta Tribal Dance during the Lakbay Buhay Kalusugan of DOH in Capas, Tarlac   | <a href="http://www.youtube.com/watch?v=-Yh4-734SNI">http://www.youtube.com/watch?v=-Yh4-734SNI</a>   | March 5, 2011    |
| Mobile clinic rolls out next month  | <a href="http://www.philstar.com/Article.aspx?articleId=648453&amp;publicationSubCategoryId=473">http://www.philstar.com/Article.aspx?articleId=648453&amp;publicationSubCategoryId=473</a>   | January 16, 2011 |
| The Department of Health's Lakbay Buhay Kalusugan (LBK) health caravan is a customized mobile health clinic that will tour 10 provinces in the Philippines in 2011. Credit: LBK | <a href="http://www.abs-cbnnews.com/image/lifestyle/03/02/11/department-healths-lakbay-buhay-kalusugan-lbk-health-caravan-customized-mob">http://www.abs-cbnnews.com/image/lifestyle/03/02/11/department-healths-lakbay-buhay-kalusugan-lbk-health-caravan-customized-mob</a> | March 2, 2011    |
| AIR21 takes part in Lakbay Buhay Kalusugan project  | <a href="http://www.air21.com.ph/main/advisory-details.php?id=30">http://www.air21.com.ph/main/advisory-details.php?id=30</a>   | March 2, 2011    |
| DOH to launch health fiesta caravan   | <a href="http://www.abs-cbnnews.com/lifestyle/03/02/11/doh-launch-health-fiesta-caravan">http://www.abs-cbnnews.com/lifestyle/03/02/11/doh-launch-health-fiesta-caravan</a>   | March 2, 2011    |
| DOH to launch health fiesta caravan   | <a href="http://www.jorbit.com/news-daily.php?http://www.abs-cbnnews.com/lifestyle/03/02/11/doh-launch-health-fiesta-caravan">http://www.jorbit.com/news-daily.php?http://www.abs-cbnnews.com/lifestyle/03/02/11/doh-launch-health-fiesta-caravan</a>                         | March 2, 2011    |
| Aetas receive health care services in Tarlac town   | <a href="http://www.manilatimes.net/news/regions/aetas-receive-health-care-services-in-tarlac-town/">http://www.manilatimes.net/news/regions/aetas-receive-health-care-services-in-tarlac-town/</a>   | March 3, 2011    |
| DOH launches health fiesta caravan  | <a href="http://cathsdeen.com/2011/03/03/a-worthwhile-government-">http://cathsdeen.com/2011/03/03/a-worthwhile-government-</a>   | March 3, 2011    |

|   |   |                |
|---|---|----------------|
|   | program/  |                |
| DOH launches 'Lakbay Buhay Kalusugan' health promotion caravan  | <a href="http://www.allvoices.com/news/8366222-doh-launches-lakbay-buhay-kalusugan-health-promotion-caravan">http://www.allvoices.com/news/8366222-doh-launches-lakbay-buhay-kalusugan-health-promotion-caravan</a>   | March 3, 2011  |
| DOH launches 'Lakbay Buhay Kalusugan' health promotion caravan  | <a href="http://positivenewsmedia.net/am2/publish/Health_21/DOH_launches_Lakbay_Buhay_Kalusugan_health_promotion_caravan.shtml">http://positivenewsmedia.net/am2/publish/Health_21/DOH_launches_Lakbay_Buhay_Kalusugan_health_promotion_caravan.shtml</a>             | March 4, 2011  |
| DOH launches 'Lakbay Buhay Kalusugan' health promotion caravan  | <a href="http://www.balita.org">www.balita.org</a><br>( <a href="http://news.mediabanc.ws/articles/data/elibrary_ph/20110305_O_10000021_NEWS_9_4241662391.pdf">http://news.mediabanc.ws/articles/data/elibrary_ph/20110305_O_10000021_NEWS_9_4241662391.pdf</a> )     | March 4, 2011  |
| Health caravan makes first stop in Tarlac s Aeta village        | Philippine Daily Inquirer (page A22)  | March 7, 2011  |
| 2,000 sa Tarlac nakibahagi sa Biyaheng Kalusugan                | Balita (page 5)   | March 7, 2011  |
| Health caravan makes first stop in Tarlac s Aeta village        | <a href="http://www.inquirer.net">www.inquirer.net</a><br>( <a href="http://news.mediabanc.ws/articles/data/elibrary_ph/20110307_O_10000014_NEWS_3_4245083027.pdf">http://news.mediabanc.ws/articles/data/elibrary_ph/20110307_O_10000014_NEWS_3_4245083027.pdf</a> ) | March 7, 2011  |
| DOH mobile clinic brings health services to far flung barangays | <a href="http://www.gmanews.tv">www.gmanews.tv</a><br>( <a href="http://news.mediabanc.ws/articles/data/elibrary_ph/20110307_O_10000061_NEWS_9_4246474499.pdf">http://news.mediabanc.ws/articles/data/elibrary_ph/20110307_O_10000061_NEWS_9_4246474499.pdf</a> )     | March 7, 2011  |
| Health fiesta caravan kicks off in Capas, Tarlac                | Business World (page 6 of S2)   | March 17, 2011 |

- LBK is being showcased as a model for public-private partnerships, as this is jointly implemented by local government units, private sector, and media agencies. HealthPRO partnered with the DOH in conceptualizing, developing, and bringing the LBK project to fruition, while Victory Liner Inc., a bus company, donated the bus through its Doña Marta T. Hernandez Foundation. The LBK's proposed 10-province health caravan route delivers information campaign, services and activities where LGUs and other private partners provide support. Other partners from the private sector include Melawares, Philippine Daily Inquirer, Air21, OMF Literature, Green Cross, Dakila-Philippine

Collective for Modern Heroism, Center for Community Journalism and Development, Manila Broadcasting Company, UNTV, Philippine Press Institute, and the Alliance of Young Nurse Leaders and Advocates International, Inc. The leveraged fund from local government and the private sector during the quarter amounted to two hundred thousand US dollars (\$ 200,000.00).

- The DOH formally recognized USAID's contribution, through HealthPRO, to the development, implementation and success of LBK during its monthly flag ceremony on March 21, 2011. Health Secretary Enrique Ona emphasized the critical role of LBK in addressing President Benigno Aquino's vision for universal health coverage by delivering services and information closer to the people especially those with limited access to public health services. Secretary Ona also announced that the DOH will develop a Department Order endorsing LBK as a health promotion activity in line with the platform of the Aquino Health Agenda and encouraging field offices to implement the activity.
- On March 21, 2011, an assessment meeting on LBK was held at the Grand Opera Hotel in Manila where representatives from NCHP, USAID, HealthPRO, PROBE Media Foundation, Tarlac IPHO and Capas MHO, the NGO Program Margarita and community health volunteers. The participants discussed and assessed LBK's health services, health classes, MNCHN interactive exhibit, enter-educate activities, publicity and media engagement, as well as the partnerships and sponsorship packages. The group agreed that for the next LBK provincial tours, there should be more coordination with and exposure on local media and national TV; greater male participation; and more involvement from CHD and NCHP during the planning stage. NCHP also announced that it will formally endorse LBK to regional offices of next LBK provinces to encourage involvement and support for this major DOH activity.
- Pangasinan, the next stop for LBK, is conducting preparatory activities for the LBK launch in the province on May 20, 2011. LBK will make its stop at the Lingayen Beach and will work under the theme Family Picnic, in line with the local celebration *Pistay Dayat*. The agreements from the assessment meeting of the first LBK will help Pangasinan in its preparations.
- HealthPRO organized and oriented representatives from PHO, provincial DSWD, and local government in Bohol on LBK through PROBE Media Foundation. The orientation served as preliminary meeting in preparation for the LBK tour in the province. HealthPRO's office in the Visayas also closely coordinated with PROBE and its LRA in Negros Occidental and Bohol in scheduling the LBK activity on June 9-10, 2011 and July 4-8, 2011, respectively. HealthPRO's office in Mindanao finalized the schedule of health events for its 11 provinces, including LBK visits to Compostela Valley and Bukidnon.

## **2. Subcontractors – Local Replicating Agencies (LRAs) - guided and strengthened**

- HealthPRO conducted regular follow-up meetings with Wave 2 local replicating agencies (LRAs) to support their field implementation activities. Community mobilization plans, modules and tools were shared with LRAs during the Community Mobilization Orientations in Pangasinan, Isabela and Tarlac with more than 70 participants.
- HealthPRO conducted meetings and planning sessions with Wave 3 LRAs (Wave 1 LRA extension and Region VIII) to discuss their Scope of Work (SOW). HealthPRO also conducted the assessment of Wave 1 LRAs and provided technical assistance in developing their Sustainability Plan. As of this quarter, ten subcontracts of Wave 3 LGUs have been signed.
- HealthPRO organized the LRA National Conference as a closing activity for Wave 1 LRAs and a learning session for Wave 2 LRAs. The conference was attended by representatives from 12 LRAs, the DOH, USAID, selected PHOs, and other USAID Cooperating Agencies (USAID CAs).
  - In the conference, Wave 1 LRAs shared their best practices, major achievements, challenges, and lessons learned, and the participants discussed practical and operational recommendations to address the major challenges identified. Wave 2 LRAs will use the result of the conference as an additional guide in their implementation activities. Some of the best practices presented were on public-private partnership, leveraging public resources for HPC, successful advocacy with LGU for institutionalization of activities and utilization of community groups in reaching more people with health messages and services.
- In January 2011, HealthPRO conducted an internal assessment of Wave 1 LRAs. An assessment report was prepared by a consultant as part of her short term technical assistance to HealthPRO. The report provides a comprehensive review of accomplishments and challenges from HealthPRO's Wave 1 LRAs as well as the processes undergone in initiating, managing, and sustaining the LRA-LGU partnerships. In addition, it offers recommendations for implementing and sustaining future Health Promotion and Communication activities by local organizations and local governments alike. In general, the assessment found that:
  - The LGUs were complimentary and appreciative of the LRA's work, and felt that the LRAs provided a valuable contribution to health promotion in their LGUs.
  - The LRAs felt that the project increased their own capacity to provide TA to LGUs. They helped promote and implement LGU HPC activities through resource provision, TA, and by engaging community organizations that normally would not have been involved in health, and scaling-up of HPC activities.

- Many of the LRAs implemented activities were innovative and effective in delivering results, often exceeding initial targets. These included linking with local conditional cash transfer programs; linking health classes and health booths for counseling to local health events; mobilizing multi-sectoral involvement in HPC activities; mobilizing transport workers for HPC activities; mobilizing barangay health teams; holding activities in non-LRA sites; leveraging LGU funds/resources; increasing male involvement; and establishing non-traditional ways of promoting HPC materials and events.
- Wave 1 LRAs' biggest challenge was the implementation of their tasks in a short period of time. From the LGU side, the biggest challenges are synchronizing the LGU and LRA schedules and their limited budgets for HPC activities.
- Key recommendations for helping sustain the LRAs' HPC activities include addressing the need for local-level sustainability planning meetings; continued M&E and tracking of HPC activities; evidence-based presentations of LRA HPC activity outcomes; inclusion of HPC activities as a requirement for conditional cash transfer participation at the local levels; recognition and acknowledgement of best practices and outstanding performance; and emphasizing the importance of expanding and intensifying partnerships with non-traditional partners and private-sector partners for implementation and resource mobilization.
- The report provides detailed information about these key findings, offering important suggestions on how to improve the implementation of innovative, community-driven, and cost-effective HPC activities in the future; and develop the ownership of HCP activities to assure accountability and sustainability beyond the life on the project. Based on these key findings, short and long-term recommended action steps to be carried out by key players (HealthPRO, LRAs, LGUs, DOH CHD, DOH Central office, and USAID) are provided.
- As part of the project's conscious efforts to scale up FP activities in project-supported regions and beyond, new agreements with seven LRAs, covering 10 provinces were developed and signed. Under the new agreement, LRAs in Luzon and the Visayas will implement activities from April 1, 2011 to January 31, 2012 while LRAs in Mindanao will implement activities from March 16, 2011 to January 15, 2012. Below is the list of LRAs and their respective provinces.

| LRA   | PROVINCES       |
|---|-----------------|
| Field Epidemiology Training Program Alumni Foundation, Inc. (FETPAFI) | Bulacan         |
|   | Pangasinan      |
| Gerry Roxas Foundation (GRF)  | Capiz           |
| Negros Oriental Family Planning/Reproductive                          | Negros Oriental |

|  |                   |
|--|-------------------|
| Health Advocacy Network (NeOFPRHAN)                    |                   |
| Nutrition Council of the Philippines (NCP)             | Negros Occidental |
| Davao Medical School Foundation (DMSF)                 | Compostela Valley |
|  | Davao del Sur     |
| Mahintana Foundation Incorporated (MFI)                | Sarangani         |
|  | South Cotabato    |
| Misamis University Community Extension Program (MUCEP) | Zamboanga del Sur |

- HealthPRO preterminated its agreement with Economic Development Foundation (EDF), the LRA for the provinces of Isabela, Cagayan and Nueva Ecija. This was a mutual decision arrived at after several consultations. In the absence of the LRA, short term technical assistance will be provided by HealthPRO.

### 3. Other health promotion and communication activities implemented

- HealthPRO provided technical assistance to the Provincial Health Officer (PHO) presenting the advocacy on health during the LMP chapter meeting in Tarlac on March 31, 2011. HealthPRO also provided technical assistance to Aklan and Western Visayas CHD in organizing an LMP meeting orientation and advocacy for support to family health and HPC activities. Participating local chief executives (LCEs) committed to support by signing the manifesto to institutionalize Family Health/FP “May Plano Ako” campaign. At the same time, HealthPRO conducted exploratory meetings on LMP engagement for advocacy to support family health in the provinces of Capiz, Negros Occidental, Negros Oriental, and Bohol. In Misamis Oriental, HealthPRO met the LMP Vice President to orient him on the FH/FP campaign.
- HEPO quarterly conferences were conducted in Bulacan, Capiz, Negros Occidental, Negros Oriental, Compostela Valley, Bukidnon, Agusan del Norte, South Cotabato, Davao del Sur, Zamboanga del Sur and Sarangani with a total of 253 participants. The HEPO meetings were utilized as venues for collation and analysis of HPC data, generation of issues and concerns using HPC tools, and provision of technical updates on HPC. HealthPRO also conducted an orientation on the HPC Tracking Tool for HSPs in Cagayan, Tarlac, Western Samar, Misamis Occidental, Misamis Oriental, Zamboanga del Norte and Zamboanga Sibugay. For this quarter, 97 HSPs were updated on the HPC tracking tool from Bohol, Agusan del Norte, Bukidnon.
- To start the collaboration with nontraditional partners, HealthPRO’s field offices met with the Department of Social Welfare and Development (DSWD) at the national, regional, and provincial levels. The meetings explored possible partnerships under the

structure of the government program *Pantawid Pamilyang Pilipino Program (4Ps)*. Orientation meetings were conducted in Nueva Ecija, Albay, Zamboanga del Sur and Agusan del Norte to explore/facilitate the inclusion of 4Ps beneficiaries in health classes, health events and counseling services. HealthPRO also worked with CHD IX and the Zamboanga Peninsula Health Alliance to involve 4Ps' provincial and municipal links in conducting health classes and counseling referrals.

- HealthPRO, through its LRAs, supported community mobilization orientation and activities at the provincial and municipal levels in Isabela, Tarlac, Aklan and Bohol. In Aklan, the LRA oriented 29 community support groups in the pilot sites which were mobilized in the conduct of health events and classes. In Bohol, orientation on community mobilization covered 48 organizations in seven municipalities, which were mostly women's organization, vendors' association, Parent Teacher Community Association (PTCAs), fishermen, Sangguniang Kabataan (SK) Federation, water sanitation association, transport groups, farmers' association, environment groups, and senior citizen associations. HealthPRO also provided technical assistance in the community mobilization training of participants from CHD VIII.
- To commence the partnership with POPCOM on utilizing pre-marriage counseling (PMC) for FP and MCH counseling, HealthPRO met with POPCOM officials to incorporate more FP messages in the new curriculum of the PMC module. At the field level, discussions were conducted with PHO Albay and an orientation on the HPC tracking tool to the population workers of Zamboanga Sibugay.
- HealthPRO's office in Mindanao met with the US Joint Special Operations Task Force-Philippines (JSOTFP) to discuss partnership in GIDA areas in Sarangani, South Cotabato and Zamboanga Peninsula. JSOTFP requested for e-copies of the FP and MNCHN Communication materials developed by HealthPRO for reproduction and dissemination in the JSOTFP area of operations.
- The provinces of South Cotabato, Zamboanga Sibugay, Zamboanga del Norte, Misamis Occidental, Misamis Oriental, Bukidnon and Agusan Norte reported two million six hundred fifty five thousand seven hundred sixty two pesos (PhP 2,655,762.00) as resources leveraged this quarter. These were in the form of local media placements in print and radio; collaterals and promotional items on FP (e.g. condoms, pills, wristbands, bags, IEC materials), maternal health (e.g. mosquito nets for pregnant women), and child health (e.g. oral care giveaways such as toothbrushes and toothpastes); health services conducted during health events; and meals and transportation/fuel expenses of some participants to health events.

## C. Capacity Building

### 1. IPC/C activities implemented

- HealthPRO supported the rollout of IPC/C training events carried out in the field by the LRAs reaching over 1,000 health workers with basic counseling and communication skills. During this reporting quarter, rollout trainings in Cagayan, Isabela, Pangasinan and Tarlac reached 447 HSPs and BHWs. Rollout trainings in Bohol, Capiz and Negros Oriental covered 767 HSPs and BHWs, which included trainings funded by the CHD and the LGU.
- As a result of IPC/C training courses, a series of FP counseling sessions covering 80,388 beneficiaries, took place in Zamboanga del Sur, Sarangani, South Cotabato, Agusan del Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga del Norte, and Zamboanga Sibugay. MNCHN counseling sessions covering 45,106 individuals were conducted by newly trained health workers and monitored by project staff and LRAs in the provinces of Compostela Valley, Davao del Sur, Agusan del Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga del Norte and Zamboanga Sibugay.
- To streamline and standardize the integration of key family planning message into key health care service delivery points, such as antenatal and postpartum care, child immunization, vitamin A supplementation and deworming. HealthPRO developed a standard job aid on FP integration for midwives and nurses. This will be introduced to health workers during Wave 2 FP campaign. Pretesting, finalization and approvals are scheduled for next quarter.
- As part of the IPC/C scale up plan, the one-day IPC/C training curriculum was developed based on the complete IPC/C Manual. It contains detailed trainer’s guide and participants’ notebook, and focuses on skills development of health service providers on provider-client and provider-group of clients’ interaction. This practical skill-building one-day training focuses on counseling technique that covers five key steps for IPC/C on FP, MNCHN, and TB. The course is based on the principles of adult education where learning is participatory, relevant, and practical. It incorporates what the participant already knows and provides opportunities for practicing new skills. New skills are taught through a mixture of short interactive presentations and group discussions; behavior modeling – where the trainer demonstrates a skill or activity so that participants understand what is expected of them; and role plays to practice the new skills. This manual will be pretested in Bulacan during next reporting quarter.
- In an effort to improve the quality of counseling and communication offered by HSPs and BHWs, the existing supervision and mentoring toolkit was revised and finalized. The guide focuses on strengthening BHWs and midwives skills in IPC/C through supportive supervision. It provides affordable, sustainable, and self-empowering alternatives to “traditional” supervision that can help health workers apply and institutionalize the

newly-acquired IPC/C skills in their routine practice. This user-friendly guide along with simple tools (self-assessment/peer review/supervisor IPCC checklist and FP client exit interview questionnaire) will be pretested and then introduced during quarterly HEPO conferences and through a variety of different venues and opportunities.

- As requested, HealthPRO has committed to support the Population Commission (POPCOM) by providing technical assistance to its regional offices in improving the IPC/C skills of their field staff responsible for conducting RPM classes. As agreed upon during a meeting with POPCOM, HealthPRO will conduct two IPC/C TOT for up to 60 Regional Population Officers and will help POPCOM to revise its current RPM classes to integrate information and key messages on modern methods of family planning. The TOTs will be conducted in May 2011.

## **2. Technical updates conducted**

- HealthPRO conducted the series of FP technical updates for doctors and midwives in several project-supported provinces. In Pangasinan it was attended by 506 participants composed of MHOs, nurses and midwives. In Bulacan, it was attended by 30 members of the Integrated Midwives of the Philippines (IMAP). The series of FP technical updates in Aklan, Bohol, Leyte, Samar, Negros Occidental, and Negros Oriental were attended by 211 public and private doctors, nurses and midwives. In the provinces of Zamboanga del Norte, Zamboanga del Sur, Bukidnon, Zamboanga Sibugay, and Misamis Oriental, 275 participants attended the FP technical update series. CHD VIII funded the rollout of the FP technical update in four non-USG provinces – Northern Samar, Southern Samar, Southern Leyte and Samar.
- The nurse supervisors in the priority municipalities of Capiz, Negros Occidental, and Negros Oriental utilized the IPC/C Supervision and Mentoring tools in mentoring midwives on IPC/C. Mentoring sessions were carried out during the supervisor-midwives meeting and actual conduct of counseling. In Bohol, the LRA conducted on-site Supervision and Mentoring orientation to 95 HSPs in seven municipalities composed of MHO, PHNs, nurses and midwives. HealthPRO also provided technical assistance in the Supervision and Mentoring sessions in South Cotabato, Zamboanga del Norte, Misamis Oriental, Zamboanga Sibugay, Sarangani and Misamis Occidental benefitted 215 participants. Following the pretest of revised supervision guide, the revised orientation for HEPOs will be scheduled in Tarlac.
- HealthPRO conducted an ICV Compliance Monitoring Orientation to 11 staff of Wave 2 LRAs - PROCESS Bohol and GRF-Aklan - and new HealthPRO technical staff on February 14, 2011 in Cebu City. As a result of HealthPRO's orientation of its LRAs and staff in ICV, monitoring was carried out in the provinces of Pangasinan, Isabela, Tarlac, Bohol, Aklan, Leyte, Negros Occidental, Negros Oriental, Agusan Norte, Sarangani, Davao Sur, South Cotabato, Misamis Occidental and Bukidnon. All monitoring conducted showed no vulnerabilities and / or violation to the ICV policies and protocol.

### **3. Community Mobilization activities implemented**

#### *Health classes and trainings*

- Health classes, mostly on FP and a few on MCH and TB, were conducted in the provinces of South Cotabato, Davao del Sur, Compostela Valley, Agusan del Norte, Misamis Occidental, Misamis Oriental and Zamboanga Sibugay reaching 9,777 participants.
- HealthPRO organized and facilitated the community mobilization training in CHD VIII on March 22-24, 2011, which was attended by 19 participants. Each LGU developed community mobilization plans which they will share to their LCEs, MHOs, and community support groups for implementation at the local levels. HealthPRO also conducted community mobilization orientations in Misamis Occidental, Zamboanga del Norte, Misamis Oriental, Bukidnon, Agusan del Norte and Zamboanga Sibugay which benefitted 144 participants.
- As an offshoot of the earlier trainings, provinces rolled out the community mobilization training to their municipalities and local community groups. In Aklan, the LRA oriented 29 community support groups in the priority municipalities which were mobilized in the conduct of health events and classes. In Bohol, the LRAs oriented 48 organizations in seven municipalities which were mostly women's organization, vendors' association, PTCAs, fishermen's, SK federation, water sanitation association, transport groups, farmers' association, environment groups, and senior citizen associations. Three of these organizations were mobilized during some of the health events and health classes conducted in the province. Bukidnon also conducted seven orientation sessions to 292 representatives of different local organizations. As a result, several of these local organizations pledged support in increasing community participation to health events and health classes, as well as assist in disseminating information on health-related activities.

#### *League of Municipalities of the Philippines*

- Upon the request of the League of Municipalities of the Philippines (LMP), HealthPRO provided technical support to LMP in drafting the statement of commitment among LMP Mayors, DOH and health partners during the League of Municipalities' (LMP) National Directorate Meeting/Health Summit in Boracay, Aklan on March 28-29, 2011. HealthPRO will participate in a post-event meeting scheduled by LMP in April to discuss how the statement of commitment will translate into 'concrete, local actions' of the Mayors in their LGUs.
- Following the commitments made during the Family Health for Mayors' Forum in August 2010, HealthPRO assisted LMP in expanding the reach and broadening support for family health programs. The technical assistance on community mobilization/advocacy was provided to two of the three LMP pilot sites for this purpose:

- Aklan Chapter (March 28, 2011) – Manifesto in support of the “Kung May Plano, Kayang Kaya” earlier drafted by HealthPRO was signed by five of the seventeen municipal mayors of LMP Aklan Chapter.
- Tarlac Chapter (March 30, 2011) – Draft ordinance on MNCHN/CSR+ by HealthGov with inputs on health promotions by HealthPRO was distributed to 14 of 18 Municipal Mayors for further discussion.
- Advocacy meetings were held with LMP chapter presidents in the provinces of Capiz, Negros Occidental, Negros Oriental, and Bohol. Orientation will be conducted to each LMP president in April and May, 2011

***Partnerships with other organizations***

- HealthPRO established partnership with the private sector in HPC activities like health classes and counseling in Compostela Valley through companies like SUMIFRU and MAGROW; in South Cotabato through St. Alexius College, Dole Philippines, Gentud Foundation and the BHW Federation of South Cotabato; and in Zamboanga Sibugay through the Zuellig Family Foundation.

**4. Mass media activities implemented.**

- HealthPRO conducted media workshops, titled *Health Reporting for the Media and Facing the Media: The Art of Being Interviewed*, in 11 provinces - Negros Occidental, Capiz, Bohol, Negros Oriental, Compostela Valley, Bukidnon, Davao del Sur, South Cotabato, Sarangani, Zamboanga del Sur and Misamis Oriental. The workshops reached 194 CHD/LGU health officials and 114 local media professionals. The participants form part of the core health spokespersons who will become reliable sources of health information and potent voices in promoting healthy behaviors, especially in remote and rural areas where it is usually through mass media (e.g. radio) that they can provide the most number of people with health information.
- HealthPRO provided orientation on media engagement and management to health officials and LCEs of Davao Sur, Compostela Valley, South Cotabato, Bukidnon, Zamboanga del Norte, Sarangani, Agusan Norte, Zamboanga del Sur, Misamis Oriental and Misamis Occidental.
- In Aklan, technical assistance was provided to the PHO in marketing health events to the media. As a result, the PHO has been invited as guest/resource person in four media forums. In Bohol, the media training facilitated by HealthPRO was aired in a local radio station and press releases for the TB health event were developed.
- In Negros Oriental, the series of Family Health Day events were aired and played in the province’s cable station with an estimated reach of 100,000 while in Leyte, the regional

expanded GP launch press releases were published on-line through the Philippine Information Agency.

- The FP launch in Misamis Oriental reached over one million one hundred fifty thousand (1,150,000) individuals through newspapers and online site (210,000), radio stations (140,000) and TV news broadcasts (800,000).

## **5. Other capacity building activities implemented.**

- HealthPRO oriented the DOH NCHP staff and partner donors on the HPC Tracking Tool and provided technical support in the consultation workshop on the NCHP Monitoring and Evaluation System.
  - As a result of the orientation, NCHP agreed to include HPC tracking tool as an agenda in the May 2011 Conference for HEPOs. Moreover, NCHP will provide an endorsement letter for the HPC tracking tool for the USG provinces while it will scale up the use of the tracking tool in non-USG assisted areas. NCHP will study the feasibility of scale-up in Region VI where CHD will fund IPC/C training in non-USG sites. NCHP will also include the tracking tool in the M&E database that will be developed by their external consultant.
- HealthPRO provided technical assistance to DOH NCHP and DOH NCDPC in the development of the press release, press kit and LGU advocacy brief for the national Measles and Rubella Special Immunization Campaign. The campaign was successfully launched on April 4, 2011 generating significant evidence-based media coverage.

## **D. ARMM**

- HealthPRO provided comprehensive technical assistance in the development, launching and the production of weekly episode plan/segment of *Suara Kalusugan (Voice of Health)*, a 1-hour daily health-focused teleradyo launched on January 25, 2011 at DXMS Cotabato station. *Suara Kalusugan* is a priority program of the DOH ARMM in increasing public awareness on relevant health topics and a venue for disseminating health events including regional and provincial activities.
- The *Nagmamahal* PSA, a result of HealthPRO's previous technical assistance to DOH ARMM, has been airing in local TV stations.
- Culturally appropriate for ARMM FP communication and promotional package is under development and will be presented to DOH ARMM for approval during next reporting quarter.
- After consultations with DOH ARMM staff and SHIELD representatives, the tri-disciplinary model for the Family Health Forum was replaced with the Muslim Religious Leaders (MRLs) and Muslim Women Religious Scholars (MWRSSs) facilitating for health

classes. The health class module orientation for selected MRLs will be carried out in April 2011.

- Five LRAs for DOH ARMM were identified and contracted during the reporting period. The LRAs underwent two-day special orientation on their roles and responsibilities, and their reporting relationship with HealthPRO. Their scope of work includes, but is not limited to the conduct FP and MCH health classes by utilizing MRLs and MWRS.
- HealthPRO, together with SHIELD, co-facilitated Noorus Salam Conference concurrent session on FP. Thirty five aleemat participated of which about 20% are health professionals. The technical update was well received and through the sessions, some FP and MNCHN concerns/myths/misconceptions were addressed. HealthPRO's ARMM office listed the aleemat that can be included in the roster of possible facilitators for community health classes.
- A planning meeting for the monitoring and evaluation plan for Voice of Health was conducted in February 2011.

## **E. Project Management**

### **1. Strategic coordination carried out**

- HealthPRO continued to coordinate and collaborate with other USAID CAs, like TB LINC, A2Z, SHIELD, PRISM2 and HealthGov at the national and field level. For example, HealthPRO provided technical assistance to A2Z in the revision of the MS MOP during the training of trainers and worked with it in advocating for the integration of Vitamin A to the door-to-door campaign of Measles and Rubella Special Immunization Campaign.
- HealthPRO regularly participated in monthly COP meetings, meetings with COTR, and inter-CA meetings.
- HealthPRO continues to lead BCC TWG and contributes to the implementation of HIV/AIDS and M&E TWG.
- HealthPRO developed weekly highlights showcasing field accomplishments. Of the weekly highlights submitted to USAID, the following made it to the USAID/Philippines weekly highlight: USAID Bonds Private Organizations and Public Health Sector through Community Mobilization, USAID Supports Festive Health Promotion Caravan, Government's Family Planning Communication Campaign Gains Local Support, New "Tele-Radio" Program Bridges Health Information Gap, and Muslim Mindanao Health Department Launches Image-Building Campaign. HealthPRO also submitted two success stories showcasing best practices in the field.
- HealthPRO regularly sent a weekly media monitoring report to USAID, other USAID CAs and the DOH.

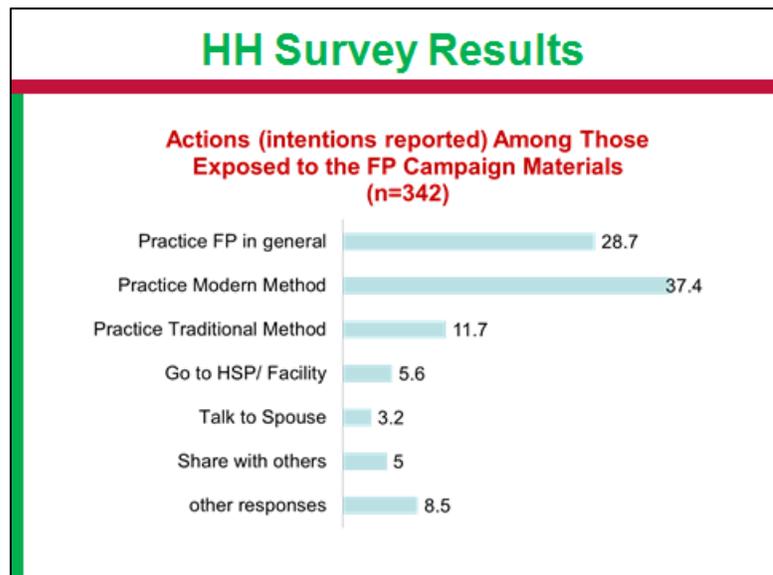
- HealthPRO developed a slide shown on women’s health, titled “Advancing Women’s Health” for USAID’s 50<sup>th</sup> anniversary. The presentation used images of women in action to show how USAID builds partnerships with the public and private sector in improving health in the Philippines. It is currently available on USAID’s website and youtube account.

**2. Monitoring and evaluation conducted.**

- The negotiation for survey contract and design to assess impact of different campaigns is ongoing.
- Results of the omnibus study conducted by an independent agency (TNS) contracted by HealthPRO to evaluate the impact of the Family Planning Wave 1 communication campaign were analysed and presented to USAID, DOH, POPCOM and CAs. Key finding from the assessment demonstrated that:
  - Campaign effectively generated exposure to FP communication materials (76.1%);
  - Overall campaign statements recall was high (64.3%);
  - ‘Visit health care facility’ statement scored the highest (63.5%);
  - Print media scored less than radio on recall;
  - Those exposed to campaign materials
    - were more likely to talk about FP (22% vs.13%),
    - were more likely to discuss FP with their spouses (70.7% vs.51.3).
  - Those who were able to recall campaign statements, 41% were motivated to take action.

**3. Other project management activities implemented.**

- Throughout the quarter, HealthPRO monitored the status of field implementation of the work plan. It also regularly submitted the



2-month calendar of activities to USAID.

- During the quarter, there were several personnel changes at HealthPRO.
  - New Hires: Inna Sacci, Chief of Party; Socorro Melic, IPC/C Specialist; Rhea Alba, Community Mobilization Specialist; and Lurica Gambe, Visayas Provincial Coordinator
  - Left: Dominique Tabora, BCC Advisor; and Anavic Millevo, Grants Manager

4. **Financial Report** (as of March 25, 2011)

Philippines - HealthPRO

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

|  | Total Estimated Cost<br>(In USD) | Actual Costs thru Q1 FY11 (In USD) | Actual Costs Jan & Feb 2011 (In USD) | Estimated Costs for March 2011 (In USD) | Estimated Costs Q2 FY11 (In USD) | Total Estimated Cost thru Q2 FY11 (In USD) | Balance (In USD) |
|--|----------------------------------|------------------------------------|--------------------------------------|---|----------------------------------|--|------------------|
| Salaries and Wages   | 3,623,567                        | 2,278,418                          | 148,732                              | 60,826                                  | 209,558                          | 2,487,976                                  | 1,135,591        |
| Allowances   | 231,392                          | 80,289                             | 16,715                               | 9,522                                   | 26,237                           | 106,527                                    | 124,865          |
| Consultants  | 475,963                          | 153,019                            | 2,633                                | -                                       | 2,633                            | 155,651                                    | 320,312          |
| Travel - Per Diem  | 1,353,274                        | 882,131                            | 43,116                               | 10,983                                  | 54,099                           | 936,230                                    | 417,044          |
| Equipment  | 225,147                          | 170,829                            | 4,080                                | -                                       | 4,080                            | 174,908                                    | 50,239           |
| Other Direct Costs   | 2,016,933                        | 1,513,108                          | 127,879                              | 63,151                                  | 191,030                          | 1,704,138                                  | 312,795          |
| Subcontracts   | 3,666,571                        | 1,535,770                          | 262,301                              | -                                       | 262,301                          | 1,798,072                                  | 1,868,499        |
| Indirect Costs   | 2,397,701                        | 1,530,379                          | 112,543                              | 53,965                                  | 166,508                          | 1,696,887                                  | 700,814          |
| Fixed Fee at 7%  | 979,338                          | 570,251                            | 50,260                               | 13,891                                  | 64,151                           | 634,402                                    | 344,936          |
| <b>Total Cost plus Fixed Fee</b>                               | <b>14,969,886</b>                | <b>8,714,194</b>                   | <b>768,259</b>                       | <b>212,339</b>                          | <b>980,597</b>                   | <b>9,694,792</b>                           | <b>5,275,094</b> |
| Project/Country:   |                                  |                                    | Philippines - HealthPRO              |   |                                  |  |                  |
| Start/End Date:  |                                  |                                    | 06/25/2007-06/24/2012                |   |                                  |  |                  |
| Total Budget:  |                                  |                                    | \$ 14,969,886                        |   |                                  |  |                  |
| Obligation:  |                                  |                                    | \$ 11,881,151                        |   |                                  |  |                  |
| Spent to Date:   |                                  |                                    | \$ 9,694,792                         |   |                                  |  |                  |
| Obligation Remaining:  |                                  |                                    | \$ 2,186,359                         |   |                                  |  |                  |
| Burn Rate last 3 months:                                       |                                  |                                    | \$ 326,866                           |   |                                  |  |                  |
| Number of months remaining with the balance of the obligation: |                                  |                                    | 8.16                                 |   |                                  |  |                  |
| Number of months remaining with the balance of the budget:     |                                  |                                    | 17.1                                 |   |                                  |  |                  |
| Total remaining months on the project:                         |                                  |                                    | 15                                   |   |                                  |  |                  |

#### IV. ANNEX A: SELECTED HEALTHPRO PROGRESS INDICATORS

| Component Activities                          | Indicators for Reporting   | FY 2011 Target        | Quarter 1<br>(Oct. 01, 2010 – Dec. 21, 2010)<br>Accomplishment | Quarter 2<br>(Jan. 01, 2011 – Mar. 31, 2011)<br>Status | Quarter 3<br>(Apr. 01, 2011 – Jun. 30, 2011)<br>Status | Quarter 4<br>(Jul. 01, 2011 – Sep. 30, 2011)<br>Status |
|---|--|-----------------------|--|--|--|--|
| Area 1 - BCC IMPLEMENTATION AND SUPPORT       |  |                       |  |  |  |  |
| IPC/C and Community Mobilization              | (OP) Number of people counseled in FP  | 651,000               | 154,096  | Data for collection                                    |  |  |
|   | (OP) Number of individuals (MSMs, IDUs) reached with community outreach that HIV/AIDS prevention programs that are focused beyond abstinence and/or being faithful | 500 IDUs<br>1000 MSMs | -  | -  |  |  |
|   | (LRA) Number of individuals mobilized by community groups for IPC  | 84,000                | 69,397   | Data to be consolidated                                |  |  |
| Local Media Mobilization and Health Campaigns | (OP) Number of people that have seen or heard a USG supported FP/RH message  | 5,400,000             | 3,964,000  | Data for collection                                    |  |  |
|   | (non-OP) Number of people that have seen or heard a USG supported MCH message  | 3,000,000             | 4,705,800  | Data for collection                                    |  |  |
|   | (non-OP) Number of people that have heard or seen a DOTS-related message   | 6,800,000             |  | Data for collection                                    |  |  |
|   | (non-OP) Number of LGUs celebrating MCH special events   | 30 provinces          | 15 provinces   | 11 provinces   |  |  |
|   | (non-OP) Number of LGUs celebrating HIV/AIDS special events  | 11 cities             | (WAD) 7 cities + 1 NCR   | -  |  |  |
|   | (LRA) Number of provincial and municipal special health events assisted  | 294 events            | 107  | 23 events  |  |  |

|                              |   |                   |            |                         |  |  |
|------------------------------|---|-------------------|------------|-------------------------|--|--|
| Enhancing Competency of HSPs | (LRA) No. of HPS provided technical update  | actual            | 121        | 1,022                   |  |  |
|                              | (LRA) No. of nurses oriented on the supervisory mentoring kit   | 210 nurses        | 129 nurses | 322 HSPs                |  |  |
|                              | (LRA) No. of group mentoring sessions conducted by nurses/HEPO designates provided technical assistance.          | 210 sessions      | 71         | 26                      |  |  |
| Area 2 - CAPACITY BUILDING   |   |                   |            |                         |  |  |
| IPC/C                        | (OP) Number of people trained in FP, MH, CH and DOTS  | 1,239 HSPs (HPro) | 439 (HPRO) | 246 (HPRO)              |  |  |
|                              | (LRA) Number of trainers trained in interpersonal communication and counseling                                    | 200               | 111        | Data to be consolidated |  |  |
|                              | (LRA) Number of community volunteers trained in IPC   | 17,210 BHWs       | 2,382      | Data to be consolidated |  |  |
| Community Mobilization       | (non-OP) Number of individuals trained to promote HIV/AIDS prevention   | 539               | -          | 20                      |  |  |
|                              | (non-OP) Number of individuals trained in HIV-related community mobilization for prevention care and/or treatment | 387               | -          | -                       |  |  |
|                              | (LRA) LRA) Number of staff of LRA, PHO, CHD and community groups oriented/trained in community mobilization       | 300               | 170        | 363                     |  |  |
| Media Engagement             | (LRA) Number of PHO/MHO staff provided support for media engagement   | 260               | 60         | 225 LGU + 156 media     |  |  |

## V. ANNEX B: PLANNED ACTIVITIES FOR QUARTER 3, YEAR 4 (APRIL 01, 2011 – JUNE 30, 2011)

For Year 4, Quarter 3, covering the period April 01, 2011 to June 30, 2011, HealthPRO will continue to implement activities provided in the work plan. Listed below are the highlights of activities for the next quarter where HealthPRO will provide technical assistance.

- Communication Planning
  - Finalization of remaining BCC plans
  - Finalization of the FP Wave 2 campaign design
  - Finalization of the SM campaign design
- Communication Implementation
  - Orientation of GP coordinators
  - Development of the Department Order for expanded GP
  - Development of the Department Order for LBK
  - Rollout of GP in the field
  - Finalization of FP Wave 2 Communication Package
  - Development of Safe Motherhood communication campaign
  - Support to Wave 2 and 3 LRAs' implementation of activities
  - LBK launching in other provinces
  - ICV Monitoring
  - Collaboration with POPCOM on the PMC module FP integration
- Capacity Building
  - Implementation of IPC/C rollout to HSPs and BHWs
  - Finalization of and orientation on one-day IPC/C training module and
  - Conduct of HEPO quarterly conferences
  - Training on HPC tracking tool
  - FP updated for nurses and midwives
  - Conduct of supervision and mentoring meetings and trainings
  - Conduct of health classes and health events

- Rollout of community mobilization orientation
- LMP rollout of family health
- Implementation of community mobilization programs of LRAs
- Media training for health spokesperson
- ARMM
  - Support to LRAs activities' implementation
  - Orientation of ulama and aleemat for health classes
  - Conduct of Health classes by ulama and aleemat
  - Continuous improvement of Suara Mindanao
  - Finalization and pretesting of FP communication package
- Project Management
  - Coordination and collaboration with USAID and other C/CAs
  - Development of weekly highlights and success stories
  - Distribution of weekly media monitoring report.