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# **HEALTHPRO PROJECT YEAR 4**

## **3<sup>rd</sup> Quarterly Narrative Report**

**April 1, 2011 – June 30, 2011**

**Prepared for USAID/Philippines by the  
Health Promotion and Communication Project  
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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 June 30, 2011 (Year 4, Quarter 3) are clustered under the following components:

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

Under communications planning, HealthPRO provided technical assistance to the two new provinces of Samar (West) and Leyte (North) in developing their BCC Plans. All the other provinces reviewed and/or updated their respective BCC plans. HealthPRO also provided technical assistance in ensuring HPC activities are integrated in the provincial 2012 Annual Operational Plans (AOPs). Leveraging of funds for health classes and health events amounted to more than two million pesos.

Campaign designs and communication materials were also developed - and most were pretested - during the quarter. These included the second batch of Garantisadong Pambata (GP) communication materials; second batch of communication materials for family planning (FP); the FP communication and promotional package specific for ARMM; initial prototype of the “congratulatory package” targeting Muslim newly-weds; Safe Motherhood (SM) communication package; tuberculosis (TB) communication plan and job aid for community health volunteers; and the HIV/AIDS communication package.

Under communications implementation, provincial and municipal GP launches were conducted in four provinces which reached more than 5,200 individuals. Municipal health events on FP were conducted in five provinces while FP was integrated in SM events conducted in two provinces reaching more than a thousand participants and more than one million people by mass media. Provincial and municipal health events for safe motherhood (SM) were conducted in nine provinces reaching more than 1,600 participants. Seven cities conducted activities during the International AIDS Candlelight Memorial (IACM). HealthPRO also provided technical assistance in the design, launching and implementation of SMS4MSM (SMS for MSM) Initiative to disseminate HIV/AIDS prevention information among MSM.

The Lakbay Buhay Kalusugan (LBK) campaign completed its Luzon leg in Tarlac, Nueva Ecija and Pangasinan, while the Visayas leg started with Negros Occidental, reaching over 5,000 individuals and leveraging more than PhP 800,000 from local LGUs. All LBK stops generated wide media coverage and involved a lot of stakeholders. Preparatory activities, including resource mobilization and orientation, for the next LBK stops were also conducted.

HealthPRO also assisted and guided its LRAs in the implementation of various field level activities. These included on-site, follow-up and updating meetings to discuss activities, deliverables, performance and the no cost extension of concerned LRAs. Assessment of Wave 1 and 2 LRAs were also conducted. HealthPRO ARMM also contracted and oriented five LRAs to provide technical support to their respective MRLs/MWRS partners to conduct of health classes in communities. HealthPRO also conducted ICV monitoring in the municipalities of different provinces.

Under capacity building, interpersonal communication and counseling (IPC/C), community mobilization, and mass media activities were implemented, and technical updates were conducted. The final version of the IPC/C Training Manual for HSPs provided to the DOH while an IPC/C TOT was conducted for Samar and Leyte. IPC/C rollouts continued in different provinces while the one-day IPC/C training was already introduced through orientations, and rolled out in the field. In Metro Cebu, the DOH-funded IPC/C for Peer Educators (on HIV/AIDS) was conducted. HealthPRO provided technical assistance to the Commission on Population (POPCOM) by enhancing the IPC/C skills of Population Workers through two batches of IPC/C TOTs.

An FP Technical Update Meeting was conducted for South Cotabato while HEPO meetings were conducted. Several provinces were oriented in the supportive supervision approach using two practical tools (client exit interview questionnaire and IPCC checklist) in the efforts to institutionalize improved interpersonal communication and counselling and assure its quality.

Orientation in community mobilization for PHO staff and rollout to local counterparts were conducted. As a results, additional health classes and health events were conducted in Luzon, Visayas, Mindanao and ARMM, reaching more than 20,000 participants. Community groups were also mobilized to assist in the health classes and health events. HealthPRO provided technical assistance in the orientation of LMP provincial chapter members on Family Health. HealthPRO also linked with other organizations including DSWD, community groups, nongovernment organizations, business sector, and a private foundation, to scale up community mobilization activities such as health classes and health events.

A total of 267 health professionals were oriented in the “Facing the Media” workshop, and 169 media professionals attended “Health Reporting” workshop from 13 USG-assisted provinces. The Suara Kalusugan (SK) teleradio program in ARMM continued with the production of program/segment episodes.

HealthPRO continued its coordinative and collaborative activities with USAID and other USAID’s CAs. HealthPRO provided TA to the ICV TWG in the conduct of inter-CA ICV training; coordinated and collaborated with other USAID CAs; participated in the monthly COP meetings, meetings with COTR, and inter-CA meetings and workshops; developed weekly highlights; regularly sent a weekly media monitoring report to USAID, other USAID’s CAs and the DOH; monitored the status of field implementation of the work plan; and submitted the 2-month calendar of activities to USAID.

## II. INTRODUCTION

The Health Promotion and Communication Project (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 (TB DOTS) course, and Human Immunodeficiency 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 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**

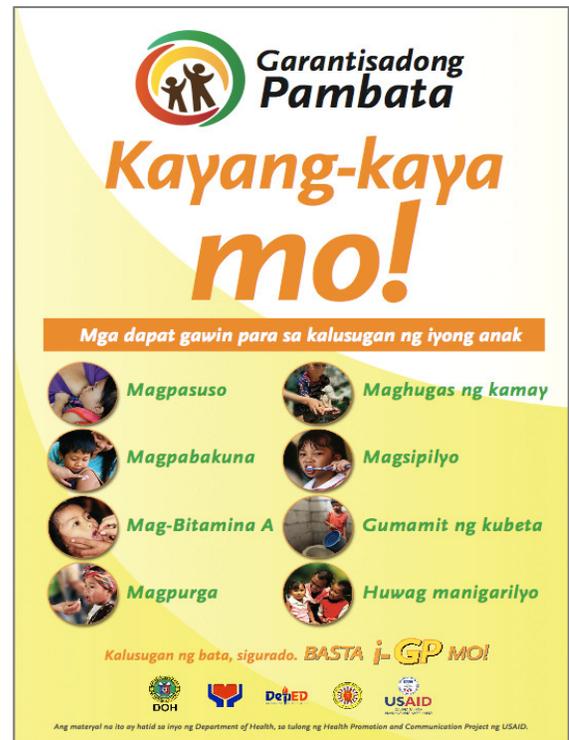
##### **1. National, regional, provincial and city plans developed**

- In continuation of activities from the previous quarter and working towards ensuring that all USAID-supported provinces will finish or update their behaviour change communication plans (BCC) plans, HealthPRO provided technical assistance in the implementation, review and/or completion of the behavior change communication (BCC) plans of 13 provinces. The BCC plans of Wave 3 provinces, Samar (West) and Leyte (North), had been completed and will be adopted at the local level while Waves 1 and 2 provinces continued to review and update their BCC plans. In Luzon, Pangasinan continued to schedule activities for review of the BCC plan while in Bulacan, the BCC plan was updated to include new activities. In the Visayas, the BCC plans of Aklan and Bohol were adopted and implemented while the BCC plan of Negros Oriental was reviewed and updated. In Mindanao, Zamboanga Sibugay completed its BCC plan while Zamboanga del Sur, South Cotabato, Compostela Valley, Davao del Sur and Sarangani updated their BCC plans based on the results of the consultations with the LGU expansion sites of these provinces.
- HealthPRO provided technical assistance to local government units (LGUs) of Bulacan, Albay, Tarlac, Samar, Leyte, Bohol, Aklan, Capiz, Negros Occidental, and Negros Oriental to ensure HPC activities are integrated in their respective 2011 Annual Operational Plans (AOPs). The BCC plans of Samar and Leyte will be reviewed in August 2011 to ensure integration of activities in their 2012 AOPs. During the quarter, several provinces provided funds for their health activities. In the province of Tarlac PhP 465,434 was leveraged for eight municipal events and the rollout of Laktay Buhay Kalusugan (LBK) campaign. In the provinces of Aklan, Bohol, Capiz and Negros Oriental, a total of PhP 1,524,696 was leveraged for health promotion activities. In Mindanao a total of PhP 1,373,941 was leveraged for various health events and health classes conducted in the nine provinces of Mindanao - Agusan del Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga del Norte, Zamboanga Sibugay, Compostela Valley, Davao del Sur and Zamboanga del Sur.
- Within the new program direction for HIV/AIDS that was reported in the previous quarter, HealthPRO Visayas consolidated the Metro Cebu BCC plans (excluding Lapu-Lapu City) and closely coordinated with Bacolod City and Iloilo City's Social Hygiene Clinics (SHCs) for the integration of the BCC plan in their respective annual investment plans (AIP).

## 2. Health area campaign designs developed

During the quarter, the remaining activities related to campaign development were carried out.

- A second batch of Garantisadong Pambata (GP) communication materials was finalized. It included a health class flipchart with a corresponding reference guide, a broadcaster's manual containing radio spiels about GP and a set of policy briefers. The production and distribution plan for nonpriority municipalities/cities was developed. These materials have been approved by DOH and USAID for utilization. Moreover, the National Center for Health Promotion (DOH-NCHP) has approved bids to reproduce GP posters, flipchart, flyer and the broadcaster's manual. A total of PhP15,100,000 is allocated in the existing NCHP's budget for the reproduction of the second batch of GP communication materials. In addition, GP materials will be also reproduced by LGUs and other private and public health counterparts.
- HealthPRO provided technical assistance to the DOH in the development of communication package for family planning (FP) Wave 2 communication campaign. This included a reference guide for existing FP tarpaulin flipchart, AVP, policy briefers, radio spots, radio spiels, outdoor media (poster, banner, streamer, flyer, and vehicle sticker), health messages integration job aid, and comics.
- All Wave 2 FP communication materials were developed and extensively pretested in the provinces of Bukidnon, Compostela Valley, Davao Sur, Zamboanga Sur, Agusan Norte, Misamis Occidental, Sarangani and Zamboanga Sibugay. These FP Wave 2 materials are being reviewed by USAID. In addition, HealthPRO also provided technical assistance in the drafting of the Evidence-based Media Advocacy Kit for FP Program Coordinators and Population Program Workers: A Guide for Local Radio Guesting, a communication material intended to provide accurate information about FP, including correcting myths and misconceptions. The Department of Health (DOH) also allotted PhP 3,800,000 for the reproduction of Wave 1 FP campaign materials, for distribution to health facilities outside USAID-supported provinces; and has additional funds allocated to support reproduction and broadcasting (radio spots) of Wave 2 communication products.



- The FP Wave 1 communication package was adapted for ARMM using materials previously developed and introduced for non-ARMM areas. The package included outdoor media (four posters, banner, streamer, flyer, and vehicle sticker), desktop flipchart, and placemat.
- The FP Wave 1 communication package for ARMM has been pretested in Maguindanao and Basilan. Revision of the package, based on the results of the pretests, is ongoing. A meeting with the DoH-ARMM Secretary and Regional FP coordinator has been scheduled to discuss finalization of campaign implementation plans and launching of FP.
- A prototype of the “congratulatory package” targeting Muslim newly-weds to provide FP information is being developed. After review and modification, pretesting of the package will be scheduled next quarter.
- The creative brief for Safe Motherhood (SM) communication package was developed and approved by DOH. It is currently being reviewed by USAID. The Safe Motherhood communication package — four posters, five radio spiels and one flier was also pretested in Albay, Negros Oriental, Bukidnon, Compostela Valley and Davao del Sur. The results of the FGDs showed that materials and messages are relevant, acceptable, and easy to understand. The production and dissemination plan has been drafted and will be finalized in the next quarter. The DOH NCHP also approved bids to reproduce SM materials – two posters and one flier.
- In the absence of a national celebration of the Safe Motherhood week, a creative brief on SM events/activities for provincial/municipal LGUs was developed and disseminated. The LBK launching events in Pangasinan and Nueva Ecija included booths exhibits and health classes on SM themes and topics using HealthPRO-developed job aids and other health promotion and communication materials.
- A tuberculosis (TB) communication plan was drafted and shared with TBLINC and a roundtable discussion is being planned in July. A job aid (fan) for community health volunteers was also designed and pretested which will be part of the communication package being proposed to DOH. A national launch of the TB communication plan and package is being planned for August 2011.

**Para sa ligtas na panganganak, dapat 4 na beses magpa-pre-natal check-up sa health center**

**Sa iyong pagbisita:**

- Susubaybayan ng dalubhasang doctor, nurse o midwife ang iyong kalusugan at ang paglaki ni baby
- Bibigyan ka ng libreng ferrous sulfate na may folic acid
- Babakunahan ka para ligtas kayo ni baby laban sa tetano, isang mapanganib na sakit
- Matuturuan kang gumawa ng Birth Plan
- Marami pang iba

Kailan ang 4 na check-up?	
Bilang ng check-up	Buwan ng paghubugin
1	Kapag hindi meralda hanggang 3 buwan
2	Mula 4 hanggang 6 na buwan
3 at 4	Mula 7 hanggang 9 na buwan

*Alamin kung paano maging mas handa. Pumunta sa pinakamalapit na health center.*

**Safe Motherhood**  
Mas ligtas kung handa

DOH USAID

- During the quarter, HealthPRO has worked on the development of the HIV/AIDS communication materials. Two concepts for males-having-sex-with-males (MSM) were pre-tested in April. The resulting preferred concept “AM I?” brings the campaign on a personal level. A roundtable discussion with USAID CAs will be held to discuss the concept while DOH will review and approve the concept. Draft HIV Materials for MSMs were also pretested in Quezon City.
- In line with the Global Health Initiative, HealthPRO provided technical assistance to the DOH’s Measles-Rubella Supplemental Immunization Activity through the development of a broadcaster’s manual, press kit, LGU advocacy brief, and the integration of vitamin A supplementation to eligible children. The month-long door-to-door immunization campaign was launched in Parañaque City on April 4, 2011. This will benefit over 18 million Filipino children aged nine months to below 8 years, who will be immunized against measles and German measles (rubella). The campaign was launched to address the alarming increase in measles and German measles cases in the country. From 453 in 2007, the measles cases jumped to 1,840 in 2011 while 1,654 German measles cases were recorded since 2009. From 2009 to 2011, eight deaths were reported while in 2010, a measles outbreak occurred in three provinces. The Philippine government allocated USD 15,000,000 to reach its immunization aim of 95% coverage. This will contribute to the achievement of the Millennium Development Goal on the reduction of child morbidity and mortality. The Department of Health also partnered with local government units, international organizations, professional groups and associations, media agencies and the private sector to ensure success of the campaign.



- At the request from NCHP, in partnership with UNICEF and WHO, HealthPRO provided technical assistance to the DOH in the development of the communication plan and select communication materials (campaign logo, poster, press release, and fact sheet) for the supplementary Maternal and Neonatal Tetanus Elimination Campaign. In the national efforts to eliminate tetanus, door-to-door campaign activities were targeting all women aged 15-40 regardless of their immunization and pregnancy status residing in Abra, Benguet, Isabela City, Lanao del Norte, Cotabato City, Lanao del Sur, Maguindanao, Marawi City, Basilan, and Sulu. The campaign is scheduled to be launched in July 2011.

## **B. Communications Implementation**

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

#### *Garantisadong Pambata (GP)*

- Most of the scheduled GP activities were put on hold as the DOH focused on the full implementation of the Measles Rubella Supplementary Immunization Activity (MR SIA) campaign during April-May 2011, but with technical assistance from HealthPRO, together with A2Z, the provision of vitamin A was integrated during the 2-month activity. Some provinces were still able to conduct GP health events.
  - In Tarlac, three GP health events were conducted where different health promotion activities and services were provided such as a featuring the GP interventions; a demonstrating on proper handwashing; and deworming services. More than 640 mothers and children attended the events.
  - In Aklan, two municipalities conducted Lakad Buhay – Garantisadong Pambata in April, 2011 which reached 306 individuals.
  - In Agusan del Norte, a GP provincial launch was conducted with 931 participants while eight municipal launches were conducted in Misamis Oriental and Agusan del Norte reaching 3,358 individuals. The event was covered by the local media stations and captured in the Manila Bulletin, broadsheet and online web news with an estimated audience of 1.2 million.
- GP materials were also displayed/disseminated in several events and meetings.
  - In Cagayan, the “Aggao Na Cagayan Week” displayed GP streamers and included GP key messages in the nutrition counseling. In Tarlac, GP materials were displayed and distributed during health events, including the “Search for Healthy Baby,” in its six municipalities. In Bulacan, the new GP campaign materials were disseminated to the provincial health nurses (PHNs) during their regular meeting.
  - A copy of the DOH expanded GP audio-visual presentations and the printable e-copy of GP communication materials were provided to mayors in Capiz and Negros Oriental for possible allocation of reproduction budget. GP materials were prominently displayed during LMP meetings and a GP orientation was conducted to HEPOs in Bohol, Capiz, and Negros Oriental, where a copy of the audio-visual presentation and printable e-copies of the communication materials were also distributed.
  - In the provinces of Isabela, Cagayan, Pangasinan, Tarlac, Bulacan, Nueva Ecija, Albay, Aklan, Capiz, Bohol, Negros Oriental, Negros Occidental, Leyte, Samar, Compostela Valley, Davao del Sur, Misamis Occidental, Misamis Oriental,

Sarangani, South Cotabato, Zamboanga del Norte, Zamboanga Sibugay, and Zamboanga del Sur, GP brochures, poster and streamers - were disseminated for distribution to non-priority municipalities and cities. The GP briefer was used by the local media in the provinces of Compostela Valley, Davao del Sur, Misamis Occidental, South Cotabato, Zamboanga Sibugay and Zamboanga del Sur with a total audience reach of 400,000.

### ***Family Planning***

- The LBK launch in Pangasinan, Nueva Ecija and Negros Occidental integrated FP messages in the LBK jingle and health activities. Significant male participation was demonstrated through the booth on Usapang Macho where health classes and counseling for men were held.
- In Tarlac, eight municipal health events on FP and nutrition were covered by two print media, a television company, and a cable network. The newspapers alone reached readers in Regions 1 and 3. The FP audio visual presentation material was shown during health events. These were replayed on free airtime provided by local media partners. As a result of the advocacy, one hospital in the province has been regularly plugging: “Calculator” and Bedtime Stories” via their public address system. Another FP health event involving tricycle drivers reached 174 participants. In Albay, Tabaco City held a Couples Congress to provide couples a venue for tackling SM and FP with 100 couples participating in the event.
- In Visayas, FP messages were integrated in the series of SM events conducted in Bohol and Negros Oriental.
- In Mindanao, provincial and municipal health events were conducted in Agusan del Norte, Bukidnon and Zamboanga Sibugay reaching 973 participants. HealthPRO assisted CHD X and Misamis Oriental in planning and implementation of the planned FP launch in August. Regular plugging of the family planning radio plugs and spiels were done through the local media partners in the provinces of Compostela Valley, Davao del Sur, South Cotabato, Misamis Oriental, and in the public hospital of Zamboanga Sibugay with a total audience reach of 900,000.
- FP materials were prominently displayed/distributed in several events and meetings.
  - DOH FP AVP and FP PSAs, as well as the printable e-copy of FP communication materials were provided to mayors during League of Municipalities (LMP) meeting in Capiz and Negros Oriental with the main objective of advocating for funds for local reproduction of materials.
  - HealthPRO distributed Wave 1 FP materials including job aids to Agusan del Norte, Bukidnon and South Cotabato. FP radio spiels and radio spots, and other communication materials were provided to the provincial health offices as guide

on appropriate messages to be used. The materials were used in health classes, counselling and in the PHO engagement with the local media.

### ***Safe Motherhood***

- Safe motherhood messages were integrated in related health events, health classes and counseling.
- In Luzon, several health events for safe motherhood were conducted. Tarlac conducted a health event highlighting its SM campaign with a day dedicated for pregnant women called “ Martes para sa Buntis,” attended by 120 pregnant mothers. In Albay, the second annual provincial “Pretty Preggy” competition was held during their Magayon Festival while local “Buntis Congress” were held in several municipalities. In Bulacan, a health event called “Buntis Circle” was held with 80 pregnant mothers which was covered by a local TV station and two radio stations which has an estimated reach of 262,800.
- In the Visayas, simultaneous SM health events were conducted in different provinces. In Bohol, two provincial and three municipal health events were conducted within the quarter reaching a total number of 239 pregnant women, fathers and mothers. The pre-event press releases were published through the office of the Governor in 3 leading local newspapers (Bohol Standard, Sunday Post, and Bohol Times). In Negros Oriental, HealthPRO Visayas, through the LRA, assisted the municipality of Manjuyod in a safe motherhood health event titled, “Search for Healthy Buntis” reaching 258 people. The participants were composed mostly of Pantawid Pamilyang Pilipino Program (4Ps) beneficiaries of the locality.
- In Mindanao, provincial and municipal safe motherhood events were conducted. One provincial event in Agusan del Norte and 6 municipal events in Misamis Oriental, Zamboanga Sibugay, Bukidnon and Agusan del Norte involved 973 participants. The creative brief on Safe Motherhood was also used by the provincial health offices in their regular information dissemination programmes with the tri-media outlets.

### ***HIV/AIDS***

- A total of 650 copies of flyer entitle May HIV kaya Ako? were distributed and disseminated to social hygiene clinics (SHCs) in Cebu, Mandaue, and Iloilo SHCs in time for the International AIDS Candlelight Memorial (IACM) activities.
  - In Pasay City, VCT services were provided while in Angeles City, a free concert for HIV/AIDS was held.
  - In Cebu City, the celebration of IACM was attended by 250 participants. HealthPRO provided technical assistance in the preparation of press kits and media releases. Two radio stations and a local TV network interviewed the president of an NGO working with people with AIDS.

- The pre-event articles of IACM were published in 3 leading newspapers in Cebu (Sunstar, Cebu Daily News, Freeman) as well as in two leading Visayan newspaper (Superbalita and Banat News).
  - In Iloilo City, IACM event, with the theme “Touching Lives” was celebrated in SM City. The event was attended by an estimated 2,000 people and was covered by local media from TV, print, and radio
  - In Davao City, 250 participants joined the IACM celebration, while 300 individuals participated in General Santos City. In Zamboanga City the IACM celebration was well attended with the number of participants reaching 2,015. HealthPRO provided technical assistance in media coordination and preparation of talking points for local chief executives. Media guestings were done over two local TV stations and the regular Kapihan attended by tri-media outlets. Pre and post event news coverage were also provided.
- HealthPRO has conceptualized the SMS4MSM (SMS for MSM) Initiative which employs a text-brigade format for social interactive technology to disseminate HIV/AIDS prevention information among MSM members of clans who engage in high risk behaviors. Clan is a social network with required members qualifications and standards, informally organized for a given sense of belonging, helping members deal with personal issues<sup>1</sup>. About 110 MSM participated in this multi-sectoral initiative (DOH-National Epidemiology Center, Quezon City Health Office, Positive Action Foundation, Inc. and the MSM clans) which utilizes innovative communication technology through Short Message Service to gain access to a population not easily encountered in clinical settings. Prior to its launch in June 2011, a round-table discussion (RTD) was held in May 2011 to introduce the initiative, gather feedback and determine mechanisms for implementing the text-based information dissemination activity among MSM clans. The entire SMS4MSM initiative is designed to set up a functional system that will allow MSM to access information from their respective clans, avail services from the public health system and seek counselling support and/or ARV therapy from HIV NGOs. This partnership among various sectors will ensure ownership of the initiative and institutionalize a coordinated and sustained HIV prevention effort. HealthPRO’s role is that of a catalyst to establish and mobilize the partnership for the initiative to prosper beyond the life of the project.

### ***LBK***

- The Lakbay Buhay Kalusugan (LBK) campaign completed its Luzon leg in Tarlac, Nueva Ecija and Pangasinan, reaching over 5,000 individuals. In Nueva Ecija, the LBK was conducted for two days and two local NGOs (one transport group and an association of volunteer nurses) were mobilized. More than 2,000 participants attended the LBK launch, with 1,540 attending FP and MNCHN health classes conducted by HSPs and

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<sup>1</sup> Swan K. BCC strategy for the prevention of HIV and AIDS among the MSM community. Manila, URC, 2010.

BHWs who were earlier trained on the two-day IPCC training for BHWs. Ninety six males attended the Usapang Macho classes. During its Luzon leg, more than US\$ 20,000 was leveraged from local LGUs. All LBK stops generated wide media coverage and involved a lot of stakeholders.

<b>LBK: Progress Made</b>					
<b>Place</b>	<b>Date</b>	<b>People attended</b>	<b>Pregnant women served</b>	<b>Children served</b>	<b>Funds leveraged from LGU</b>
Capas, Tarlac	March 3-4	1,100	119	431	\$4,600
Lingayen, Pangasinan	May 24	2,200	44	393	\$13,900
Gabaldon, Nueva Ecija	June 9-10	2,000	126	407	\$3,700
San Jose, Tarlac	June 21	250	120	N/A	\$1,200
Sagay City, Negros Oriental	June 30 – July 1	1,879	217	TBC	\$23,250
<b>TOTAL</b>		<b>7,429</b>	<b>626</b>	<b>1,231</b>	<b>\$46,650</b>

- LBK started its Visayas leg with the 2-day campaign stop in Negros Occidental that started in June. Almost one thousand nine hundred individuals from 25 barangays attended and participated in the event. In addition to the technical assistance provided by HealthPRO during the development and provincial launches of LBK, HealthPRO also provided TA in the preparation of press kits for the press conference and media releases. Pre-event press conference which was participated in by the provincial government and CHD Western Visayas officials was seen and heard through publication in 3 leading local newspapers (Sunstar Bacolod, Negros Daily Bulletin, and Visayan Daily Star) airing in radio (Radyo Natin Sagay) and TV programs (TV Patrol Bacolod) as well as online posting.
- HealthPRO in partnership with DOH NCHP, assisted Bohol in preparing for the upcoming LBK launch in the province in July by holding meetings with major stakeholders from the public and private sectors in the LGU. A total of 500 poorest of the poor families (2,000 participants - couples and their children) were identified and are expected to avail of the medical services and health education during the LBK stop.
- In Mindanao, orientation and resource mobilization planning activities were conducted with the provinces of South Cotabato, Bukidnon and Compostela Valley for the LBK

caravan. CHD XII staffs were also oriented to solicit additional support for the LBK caravan in South Cotabato which resulted to a creation of the LBK team.

- The schedule for next quarters LBK visits are as follows:
  - Bohol: July 21
  - Bukidnon: August 10-11
  - Compostela Valley: September 02-03
  - South Cotabato: September 22-23
  - Zamboanga Norte: October 12-13

### ***HPC Tracking Tool***

- Orientation on the HPC Tracking Tool continued in several LGUs. One was held for Supervising Nurses and the Provincial Health Office (PHO) Program Coordinators of Nueva Ecija with 29 participants, while two batches of HPC tracking tool orientation were conducted in Leyte in May which were attended by 70 HEPOs, PHO staff, hospital HEPOs, and regional HEPO and DOH representative of the province. Orientation on HPC tracking tool for health service providers (HSPs) were also conducted in Leyte, Samar and Southern Leyte.
- During the quarter, HEPO conferences were conducted in 17 provinces - Albay, Bulacan, Tarlac, Aklan, Bohol, Capiz, Negros Oriental, Negros Occidental, Compostela Valley, Davao Sur, Zamboanga del Sur, Zamboanga Sibugay, Zamboanga del Norte, Agusan Norte, Bukidnon, South Cotabato and Sarangani.

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

- HealthPRO field offices continued monitoring and providing support to LRAs and ensured deliverables were met.
- Currently, two LRAs are providing technical assistance in Luzon, name, in the provinces of Pangasinan and Bulacan (FETPAFI) and Tarlac (TRIDEV.) Meetings and on-site monitoring were held to ensure scale up activities are done on health events, health classes, IPC/C training and supportive supervision sessions. To cover the remaining LGUs without any LRA, an Request for Proposal (RFP) for Isabela, Cagayan, Albay and Nueva Ecija was issued. Awaiting the results of the RFP, Purchase Orders (POs) were issued to individuals to continue IPC/C and community mobilization support to LGUs.
- HealthPRO conducted several meetings with GRF Aklan and PROCESS Bohol to review LRA performance and discuss and finalize activities and strategies in the 2 ½ months no cost extension period to achieve unmet deliverables and utilize the remaining funds from

the previous contract. GRF Aklan's no cost extension will be from June 16 to August 31, 2011 while that of PROCESS Bohol will cover July 1 to September 15, 2011. HealthPRO Visayas also conducted separate meetings with GRF Capiz, NeOFPRHAN, and NCP to discuss strategies on how to operationalize and achieve Wave 3 deliverables stipulated in the 10 months extended contract. The 10- month contract covers April 1, 2011 to January 31, 2012. HealthPRO also facilitated a planning meeting with NCP for Leyte and Samar and introduced the LRA staffs to the regional, provincial and municipal officials.

- HealthPRO conducted updating meetings with Wave 2 LRAs in Mindanao - EDCADS and GRF, together with the IPHOs of Agusan Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga del Norte and Zamboanga Sibugay and assisted Wave 3 LRAs - DMSF, MFI and MUCEP in the planning meetings in Compostela Valley, Davao del Sur, Sarangani, South Cotabato and Zamboanga del Sur, together with the IPHOs.
- In collaboration with the DOH ARMM Regional Office, HealthPRO identified, contracted and oriented five (5) LRAs to provide technical support to their respective MRLs/MWRS partners to conduct of health classes in communities. This serves to improve awareness on FP, MNCHN and TB and to counter myths and misconceptions regarding various health interventions and services.

#### *Evaluation*

- Wave 1 LRAs' (FETPAFI, PRRM and PBSP) performance were evaluated based on their reports, deliverables, field staff competence and performance. Only FETPAFI was given an extension to implement the scale-up SOW in Bulacan. It has also been contracted to continue and implement the scale-up in Pangasinan, which was initially covered by PBSP.
- For Wave 2, EDF's contract was suspended and eventually terminated when it failed to comply with the agreements set after the suspension. EDF was originally contracted to work with Isabela, Cagayan and Nueva Ecija. TriDEV, working in Tarlac had been given a no-cost extension until August 15, 2011. The activities for the extended period would focus on activities related to unmet deliverables and scaling up activities.
- HealthPRO conducted an assessment on the Wave 2 LRAs in Mindanao - GRF and MUCEP based on their deliverables. Interviews were also conducted with the six IPHOs and selected LGUs, and the LRA staff on issues and concerns in the implementation.

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

- HealthPRO continued its ICV monitoring in all areas:
  - Luzon conducted ICV monitoring visits and submitted ICV monitoring reports in six municipalities from the provinces of Tarlac, Albay, Nueva Ecija.

- Visayas also monitored the ICV compliance of four rural health units (RHUs) in Bohol, one in Negros Oriental, and 5 RHUs in Aklan.
- Mindanao, ICV monitoring visits were conducted in nine LGUs - Agusan del Norte, Zamboanga Sibugay, Zamboanga del Norte, Bukidnon, Zamboanga del Sur, Compostela Valley, Davao del Sur, South Cotabato and Sarangani.
- An orientation on the Points of Contact (POCs) concept was held for all LRAs in the Visayas. The printable e-copy of the leaflet was disseminated to the LRAs for the reproduction. In Negros Oriental and Capiz, the PHO and municipal trainers on IPC/C were oriented on the point of contact. As a result, LRAs had identified and conducted initial talk with owners of POC venues in the covered sites which included parlors, barbershops, pharmacies, restaurants, internet station, and sari-sari stores. In Bohol, PROCESS started to identify POC venues in the covered areas during the remaining 2 ½ months no-cost extension period
- DMSF, a Wave 3 LRA in Mindanao distributed FP leaflets at the POC sites in Compostela Valley, with 1,500 leaflets, and Davao del Sur with 500 leaflets.

## **C. Capacity Building**

### **1. IPC/C activities implemented**

- IPC/C Training Manual comprising of six modules is finalized and provided to USAID for final clearance. DOH-NCHP has allocated fund to produce 1,500 copies of the IPC/C manual for non-USG supported areas.
- The condensed one-day IPC/C training course for HSPs was pre-tested in Legazpi City, Albay, on May 10, 2011. Fourteen HSPs and the provincial HEPO attended the pre-test. The participants generally appreciated the training's content, flow, and practical applicability to their routine work. The one-day training manuals for HSPs and BHWs are currently in their final stages of finalization to integrate pre-test recommendations on maximization of time and further simplification of materials for BHWs.
- In addition, HealthPRO pre-tested its client exit interview questionnaire in April and May to check its appropriateness and usability. The questionnaire forms part of the Guide for Enhancing the IPC/C of HSPs and BHWs through Supportive Supervision and aims to inform supportive supervision activities by gathering clients' views on FP counseling services. The pre-test took place in RHUs in Tarlac, Bohol, Negros Occidental, and Zamboanga Del Sur.
- The one-day IPC/C training design and the Guide for Enhancing the IPC/C of HSPs and BHWs through Supportive Supervision were introduced to the HealthPRO field teams, LRA staff, and selected provincial program coordinators through orientation meetings that started in May.

- HealthPRO provided technical assistance in the IPC/C training of BHWs in Nueva Ecija and Isabela. In Luzon, FETPAFI trainers were oriented on the one-day IPC/C Training Modules and in turn have trained LGU trainers in Bulacan and Pangasinan while Albay trainers' orientation will be held in July. FETPAFI has conducted 3 batches of IPCC Training for 100 HSPs in Bulacan and another 3 batches in Pangasinan with 100 HSPs and 63 BHWs. The final module was already used for the IPCC training of HSPs and BHWs in Bulacan and Pangasinan by FETPAFI.
- An IPC/C TOT was conducted for Samar and Leyte in May 2011, where 36 participants composed of regional, provincial, and city health staff, program coordinators, and population officers as well as LRA staff attended. Supportive supervision for IPC/C was introduced and an action planning determined next steps and schedules for IPC/C rollout trainings. After a review of adult teaching methodology, return demonstrations built the participants' training skills. The training also included the orientation of the trainers on the one-day IPC/C module that will be used in roll-out trainings to HSPs and BHWs in the HealthPRO pilot sites. In Negros Oriental and Capiz, the trainers rolled out the one day training reaching a total of 154 HSPs and 248 BHWs.
- In Bohol, a municipal-funded IPC training was conducted to 29 BHWs while in Leyte and Samar, the one-day IPC/ C skills training for HSPs and BHWs was extended to two days with the additional cost shouldered by the LGU. The extension will cover the orientation on supportive supervision, health classes, and ICV principles. Twelve HSPs in Leyte were trained using this design.
- In Metro Cebu, HealthPRO provided technical assistance in the DOH-funded IPC/C for Peer Educators (on HIV/AIDS) to 32 HSPs and NGO partners from Cebu, Lapu-lapu, and Mandaue cities in May 2011.
- In Mindanao, 14 Wave 3 LRA trainers and provincial HEPOs were oriented on the 1-day IPCC for HSPs. At the same time, 30 provincial trainers in Wave 3 provinces were oriented on the 1-day IPCC for HSPs in Compostela Valley, Davao del Sur, South Cotabato, Sarangani, and Zamboanga del Sur while 86 HSPs attended the 1-day IPC/C training from the provinces of Compostela Valley, Davao Sur, and Zamboanga Sur. HealthPRO Mindanao also assisted non- priority sites in the rollout of the 3-day LGU-funded IPCC training with 64 HSP participants.
- Monitoring of counseling sessions were conducted; 43,458 individuals were counselled on FP in 11 provinces while 51,044 individuals were counselled on MNCHN and TB in 11 provinces.

## **2. Technical updates conducted**

- During the quarter, HealthPRO assisted South Cotabato hold an FP Technical Update Meeting with 55 nurses and midwives Koronadal City.

- HEPO quarterly meetings scheduled in April were deferred until after the MR SIA campaign of DOH. The provinces of Bulacan, Albay and Tarlac conducted their respective HEPO meetings in June. The meetings in Tarlac and Albay included a session on supportive supervision. An additional session on documentation and writing stories on best practices on health was included in the Bulacan meeting.
- A series of HEPO meetings were also conducted in the provinces of Aklan, Bohol, Capiz, Negros Occidental, and Negros Oriental reaching a total of 121 HEPOs/designates and PHO staff where the technical updates on Advocacy to Local leaders and expanded GP Updates were shared to the participants.
- In Mindanao HEPO meetings were conducted in Agusan del Norte, Zamboanga Sibugay, Zamboanga del Sur, South Cotabato, Bukidnon and Zamboanga del Norte. The meetings reached 175 HEPO designates of LGUs, hospitals and IPHO staff. The topics for updates that were provided included: supportive supervision, effective presentation including PowerPoint presentation, conduct of advocacy to Mayors, conduct of Safe Motherhood activities following the creative brief and presentation of the new communication materials on FP and SM.
- In all, HEPO conferences conducted in 18 provinces - Albay, Bulacan, Pangasinan, Tarlac, Aklan, Bohol, Capiz, Negros Oriental, Neg Occidental, Compostela Valley, Davao Sur, Zamboanga del Sur, Sibugay Zamboanga del Norte, Agusan del Norte, Bukidnon, South Cotabato and Sarangani

#### ***Supportive Supervision***

- Tarlac and Albay HEPOs and supervising nurses were oriented on supportive supervision (SS) with the introduction of the revised client exit interview questionnaire.
- Orientation on the revised module on Supportive Supervision was conducted to LRAs, PHO and municipal trainers of Negros Oriental and Capiz, and Aklan and Bohol with a total of 83 participants. *(See entry on IPC/C training for Leyte and Samar.)*
- HealthPRO conducted an orientation on Supportive Supervision to Wave 3 LRAs & provincial HEPOs in six Mindanao provinces - Agusan del Norte, Zamboanga Sibugay, Zamboanga del Norte, Bukidnon, South Cotabato and Zamboanga del Sur.

#### ***ICV***

- HealthPRO conducted ICV orientation to LRA staff of NCP in Leyte and Samar in June and to LRA staff of AMDF, HDES, Nisa UHFBI, UNYPHIL and WAQAF in Sulu, Basilan, Tawi-tawi, Lanao del Sur and Maguindanao in April.

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

- During the quarter, HealthPRO started with the development of a community mobilization document entitled “Community Mobilization for Better Educated and Healthier Communities: HealthPRO’s Experience.”

#### ***Orientation and rollout***

- During the quarter, the PHO staff of Nueva Ecija were provided with an orientation on community mobilization, health events planning and BCC update.
- Visayas LRAs continued to conduct community mobilization orientation to local counterparts at the municipal levels such as the five community support groups in Bohol.
- Thirteen municipal community mobilization rollouts in the provinces of Bukidnon, Zamboanga del Norte and Zamboanga Sibugay were monitored.

#### ***Health classes and trainings***

- In Aklan, the 10 priority sites conducted health classes and counseling sessions; and are gradually integrating within the local health systems the use of HPC tracking tools. Parent leaders of the 4Ps were tapped in the conduct of health classes and counselling, reaching a total of 3,429 fathers, mothers, and pregnant women for health classes. In Bohol, three municipalities held health classes with a total of 135 participants.
- Tarlac mobilized five (5) community groups in for health classes and events. About 6 municipalities hosted health events with health classes on FP, GP and SM mobilizing the community groups. Organized community health volunteers and women’s group, youth sector and a transport group participated in health events and classes in the 10 priority municipalities.
- HealthPRO monitored 38 health classes in Compostela Valley, Davao del Sur, Sarangani South Cotabato and Zamboanga del Sur with 1,702 participants reached. In Agusan del Norte 8,888 participants were reached by health classes.
- In ARMM, 158 health class sessions were conducted by MRLs and MWRS reaching 4,917 individuals.

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

- HealthPRO provided technical assistance in the orientation on Family Health of seven municipal mayors from Tarlac (Gerona, La Paz, Bamban, Paniqui, Sta. Ignacia and San Manuel and San Jose), one from Nueva Ecija, and four in Pangasinan.
- HealthPRO assisted the PHO of Capiz and Negros Oriental in the orientation of LMP provincial chapter members on Family Health communications campaigns and advocacy to generate support and sustainability of HPC interventions in their respective localities. As a result of the orientation and advocacy, most mayors supported family health and

signed the manifesto of commitment. Four mayors from Negros Oriental already included health promotion in their health budget. In Aklan, the project closely coordinated with the LMP secretariat on the result of LMP advocacy in March 2011. Four municipal mayors passed a resolution appropriating funds for health promotion and communication activities. Preliminary meetings were held with LMP chapter presidents of Bohol, Negros Occidental, and Samar.

- In Mindanao preliminary meetings were likewise held with the LMP Presidents in the provinces of Compostela Valley, Zamboanga del Sur and South Cotabato and with the Provincial Health Officers, Provincial HEPO and LRA staff. Strong support was provided by the LMP National Vice President for Operations who is also the LMP President of Compostela Valley.

#### ***Partnerships with other organizations***

- In Luzon, community groups from Tarlac that were oriented on community mobilization were tapped for health events and health classes, for example, Program Margarita during the LBK's maiden launch last March 2011; MASERPAT initiated health classes for their volunteer health workers; and Women's group in La Paz for mother's class.
- In Visayas, a meeting with the provincial DSWD and links in Leyte and Samar was held to integrate health classes and group counseling in the 4Ps in HealthPRO pilot municipalities/cities. Meetings were held with PRISM, Bohol Local Market Area Manager (LMAM) and the IMAP president in Bohol to explore and identify how IMAP (private/public midwives) can provide assistance to augment HSPs in the 10 pilot sites in terms of health classes and counseling. In Capiz, partners were identified from Globe telecom, Smart communications and Sun Cellular Digitel Mobile Phil as SMS/IT support for the upcoming "*Capiztahan Health Caravan*" in celebration of Family Health Month on August 27, 2011 with the theme: "A Family Plan for Family Health".
- In Mindanao, 35 resource persons were identified from non-traditional groups in the provinces of Compostela Valley, Davao del Sur, Sarangani, South Cotabato and Zamboanga del Sur. Funds were leveraged from public and private sectors in 9 provinces amounting to a total of PhP 3,689,999. Orientation meeting was held with the provincial social welfare department of Zamboanga Sibugay to facilitate the participation of 4Ps beneficiaries in health classes and health events. HealthPRO participated in the workshop of the Cohort 1 partner municipalities of the Zuellig Family Foundation coming from the provinces of Aurora, Nueva Viscaya, Quezon, Capiz, Lanao Norte and Maguindanao. FP, GP and SM messages were disseminated to the nine LGUs and CSOs beneficiaries of the foundation as part of the presentation of HealthPRO while FP leaflets on FAQs and leaflets on the expanded GP were distributed to the participants.

#### ***Materials developed***

- The point of contact (POC) briefer for orientation of potential local partners has been drafted.
- HealthPRO developed a HEPO Advocacy Guide to build capabilities of HEPO/designates on how to conduct local advocacy to leverage resources for health promotion and communication activities. The 2-hour orientation on the guide was pre-tested in Negros Occidental during the HEPO Quarterly Meeting. It will be revised and distributed for presentation as part of the technical updates during the HEPO quarterly conferences.

#### **4. Mass media activities implemented**

- Probe – HealthPRO media subcontractor - completed its training deliverables in 13 USAID-assisted provinces. Of the target 260 LGU health professionals, 267 were oriented on “Facing the Media,” while of the target 260 local media professionals, only 169 were oriented on “Health Reporting.”
- According to the results of the competitive bidding process, media engagement in the remaining USG-supported sites will be implemented by a new subcontractor Paibare focusing on increasing the number of health stories covered by local media.
- In Misamis Oriental, 21 health service providers were able to develop narratives on health situation in *Telling Your Health Stories* workshop. The narratives were used as an input in the conduct of the media training with 20 local media practitioners who developed story proposals based on the materials from the health service providers
- The DOH-ARMM-supported Suara Kalusugan (SK) teleradyo program continued with technical assistance from HealthPRO for the production of program/segment episodes. This was done in collaboration with the newly hired PIO of DOH ARMM.

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

- HealthPRO provided technical assistance in the DOH MNCHN Manual of Operations orientation among national, regional and provincial participants.
- HealthPRO provided technical assistance to the Commission on Population (POPCOM) by enhancing the IPC/C skills of Population Workers through two batches of IPC/C TOTs. The 3-day trainings consisted of IPC/C skills development on one-on-one and group health communication for family planning (FP); technical input on FP and contraceptive technology; review of training techniques and adult teaching methodology; and return demonstrations. The TOTs took place in two batches in May held in Angeles City for Visayas and Mindanao Population Workers, and in Cebu City for Luzon Population Workers. POPCOM will conduct IPC/C roll-out trainings to build the skills of more Population Workers as a result of the TOTs. The expected outputs of the TOT are: POPCOM will conduct at least 1 batch TOT on IPC/C per region; at least 1 roll-out

training on IPC/C per province or city represented in the TOT; documentation of actual conduct of RPM classes integrating the FP class taught in the TOT; and reproduction of FP materials needed for the successful conduct of RPM-FP Classes

- An initial orientation of the developed point of service (POS) job aids was conducted to LRAs in Bohol, Capiz, Negros Occidental, Negros Oriental, Leyte, and Samar. In addition, an orientation of the POS job aid to CHD, PHO, and municipal trainers was integrated during the conduct of one-day IPCC module orientation in Negros Oriental and Capiz as well as IPC/C TOT in Leyte and Samar.
- Eighty (80) Muslim Religious Leaders (MRLs) and seventy seven (77) Muslim Women Religious Scholars (MWRS) from 5 provinces in ARMM were oriented on basic health messages to build local capacities in conducting health classes in tandem with their existing religious activities such as post-Friday prayer sermons and teachings in the Madrasah.
- In Tawi-Tawi, LRA assisted the HEPO in designing the creative outline/health message concepts for trivia questions for the IPHO Hour radio program.

## **D. Project Management**

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

- HealthPRO provided TA to the ICV TWG in the conduct of 2 batches of inter-CA ICV training: 1) conducted in Tagaytay which was attended by at least 30 staff from HPDP and HealthGov; and 2) conducted in Cebu City which was attended by 27 staff from PRISM2, HealthGov, HealthPRO and TB Linc.
- HealthPRO continued to coordinate and collaborate with other USAID CAs, like TBLINC, A2Z, SHIELD, PRISM2 and HealthGov at the national and field level.
- HealthPRO regularly participated in monthly COP meetings, meetings with COTR, and inter-CA meetings and workshops.
- HealthPRO continues to lead BCC TWG and contributes to the implementation of HIV/AIDS, MCH-FP and M&E TWGs.
- HealthPRO developed weekly highlights showcasing its field accomplishments. Of the weekly highlights submitted to USAID, the following made it to the USAID/Philippines weekly highlight: USAID Helps Bring Expanded Child Health Program to Communities, USAID Expands Child Health Program, USAID Supports Anti-Measles Campaign, New National Family Planning Communication Campaign Reaches Millions, USAID Taps Muslim Religious Leaders and Scholars to Promote Healthy Practices, USAID Supports Commemoration of AIDS Candlelight Memorial, USAID Continues Support to Festive Health Promotion Caravan.

- HealthPRO regularly sent a weekly media monitoring report to USAID, other USAID CAs and the DOH.

## **2. Monitoring and evaluation conducted**

- The IPC/C toolkit (checklist) and the Supportive Supervision with revised client exit interview questionnaire were shared during the HEPO meeting in Tarlac and Albay, and were discussed during orientation of HSPs in Northern Leyte, Western Samar and Southern Leyte.
- Tracking forms were updated in Albay, Bulacan, Pangasinan, Tarlac, Aklan, Bohol, Capiz, Negros Oriental, Negros Occidental, Compostela Valley, Davao Sur, Zamboanga del Sur, Zamboanga Sibugay, Zamboanga del Norte, Agusan del Norte, Bukidnon, South Cotabato and Sarangani
- A survey has been planned for November 2011. Initial meeting with contracting agency was conducted by the M&E and URC technical staff.
- The LBK Assessment Activities had been designed and initial implementation of the assessment activities were done in Pangasinan and Tarlac.

## **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, HP Visayas interviewed four applicants for PC position. The new PC is expected to be on board on July 16, 2011. Mr. Antonio Enderiz was hired as the new Grants Manager. Several applicants were interviewed for the ARMM Regional Communication Specialist post. Ms. Princess Joy Maulana has been identified and selected; hiring process is ongoing.

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

<b>Philippines - HealthPRO</b> <b>Contract No. GHS-I-00-07-00010 Order No. 02</b> <b>As of June 25, 2011</b>			
	Budget	Expenses	Balance
Salaries and Wages	\$ 3,623,567	\$ 2,534,787	\$ 1,088,780
Allowances	\$ 231,392	\$ 104,335	\$ 127,057
Consultants	\$ 475,963	\$ 153,872	\$ 322,091
Travel - Per Diem	\$ 1,353,274	\$ 932,740	\$ 420,534
Equipment	\$ 225,147	\$ 170,964	\$ 54,183
Other Direct Costs	\$ 2,016,933	\$ 1,687,122	\$ 329,811
Subcontracts	\$ 3,666,571	\$ 1,997,016	\$ 1,669,555
Indirect Costs	\$ 2,397,701	\$ 1,714,376	\$ 683,325
Fixed Fee at 7%	\$ 979,338	\$ 660,421	\$ 318,917
<b>Total Cost plus Fixed Fee</b>	<b>\$ 14,969,886</b>	<b>\$ 9,955,631</b>	<b>\$ 5,014,255</b>
<b>Start/End Date:</b>			<b>06/25/2007-06/24/2012</b>
<b>Total Budget:</b>			<b>\$ 14,969,886</b>
<b>Obligation:</b>			<b>\$ 11,881,151</b>
<b>Spent to Date:</b>			<b>\$ 9,955,631</b>
<b>Obligation Remaining:</b>			<b>\$ 1,925,520</b>
<b>Burn Rate last 3 months:</b>			<b>\$ 377,512</b>
<b>Number of months remaining with the balance of the obligation:</b>			<b>5.10</b>
<b>Number of months remaining with the balance of the budget:</b>			<b>12.9</b>
<b>Total remaining months on the project:</b>			<b>12</b>

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

Component Activities	Indicators for Reporting	FY 2011 Target	Quarter 1 (Oct. 01, 2010 – Dec. 21, 2010) Accomplishment	Quarter 2 (Jan. 01, 2011 – Mar. 31, 2011) Status	Quarter 3 (Apr. 01, 2011 – Jun. 30, 2011) Status	Quarter 4 (Jul. 01, 2011 – Sep. 30, 2011) Status
Area 1 - BCC IMPLEMENTATION AND SUPPORT						
IPC/C and Community Mobilization	(OP) Number of people counseled in FP	651,000	154,096	120,352	Data for consolidation	
	(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 1000 MSMs	-	-	130	
	(LRA) Number of individuals mobilized by community groups for IPC	84,000	69,397	81,648	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	1,267,303	Data for collection	
	(non-OP) Number of people that have seen or heard a USG supported MCH message	3,000,000	4,705,800	1,226,591	Data for collection	
	(non-OP) Number of people that have heard or seen a DOTS-related message	6,800,000		1,157,303	Data for collection	
	(non-OP) Number of LGUs celebrating MCH special events	30 provinces	15 provinces	11 provinces	13 provinces	
	(non-OP) Number of LGUs celebrating HIV/AIDS special events	11 cities	(WAD) 7 cities + 1 NCR	-	3 cities	
	(LRA) Number of provincial and municipal special health events assisted	294 events	107	23 events	43 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	Data to be collected	
	(LRA) No. of group mentoring sessions conducted by nurses/HEPO designates provided technical assistance.	210 sessions	71	26	Data to be collected	
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)	Data to be consolidated	
	(LRA) Number of trainers trained in interpersonal communication and counseling	200	111	752 (excluding Luzon)	Data to be consolidated	
	(LRA) Number of community volunteers trained in IPC	17,210 BHWs	2,382	2,525 (excluding Luzon)	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	Data to be collected	
Media Engagement	(LRA) Number of PHO/MHO staff provided support for media engagement	260	60	225 LGU + 156 media	Data to be collected	

## V. ANNEX B: PLANNED ACTIVITIES FOR QUARTER 4, YEAR 4 (JULY 01, 2011 – SEPTEMBER 30, 2011)

For Year 4, Quarter 4, covering the period July 01, 2011 to September 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
  - Finalization of HIV/AIDS communication materials
  - Finalization of TB communication plan and materials
- Communication Implementation
  - Development of the Department Order for expanded GP
  - Continued rollout of GP in the field
  - Finalization and dissemination of FP Wave 2 Communication Package
  - Finalization of FP Wave 1 communication package and congratulatory package for ARMM
  - Finalization, launching and rollout of the Safe Motherhood communication package
  - Rolling our FP Wave 1 communication package in ARMM
  - LBK events in select Visayas and Mindanao provinces
  - Expanded Suara Kalusugan radio program in ARMM
  - On-going ICV Monitoring
  - Collaboration with POPCOM
- Capacity Building
  - Implementation of IPC/C rollout to HSPs and BHWs
  - Rollout of the one-day IPC/C training module
  - Conduct of HEPO quarterly conferences
  - Training on HPC tracking tool
  - FP updates for nurses and midwives

- Conduct of supportive supervision meetings and trainings
- Conduct of health classes and health events
- Rollout of community mobilization orientations
- LMP rollout of family health
- Implementation of community mobilization programs of LRAs
- Media training
- Project Management
  - Coordination and collaboration with USAID and other C/CAs
  - Development of weekly highlights and success stories
  - Distribution of weekly media monitoring report.