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HEALTHPRO ANNUAL REPORT

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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 maternal and child health outcomes through behavioral changes among community members, caregivers and family members; health providers, volunteers and managers; local chief executives, policy makers; as well as private sector. University Research Co., LLC (URC) is responsible for the overall implementing the program in close partnership with governmental and non-governmental organizations. 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 with health communication in 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.

HealthPRO's is currently working 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 for Year Four are clustered under the following key components:

1. BCC planning,
2. BCC implementation,
3. BCC capacity building, and
4. Project management and coordination.

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 (TB), and Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS). 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 activities 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 life of the project and eventual 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.

TANGIBLE RESULTS

BCC PLANNING

NATIONAL, REGIONAL, PROVINCIAL AND CITY BBC PLANS DEVELOPED

- The BCC plans of 12 Wave 2 provinces - Cagayan, Isabela, Nueva Ecija, Tarlac, Aklan, Bohol, Agusan del Norte, Bukidnon, Misamis Occidental, Misamis Oriental, Zamboanga del Norte, and Zamboanga Sibugay - and two Wave 3 provinces - Leyte and Samar - were completed. As a result of project's focused efforts, all provinces now have their own BCC plans, including the five provinces in the Autonomous Region in Muslim Mindanao with a regional communication plan instead of a provincial BCC plan.
- Throughout the process of developing BCC plans, HealthPRO provided continuous technical assistance to provincial teams in related activities such as planning workshops, identification of priority municipalities/cities, presentation to provincial officials, consultations with priority municipalities and cities, and updating of provincial BCC plans that were developed in the previous year. These plans reflected scale-up efforts for implementation and all processes closely involved local government units and the health offices.
- The approval of the provincial BCC plans ensured that the HPC component was included in the provincial Annual Operational Plans (AOP) and the Provincial Investment Plans for Health (PIPH). HealthPRO field offices worked closely with LGUs, PHOs and MHOs to leverage more funds for HPC activities in the BCC Plan. Most of them successfully leveraged funds for trainings, health events and other health promotion and communication activities in FP, SM, GP, and Nutrition and the rollout of Lakbay Buhay Kalusugan (LBK) campaign. (Please refer to Annex A. Selected HealthPRO Progress Indicators for details.)
- 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 focused on developing communication materials including innovative approaches for males-having-sex-with-males (MSM) in Metro Manila and injecting-drug-users (IDUs) in the cities of Mandaue and Lapu Lapu in lieu of the development of the communication campaign.
 - HealthPRO, provided technical assistance in the development of the training design on HIV/AIDS in the Workplace for Davao City.
 - HealthPRO Visayas consolidated the Metro Cebu BCC plans (excluding Lapu-Lapu City) and advocated for its integration in the annual investment plans (AIP). HealthPRO also 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. However, with the changes in program directions, technical assistance was limited.

- To formally close partnerships and the provision of technical assistance, a series of close-out meetings with City Health Officers and Social Hygiene Clinics in the cities of Angeles, Bacolod, Iloilo, General Santos and Zamboanga were carried out.
- HealthPRO provided technical assistance to the joint USAID-UNDP funded MSM-TG Initiative/Manila Action Plan in the formulation of a strategic communication plan where the multisectoral representatives involved in MSM prevention activities met to pursue initial discussions.

HEALTH AREA CAMPAIGN DESIGNS DEVELOPED

Family Planning (FP)

Technical Assistance to the DOH National Center for Health Promotion (DOH NCHP)

- HealthPRO provided technical assistance to DOH in the overall process and development of the Wave 2 family planning campaign which was focused on birth spacers. The technical assistance covered planning meetings, development of the strategic design and creative brief for the campaign, plans for the national and local launching events, and the communication package - 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 efforts to reduce fear of side effects and health concerns when it comes to the use of modern methods of contraception, HealthPRO also provided technical assistance in the development of Tips for Radio Guesting for Family Planning Coordinators, Health Promotion and Education Officers, Population Workers and other resource persons.
- To enhance potential impact of the family planning communication campaign, DOH allotted PhP3,800,000 for the reproduction of Wave 1 FP campaign materials, for distribution to health facilities outside USAID-supported provinces. Moreover, additional PhP3,800,000 were allocated by DOH to support reproduction and broadcasting (radio spots and TV ads) of Wave 2 communication products. To jumpstart the campaign, the national broadcasting of radio spots on birth spacing were made through ABS-CBN, GMA, Manila Broadcasting Company, Interactive Broadcast Media, Inc., Radio Mindanao Network, and Consolidated Broadcasting Systems, Inc. during the months of August to September 2011. Plans are underway to support additional broadcasting of TB and radio spots in November 2011.

Technical Assistance to the Commission on Population (POPCOM)

- POPCOM collaborated with HealthPRO in activities including, but not limited to, reproduction of the FP Wave 1 campaign communication materials developed by HealthPRO which were distributed to local government units (LGUs) and regional POPCOM offices for use in government-supported Responsible Parenting Movement (RPM) classes. In addition, HealthPRO has partnered with POPCOM for the FP Wave 2 as another government agency supportive of the communication campaign for family planning spacers.

Technical Assistance to the Department of Health Autonomous Region in Muslim Mindanao

- The FP Wave 1 communication package that was previously developed and introduced for non-ARMM areas was customized for ARMM. The package included outdoor media (four posters, banner, streamer, flyer, and vehicle sticker), desktop flipchart, and placemat. It was pretested and approved by the DOH ARMM.

Garantisadong Pambata (GP)

Technical Assistance to the Department of Health National Center for Health Promotion/ National Center for Disease Prevention and Control (DOH NCHP/NCDPC)

- During this year, HealthPRO provided extensive technical assistance in the overhaul of the expended Garantisadong Pambata (GP) program. Under the new strategic design, GP became an integrated child health, nutrition and environment program with both service delivery and communication components. Its coverage expanded to children from birth up to 14 years old with health packages for specific age groups offered all year round. It also called for more cooperation with other sectors – social welfare, education, local government – and the private sector in promoting the eight gateway behaviors.
- HealthPRO’s technical assistance to DOH NCHP and NCDPC covered the development of the strategic design and creative brief; materials development; facilitation of the new and expanded GP Communications Planning workshop with major partners; consultation meetings; and the post-launch Partners’ Planning meeting. HealthPRO assisted CHDs/LGUs in introducing the expanded GP using a creative methodology which plays up the involvement of all stakeholders in provinces and municipalities.
 - The DOH-NCHP approved bids to reproduce GP posters, fliptarp, flyer and the broadcaster’s manual. Php 15,100,000 is allocated in the existing NCHP budget for the reproduction of the second batch of GP communication materials. In addition, GP materials will be reproduced by LGUs and other private and public health counterparts. A2Z reproduced copies for distribution nationwide. World Vision, Zuellig Foundation and Children International also expressed interest in reproducing GP materials.

Technical Assistance to DOH ARMM

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

Safe Motherhood

- HealthPRO closely collaborated with DOH NCHP for program directions for the Safe Motherhood program. The creative brief for Safe Motherhood (SM) communication package was developed and approved by DOH, while the communication package — four posters, five radio spiels and one flier - were pretested in five provinces, all with positive results. The

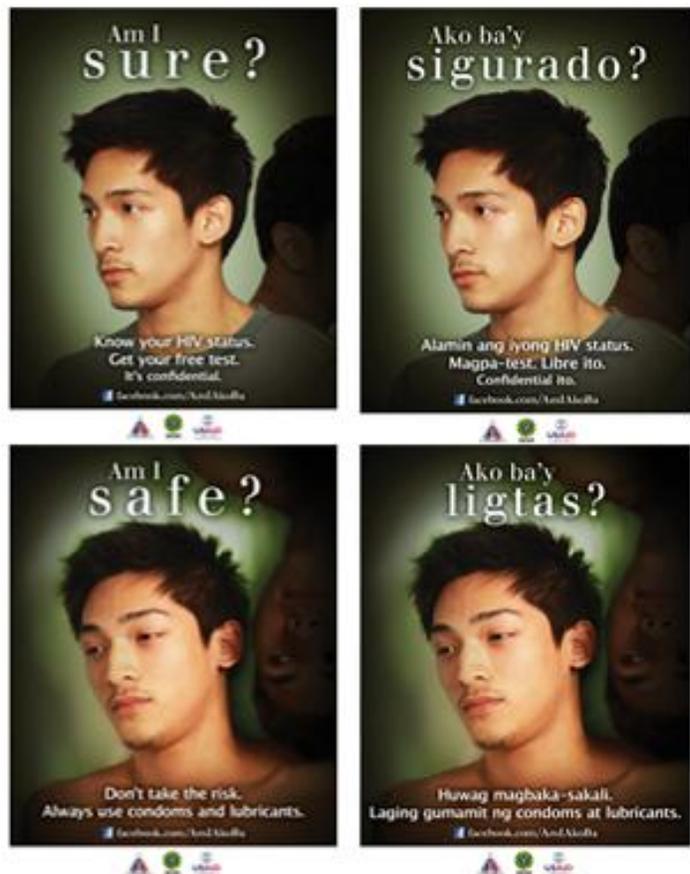
production and dissemination plan has been developed as well and the DOH NCHP approved bids to reproduce two posters and one flier.

Tuberculosis

- A tuberculosis (TB) communication plan was drafted and shared with TBLINC. The roundtable discussion to discuss the communication plan was postponed after DOH decided to bid out a consultancy for the creation and implementation of a two-year communication plan in 2012.
- Prior to this development, HealthPRO conducted coordination meetings with the DOH National Tuberculosis Program and TBLINC discussed plans for a creative design and its pretesting, development of materials for Barangay Health Workers, and launching of the TB communication campaign in August during the nationally proclaimed Lung Month. The material developed was a fan for BHWs which was pretested in Tarlac and the reference guide was pretested in Zamboanga del Sur. Initial pre-test results indicate acceptance of the job aid by health workers and their clients alike.

HIV/AIDS

- HealthPRO worked on the development of the HIV/AIDS communication materials. Two concepts for males-having-sex-with-males (MSM) were pre-tested in April, where the resulting preferred concept “AM I?” brings the campaign on a personal level. Draft HIV Materials for MSMs were also pretested in Quezon City and both DOH and the Quezon City Health Department approved the “AM I?” communication materials. HealthPRO submitted the creative brief and package to USAID for clearance.
 - HIV/AIDS Message/Materials Development Workshop held in Bacolod and Iloilo Cities produced nine types of materials with Males Having Sex with Males (MSM) as the main target audience. The materials included a poster, folder flyer, and wallet-sized calendar type brochure.
 - At different points during the development process, HealthPRO closely coordinated with the Philippine National AIDS Council (PNAC) Secretariat, National AIDS STD Prevention and Control Program (NASPCP), and NCDPC.



Other Areas: National Measles-Rubella Supplemental Immunization Activity and Supplemental Maternal and Neonatal Tetanus Elimination Campaign

- In line with the Global Health Initiative, HealthPRO provided technical assistance to the DOH's 2-month long door-to-door immunization campaign - 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 campaign was launched to address the alarming increase in measles and German measles cases in the country through immunization against measles and German measles (rubella) of over 18 million Filipino children aged nine months to below 8 years, who will be. The Philippine government allocated USD 15,000,000 to reach its immunization aim of 95% coverage.
- 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 FAQ) for the supplementary Maternal and Neonatal Tetanus Elimination Campaign launched in July 2011. The door-to-door campaign activities targeted 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.

BCC IMPLEMENTATION

HEALTH AREA CAMPAIGNS ROLLED OUT

Family Planning

FP Campaign Launches: Wave 1

- After the successful national launch and several regional and provincial launches last year, the family planning Wave 1 campaign *May Plano Ako* communication strategy and communication materials were launched in Regions IX, X, XI and XII, and the provinces of Aklan, Bohol, Capiz, Negros Occidental, Negros Oriental, Leyte, and Samar, Compostela Valley, Sarangani, South Cotabato, Misamis Oriental and Zamboanga Sur.
- In support of the Philippine Health Agenda, USAID provided comprehensive technical assistance to the DOH-ARMM in developing and launching the family planning communication campaign that integrated the cultural needs of Muslim Filipinos with the goal of achieving a better quality of life through the use of modern family planning methods. The campaign engaged among many others key players Muslim Religious Leaders in providing appropriate and accurate family planning information and addressing misconceptions of couples. The campaign launch in August 2011 in Cotabato was attended by representatives from the Department of Health, local government units, non-government organizations, Muslim Religious Leaders, and the media. The campaign that consisted of outdoor print materials, client-education posters, job aids for health workers, and radio spots to the provinces of Maguindanao, Sulu, Basilan, Tawi-Tawi, and Lanao del Sur, and the cities of Marawi and Lamitan, is expected to reach more than 140,000 mostly poor families.

FP Campaign Launches: Wave 2

- Fulfilling its mandate of providing universal access to health care services and information, the Department of Health (DOH) steps up its campaign to promote the benefits of family planning. With technical assistance from HealthPRO, DOH launched in August 2011 a multifaceted family planning communication campaign with the key message of birth spacing. The campaign “3-5 Taong Agwat, Dapat!” (Three to five years spacing, just right!) aims to educate parents about the importance of waiting for three to five years before having the next child.
 - DOH, through a Department Circular, urged its local agencies and the local government units (LGUs) to support the campaign by reproducing and displaying outdoor print materials, arranging radio and TV guestings, conducting news conferences and briefings, issuing news and photo releases, conducting community activities like counselling, health classes and health fairs for couples. To jumpstart the campaign, DOH allocated almost \$98,000 to air radio spots that highlight the benefits of birth spacing. LGUs responded by initiating and funding activities with more than 25 municipal and provincial launches scheduled.
 - The launches for Wave 2 family planning campaign with the theme “3-5 Taong Agwat, Dapat!” were done at the regional and provincial levels. As with other health campaigns, the launches were either standalone activities or integrated with other campaigns. The table below shows some of the campaign launches and activities where HealthPRO provided technical assistance.

Table 1: Family Planning Events: Launches and Roll-Outs

LGU	Campaign Launch			Rollout
	Regional	Provincial Level	Municipal Level	
Albay	Launch of FP W2			1 st Male Workers Forum and Usapang Macho, Couples Congress, SM/FP event
Bulacan				Relevant Information and Counseling on FP and MCHN
Pangasinan		Provincial FP launch	Western District FP launch	FP events with men and women of reproductive ages
Cagayan		Provincial launch with couples as participants		FP events with men and women of reproductive ages Media Kapihan
Isabela			Municipal launch with health classes and motorcade	FP events with men and women of reproductive ages
Nueva Ecija			Municipal launches Integrated FP/MCH Health Event	FP events with men and women of reproductive ages Health Class on FP Health Classes with 4 Ps
Tarlac		Provincial FP event		FP health event with drivers
Aklan		Launch integrated		FP health events and health

LGU	Campaign Launch		Rollout
	Regional	Provincial Level	
		into World Population Day	classes for men and women
Bohol		Provincial Health event	Launch event FP health events and health classes for men and women
Capiz		Launch integrated with Capiztahan sa Ikaa-yong Lawas, caravan	FP health events and health classes for men and women Text blasting
Negros Oriental		Provincial Health Event on FP/SM	Launch event FP health events and health classes for men and women
Leyte		Launch event	FP health events and health classes for men and women
Samar			Couples' Party + City Launch of FP W2 FP health events and health classes for men and women Buntis Forum integrating FP Wave 1 & 2 materials
Agusan Norte		Launch event	FP Health Event: Launching of Wave 2 FP Provincial and municipal roll out and health events
Bukidnon			Provincial and municipal roll out and health events
Compostela Valley			Regular plugging of the family planning radio plugs and spiels
Davao del Sur			Regular plugging of the family planning radio plugs and spiels
Misamis Oriental			FP regional/provincial rollout (includes Region X) Conduct of Health Classes on FP and MNCHN
Misamis Occidental		Launch event	Launch events Conduct of Health Classes on FP and MNCHN
Sarangani		FP Wave 2 Launch	Conduct of Health Classes on FP and MNCHN
South Cotabato		Launch event Usapang Macho and FP W2 Provincial Launch	Launch events Regular plugging of the family planning radio plugs and spiels FP Month Celebration Conduct of Health Classes on FP and MNCHN
Zamboanga del Norte		Provincial Health Event	Launch events Conduct of Health Classes on FP and MNCHN
Zamboanga del Sur		Launch event	FP Health Event: Launching of FP W2 Municipal roll out through health classes Conduct of Health Classes on FP and MNCHN
Zamboanga Sibugay		Launch event	Launch events and Men's Fora Provincial and municipal roll out and health events, Regular plugging of the

LGU	Campaign Launch		Rollout
	Regional	Provincial Level	
			family planning radio plugs and spiels Health Classes on FP and MNCHN
ARMM	Regional FP launch (W1)		Health Classes by MRLs & MWRS Radio spots

FP Integration

- 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, and vitamin A supplementation and deworming, HealthPRO developed a standard job aid on FP integration for frontline health care service providers in rural areas - midwives and nurses. The job aid was introduced to health workers during Wave 2 FP campaign.
- FP messages were integrated in LBK, GP and Safe Motherhood (SM) events such as Buntis Congress/Parties, Couples Forum, Mothers' Classes, GP activities, and FP/MCH classes.
- In partnership with PRISM2 HealthPRO Visayas conducted an orientation to CHD7 regional staff, including Provincial HEPOs and FP coordinators from the four provinces and 13 cities in Central Visayas as well as IMAP midwives in Cebu City on Family Health communication materials where FP was integrated. CDs containing the radio spots, radio spiels, AVPs, and all e-copy of printable materials were distributed to the participants

Materials Production

- HealthPRO produced initial sets of materials for distribution for each campaign launched. For FP Waves 1 and 2 campaigns, materials listed in Table 2 were distributed to 633 municipalities, 58 cities, 758 RHUs, 6,620 BHS and 238 hospitals. Regional and provincial offices were likewise provided with complete set of the materials. Initial set of materials for FP Wave 2 campaign were also provided to POPCOM regional offices and to other USAID CAs. Please see Annex B for the breakdown of local government units (LGUs) and health facilities by province.

Table 2: List of Family Planning Materials Produced and Disseminated

Campaign	Materials	Illustrative Samples
FP Wave 1 (ARMM)	Posters, desk flip, placemat, transport sticker, streamer, radio spots	

Campaign	Materials	Illustrative Samples
FP Wave 1 (non ARMM)	Tarpaulin flipchart, streamer, backdrop, transport sticker, t-shirt, canvas bag, advertorials, radio spots, message compendium booklet, leaflets, policy briefers, FP books, MEC wheel, posters, AVP CD and FP material	
FP Wave 2 (non ARMM)	Posters, integration job aids (English and Tagalog), interactive comics, radio spots and spiels (Tagalog, Cebuano and, Ilongo), soft copies of FP materials, Point-of-Contact flyers, streamers, banners, advocacy briefers (English and Tagalog, transport stickers, visioning worksheet, wall chart (Tagalog and Cebuano), AVP for Local Chief Executives, CDs with all FP Wave 2 communication products	

Materials Reproduction by CHDs and LGUs

- CHD VI has reproduced 15,000 copies of Frequently Asked Questions (FAQs) May Plano Ako brochures while CHD VIII has translated two posters (for the mother and father) to Cebuano and reproduced 5,000 copies. The campaign materials were distributed in the provinces of Western and Central Visayas including the non-USG assisted areas.
- To support limited copies of print materials produced by HealthPRO, several DOH regional offices signified their intentions to use their funds for reproduction and dissemination of the FP materials for future campaigns and for dissemination. In Mindanao CHD XII reproduced 500 posters, 40 streamers, 500 stickers and 500 notepads with FP messages.
- At the initiative of CHD and/or LGUs, FP materials were prominently displayed in several events and meetings. Early this year, in the provinces of Agusan Norte, Compostela Valley, Sarangani, South Cotabato and Zamboanga Sur selected LGUs put up billboards of the FP Wave 1 material in high traffic areas such as public market, transport terminal and municipal entry points. During the Reproductive Health Summit in Region VIII, HealthPRO mounted an audio-visual FP exhibit.

Materials Reproduction by POPCOM

- At the request from Population Commission (POPCOM), HealthPRO has provided focused technical assistance to POPCOM regional staff in order to improve their knowledge and skills in family planning counseling and communication through a series of IPC/C TOTs. As part of

POPCOM's IPC/C rollout plan, it reproduced FP materials to be used by their trainers. The table below lists down the details of the reproduction.

Table 3: HealthPRO Family Planning Materials Reproduced by Population Commission

Material	Copies reproduced	Amount (PhP)
FAQ brochure	111,000	282,000
Tarp flip chart for FP class	1,000	626,000
Posters	1,250	86,850
Desk flip chart	560	245,000
	TOTAL	1,239,850

Improved and effective ties with local media

- Local trimedia – television, radio and print - covered and/or aired numerous HealthPRO-supported activities and materials, with over a hundred exposures in family planning events implemented by local government counterparts. The table below lists sample local media coverage in project-supported LGUs.

Table 4: Media Coverage of FP Activities Implemented by Local Counterparts with Support from HealthPRO

LGU	Activity	TV/Cable	Radio	Print
Albay	FP Campaign event: Usapang Macho	6	10	
Nueva Ecija	FP/MNCHN event: FP Campaign event	2	5	
Cagayan	FP Campaign event	4	13	
Isabela	FP Campaign event		10	
Tarlac	Male involvement: FP Campaign event		2	7
Pangasinan	FP/MNCHN event: Birth spacing PSA		8	
Bohol	Training of local media practitioners on FP		1	
Capiz	FP Campaign event		1	
Neg Occ	FP Month			1
Neg Or	FP event	11	2	
Misamis Oriental	FP Campaign event: Family Planning launch	1		6
Misamis Occidental	IPC/C	2		
Zamboanga del Sur				
Compostela Valley	May Plano Ako PSA		1	

LGU	Activity	TV/Cable	Radio	Print
Davao del Sur	May Plano Ako PSA		1	
Sarangani	FP event			3
South Cotabato	Message dissemination		2	
Region 10	BHW convention	1	1	
ARMM	Muslim leaders on FP: FP W1 campaign	1	1	3

- All the Provincial Information Officers and HEPOs were provided with copies of radio plugs and radio spiels. CHD VIII allocated PhP 86,000.00 to fund FP wave 2 radio spots and spiels in Leyte for two months (November and December).

Garantisadong Pambata (GP)

Garatisadong Pambata (GP) activities and materials development were carried out with extensive technical assistance from HealthPRO.

Pretesting/Field testing

- New expanded GP materials - GP flipchart tarpaulin (fliptarp) and reference guide, GP radio spiels, GP Broadcasters Manual, advocacy briefer and the GP-related Lakbay Buhay Kalusugan (LBK) Radio spots - were pretested and revised based on pretesting results.



Launching the new/expanded GP

- HealthPRO provided technical assistance in the national and local launches of the expanded GP.
- The national launch in October 2010 was followed by regional, provincial and municipal/city launches and events. The regional launch for Region VIII was held in Leyte. Provincial launches were held in Negros Occidental, Leyte, Zamboanga del Sur, Bukidnon and Agusan del Norte.



- Municipal launches were conducted either as standalone activities or integration with other activities such as World Population Day. Launches in several provinces were covered by local media stations and national media agencies.

GP Health Events

- Aside from the launches, provincial and municipal GP health events were also conducted in various provinces. These events emphasized the need to carry out the healthy GP behaviors and make GP a way of life for all sectors of the community that directly deals with children. Basic GP services such as deworming and Vitamin A supplementation were provided during the events. Local media outlets covered several GP health events.
- Orientations for the expanded GP to better understand the transition from the old GP program to the new GP strategy and the better benefits it provides for children were conducted. More than 600 partners in media and private organizations, and participants from seven Centers for Health Development (CHDs) and provincial and municipal health offices were oriented on the new/expanded GP.



GP events under the old strategy

- Prior to the launches of the new and expanded GP, HealthPRO continued providing technical assistance to provinces and municipalities conducting GP activities using the old GP strategy. This ensured that health promotion and service delivery for children's health continued. HealthPRO field offices in Luzon, Visayas and Mindanao supported GP events in different provinces. Activities included classes and lectures on maternal and child health and FP for mothers and guardians; demonstration on proper hand washing and tooth brushing; and fun games on proper hygiene for children.

Materials dissemination and display

- There were three sets of materials produced, where each set is composed of several types of materials. The total materials produced were distributed to the 25 provinces based on the distribution plan that was developed earlier. Partner CHDs were also provided with complete sets of the materials. ARMM developed a separate distribution plan. Please see Annex B for the types and number of materials produced for the provinces.
- As part of continued information and dissemination campaign, GP communication materials were displayed/disseminated in several events and meetings, for example, displaying GP streamers and including key GP messages in the nutrition counseling; displaying and distributing GP materials during health events and meetings; providing local chief executives and HEPOs with copies of the DOH expanded GP audio-visual presentations and the printable e-copy of GP communication materials for reproduction.

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

Safe Motherhood (SM)

- Despite the postponement of SM activities at the national level, SM-related activities were conducted at the provincial and municipal/city levels.
- In Luzon, SM activities took various titles in different municipalities. The “Martes para sa Buntis” and “Harana Para sa Nanay” in Tarlac, “Pretty Preggy” in Albay, “Buntis Circle” and Buntis Party in Bulacan, and Buntis Congress Nutri Event that integrated Safe Motherhood messages reached thousands of participants, and hundreds of thousands more for those covered by local TV and radio stations. The LBK launching events included booth exhibits and health classes on SM themes and topics using HealthPRO-developed job aids and other health promotion and communication materials

- In the Visayas, HealthPRO continued to reach thousands of individuals with creative SM and SM-related activities. The Buntis Pageants and “Search for Healthy Buntis” in family health day events reached thousands of participants.



Flier

Posters

Other series of provincial and municipal events launching the SM communication materials were integrated in the Buntis Party, Buntis forum, Search for Healthy Buntis, Hot Mama, Cool Papa day, and family health day. In the health events, HealthPRO worked to include beneficiaries of the Pantawid Pamilyang Pilipino Program (4Ps). HealthPRO also provided technical assistance in the development of press releases for publication and airing to media outlets for promotion of the events.

- In Mindanao, HealthPRO technical assistance to the provinces helped reach thousands of individuals during provincial and municipal Safe Motherhood events. 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. Moreover, the Zamboanga Sibugay News covered the municipal Buntis Congress in the province. Creative efforts were also utilized to reach more people with key Safe Motherhood messages such as putting up tarpaulin billboards

in public markets and transport terminals, and exhibiting the SM materials during the MNCHN MOP workshop in Davao City.

- DOH-ARMM launched the regional version of Safe Motherhood Karavan in October 2010 in Cotabato City. HealthPRO provided technical assistance to DoH-ARMM in developing public service announcements aired during the month and in planning the media conference after the launch, which aimed to improve the participation of media in the promotion of safe motherhood and other related-activities of DOH-ARMM. After the launch, the Safe Motherhood Karavan program was adapted as one of the region's priority program during the "ARMM Inter-Regional Health Managers Meeting."
- HealthPRO produced initial copies of materials for distribution to the provinces. The table below lists the summary of distribution per province.

TB

- Two major events to strengthen efforts to fight tuberculosis and disseminate information and key messages were celebrated - World TB Day in March 2011 were conducted in the provinces of South Cotabato, Agusan del Norte and Misamis Occidental with 686 participants; and Lung Month in August 2011 were conducted in the provinces of Misamis Occidental and South Cotabato reaching 597 people.

HIV/AIDS

- In line with the new program direction, HealthPRO 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. 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 the launch, a round-table discussion (RTD) was held in May 2011 to gather feedback and determine mechanisms for implementing the text-based information dissemination activity. The entire initiative was designed as a functional system for MSMs 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. HealthPRO's role was that of a catalyst to establish and mobilize the partnership for the initiative to prosper beyond the life of the project.
- 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 program managers were able to understand the IDU situation better and direct/implement strategies for peer education among IDUs.

- In August 2011, HealthPRO conducted an advanced training on Peer Education for IDUs among field-based program implementers. Co-funded by NASPCP through the Global Fund, staff from Metro Cebu, General Santos and Zamboanga Cities were updated on HIV, VCT, Hep C and other emerging IDU issues that relate to peer education.
- HealthPRO continued providing technical assistance in conducting activities to increase awareness against and/or fight HIV/AIDS.
 - Voluntary counselling and testing, and special programs were conducted during the International AIDS Candlelight Memorial commemoration in different cities where HealthPRO works. Most of these events
 - In Luzon, VCT services were provided in Pasay City; a free concert for HIV/AIDS was held in Angeles City.
 - In the Visayas, the celebration of IACM in Cebu City and Iloilo City were local media from TV, print, and radio and was attended by more than 2,200 participants, which were covered by HealthPRO provided technical assistance in the preparation of press kits and media releases. Pre-event articles were published in leading newspapers in Cebu and the Visayas.
 - In Mindanao, the AICM commemoration in from Davao City, General Santos City and Zamboanga City reached more than 2,500 individuals. Pre and post event news coverage were also provided.

LBK

- A set of unique LBK communication materials was developed and pretested prior to the national LBK launch. It was approved for national use by USAID and DOH. The set included: LBK interactive exhibit, LBK announcement poster, LBK print ad; 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, and LBK videokes.
- In March 2011, DOH launched the LBK in Capas, Tarlac. 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.



- Over 15,000 people directly participated in the LBK events in seven provinces learning about health behaviors in the areas of maternal, child health, family planning, nutrition and TB. Women received pre-natal and postpartum care and counseling aboard the bus while children received well and sick child care services, including but not limited to immunization, vitamin A supplementation and/or deworming. More than 90 unique stories on LBK were produced generating a publicity value of US\$ 28,000. Moving from province to province, LBK generated significant national and local media coverage, specifically broadsheets, tabloids and online media. LBK's stories with key health messages incorporated reached approximately nine million Filipinos across the country.
- 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 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 included 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 in March 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. Departmental Order describing LBK was issued and signed by Secretary Ona in May 2011.

Table 5: LBK's Progress as of September 2011

Area	Date	Reach			Funds leveraged from LGUs
		Individuals	Pregnant	Children	
Tarlac, Capas	March 3-4	1,092	119	432	145,000
Pangasinan, Lingayen	May 24	2,817	44	393	618,000
Nueva Ecija, Gabaldon	June 9-10	1,237	92	407	135,000
Tarlac, San Jose	June 21	120	120	N/A	50,000
Negros Occidental, Sibugay	June 30-July 1	1,879	217	1,068	255,000
Bohol, Calape	July 21	1,196	52	439	420,000
Bukidnon, Kitaotao	August 10-13	4,661	171	1,026	275,000
Compostela Valley, Maco	Sept 2-3	2,215	252	777	552,200
Total		15,217	1,067	4,542	2,450,200

- During the LBK events, participants were randomly polled (approximately 2,000 respondents) to determine how well they liked the different parts of LBK. Polling results reveal that respondents unanimously assessed the different components of LBK as effective. Preference polling indicates that most LBK participants appreciated the health exhibit among the different LBK components, followed by the health classes and counselling at the bus.
- Client exit interviews were also done. About 10 percent of the participants in each event were randomly selected and asked three short questions on: (a) What health message stood out?; (b) How was this message delivered?; (c) What concrete action are you planning to take after LBK? Among the health messages, “Plan your family” emerged with the highest recall. It is followed by “Have at least 4 prenatal check-up visits” and “Breastfeed exclusively up to 6 months.” About 60 percent of the respondents mentioned learning this message from the health classes. “Use a family planning method” and “Go to health center” were the most frequently mentioned next steps.

HEALTHPRO’S LOCAL REPLICATING AGENCIES (LRAS) IN THE FIELD STRENGTHENED

- HealthPRO conducted field visits and meetings to evaluate Wave 1 LRA performance and provide technical assistance in developing their Sustainability Plans. HealthPRO also organized the Wave 1 LRA National Conference which was attended by representatives from the 12 Wave 1 and Wave 2 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.
- In January 2011, HealthPRO conducted an internal assessment of Wave 1 LRAs which resulted in a comprehensive review of accomplishments and challenges from HealthPRO’s Wave 1 LRAs as well as the processes taken in initiating, managing, and sustaining the LRA-LGU partnerships. It also offered recommendations for implementing and sustaining future health promotion and communication activities by local organizations and local governments alike. Based on the 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) were provided.
- HealthPRO conducted regular follow-up meetings with Wave 2 LRAs to support viable field implementation and ensure that LRAs effectively supports LGUs. HealthPRO also supported LRAs through technical assistance to staff, introduction to partners, trainings, strategic guidance, including LBK, use of tracking tools, and orientation in community mobilization, POCs and health classes among others. HealthPRO terminated its agreement with a Wave 2 LRA - Economic Development Foundation (EDF) before the end of the contract.

“Working with HealthPRO is a wonderful experience. Aside from having the chance to help communities, I have also learned a lot and put my communication skills into good use. No matter how tough it may get at times, all the hard work is worth it at the end of the day.”

- M. Sison, Mahinatana Staff

- In ensuring continued success in field activities, technical support and assistance were regularly provided to Wave 3 LRAs in implementation of field activities such as one-day IPCC training to HSPs and BHWs, health events, Points of contact (POC) engagement, and supportive supervision sessions and client exit interview.
- 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. Below is the list of Wave 3 LRAs and their respective provinces.

Table 6: LRAs Coverage per Project-Supported Provinces

Province	Local Replicating Agency
Bulacan Pangasinan Nueva Ecija Tarlac	Field Epidemiology Training Program Alumni Foundation, Inc. (FETPAFI)
Albay	MIDAS
Aklan Capiz	Gerry Roxas Foundation (GRF)
Negros Oriental	Negros Oriental Family Planning/Reproductive (NeOPPHRAN)
Bohol	PROCESS
Negros Occidental Leyte (North) Samar (West)	Nutrition Center of the Philippines (NCP)
Compostela Valley Davao del Sur Bukidnon	Davao Medical School Foundation (DMSF)
Sarangani South Cotabato	Mahintana Foundation Incorporated (MFI)
Zamboanga del Sur Misamis Occidental	Misamis University Community Extension Program (MUCEP)
Agusan del Norte	EDCADS
Misamis Oriental Zamboanga del Norte Zamboanga Sibugay	Gerry Roxas Foundation (GRF)
Basilan	Human Development and Empowerment Services (HDES)
Magiundanao	United Youth of the Philippines – Women Inc. (UNYPHIL)
Lanao del Sur	Al-Mujadilah Development Foundation, Inc. (AMDF)
Sulu	Waqaf Foundation, Inc.
Tawi-Tawi	Nisa ul Haqq Fi Bangsamoro

- Consultative meetings were also carried out to review and assess the status of deliverables and documentary requirements of LRAs' and their performance were evaluated based on their reports, deliverables, field staff competence and performance. Interviews with IPHOs, LGUs and LRA staff on issues and concerns in the implementation were also conducted.
- HealthPRO 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 subcontractor - Probe Media Foundation Inc. - prepared and implemented LBK visits to identified LGUs. It's activities included planning meetings, coordination visits, arrangements for the training of local health personnel on media engagement and the training of media professionals on health reporting; preparation of a creative brief and scale model of the LBK, used in presentations to national, regional, and local partners; and developing concepts for the inter-active mobile exhibit, video segments, jingle, and take-home communication materials for LBK.

LOCAL CAPACITY BUILDING

INTERPERSONAL COUNSELING AND COMMUNICATION SKILLS ENHANCED

- In the efforts to scale up best and promising best practices, IPC/C trainings for health services providers and health volunteers were expanded beyond the initial priority municipalities through funding by CHDs and LGUs using local resources.

IPC/C Manual

- The three-day IPC/C Training Manual (composed of six modules) with foreword from DOH Secretary Enrique Ona was finalized and given final clearance by USAID on September 2011. DOH-NCHP allocated funds to reproduce 1,500 copies of the IPC/C manual for non-USG supported areas. In addition, capitalizing on the success of the IPC/C training events in the past, NCHP has allocated additional 200,000 PhP per region to support roll-out of 3-day IPC/C courses in non-USG supported areas.
- As part of the IPC/C scale up plan, the one-day IPC/C training curriculum was developed based on the three-day IPC/C Manual. It contained detailed trainer's guide and participants' notebook or handouts, and focused on skills development of health service providers on provider-client and provider-group of clients' interaction. The condensed one-day IPC/C training course for HSPs was pre-tested and given USAID clearance in September 2011.

IPC/C TOT

- In May 2011, an IPC/C TOT was conducted for local resource persons in Samar and Leyte, new areas of HealthPRO interventions. Supportive supervision for IPC/C was introduced and action planning identified the next steps and schedules for IPC/C rollout trainings. 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 priority municipalities.

- As response to the plea for help, HealthPRO supported the Commission on Population (POPCOM) by training 60 regional and city population workers responsible for conducting RPM classes on IPC/C in May and June 2011. As a result of the HealthPRO-supported TOTs, 25 roll-out trainings and eight additional TOTs were conducted by POPCOM and the LGUs. A total of Php 5,000,000 was leveraged from POPCOM for TOT on IPC/C, roll-out trainings and reproduction of FP materials.



IPC/C Rollout

- HealthPRO provided technical assistance in ensuring that more HSPs and BHWs were trained so that they could reach more Filipinos with counselling and help couples make decisions regarding their families. For the total number of trained BHWs and HSPs and people counseled, please refer to Annex A.
- HealthPRO provided technical assistance to POPCOM in revising current RPM classes to integrate information and key messages on modern methods of family planning using HealthPRO's FP lecture flipchart.

1-day IPC/C training orientation

- 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 HealthPRO field teams, LRA staff, and selected provincial program coordinators through orientation meetings that started in May.

FAMILY PLANNING TECHNICAL UPDATES CONDUCTED

- A series of technical updates for health service providers were an integral part of the campaign on family planning. The main objective of these concise meetings was to update practicing health service providers on recent knowledge about family planning, especially on facts behind rumors, myths and misconceptions on family planning and specific family planning methods.
- A national level technical updates meeting was conducted, which was attended by family planning program managers from 13 DOH regional offices. Twenty two provincial rollout plans were developed for implementation. Trained program managers were expected to become resource persons during LGU level technical update meetings. They were provided with relevant FP materials. To date, at least 1,572 nurses, midwives, HEPOs, and IMAP members were updated.

HEPO Conference

- HEPO conferences were conducted in 19 provinces - Albay, Bulacan, Cagayan, Pangasinan, Tarlac, Aklan, Bohol, Capiz, Negros Oriental, Negros Occidental, Compostela Valley, Davao Sur, Zamboanga del Sur, Sibugay Zamboanga del Norte, Agusan del Norte, Bukidnon, South Cotabato and Sarangani. During these conferences, technical updates and HPC tracking tools were discussed. Technical updates included presentation skills and advocacy tools; documentation and writing best practices in health; updates on DOH campaigns (GP, FP, SM); and supportive supervision. The use of the HPC Tracking Tool was also monitored and necessary documentation and reports were collected.

Provincial orientation on HPC Tracking Tool

- Orientation on the HPC Tracking Tool for supervising nurses, program coordinators, HEPOs, PHO staff, DOH representatives and HSPs were conducted in several provinces - Cagayan, Tarlac, Isabela, Nueva Ecija, Western Samar, Northern Leyte, Misamis Occidental, Misamis Oriental, Zamboanga del Norte and Zamboanga Sibugay Bohol, Agusan del Norte, Bukidnon - with more than 430 participants.

Supportive Supervision

- In an effort to improve the quality of counseling and communication offered by HSPs and BHWs, the existing supportive supervision toolkit was revised and finalized. The guide focused 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 (IPC/C checklist and FP client exit interview questionnaire) were pre-tested and introduced during quarterly HEPO conferences and through a variety of different venues and opportunities. The orientation also included the introduction of the revised client exit interview questionnaire.
- To monitor the new Supportive Supervision activities, and help improve its field implementation, HealthPRO also conducted supportive supervision sessions in different provinces. This had been utilized in several provinces in mentoring midwives on IPC/C.

ICV

- HealthPRO conducted an ICV Compliance Monitoring Orientation to 36 technical staff of Wave 2 LRAs who are directly involved in the implementation of the project activities and new HealthPRO technical staff in February 2011 in Cebu City. The orientation equipped LRAs and new staff to carry out ICV monitoring in different provinces. HealthPRO also conducted ICV orientation to LRAs of Leyte, Samar and ARMM provinces.
- From October 2010 to September 2011, HealthPRO monitored 159 health facilities and interviewed 161 service providers and 137 clients. The ICV reports were submitted to USAID separately in semi-annual basis. As of September 2011, there were no vulnerabilities and violations observed.

COMMUNITY MOBILIZATION ACTIVITIES IMPLEMENTED

In order to increase the number of people reached with key health messages on family planning, maternal health, child health, and tuberculosis, HealthPRO mobilized community groups, and built partnerships with local officials' organizations, government agencies and private organizations.

Materials developed

HealthPRO developed various materials that will help LRAs and community groups carry out community mobilization activities.

- HealthPRO started with the development of a community mobilization document entitled "Community Mobilization for Better Educated and Healthier Communities: HealthPRO's Experience."
- After a series of participatory planning meeting with DOH-ARMM key staff, MRLs and couples, a design and format of the "mabrouk" booklet content was drafted. It is being reviewed and plans for field testing and production were developed.
- 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 and submitted to USAID for approval.

Orientation and rollout (includes community groups)

- HealthPRO provided technical assistance in the community mobilization training of participants from CHD VIII, Leyte, Samar and the cities of Tacloban and Ormoc; and in the community mobilization orientation and rollout to more than 100 community groups such as women's organization, vendors' association, Parent Teachers Community Association, fishermen's associations and transport groups.
- HealthPRO laid the groundwork for community mobilization by conducting preliminary mapping of and coordination meetings with local social networks as partners in the implementation of health promotion and communication activities like health classes, counselling and health events, both at the provincial and municipal levels. A variety of more than 100 groups were identified and oriented (See entry above).

Health classes

- Health classes, mostly on FP and MCH and a few on TB, were conducted in the different provinces in Luzon, Visayas, Mindanao and the ARMM, and utilized support of community groups. Parent leaders of the 4Ps program were tapped in health classes and counselling while many participants are 4Ps program beneficiaries. For details of the reach on health classes conducted, please refer to Annex A.

- In ARMM, the tri-disciplinary model for the Family Health Forum was replaced with the Muslim Religious Leaders (MRLs) and Muslim Women Religious Scholars (MWRSSs) facilitating health classes commencing April 2011.

League of Municipalities of the Philippines

- HealthPRO provided technical assistance in various forms to different provincial chapters such as drafting provincial manifesto of commitment, developing inputs for ordinances with health promotion and communication component, advocacy meetings, coordination with PHOs, and organizing meetings for orientations. The commitment of the LMP national chapter to implement family health programs was strengthened when LMP’s General Assembly passed the resolution supporting family planning in December 2010.
- HealthPRO participated in the different LMP national and provincial chapter activities such as the National Directorate Meeting/Health Summit; Davao del Sur’s 1st Provincial Health Summit; League of Municipalities Island-Cluster Conferences for Visayas and Mindanao Clusters; and the National Convention of Lady Municipal Mayors of the Philippines (LMMAP). During these events, HealthPRO exhibited DOH’s materials on safe motherhood, child health and family planning.
- In addition to signing their respective provincial commitment of manifesto that helped in the operationalization of family health activities, several LGUs also included health promotion in their health budget as a result of the orientation and advocacy.



Partnership with the Private Sector

- HealthPRO established private sector partnership for HPC activities like health classes and counseling in the following LGUs.

Table 7: Private sector partners of LGUs

LGU	Private Sector Partners
Pangasinan	Bani Business Association; Anda Klap Organization; Infanta Self-Employment Assistance – Kaunlaran Organization; Rotary Club, Burgos Jolly Ladies
Cagayan	Salwad Cultural Society, Spouses Unite for Nutrition (SUN) Club, Multi-Purpose Employee’s Association
Isabela	Green Lady Association, San Manuel Multi-Purpose Cooperative
Bulacan	Soroptomist International, Rotary Club
Tarlac	Program Margarita, Prelli Foundation, Delta Communication, Aboitiz-Pilmico,

	KALIPI, DKT
Albay	Intervida Philippines, Rogemsan Co., Inc., Children International –Child Sponsorship for Community Devt., Mayon Integrated Development Alternatives of Services, Bicol Initiatives for Community Health Development, Children International –Child Sponsorship for Community Devt., Bicol Center for Community Development, LCC Department Store, STI College, Jolibee Corp, Rotary Club, Lucky Educational Supply, Avon, Goodfound Cement Corp
Capiz	Globe Telecom, Smart Communications, Sun Cellular, Digitel, and Mobile Phil
Bohol	IMAP (Integrated Midwives Association of the Philippines)
Compostela Valley	Sumitomo Fruits (SUMIFRU), Maragusan Growers (MAGROW), Kasilak Foundation, Nabunturan Tricycle Operators & Drivers Association, Council of Women, Mampising Coop Beneficiaries Multi-Purpose Coop (MCB-MPC), Grow Lambo Multi-Purpose Coop, Compostela Tourists Tricycab Operators Union & Reserve Services
Davao del Sur	Magsaysay Motor Operators Association, Katipunan ng Mga Liping Pilipina (KALIPI)
South Cotabato	St. Alexius College, Dole Philippines, Gentud Foundation and the Driver Advocates for Health (DAH)
Sarangani	International Care Ministry (ICM) and Kasilak Foundation
Zamboanga del Sur	Misamis University
Zamboanga Sibugay	Zuellig Family Foundation
Zamboanga del Norte	Federation of Women’s Association
Bukidnon	Pilipinas Shell Foundation, DKT, Women’s Association/Federation
Misamis Oriental	Federation of Women’s Association
Misamis Occidental	Federation of Women’s Association
Agusan del Norte	DKT Philippines

Non-traditional Partners

- Another important step taken by HealthPRO in forging partnerships and institutionalizing health classes and key messages dissemination in a sustainable manner is partnering with the Department of Social Welfare and Development (DSWD) under the structure of the government program *Pantawid Pamilyang Pilipino Program (4Ps)*. HealthPRO partnered with DSWD to explore ways/facilitate the inclusion of 4Ps beneficiaries in health classes, health events and counseling services and make attendance to health classes a condition in receiving benefits.
- HealthPRO networked with various local establishments that served as Points of Contact (POCs) in their respective provinces. Representatives of these establishments were oriented on key FP and MNCHN messages, including information for those who want counselling. They were also given POC leaflets for distribution. POCs included jeepney and tricycle terminals, pharmacies,

grocery stores, canteens, City Halls, pawnshops barber shops, beauty parlors and lotto outlets bakeries, internet cafe, pier terminal booth, pharmacies, beauty parlors, cooperatives parlors, barbershops, pharmacies, restaurants, internet station, children's home, sari-sari stores and other local organizations.

- In ARMM, Muslim Religious Leaders (MRLs) and Muslim Women Religious Scholars (MWRS) were oriented on basic health messages to build local capacities in conducting health classes after Friday prayers and teachings in the Madrasah.
- HealthPRO produced more than 500,000 POC fliers, which were distributed to the provinces. Copies were also provided to NCHP, NCDPC, CHDs, POPCOM national and regional offices, and other USAID CAs. Please see Annex B to see the distribution of POC fliers per province.

MEDIA INVOLVEMENT AND SUPPORT STRENGTHENED

- HealthPRO provided technical assistance to DOH and LGUs in developing public service announcements (PSAs) and press releases for trainings and health events such as GP activities, FP campaign launches and events, SM activities, World AIDS Day, International AIDS Candlelight Memorial, and World TB Day. Events that were covered by radio or local TV networks reached millions of viewers and listeners.
- HealthPRO provided comprehensive technical assistance in the development, launching and production of the weekly episode plan/segment of Suara Kalusugan (Voice of Health), a 1-hour daily health-focused teleradyo launched in January 2011 at DXMS Cotabato station. Suara Kalusugan aimed to increase public awareness on relevant health topics and serve as a venue for disseminating information on health events.
- HealthPRO's media subcontractor, Probe, completed its training deliverables in 13 provinces. 267 health professionals were oriented on "Facing the Media," while 169 were oriented on "Health Reporting." The participants formed part of the core health spokespersons who became reliable sources of health information and potent voices in promoting healthy behaviors, especially in remote and rural areas.
- In nine non-LBK sites, Paibare Legacy Corps conducted media training, *Telling Inspiring Health Stories*, for 198 health professionals and 138 media professionals. The nine areas are Isabela, Cagayan, Aklan, Northern Leyte, Western Samar, Misamis Occidental, Zamboanga Sibugay, Compostela Valley, Agusan del Norte, and the island provinces of ARMM (Sulu, Basilan, Tawi-tawi). About 183 health stories were generated and shared with local media.

OTHER CAPACITY BUILDING ACTIVITIES IMPLEMENTED

DOH NCHP

- 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 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.

- HealthPRO provided technical assistance in the DOH MNCHN Manual of Operations orientation among national, regional and provincial participants.

DOH ARMM

- HealthPRO provided technical assistance in the development and launching of the image-building campaign called “Nagmamahal, DOH ARMM” (We Care, DoH ARMM), which aimed to position DOH ARMM as a credible health institution with responsible and caring health service providers. The Nagmamahal PSA, had been airing in local TV stations while the *Nagmamahal* tagline and image was incorporated in the DOH-ARMM vehicle, letterhead, PSAs, and print collaterals among others.



PROJECT MANAGEMENT AND COORDINATION

STRATEGIC COORDINATION CARRIED OUT

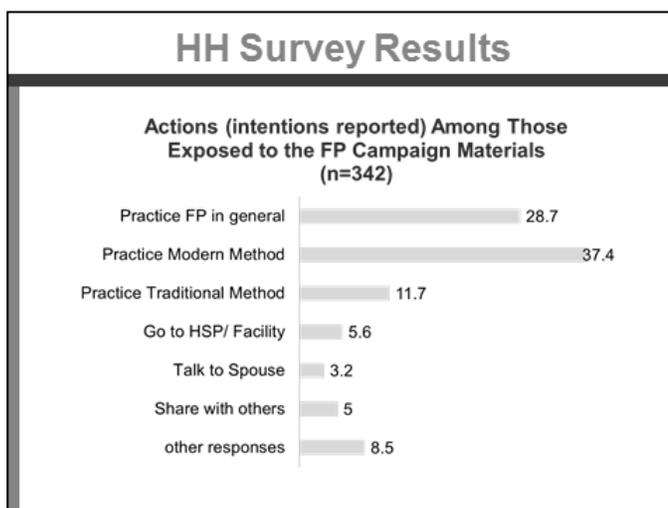
- HealthPRO continued to coordinate and collaborate with other USAID CAs, like TBLINC, A2Z, SHIELD, PRISM2, HPDP, and HealthGOV at the national and field level. Over the course of Year Four HealthPRO:
 - Provided technical assistance to A2Z in the revision of the Micronutrient Supplementation Manual of Operations during the training of trainers and worked with A2Z in advocating for the integration of Vitamin A during the door-to-door campaign of Measles and Rubella Special Immunization Campaign;
 - Provided TA to the ICV TWG in the conduct of 2 batches of inter-CA ICV training attended by at least 57 staff from HPDP, HealthGov, PRISM2, HealthPRO and TB LINC and participated in the dry run of the ICV training for Region X hosted by PRISM 2; and
 - Developed a slide show on women’s health, titled “Advancing Women’s Health” for USAID’s 50th 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.
 - Provided technical assistance to NPDP, NCHP and NCDPC in the development of the concept of CHT cards and communication materials, as well as the launch of CHTs at the national level.

- HealthPRO regularly participated in monthly COP meetings, meetings with COTR, and inter-CA meetings. HealthPRO hosted the BCC TWG meetings and actively participated in other TWG meetings - Micronutrient Supplementation (MS) TWG, M&E TWG meetings, and HIV/AIDS TWG - and inter-CA activities such as the USAID Portfolio Implementation Review. Moreover, HealthPRO participated in the Regional Inter-CA meetings.
- HealthPRO regularly developed weekly highlights showcasing field accomplishments in a number of project-supported activities. Of the weekly highlights submitted to USAID, a total of 20 weekly highlights were included in the USAID/Philippines weekly reports with four of them making into the Asia Bureau Consolidated Weekly Report to the Administrator. Please see Annex B for the list of weekly highlights.
- In the efforts to document lessons learned over the course of the project, HealthPRO also prepared three success stories using USAID’s Snapshot format showcasing its promising practices in the field.

PROJECT ACTIVITIES ROUTINELY MONITORED AND EVALUATED

- In the efforts to assess the results of HealthPRO’s targeted communication interventions in the area of family planning, HealthPRO sub-contracted a research company, TNS, to conduct an independent assessment of the FP Wave 1 Campaign in terms of exposure, recall and awareness of the campaign messages and products. Household survey via face-to-face interviews with 1,050 respondents - women and men of reproductive age - using structured questionnaire was conducted in three project-supported provinces – Albay, Capiz and Compostela Valley - where campaign materials and messages saturation was the highest. Results of the omnibus study were analysed and presented to USAID, DOH, POPCOM and CAs. Key findings from the assessment demonstrated that:

- Campaign effectively generated exposure to FP communication materials (76.1%);
- Overall campaign statements recall was high (64.3%) but “Visit health care facility” statement scored the highest (63.5%) in terms of recall;
- 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%).



- Among those who were able to recall campaign statements, 41% were motivated to take action directly related to the practice of family planning. (See figure above)
- Plans are underway to conduct next omnibus study in November 2011 and facility-based survey in April 2012 to evaluate project performance.
- HealthPRO tracking forms were introduced and updated in all project-supported provinces to monitor the progress of project interventions in family planning counseling and health classes.

OTHER PROJECT MANAGEMENT ACTIVITIES IMPLEMENTED

- Throughout year four, 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 year, there were several personnel changes at HealthPRO.

Table 8: Personnel Changes

New Hires	Position	Staff who left
Inna Sacchi	Chief of Party	Soliman Guirgis
Socorro Melic	IPC/C Specialist/BCC Advisor	Dominique Tabora
Antonio Enderiz	Grants Manager	Anavic Millevo
Ida Cayetano	Office Manager	
Rhea Alba	Community Mobilization Specialist	Rene Llorin
	HIV/AIDS Specialist	Jess Ramirez
Geraldine Montemayor	Luzon Provincial Coordinator	
Jovette Guinal	Visayas Area Manager	Agnes Sugang
Lurica Gambe	Visayas Provincial Coordinator	Pam Talento
Elsa Tolentino		Jovette Guinal
Daryl Ann Cabilin	Visayas Admin and Finance Assistant	Michelle Cabatingan
Princess Joy Maulana	ARMM Regional Communication Specialist	Selahuddin Yu

CHALLENGES

- Planned BCC activities were postponed or rescheduled in lieu of national DOH door-to-door service delivery initiative known as Measles Rubella Supplemental Immunization Activity (MRSIA) that took place over the course of two months. MRSIA that required extensive mobilization of both service providers and volunteers pushed back capability building efforts at the provincial and municipal level, including health events and other community mobilization activities. This specifically affected IPC/C rollout training to health service providers and

volunteers. A similar situation will arise late this year until 2012 when the LGUs will be rolling out the DOH-led Community Health Team (CHT) training nationwide.

- Apart from service delivery activities at the LGU level, typhoons with massive flooding, have adversely affected field activity implementation especially in Luzon and Visayas areas. BCC materials in health facilities were also damaged and/or destroyed.
- On-going debate at the Congress on the Reproductive Health Bill and strong opposition to the Bill from the Catholic Church are polarizing Filipino politics all the way to the barangay level despite decentralization. As a result, many local chief executives were hesitant to be very vocal about supporting and visible in attending family planning events, and some were strongly opposing any family planning activities in their jurisdiction (e.g. Pangasinan and Bulacan).
- Responding to DOH priorities (e.g. MRSIA, Maternal and Newborn Tetanus Elimination Campaign, CHT, image-building for ARMM), which were not part of the project's workplan, diverted resources and time originally earmarked for project tasks. It caused some delay in developing materials, organizing campaigns and implementing corresponding field activities.
- Data quality as well as timely and regular submission of the reports from the field remain to be a major challenge. Additional level of efforts from the project and stronger collaboration with NCHP and LGUs need to be put in place in order to improve overall data management for health promotion and communication.

NEXT STEPS FOR YEAR FIVE

In Year 5, HealthPRO will continue providing technical assistance to national and local counterparts in stimulating and sustaining healthy practices and behaviors among individuals, communities and organizations in project-supported technical areas through access to evidence-based quality health information. Special focus will be given during project's active implementation stage in scaling up "most appropriate and feasible set of high-impact BCC interventions in the areas of FP and MNCHN" as stipulated in USAID/Philippines Best Practices at Scale in the Home, Community and Facilities. HealthPRO's main objectives for Year 5 are to:

- Continue providing technical assistance to the DOH (central and regional) and LGUs to utilize available local communication channels to increase the reach and maximize the impact of the health-related BCC campaigns, products and stand-alone activities.
- Provide technical assistance to the DOH (central and regional) and to LGUs to build sustainable solutions, help integrate, and develop ownership of the HealthPRO BCC strategy, approaches and interventions beyond the life of the project. This includes working with LRAs to enhance their capacity to sustain BCC activities.
- Measure and document the impact of key BCC interventions. Share findings, lessons learned, promising practices, and recommendations with DOH, USAID, CAs, project partners, and national and local stakeholders.

FINANCIAL REPORT (AS OF SEPTEMBER 25, 2011)

Philippines – Health Promotion and Communication Project Contract No. GHS-I-00-07-00010 Order No. 02 As of Sept 25, 2011 (In US Dollars)			
	Budget	Actual Expenses	Balance
Salaries and Wages	\$ 3,623,567	\$ 2,737,185	\$ 886,382
Allowances	\$ 231,392	\$ 138,998	\$ 92,394
Consultants	\$ 475,963	\$ 153,872	\$ 322,091
Travel - Per Diem	\$ 1,353,274	\$ 1,016,745	\$ 336,529
Equipment	\$ 225,147	\$ 170,999	\$ 54,148
Other Direct Costs	\$ 2,016,933	\$ 1,844,565	\$ 172,368
Subcontracts	\$ 3,666,571	\$ 2,592,395	\$ 1,074,176
Indirect Costs	\$ 2,397,701	\$ 1,877,832	\$ 519,869
Fixed Fee at 7%	\$ 979,338	\$ 737,281	\$ 242,057
Total Cost plus Fixed Fee	\$ 14,969,886	\$ 11,269,872	\$ 3,700,014
Project/Country:	Philippines - HealthPRO		
Start/End Date:	06/25/2007 - 06/24/2012		
Total Budget:	\$14,969,886		
Obligation:	\$14,969,885		
Spent to Date:	\$11,269,872		
Obligation Remaining:	\$3,700,014		
Burn Rate last 3 months:	\$391,622		

ANNEX A: SELECT HEALTHPRO PROGRESS INDICATORS

Project Input/Activities	Indicators	FY2011 Target	FY 2011 Accomplishment
FAMILY PLANNING			
<ul style="list-style-type: none"> • May Plano Ako Campaign: • Community mobilization • IPC/C at health facilities • Capacity-building for health service providers • Local advocacy • Local media mobilization and advocacy • Innovations in Point-of-Sales (POS) communication • In addition – • FP technical update meetings • Couples classes during LBK and LRAs activities/Men’s seminars with the <i>Triads Team</i> in ARMM /FP for couples • Interactive station in LBK/the FP/MCH CPPCs during ANC and PNC • Feature stories for local media utilization • couples as resource persons during the health classes or health events - Referral system \to track number of clients referred - Train providers on the FP/MCH CPPC messages’ matrix • Communication planning with DOH - wave 2 and 4 materials <ul style="list-style-type: none"> ➤ Key Chain Cue Cards for the CPPCs messages’ matrix ➤ the technical fact sheets ➤ the troubleshooting guide to address FP 	(Non-OP) Number of people who have seen or heard a specific USG-supported FP/RH messages	5.4 million individuals reached with USG-supported FP/RH messages	<p>Estimated 6,789,073 reached through media engagement.</p> <p>177,934 reached with FP information during health classes and the 7,951 during health events and 15,217 who attended the LBK.</p> <p>An estimated 10,487,255 individuals reached with LBK media releases.</p> <p>A total of 829,193 printed materials have been reproduced and distributed.</p>
	(URC) Reduction to 6% (from 13.4%in 2004) of women surveyed citing fear of side-effects as reason for non-contraceptive use by year 2011	651,000 individuals counseled on FP for OP report + 210,000 counseled under scale up of FP counseling through POS-OTC counseling sessions	Data from FHS 2011
	(OP) Number of individuals counseled on FP as a results of USG assistance	562,775 individual counseled on FP as of June 2011 as reported by HEPOs	
	(URC) Number of couples surveyed that discuss the use of contraceptives increased by at least 5% annually	5% of MWRA (and partners) in target areas reached (estimated at 260,000 couples)	Data from FHS 2011
	(URC) Men and women surveyed endorsing the practice of family planning to others increased from 30% in 2006 to 55% in 2011	(562,775 reported by HEPOs as counseled as of June 2011)	
	(URC) Women who know where they can access basic health services increased by at least 5% annually	15% of MWRA in target areas (estimated at 650,000 women)	Data from FHS 2011
	(URC) Number of FP prototype IEC materials developed	(562,775 reported by HEPOs as counseled as of June 2011)	
	(URC) Number of job aids developed	<p>Certain number of packages will be distributed to every outlet according to the resources available and outlet numbers.</p> <p>DOH and LGUs will be encouraged to produce more</p>	<p>Prototype for 4 radio spots and 4 spiels, 2 AVPs and outdoor media on birth spacing (poster, banner, streamer, flyer, and vehicle sticker), and comics were developed and approved for dissemination.</p> <p>Four health messages integration job aids and 1 tarpaulin flipchart</p>

Project Input/Activities	Indicators	FY2011 Target	FY 2011 Accomplishment
<ul style="list-style-type: none"> side effects and misconceptions ➤ the MCH/FP Tarpaulin flip chart ➤ the POSs orientation and promotion package ➤ the FP local inventory promotional materials ➤ the FP technical update package 		materials.	<p>with reference guide for FP and 1 GP health class flipchart developed and approved for dissemination.</p> <p>A total of 829,193 printed materials have been reproduced and distributed</p> <p>Amount of Php 863,600 leveraged from Popcom for reproduction of materials.</p>
MATERNAL HEALTH			
<ul style="list-style-type: none"> • “Much Safer When Prepared” Campaign • Community mobilization • IPCC • Capacity-building for health service providers • Local media mobilization and advocacy • Innovations in Point-of-Sales communication. • Local media mobilization and advocacy • Policy advocacy 	<p>(URC) Pregnant women surveyed who sought four or more antenatal consultations increased from 70% (DHS) in 2003 to 94% in 2011</p>	<p>80% of pregnant women in target areas (estimated at 840,000) reached by campaign</p>	<p>Data from FHS 2011</p> <p><i>Estimated 6,781,084 reached through media engagement;</i></p> <p><i>277,027 reported by HEPOs as counseled on MNCHN (as of June 2011) and 159,116 individuals reached with MNCHN information during health classes and 6,882 pregnant women and their husbands during health events and 15,217 individuals who attended the LBK.)</i></p>
<p>(URC) Pregnant women surveyed who are able to cite at least 1 danger sign of pregnancy increased from 49% (DHS 2003) to 62% in 2011</p>	<p>3 million individuals reached with USG-supported MNCHN message</p>		
<p>(URC) Pregnant women surveyed who know where to go in case of pregnancy complications increased from 57% (DHS 2003) to 70% in 2011</p>	<p>25% of pregnant women with complete ANC in target areas do a birth plan (with 80% complete ANC is estimated at 205,000)</p>		
	<p>(URC) Pregnant women surveyed who are able to cite at least 1 benefit of a facility-based delivery increased by at least 5% annually</p>	<p>Data from FHS 2011</p> <p><i>(277,027 individuals reported by HEPOs as counseled in MNCHN as of June 2011)</i></p>	
	<p>(URC) Pregnant women surveyed with birth plan increased by at least 3% annually</p>		

Project Input/Activities	Indicators	FY2011 Target	FY 2011 Accomplishment
	(Non OP) Number of LGUs implementing communication programs through mass media	25 LGUs and 5 ARMM	25 provinces and ARMM Php15,100,000 (\$360,000) allocated by DOH-NCHP to reproduce GP posters, fliptarp, flyer and broadcaster's manual. and Php 14,000,000 (\$333,000) for reproduction of Safe Motherhood materials.
	(Non OP) Number of LGUs celebrating special MCH related events		21 provinces and ARMM
CHILD HEALTH AND NUTRITION			
<ul style="list-style-type: none"> GP Campaign: Community Mobilization IPCC at health facilities Capacity-building for health service providers Local advocacy Local media mobilization and advocacy. Innovations in Point-of-Sales (POS) communication 	(URC) Mothers surveyed who are able to cite at least 2 benefits of exclusive breastfeeding increased by at least 5% annually	25% of pregnant women with complete ANC in target areas do a birth plan (with 80% complete ANC is estimated at 205,000)	Data from FHS 2011 <i>(277,027 individuals reported by HEPOs as counseled in MNCHN as of June 2011)</i>
	(URC) Mothers/caregivers surveyed who sought immunization services for infants under their care increased by at least 5% annually	15% of MWRA in target areas reached with GP campaign(estimated at 650,000 women)	Data from FHS 2011 <i>Estimated 4,445,453reached through media engagement;</i> <i>277,027 reported by HEPOs as counseled on MNCHN (as of June 2011) and 159,116 individuals reached with MNCHN information during health classes and 7985 during health events and 15,217 individuals who attended the LBK.</i>
	(URC) Mothers surveyed who are able to identify at least 1 vaccine required by an infant following birth and the correct timing for its administration increased by at least 5% annually		<i>668,026 copies of various GP materials produced and distributed to facilities</i>
	(URC) Mothers surveyed who are able to cite the importance of increased fluid intake during child diarrheal episodes increased by at least 5% annually		
	(URC) Mothers surveyed who are able to cite 2 samples of fortified food products increased by at least 5% annually		
	(URC) Mothers/caregivers surveyed who consciously provided fortified food products to their children increased by at least 5% annually		
	(URC) Vitamin A: Mothers		

Project Input/Activities	Indicators	FY2011 Target	FY 2011 Accomplishment
	surveyed who are able to cite the benefits and timing of Vitamin A supplementation increased by at least 5% annually		
	(URC) Mothers/caregivers surveyed who sought Vitamin A supplementation services for their children increased by at least 5% annually		
	(OP) Pneumonia: Number of cases of child pneumonia treated with antibiotics by trained facility or community health workers in USG-supported programs		OP c/o HGOV
TUBERCULOSIS			
<ul style="list-style-type: none"> • Communication materials • Community mobilization • IPCC • Capacity-building for health service providers • Local policy advocacy • Local media mobilization and advocacy 	(URC) 5% increase annually among individuals surveyed who know that TB is transmitted through the air when coughing	20% of population in target areas reached with TB campaign (estimated at 6.8 M)	TB fan and job aid prototype developed <i>50,460 reported by HEPOs as counseled on TB(as of June 2011) and 34,900 individuals reached with TB information during health classes and 1,283 during health events and 15,217 individuals who attended the LBK.</i>
	(URC) Number of people that have heard or seen a DOTS-related message		
	(URC) TB symptomatics who voluntarily sought treatment in DOTS centers increased from 47% (in 2003) to 71% in 2011	71% of symptomatics (estimated at 32,000)	50,460 reported by HEPOs as counseled on TB(as of June 2011) <i>(34,900 individuals reached with TB information during health classes and 1,283 during health events and 15,217 individuals who attended the LBK.)</i>
HIV/AIDS			
<ul style="list-style-type: none"> • “Am I?” Package • Community Mobilization • Electronic Media • IPC/C at VCT centers • Local media mobilization and advocacy 	(OP) Number of individuals (MSM, IDUs) reached through community outreach that are focused beyond abstinence and/or being faithful	500 IDUs 1000 MSM (shared with HealthGOV)	Total MSM reached is 20,834 20,725 MSM reached through SMS (self-reported by clans) + 109 MSM reached with venue-based education 250 reached with health classes
<ul style="list-style-type: none"> • Communication planning with DOH Participatory action planning and consultation meetings • lessons learned and 	(URC) 5% increase annually among most-at-risk individuals for STIs, who are able to cite at least two ways of avoiding HIV infection	20% of lowest estimate of MARPs (estimated at 6,000 MARPs reached with campaign)	Total MSM reached is 20,834 20,725 MSM reached through SMS (self-reported by clans) + 109 MSM reached with venue-based

Project Input/Activities	Indicators	FY2011 Target	FY 2011 Accomplishment
<ul style="list-style-type: none"> successes fact sheets Exposure to successful local and regional experiences 	(URC) Percentage of most-at-risk individuals for STI voluntarily seeking counseling and testing in clinics increased by 5% annually		education 250 reached with health classes
	<ul style="list-style-type: none"> Number of prototype IEC materials developed 	At least 1 prototype (distributed to each sentinel site)	Prototype poster and postcard developed and approved for dissemination 650 copies of HIV flyers distributed in Mindanao sentinel sites.
	<ul style="list-style-type: none"> Number of LGUs conducting HIV/AIDS special events 	11 Sentinel Sites	11 sites
CROSS CUTTING			
<ul style="list-style-type: none"> FGDs BCC planning workshops for (Region VIII and ARMM) BCC updating workshops Extend the BCC planning to include LCEs 	<ul style="list-style-type: none"> Number of LGUs implementing FP/RH, MNCHN, HIV and TB BCC plans 	Region VIII ARMM	23 provinces BCC plans updated; Leyte and Samar plans finalized. (HIV/AIDS with HealthGov) Local Response Plans for 6 cities (Quezon, Cebu, Mactan, Lapu-Lapu, Davao and General Santos) 19 provinces conducting HEPO quarterly meetings.
<ul style="list-style-type: none"> IPCC TOT workshops IPCC roll out workshops for HSPs and BHWs integration of IPCC customized module in the monthly HSPs and BHWs meetings 	<p>(Non OP) Number of people trained on FP/RH IPCC with USG funds</p> <p>(Non OP) Number of people trained in MH with USG funds</p>	570 HSPs trained by HealthPRO + 1,369 trained under scale up & LGU leverage = 1,939 HSPs 17,210 BHWs trained on IPC	934 individual HSPs trained by HealthPRO directly and 1,979 HSPs through roll-out + 11,197 BHWs. 60 trainers from PopCom trained to conduct IPC/C training who in turn trained a total of 819 population workers.
<ul style="list-style-type: none"> Applied Interpersonal Communication & Counseling for TB Cough to Cure counseling Health classes/group counseling 	(Non OP) Number of people trained by Healthpro-trained trainers on TB IPC/C		
<ul style="list-style-type: none"> Message and Materials Development 	(Non OP) Number of individuals trained in HIV-related community mobilization for prevention care and/or treatment	387 among MARP (shared with HGOV)	Total of 100 individuals trained: 15 GO/NGO staff and 19 MSM clan leaders on message and materials development; 21 program implementers on ILOM; 15 PEs on advanced PE

Project Input/Activities	Indicators	FY2011 Target	FY 2011 Accomplishment
			<p>methodology;</p> <p>30 CHD/NGO staff on IPC/C TOT for HIV</p>
<ul style="list-style-type: none"> • Local advocacy efforts/ individual meetings with mayors • Advocacy brief • LMP chapters meeting 	<p>(OP) Amount of in-country public and private financial resources leveraged by USG programs for FP/RH</p>	<p>\$350,000</p> <p>(\$1=42Php)</p>	<p>\$384,377 from LGU funding for HPC activities and IPC/C training.</p> <p>\$180,000 from NCHP for reproduction of FP Wave 1 and 2 materials and \$91,476 from Popcom for IPC/C training and reproduction of FP materials (as of Oct 2011)</p> <p>For LBK \$78,426 from LGU, CHD and DOH funding and \$27,389 on publicity value of print releases on LBK plus private sector support of \$222,185 for LBK including the donated bus.</p>

ANNEX B: HEALTHPRO MATERIALS DISTRIBUTION

Breakdown of Recipient LGUs and Health Facilities for the Distribution of the Complete Set of Family Planning Materials

Province	Cities	Municipalities	Rural Health Units	Barangay Health Station	Hospital
Albay	3	15	18	117	12
Bulacan	3	21	57	535	7
Nueva Ecija	5	27	32	61	0
Cagayan	1	28	31	234	14
Isabela	2	35	39	486	2
Tarlac	1	17	36	195	28
Pangasinan	4	44	68	416	4
Aklan	0	17	19	132	7
Bohol	1	47	51	332	12
Capiz	1	16	18	203	6
Negros Occidental	12	19	19	391	7
Negros Oriental	5	20	22	350	7
Northern Leyte	3	41	45	278	10
Western Samar	1	25	25	105	10
Bukidnon	2	20	22	355	14
Misamis Oriental	2	24	26	227	13
Misamis Occidental	3	14	17	490	7
Zamboanga Del Norte	2	25	27	196	10
Zamboanga Del Sur	1	26	30	190	9
Zamboanga Sibugay		16	16	111	4
Agusan Del Norte	1	10	11	90	15
Compostela Valley		11	11	167	4
Davao Del Sur	1	14	15	205	5
Saranggani		7	7	140	5
South Cotabato	2	10	12	209	0
Basilan	1	7	7	58	6
Sulu	0	11	11	58	5
Tawi-tawi	0	10	10	38	5
Maguindanao	0	24	24	163	5
Lanao del Sur	1	32	32	88	5
TOTAL	58	633	758	6,620	238

GP Materials Reproduced and Distributed per Province (non ARMM)

Province	What is GP?			What does iGP mean?		GP 0-5		
	Streamer	Poster	Brochure	Streamer	Poster	Streamer	Flipchart	Reference Guide
Albay	10	160	12,000	10	160	25	30	63
Bulacan	45	350	41,000	45	350	75	100	120
Nueva Ecija	10	130	9,000	10	130	20	30	87
Cagayan	25	220	21,000	25	220	40	60	79
Isabela	45	350	41,000	45	350	75	100	117
Tarlac	20	180	15,000	20	180	30	40	63
Pangasinan	50	300	36,000	50	300	75	100	158
Aklan	15	150	10,200	15	150	25	40	62
Bohol	30	200	25,000	30	200	45	80	158
Capiz	20	200	15,000	20	200	30	50	52
Negros Occidental	30	210	25,000	30	210	60	100	86
Negros Oriental	30	180	25,000	30	180	50	100	75
Western Samar	15	180	20,000	15	180	25	90	76
Northern Leyte	15	150	10,200	15	150	25	20	154
Bukidnon	30	250	30,000	30	250	50	95	60
Misamis Oriental	30	200	23,000	30	200	45	70	82
Misamis Occidental	15	150	12,000	15	150	20	20	60
Zamboanga del Norte	30	200	22,000	30	200	45	70	64
Zamboanga del Sur	20	200	18,000	20	200	40	50	62
Zamboanga Sibugay	10	150	12,000	10	150	30	30	86
Agusan del Norte	15	150	13,000	15	150	30	30	38
Compostela Valley	20	150	15,000	20	150	30	40	65
Davao del Sur	20	170	18,000	20	170	40	60	87
Sarangani	20	150	13,000	20	150	25	30	74
South Cotabato	20	200	18,000	20	200	40	60	128
TOTAL	590	4,930	499,400	590	4,930	995	1,495	2,156

GP Materials Produced and Distributed per Province (ARMM)

Province	GP Brochure	GP Poster	GP Streamer	GP Fan	Nagmamahal Poster
Basilan	15,000	20	20	50	20
Lanao del Sur	30,000	40	40	100	20
Maguindanao	45,000	60	60	150	20
Sulu	30,000	40	40	100	20
Tawi-Tawi	15,000	20	20	50	20
DoH ARMM	12,000	16	16	40	70
TOTAL	150,000	200	200	500	200

Safe Motherhood Materials Produced and Distributed per Province

Province	Prenatal Care Poster	Birth Plan Poster	Emergency Sign Poster	Facility-based Delivery Poster	Flier
Albay	168	168	168	168	11,080
Bulacan	364	364	364	364	26,140
Nueva Ecija	152	152	152	152	16,220
Cagayan	239	239	239	239	21,690
Isabela	377	377	377	377	38,770
Tarlac	168	168	168	168	16,080
Pangasinan	388	388	388	388	35,380
Aklan	167	167	167	167	11,070
Bohol	438	438	438	438	28,380
Capiz	167	167	167	167	14,070
Negros Occidental	241	241	241	241	27,210
Negros Oriental	235	235	235	235	22,150
Western Samar	246	246	246	246	22,160
Northern Leyte	434	434	434	434	38,340
Agusan del Norte	230	230	230	230	11,500
Bukidnon	227	227	227	227	16,120
Compostela Valley	240	240	240	240	23,500
Davao del Sur	224	224	224	224	16,090
Misamis Occidental	217	217	217	217	16,070
Misamis Oriental	256	256	256	256	21,660
Sarangani	150	150	150	150	7,500
South Cotabato	190	190	190	190	19,000
Zambo del Norte	237	237	237	237	16,170
Zamboanga Sibugay	216	216	216	216	16,060
Zamboanga del Sur	294	294	294	294	27,640
Total	6265	6265	6265	6265	520,050

Distribution of Family Planning Point-of-Contact Fliers

Province	POC Flier	Province	POC Flier	Province	POC Flier
Albay	16,500	Negros Occidental	14,300	Agusan del Norte	14,300
Bulacan	35,200	Negros Oriental	15,950	Compostela Valley	8,250
Nueva Ecija	17,600	Leyte (North)	30,250	Davao del Sur	11,000
Cagayan	24,750	Samar (West)	19,250	Saranggani	6,600
Isabela	22,550	Bukidnon	19,800	South Cotabato	6,600
Tarlac	35,200	Misamis Oriental	21,450	Basilan	720
Pangasinan	39,600	Misamis Occidental	13,200	Sulu	750
Aklan	14,300	Zamboanga del Norte	20,350	Tawi-tawi	540
Bohol	34,650	Zamboanga del Sur	21,450	Magindanao	1,930
Capiz	13,200	Zamboaga Sibugay	11,000	Lanao del Sur	1,260

ANNEX C: LIST OF WEEKLY HIGHLIGHTS INCLUDED IN THE USAID/PHILIPPINES WEEKLY REPORT

1. USAID helps health department launch expanded child health campaign
2. USAID promotes safe motherhood and delivery
3. USAID helps child health program in ARMM
4. USAID joins World AIDS Day
5. USAID Bonds Private Organizations and Public Health Sector through Community Mobilization
6. USAID Supports Festive Health Promotion Caravan
7. Government's Family Planning Communication Campaign Gains Local Support
8. New "Tele-Radio" Program Bridges Health Information Gap
9. Muslim Mindanao Health Department Launches Image-Building Campaign
10. USAID Helps Bring Expanded Child Health Program to Communities
11. USAID Expands Child Health Program
12. USAID Supports Anti-Measles Campaign
13. New National Family Planning Communication Campaign Reaches Millions
14. USAID Taps Muslim Religious Leaders and Scholars to Promote Healthy Practices
15. USAID Supports Commemoration of AIDS Candlelight Memorial
16. USAID Continues Support to Festive Health Promotion Caravan
17. USAID Advocates Health Promotion to Women Municipal Mayors
18. USAID Paves Way for Active Media Engagement in Health
19. USAID Assists the Philippines Department of Health to Promote Birth Spacing
20. USAID Builds Capacity of the Philippine Commission on Population in Health Communication

ANNEX D: HEALTHPRO SUCCESS STORIES

THE LONGEST JOURNEY STARTS WITH A SINGLE STEP

For some politicians, being a mayor is just another job; others take it personally, as is the case with Mayor Valente Yap of Bindoy, Negros Oriental. Bindoy is a poor municipality of over 38,000 people – mostly farmers and fishermen. Under the leadership of Mayor Yap, Bindoy has chosen the path of investing in health and offering its citizens an opportunity to live a healthier and happier life.

Back in 2008, Bindoy won a special award for its Socialized Health Insurance Indigency Program that inspired the local government unit to expand support for better health of its citizens through “Reproductive Health Family Planning Project for Responsible Parenthood, Population Management and Livelihood” program. A quick study and devoted leader, Mayor Yap immediately saw another opportunity to advance the health of Bindoy’s residents when he started collaborating with USAID’s Health Promotion and Communication project (HealthPRO) a year later. Under the terms of this collaboration, many Bindoy health service providers and community health volunteers were trained in interpersonal communication skills to conduct counseling, health education classes and health events in family planning, maternal and child health, and tuberculosis.

New skills learned served as a springboard for action: Mayor Yap made a decision to allocate municipal funds for health education and promotion. From 2009 to early 2011, more than a hundred couples’ classes and 11 health events on family planning and maternal health were held for thousands of women and men, including those in hard-to-reach barangays. To institutionalize and sustain his efforts, Mayor Yap built the *Center for Transformation*, a special venue for health education and promotion activities. In addition, Mayor Yap allocated funds to purchase contraceptive pills and injectables for those who can’t afford them.

Today, the municipality of Bindoy sees positive results. Knowledgeable and supported by a considerate mayor, many more women were relying on family planning in 2010 (42%) compared with 2007 (37%), and these numbers continue to grow. With the sustained diligence of Mayor Yap, Bindoy will be a municipality of healthy, well-cared for citizens because the longest journey starts with a single step.

GOOD MEN ARE NOT HARD TO FIND

The province of Albay is one of most populous in the Philippines where many women die every year due to complications related to pregnancy and childbirth. While pregnancy and childbirth are the responsibilities of women, decisions surrounding these issues are often strongly influenced by their male partners. Recognizing the role of men in household decision-making, USAID’s Health Promotion and Communication Project spearheaded Albay Men’s Congresses on family health to encourage and reinforce male involvement in family planning, maternal and child health.

The first Congress, “Macho Talk: Responsible Father, Caring Husband,” took place in 2010 with more than 120 male participants—newly elected officials, teachers, farmers, fishermen, vendors, and drivers—attending. Responsible parenthood, family planning, and the myths and

misconceptions surrounding modern contraceptive methods were addressed. The participants also came up with individual commitments and plans on how they can strengthen their role in improving maternal and child health and better manage their family.

Good news travel fast! The success of the first Congress prompted Albay's local government units and private entities to replicate and support this male involvement initiative. In 2011, in Camalig, 25 male cement factory workers participated in the "Macho Talks at Work," where they received information on birth spacing, responsible parenthood, maternal and child health care. A coconut plantation and an abaca cordage exporting company will reach out to 200 fathers with their own "Macho Talk." In Tabaco City, "Macho Talks: Pedal Tricycle Drivers are Responsible Fathers!" was organized to introduce Department of Health's 3-5 years birth spacing campaign, information and referrals on family planning, maternal and child health. Committed to reach more fathers with key health messages, stimulate shared parenting responsibilities and communication within families, and improve the overall health status of local citizens, annual budgets of local government units now include funds for "Macho Talks" congresses.

Educated and empowered, "Macho Talk" participants encourage and support their partners and peers in the use of family planning, and timely maternal and child health care services. Good men are not hard to find in the Philippines!

A HEALTHIER RIDE WITH TRICYCLE DRIVERS

Tricycle, a motorcycle with a sidecar (passenger-cabin), is a popular and inexpensive form of public transportation in the Philippines, mostly plying short distances on smaller roads. Increasingly popular in South Cotabato Province in Southern Philippines are the tricycle drivers who have embarked on a new journey — the route to better health. These drivers are making a difference in their communities by contributing to a healthier, better educated population.

The initiative began in March 2009 when USAID supported South Cotabato's Provincial Health Office in conducting a behavior change communication planning exercise. The Provincial Health Office saw the need to address myths and misconceptions on maternal and child health, family planning, HIV/AIDS and tuberculosis. USAID's Health Promotion and Communication Project (HealthPRO) assisted the local government in crafting a program for the Drivers for Health to deliver basic health messages to community members. Thirty members of a tricycle drivers' association in Koronadal City joined the pioneering efforts.

The drivers received training from USAID and the Provincial Health Office on basic health message dissemination and were provided with health promotion materials. Inspired and empowered, the drivers, who were busy earning a living during the day, completed the series of evening classes spread out over a period of two months.

The drivers transformed their privately owned tricycles into "mini IEC (information, education and communication) mobiles," placing stickers with health messages on them. Initially, the drivers were disseminating basic health information and referring their passengers to the health clinics for family planning and other services as needed. Later on, they also became free "transporters" of

patients – often pregnant and postpartum women – referred by local health officials to the provincial hospital in emergency situations.

Now, the Drivers for Health have nearly doubled membership and are part of the provincial health referral system. In 2010 alone, they were able to disseminate health information on family planning and maternal and child health to more than 100,000 passengers, referred more than 1,000 women to health facilities, and brought hundreds of patients to the provincial hospital. Supported and recognized by the local government, the Drivers for Health are carrying out their duties as advocates for health, encouraging and providing inspiration to other drivers, and building trust and recognition in communities.

ANNEX E: SUMMARY OF HEALTH EVENTS CONDUCTED¹

LGU	Date	Title of Activity
LUZON		
Paombong, Bulacan	July 16, 2011	Buntis Party (SM/FP)
Gamu, Isabela	July 22, 2011	Nutri-Event 2011 : Ligtas na pagbubuntis at eksklusibong pagpasuso ni Mommy para sa kalusugan at kinabukasan ni baby
Polangui, Albay	Sep 23, 2011	Buntis Congress: "Mister..Katuwang ni Misis sa Ligtas na Pagbubuntis" (SM/FP)
Moncada, Tarlac	July 29, 2011	Kalusugan ng Bata , Sigurado..Basta I-GP mo
Burgos, Pangasinan	July 29, 2011	Isulong ang breastfeeding, Tama, Sapat at Eksklusibo
Legazpi City	Aug. 5, 2011	Launching of Wave 2 FP during the CHD-LGU Private Sector Partners Meeting on Partnership of Workplaces for Improved Access to FP
Nueva Ecija	August 7, 2011	Pasadang Pangkalusugan: Tunay na Daddy, Katulong ni Mommy sa Pagdating ni Baby (SM/FP campaign "3-5 Taong Agwat Dapat") Conducted in partnership with TODA
Nueva Ecija	August 26, 2011	FP Month Celebration: "3-5 Taong Agwat Dapat"
Penablanca, Cagayan	Sep 6, 2011	Provincial launch FP Month Celebration: "3-5 Taong Agwat, Dapat"
Gerona, Tarlac	Sep 13, 2011	May Plano Ako...Ikaw may Plano ka ba? Usap Tayo
Daraga, Albay	Sep 13, 2011	Buntis congress (FP/SM): "3-5 Taong Agwat, Dapat"
San Carlos City, Pangasinan	Sep 13, 2011	Provincial launch: "3-5 Taong Agwat, Dapat"
Alaminos City, Pangasinan	Sep 15, 2011	District Launch: "3-5 Taong Agwat, Dapat"

¹ Legend:

Color	Represents
	FP
	SM
	GP

Several integration of events/General/Other themes

LGU	Date	Title of Activity
Pandi, Bulacan	Sep 19, 2011	RICO2- Relevant Information and Counselling on FP and MCHN
Echague Gym, Echague Isabela	Sep 19, 2011	Municipal launch "3-5 Taong Agwat, Dapat"
Camalig, Albay	Sep 21, 2011	Usapang Macho sa Trabaho (FP) Community Health Forum – Usapang FP
Tabaco City, Albay	Sep 22, 2011	Usapang Macho 2: Si Mister, Si Misis Para sa Responsableng Pag-aagwat (FP)
VISAYAS		
Sagay City, Negros Occidental	June 30- July 1, 2011	Lakbay Buhay Kalusugan health caravan
Calape, Bohol	July 21, 2011	Lakbay Buhay Kalusugan health caravan
Palo, Leyte	August 17, 2011	Provincial Health Summit; display of IEC materials
Roxas City, Capiz	August 31, 2011	Capiztahan for Health: Kalusugang Pangkalahatan sa Capiz
New Washington, Aklan	July 5, 2011	Hot Mama, Cool Papa Day- Love ko si Misis Love ko si Mister, Couples Day for the promotion of Safe Motherhood
Mabini, Bohol	July 14, 2011	Ligtas Buntis Party
Murcia, Negros Occidental	July 15, 2011	Buntis Congress
Libacao, Aklan	July 19, 2011	Hot Mama, Cool Papa Day- Love ko si Misis Love ko si Mister, Couples Day for the promotion of Safe Motherhood
Baybay, Leyte	July 22, 2011	Buntis Forum
Poblacion Banga, Aklan	July 12, 2011	Lakad Buhay: New GP Campaign Panalo Ka Kid! Children's party
Poblacion, Madalag Aklan	July 14, 2011	Lakad Buhay: Garantisadong Pambata
Looc Jagna, Bohol	July 26, 2011	Search for Healty Buntis
Canlusang, Valencia Bohol	August 15, 2011	Buntis Party
San Jose, Negros Oriental	July 22, 2011	Isulong ang breastfeeding: tama, sapat at eksklusibo
Inabanga, Bohol	July 28, 2011	Mama's milkshake Health event Theme: Breastfeeding tama, sapat at eksklusibo
Makato, Aklan	July 29, 2011	World Population Day integrating FP Wave 1, GP and SM
Tagbilaran Cit, Bohol	August 10, 2011	Provincial FP Month celebration integrating launching

LGU	Date	Title of Activity
		of FP Wave 2 campaign materials
Julita, Leyte	August 23, 2011	Launching of EGP integrating FP month celebration with the FP theme: 3-5 taong agwat dapat!
Catbalogan, Samar	August 26, 2011	Provincial Health Event Launching of FP Wave 2 “Bida si Mister, Bida si Misis”
Calatrava, Negros Occidental	August 26, 2011	DESTCA Buntis Party and Launching of Family Health Communication Material
Valencia, Negros Priental	August 31, 2011	Family Planning Month celebration and launching of FP Wave 2 campaign materials
Sta. Rita, Samar	Sep 21, 2011	Buntis Congress integrating FP
Sipalay City, Negros Occidental	Sep 27, 2011	Couples Party and Launching of FP Wave 2 Communication Package
Calbayog, Samar	Sep 30, 2011	Couples' party
MIDANAO		
Misamis Occidental: Oroquieta City	July 29, 2011	Provincial Nutrition Culmination (Provincial Health Event)
Bukidnon: Kalilangan	July 20, 2011	Family Health Congress (Municipal health event)
Bukidnon: Kitaotao	Aug 10-11, 2011	Lakbay Buhay Kalusugan (Provincial Health Event)
Zamboanga del Norte: Rizal	July 7, 2011	Nutrition Month Celebration (Municipal health event)
Zamboanga del Norte: Mutia	July 19, 2011	Nutrition Month Celebration (Municipal health event)
Zamboanga del Norte: Roxas	July 27, 2011	Nutrition Month Celebration (Municipal health event)
Agusan del Norte: Nasipit	July 28, 2011	Nutrition Month celebration (Municipal health event)
South Cotabato: Banga	August 15, 2011	National Lung Month (Municipal Health Event)
Compostela Valley: Maco	Sep 2-3, 2011	Lakbay Buhay Kalusugan and Family Health Fair (Provincial health event)
Zamboanga Sibugay: Ipil	July 1, 2011	Buntis Bonanza (Provincial Health Event)
Zamboanga Sibugay: Payao	July 28, 2011	Buntis Congress (Municipal health Event)
Zamboanga Sibugay: Mabuhay	August 9, 2011	Buntis Congress (Healthy Moms’ delivers healthy babies”- Municipal health Event)
Zamboanga Sibugay: Talusan	August 10, 2011	Buntis Congress (Municipal health Event)
Zamboanga Sibugay: Olutanga	August 11, 2011	Buntis Congress (Municipal health Event)

LGU	Date	Title of Activity
Misamis Occidental: Don Victoriano	July 5, 2011	Safe Motherhood: Buros Summit (Municipal Health Event)
Zamboanga Sibugay: Ipil	July 21, 2011	Provincial Nutrition Fair/ GP Launch (Provincial Health Event)
Misamis Occidental: Plaridel	July 27, 2011	Buntis day (Municipal Health Event)
Misamis Occidental: Panaon	July 28, 2011	Safe Motherhood Celebration (Municipal Health Event)
Misamis Occidental: Sapang Dalaga	July 21, 2011	GP Launch (Municipal health Event)
Zamboanga Sibugay: Buug	July 29, 2011	GP Launch (Municipal health Event)
Misamis Occidental: Aloran	July 25, 2011	Nutrition Month Culmination "Isulong ang Breastfeeding- Tama, Sapat at Ekklusibo" (Municipal Health Event)
Zamboanga del Sur: San Miguel	July 7, 2011	Safe Motherhood Celebration: Buntis Congress (Municipal health event)
Misamis Occidental: Oroquieta City	August 19, 2011	FP Wave 2 Launch
Zamboanga del Sur: Vincenzo Sagun	July 29, 2011	Nutrition Month celebration and Buntis Congress (Municipal health event)
Zamboanga del Norte: Sibuco	August 9, 2011	Safe Motherhood Celebration and Buntis Party (Municipal health event)
Zamboanga del Sur: Dumalinao	July 28, 2011	FP Launch (Provincial health event)
Zamboanga Sibugay: Ipil	August 31, 2011	Men's Forum on Family Planning (Provincial Health Event)
South Cotabato: Norala	July 27, 2011	Safe Motherhood (Municipal Health Event)
Misamis Oriental: Balingasag	July 20, 2011	Nutrition Month Celebration highlighting Breastfeeding (Municipal health event)
Misamis Oriental: Cagayan de Oro	July 29, 2011	Nutrition Month Celebration and GP (Provincial health event)
Zamboanga del Norte: Sirawai	August 19, 2011	Nutrition/ Family Planning Celebration (Municipal health event)
Zamboanga del Norte: Gutalac	August 24, 2011	Family Planning Celebration (Municipal health event)
Zamboanga del Norte: Dipolog City	August 25, 2011	Family Planning Celebration (Municipal health event)

LGU	Date	Title of Activity
Zamboanga del Norte: Manukan	August 31, 2011	Launching of Expanded GP (Provincial health event)
Zamboanga del Norte: Mutia	Sep 9, 2011	FP Wave 2 Launching (Provincial health event)
Zamboanga del Norte: La Libertad	August 26, 2011	Pasuso sa Nutrition (Municipal health event)
South Cotabato: Sto. Nino	July 28, 2011	Breastfeeding Day Celebration (Municipal Health Event)
Davao del Sur: Digos City	July 25, 2011	Nutrition Month and Launching of GP (Provincial health event)
Agusan del Norte: Jabonga	July 1, 2011	Launching of FP Wave 2 (Municipal health event)
Agusan del Norte: Cabadbaran	August 22, 2011	FP Day (Municipal health event)
Sarangani: Malungon	August 26, 2011	FP Month Celebration (Municipal Health Event)
South Cotabato: Koronadal City	Sep 15, 2011	Launching of FP Wave 2 and "Usapang Macho" (Provincial health Event)
South Cotabato: Lake Sebu	Sep 19, 2011	Launching of FP Wave 2 (Municipal health event)
ARMM		
Buluan, Maguindanao	Oct 10-11, 2011	Lakbay Buhay Kalusugan (Journey to a Healthy Life)
Cotabato City	October 7, 2010	Safe Motherhood Karavan Launching
Cotabato City	Nov 23, 2010	Launching of Expanded GP
Maluso, Basilan	August 16, 2011	Family Planning Month Celebration
Cotabato City	August 23, 2011	May Plano Ako (FP Wave 2 Campaign) Launching

[END]