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HEALTH PROMOTION AND COMMUNICATION PROJECT

Year Five: Quarterly Narrative Report

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EXECUTIVE SUMMARY

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

- Increase the impact of strategic behavioral change communication interventions;
- 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
- Assist USAID's CAs and other organizations to support the communication element of their programs.

HealthPRO communication activities are addressing the following health services: Maternal, Neonatal, Child Health and Nutrition (MNCHN), Family Planning (FP), Tuberculosis (TB) and HIV/AIDS.

The expected outcomes of the HealthPRO are:

- Positive behavioral changes among individuals and caregivers, including adoption of behaviors that prevent diseases and contribute to the reduction of morbidity and mortality;
- Increased capacity of national and local institutions in carrying out effective health promotion strategies and activities; and
- Improved coordination and integration of governmental and non-governmental health promotion activities funded by USAID and other donors.

Geographical locations in which the program is currently working on are in 30 provinces in Luzon, Visayas and Mindanao (including the Autonomous Region in Muslim Mindanao [ARMM]) and select cities for HIV/AIDS.

All HealthPRO central and field level activities are in full swing and are implemented in accordance with the Year 5 Annual Workplan. The accomplishments of HealthPRO for the reporting quarter ending on March 31, 2012 (Year 5, Quarter 2) are clustered under the following components:

- Behavior change communication (BCC) planning
 - National level

- Local level
- Behavior change communication implementation and support
 - Interpersonal Communication and Counseling (IPC/C)
 - Community Mobilization (CM)
 - Family Planning (FP)
 - Health events
 - Other technical assistance

Under communications planning, HealthPRO continued the sustainability building phase by providing technical assistance on the development of templates and materials, and the implementation of sustainability planning workshops. HealthPRO also ensured that BCC plans were implemented and integrated in the 2012 annual operation plans (AOPs) of the provinces. At the same time, HealthPRO's continued alliance with the public and private partners resulted in additional (non-USAID) funds leveraged in support of health promotion and communication.

During the quarter, several LMP meetings, community mobilization planning activities and HEPO conferences were conducted in the provinces to strengthen previous activities and plan for their continuation and institutionalization. Local media-related activities were also carried out including the Media Kapihan in Luzon, media training on media engagement and message development in Mindanao, and continued support to *Suara Kalusugan* in the ARMM. Various provinces also updated their media plans to be more responsive to changes in their respective provinces.

Under communications implementation and support, HealthPRO provided technical assistance in training more than 400 health service providers and 6,800 barangay health workers in IPC/C. HealthPRO also provided technical assistance in the conduct of more than 170 supportive supervision sessions and more than 600 client exit interviews to monitor the quality of family planning counseling; as well as FP technical updates in Luzon and Mindanao and counselling sessions in all provinces. In scaling up its efforts, HealthPRO continued to mobilize local resource persons for the health classes, mobilization of community-based organizations for health classes and health events, and utilization of points-of-contact sites for the distribution of more than 200,000 FP flyers. Health classes were able to reach the poorest Filipinos and those living in hard to reach areas.

HealthPRO continued rolling-out family planning Wave 2 communication activities in several regions and provinces, while FP Wave 3 activities and materials for seven focus provinces were conceptualized, successfully finalized and pretested. Initial meetings and orientations were conducted to support the major activity for FP Wave 3 - community plays. To complement health promotion efforts, a mapping of existing family planning services was also conducted to serve as a viable referral reference for health providers and volunteers. Family planning activities generated considerable and positive local media coverage and reached more than three million people.

Health events for Safe Motherhood, Garantisadong Pambata (GP) and TB at the municipal and provincial levels were also conducted. To address the growing concern in HIV/AIDS, HealthPRO continued to provide technical assistance to MSM clans in information dissemination activities and motivation for Voluntary Counseling and Testing. Lakbay Buhay Kalusugan was conducted in Luzon and replicated in the ARMM through the Southwestern Liguasan Alliance of Municipalities (*SLAM*) *Health Mobile Festival*. Overall, this reporting quarter alone the LBK and its replication in ARMM reached more than 5,000 individuals. Other technical assistance provided by HealthPRO during the quarter were the distribution of FP materials, focused NCHP capacity building efforts, including a three-day workshop for NCHP on Social and Behavior Change Communication, and technical guidance and support to the training-of-trainers (TOT) IPC/C training of trainers for CHD IV-B and the first roll-out for Puerto Princesa City, Palawan.

Fourteen local replicating agencies (LRAs) ended their field work during the quarter, while 12 more were extended until the next quarter. At the same time, HealthPRO continued to coordinate closely with USAID, other CAs and partners. Media monitoring reports were regularly sent and monthly highlights regularly submitted.

HealthPRO continued its monitoring and evaluation activities during the quarter. The omnibus survey to assess communication campaigns and promotion interventions has been completed and preliminary results were processed. Survey results revealed positive knowledge and intentions, as well as demand for and utilization of health information and services among those exposed to the communication campaigns on Family Planning, Safe Motherhood and Garantisadong Pambata. More than 150 ICV monitoring visits were conducted and no potential vulnerabilities were noted.

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:

- Increase the reach and impact of Behavior Change Communication (BCC) interventions,
- Develop institutional capacity and sustainability of those efforts, and
- Assist USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development.

The expected outcomes of the HealthPRO Project are substantial behavioral results among individuals and caregivers. In brief, the results will be seen in improved awareness and changed behavior related to the specific results targeted in USAID’s strategy of support to the country in Maternal and Child Health

(MCH), Family Planning (FP), Tuberculosis—Directly Observed Treatment Short (TB DOTS) course, and Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS) as well as other emerging infectious diseases. Local institutions, supported by USAID’s partners, will know how to conduct high quality, cost-effective health promotion interventions using multiple approaches in interpersonal communications and counseling (IPC/C) supplemented with media and other promotional materials and tools. The capacity of the local institutions to carry on this work will be demonstrated by their ability to either budget for or mobilize the requisite resources to carry out the health promotion activities.

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

TANGIBLE RESULTS

In line with its Year 5 Workplan and scaling up and sustainability efforts, HealthPRO continued to channel its efforts in supporting the Department of Health (DOH) and Local Government Units (LGUs) in delivering appropriate health messages, creating demand for needed health services and delivering services in the second quarter of Fiscal Year 5.

HealthPRO’s technical assistance was categorized under two areas – behaviour change communication planning and behaviour change implementation and support.

BEHAVIOR CHANGE COMMUNICATION PLANNING

NATIONAL LEVEL

Sustainability Planning is an integral part of HealthPRO’s phase out activities. As Year 5 approaches its conclusion, HealthPRO provided technical assistance to the national and local counterparts and partners in developing sustainability planning template. This will ensure that health promotion and communication activities continue to be implemented even after HealthPRO has winded up. HealthPRO’s technical assistance covered the development of materials for the provincial sustainability

planning workshop and support/facilitation during the workshop. The materials developed for the workshop are the Facilitators' Guide, participants' handouts, and presentation and invitation templates.

The Sustainability Planning Workshop (SPW) design is divided into two parts: pre-workshop meeting and the workshop proper. During the pre-workshop meeting, the Provincial health Office (PHO) is expected to have prepared a draft presentation of their province's health promotion and communication (HPC) and related service delivery achievements. The workshop proper will generate consensus and commitment among health sector stakeholders in sustaining HPC activities/interventions at the local level and commit to incorporate priority activities into specific local government unit (LGU) annual or multi-year plans, and other opportunities for integration. The participants are composed of the PHO, Municipal Health Office (MHO), key partners and representatives from the Center for Health Development (CHD). Each workshop will be facilitated by the PHO, supported by HealthPRO and the Department of Health – Center for Health Development (DOH-CHD).

HealthPRO provided technical assistance to DOH-National Center for Health Promotion (NCHP) through a three-day workshop on Social and Behavior Change Communication. Twenty-two officials and staff members of the (NCHP) attended the workshop with Dr. Benjamin Lozare as the main resource person. The workshop helped NCHP develop communication strategies and campaigns on family planning, maternal health, and improving the image of NCHP as a center for health communication. The workshop led to the development of new office guidelines as part of NCHP's image-building exercise. One of the major outputs of the workshop was the completion of the family planning communication referral and outreach interventions for couples who have already achieved their desired family sizes.

In the area of IPC/C, HealthPRO provided technical assistance to NCHP in conducting their first IPC/C Training-of-Trainers (TOT) for CHD 4-B and an IPC/C roll out training in Puerto Princesa City. Funds used for the training were from the DOH's regional sub-allocation for IPC/C training. Twenty-one HEPOs, MNCHN/GP and FP Coordinators from the provinces of Region 4-B and the CHD attended the training. They were given a set of job aids and CDs of prototypes for reproduction to start health classes and counseling activities within their respective provinces. Puerto Princesa City was chosen by HealthPRO as testing grounds for NCHP's IPC/C roll out in preparation for the series of Balikatan 2012 MEDCAPS (US Military Medical Outreach) exercises. Twenty-two frontline midwives and nurses completed a 3-day IPC/C training, and were able to apply their newly acquired communication skills during counseling and health classes offered as part of Balicatan experience in April 2012. To demonstrate value added of structured job aid for health workers and other health education materials, HealthPRO also provided print materials of limited copies to be used and/or distributed in the MEDCAPS sites. Job aids is left with the IPC/C-trained workers to be used in their respective facilities. They all committed to continue the implementation of health education and counseling as part of their regular routine.

LOCAL LEVEL

At the local level, HealthPRO helped ensure that BCC plans were implemented and integrated into Annual Operation Plans (AOPs) of the provinces; and supported the sustainability planning workshop (SPW) activities of the provinces. Seven provinces in the Visayas and Mindanao reviewed and updated

their BCC plans either to reflect or in preparation of their respective sustainability plans. At the same time, various activities were carried out in relation to the development of the provincial sustainability plans which included pre-workshop preparations and support/facilitation during the workshop proper.

In Luzon, meetings were held with Centers for Health Development (CHDs) 1, 2, 3, and 5 to discuss the rationale, objectives, and specific roles of each partner in the SPW. The proposed program and facilitators guide were also presented in preparation for the facilitators' meetings.

In the Visayas, the SPWs were discussed with CHD 6 and conducted in Aklan, Capiz, Negros Occidental, and Negros Oriental. The participants developed their sustainability plans; and interventions identified will be integrated into their AOPs/Annual Investment Plans (AIPs). Health promotion and communication activities in the sustainability plans included IPC/C trainings for BHWs and CHT members, integration of health classes in the mothers' classes and 4Ps meetings at the BHS level, FP counselling during pre-marriage counselling, EPI, and pre and post natal activities.

In Mindanao, SPWs were conducted in the provinces of South Cotabato and Misamis Occidental. The PHOs, MHOs and CHDs committed to continue health classes, conduct at least four health events per year, train HSPs, conduct Health Education and Promotion Officer (HEPO) quarterly meetings, apply supportive supervision including Client Exit Interviews (CEIs) to monitor the quality of counseling offered to clients, and use the tracking tools for HPC activities. The provinces and municipalities will continue to work with the non-traditional organizations to reach more communities, specifically the indigenous people, and strengthen their partnerships with the local media, particularly those who participated in the media training.

LEVERAGING OF RESOURCES

HealthPRO continued to work with local government units at the municipal and provincial levels, CHDs and the national agencies to leverage resources for various activities such as, materials reproduction, trainings, health classes and health events. For this quarter, HealthPRO leveraged more than 4.8 million pesos from the public sector. The breakdown by regions is shown in the table.

Area	TOTAL (in PhP)
Luzon	1,547,823.55
Visayas	545,650.00
Mindanao	2,120,069.65
ARMM	637,964.00
TOTAL	4,851,507.2

LEAGUE OF MUNICIPALITIES OF THE PHILIPPINES (LMP)

Recognizing the role of LGUs in the successful implementation of the provincial sustainability plans, HealthPRO continued to strengthen its coordination and linkage with the LMP. In the Visayas, a series of follow-up and discussion meetings with provincial and regional counterparts were conducted to ensure that the manifesto of support for family health and HPC activities are signed by LMP members. In Mindanao, a meeting with the LMP President of Bukidnon resulted in the participation of the PHO in the monthly meeting where Mayors were updated on the LGU Score Cards and the different HPC activities

of the 10 HealthPRO sites were discussed. The LMP President decided to review and amend the manifesto of support that was developed last year to include HPC activities.

QUARTELY HEPO CONFERENCES

This quarter, HealthPRO continued to support the conduct of HEPO conferences, and in the process, supported learning among more than 500 participants, consisting of HEPO and HEPO designates, PHO, CHD representatives, programs coordinators, and hospital HEPOs. All participants received technical updates on documentation and sharing of best practices, learned how to make effective presentations, use new FP materials (Health Messages Integration Job Aid and FP Interactive Comics), apply practical tips on radio guesting, media planning, LBK campaign, technology of participation, use TB job aids, advocacy guide to LCEs, use of reference guide for FP Flip Tarp, and advocacy for HEPOs. These topics will help them in improving their skills and services.

Province	No. of participants
Luzon	156
Visayas	239
Mindanao	180
TOTAL	575

COMMUNITY MOBILIZATION

While many provinces already completed their community mobilization planning activities in the previous quarters, some provinces continued to carry out these activities during the quarter. In Mindanao, HealthPRO provided technical assistance to the IPHO of South Cotabato in their meeting with the officers of the Driver Advocates for Health (DAH) to assess and plan how to increase the group's participation in organizing health classes. HealthPRO also provided technical assistance to Zamboanga Sibugay in training its population workers/HEPO designates on community mobilization for family planning. HealthPRO is also in the process of updating the inventory of local HPC champions and community groups mobilized within the respective LGUs.

BUILDING STRONGER LIASON WITH LOCAL MEDIA

HealthPRO continued to build upon its successes in local media-related activities in various LGUs. This reporting quarter, HealthPRO's technical assistance to the local counterparts was limited to the development of quarterly media briefing and development of media plans.

QUARTERLY MEDIA BRIEFING

In Luzon, earlier in HealthPRO launched a training program for local health professionals called "Facing the Media: The Art of Being Interviewed," which equipped health service providers with the skills to better handle media interviews. The program also offered HSPs a chance to interact with local media professionals and disseminate appropriate health messages. As a result of this technical assistance, several IPHOs have organized regular meetings or symposia for the local media to share developments and updates on maternal and child health and nutrition and family planning. Dubbed as "Media Kapihan", these meetings have bridged the gap between health and media professionals, and set the stage to invite media professionals as health advocates. This quarter, the "Media Kapihan" in the

provinces of Tarlac, Nueva Ecija and Pangasinan were all successful with very high attendance and participation rate of media practitioners in radio, TV, and print media.

In Mindanao, HealthPRO provided technical assistance in the media training on media engagement and messages development for health service providers in Compostela Valley. The training developed the skills of HSPs in preparing health stories and media encounters on FP, maternal health and child health.

In the ARMM, HealthPRO continued its technical assistance to *“Suara Kalusugan”* (Voice of Health), a radio program aired every Tuesday in Cotabato City. HealthPRO assisted DOH ARMM HEPO and PIO in monitoring and documenting the implementation of the *“Suara Kalusugan”* synchronized topics across all five ARMM provinces. The media plans, designed by HEPOs during the first ever ARMM HEPO conference supported by HealthPRO in December 2011, were implemented in their respective provinces.



UPDATING MEDIA PLANS

In response to changes in the provinces, the provincial media plans were updated during the quarter and several media planning activities were carried out. In Luzon HealthPRO provided technical assistance to the province of Pangasinan in conducting a media planning session during the HEPO quarterly meeting that was attended by 40 RHU HEPOs. They were oriented on how to make a simple media plan. In the Visayas, media plans were developed in preparation for the implementation of the FP community outreach and referral interventions in Negros Occidental, North Leyte, and West Samar. In Mindanao, HealthPRO assisted in drafting the provincial media plans in support of the Provincial HEPO and the IPHO technical staff. The media plans are offshoot of the provincial BCC plans as local media engagement was identified as one of the BCC strategies in the BCC plans. The media plans for Sarangani, Bukidnon and Compostela Valley were reviewed and updated to include additional health themes such as TB, infectious diseases and healthy lifestyle. The updated media plans also considered the active participation of the Philippine Information Agency (PIA) and the inclusion of the Provincial Information Officers in the implementation of the media plans.

TECHNICAL ASSISTANCE TO DOH

Preparatory activities were also carried out for the “Facing the Media” workshop for the DOH Central Office senior staff, including Secretary Enrique Ona in April 2012. The workshop will conclude HealthPRO’s capacity-building program on media engagement.

BEHAVIOR CHANGE COMMUNICATION IMPLEMENTATION AND SUPPORT

INTERPERSONAL COMMUNICATION AND COUNSELING (IPC/C)

In line with scaling-up of IPC/C activities to train more HSPs and BHWs in based counseling and communication skills, HealthPRO continued to provide technical assistance in interpersonal communication and counselling (IPC/C) trainings in various provinces. During this reporting quarter more than 400 HSPs and over 6,800 BHWs were trained on IPC/C. See the breakdown by area of the participants in a table.

Area	HSPs	BHWs
Luzon	122	3,191
Visayas	completed	613
Mindanao	289	3,018*
TOTAL	411	6,822

*includes 25 Madaris school teachers from the province of Sarangani

SUPPORTIVE SUPERVISION (SS)

In continuing capacity building assistance and capitalizing upon the achievements of the previous quarter, supportive supervision, together with client exit interviews (CEIs), were carried out in various provinces. Supportive supervision was emphasized during IPC/C training and various methods were utilized in its implementation such as self-assessment, peer reviews, role playing, feed backing and client exit interviews. Each province had one to two sessions. The table below shows the number of SS and CEIs conducted per area during this reporting quarter.



Area	No. of SS sessions	No. of participants	No. of CEIs conducted
Luzon	78	170	135
Visayas	30	129	52
Mindanao	64	335	462
TOTAL	172	634	620

FP TECHNICAL UPDATES

While most FP technical updates were carried out in the previous quarters, two provinces conducted FP technical updates during the quarter. Nueva Ecija in Luzon conducted FP technical updates for 130 health service providers, while the province of Sarangani in Mindanao conducted FP technical updates to 50 FP CBT-trained health service providers.

COUNSELING

As part of its continued monitoring and evaluation activities, and to assess the impact of IPC/C trainings and supportive supervision, HealthPRO's monitored counselling sessions on FP, MNCHN and TB. In the Visayas, beneficiaries of the *Pantawid Pamilyang Pilipino Program (4Ps)*, a conditional cash transfer program of the government for the poorest of the poor families, received counselling as integrated service during family development sessions. Details on the counselling monitoring is in Annex 3.

COMMUNITY MOBILIZATION

In continuation of the technical assistance in the previous quarters and in response to the scaling up efforts to reach larger audiences, mobilization of resource persons, identification and mobilization of POCs and health classes continued during the quarter.

MOBILIZATION OF RESOURCE PERSONS

HealthPRO continued to identify and mobilize resource persons for health classes. In Luzon, 31 resource persons from three provinces were oriented, while 5 resource persons were mobilized for health classes in the province of Albay. In the Visayas, resource persons in three provinces were identified. In the province of Aklan, previously trained resource persons were tapped as resource persons during health classes. Moreover, the directory and profile of the resource persons are readily available for use in the health units. In Mindanao, MHOs continued to mobilize the IPC/C- trained health service providers for health classes. In the ARMM, HealthPRO continued to mobilize trained partners - 77 Muslim Religious Leaders and 70 Muslim Women Religious Scholars - in conducting health classes.



MOBILIZATION OF COMMUNITY-BASED ORGANIZATIONS

While resource persons are being mobilized mostly for health classes, HealthPRO also continued the mobilization of community-based organization (CBO) to reach more people and build on efforts from earlier quarters.

In Luzon, 29 local and national organizations were mobilized for health classes and health events. This included groups belonging to women's organizations, local chapter of NGOs, parents' organization, government-affiliated organizations, rotary clubs and drivers' organizations. They helped in mobilizing participants, organizing events, and providing their members as resource persons and source of testimonials. In the Visayas, 15 more CBOs were identified and oriented on community mobilization. CBOs included association of operations and drivers, women's association, multi-purpose cooperatives, farmers' and fishermen's groups and senior citizens' group. These groups mobilized clients during the conduct of health events and classes. In Mindanao, the CBOs continued to take an active part in HPC activities by organizing health classes, supporting health events and taking on the role of POCs by distributing FP leaflets to their members and beneficiaries. For example, the cluster heads of the 4Ps beneficiaries are utilized as distributors of the different health materials to their member households.

IDENTIFICATION AND MOBILIZATION OF POCS

HealthPRO continued to mobilize Points-of-Contact (POC) sites for the distribution of POC flyers in municipalities, cities and among non-traditional partners. In Luzon, Visayas and Mindanao, more than 223,200 FP flyers were distributed this quarter alone. In Mindanao, HealthPRO also conducted monitoring of POC sites. During the monitoring, 11 LGUs, where 25 POCs were located, were visited. Of these POCs, 21 sites were given orientation on POC, 19 have dispensers for fliers, 20 encourage customers to get fliers, and 16 encourage customers to visit health centers.

Area	Points of Contacts	Flyers distributed
Luzon	drugstores, grocery stores, bakeries, government agencies, tricycle terminals, association of drivers and operators, canteen, and health facilities.	106,660
Visayas	loading stations, terminals, barbershops, internet café, gas station, hardware and canteens.	32,630
Mindanao	bus terminal, sari-sari stores, pharmacy, cooperative, eatery, bakeshop, beauty parlor, cell phone loading station, gas station, government agencies (Local Civil Registry, NBI and Population Office).	83,916
TOTAL		223,206

HEALTH CLASSES

Health classes are instrumental in reaching more people with key health messages and encouraging couples to seek counseling. HealthPRO continued to provide technical assistance to LGUs and DOH and mobilized resource persons and CBOs to ensure scaled up implementation of health classes in all covered provinces. For this quarter, health classes reached more than 32,000 individuals.

Conscious efforts were carried out to ensure that these health classes reached even the poorest Filipinos and those

Area	Theme	No. of participants (partial data)
Luzon	MCHN	4,344
	MNCHN and FP	4,032
	MNCHN, FP and TB	330
Visayas	FP, MCH	5,412
Mindanao	FP	3,418
	FP, SM & GP	2,200
	FP, MNCHN & TB	8,002
ARMM	FP, MNCHN, TB	4,355
TOTAL		32,093

living in far-flung areas. In Luzon, the Rural Health Units HSPs coordinated with the Municipal Links of the Pantawid Pamilyang Pilipino Program (4Ps) to ensure the participation of 4Ps recipients. In the Visayas, HealthPRO worked with health service providers to conduct health classes in remote barangays. In areas with 4Ps beneficiaries, these were integrated in the family development sessions. In Mindanao, most of the attendees to the health classes are beneficiaries of the 4Ps program. For example, in Davao del Sur some participants came from the farthest municipalities while in Zamboanga Sibugay, health classes were conducted in three island municipalities despite security threats. The peace and order situation in far flung areas in the ARMM was not a perceived barrier for the conduct of health classes because of the full support of local government officials who provided advance advisories regarding the safety of conducting activities in their respective areas.

FAMILY PLANNING

Various activities for family planning were taken up during the quarter. These included FP wave 2 health events, and preparatory activities for FP wave 3 activities.

FP WAVE 2 HEALTH EVENTS

In Luzon, HealthPRO provided technical assistance to CHD 2 (Cagayan Valley) in launching the Family Health Communication Packages dubbed *Pangkahalatang Kalusugan, Pangkahalatang Kaalaman*, which included FP, SM and GP materials that were developed previously by DOH with technical assistance from HealthPRO. It was attended by all Region 2 provinces and representatives from other government sectors and various agencies. A provincial FP health event and eight municipal FP health events were also conducted during the quarter. In Visayas, FP wave 2 communication package were integrated in several health events conducted in four provinces. One provincial and 2 municipal FP health events were also conducted. In Mindanao, FP Wave 2 activities were integrated in the Safe Motherhood activities of four provinces.

In the ARMM, a regional launching of the FP Wave 2 communication campaign “3-5 Taong Agwat Dapat” was held in Cotabato City. It was attended by participants from the regional government, IPHOs and other development partners. The launch was followed by a press conference attended by 24 media practitioners. In the province of Maguindanao, a municipal launch of the FP campaign was held simultaneously with its Buntis Congress health event that gathered more than 200 participants.

The details on these health events can be found in Annex 3.

FP WAVE 3 ACTIVITIES

In line with the overall Family Planning Communication Strategy of the Department of Health, and in continuation of the Family Planning Waves 1 and 2 campaigns, HealthPRO provided technical assistance to DOH in the strategy development, materials development and production, and the development of the Department Memo for Wave 3 Family Planning activities. These activities are known together as Family Planning Community Outreach and Referral Activities. Seven provinces - Albay, Negros Occidental, Northern Leyte, Western Samar, Davao Sur, Zamboanga del Norte, and Zamboanga del Sur - were selected for the implementation of the activities based on key FP indicators such as total fertility rate (TFR), contraceptive prevalence rate (CPR), availability of FP services especially on long-acting and permanent methods, and political support. The target audiences of the community-based activities, which will run from April to August 2012, are men and women who are 25-40 years old and residing in rural areas; with low socio-economic status; with elementary or some high school education; and, with at least 3 children.

To strengthen its health promotion and communication efforts, HealthPRO also prepared service delivery mapping of the seven FP Wave 3 priority provinces to locate geographical distribution of available health facilities that provide long-acting and permanent methods for family planning. The service delivery mapping will also help clients and program managers to determine relative distance from one referral facility to another. The database, as source of the service delivery maps, also contain information on the availability of FP materials provided by HealthPRO in health facilities within the priority sites, and information on the local chief executive’s level of support to the family planning program.

One major activity for FP Wave 3 is the use of local theater groups in the conduct of community plays in disseminating FP health messages. HealthPRO assisted in the pretest of the play in San Jose, Tarlac. Over 150 residents from two barangays, mostly mothers who are beneficiaries of the governments *Pantawid Pamilyang Pilipino Program (4Ps)*, watched the play, entitled “*Ikaw at Ako ay Tayo*” (You and I Make Us). The play is an interactive community play that encourages members of the audience to help the main characters develop their story. The play was received positively. Focus group respondents noted that the play was both entertaining and informative. Most recalled messages include the importance of spousal communication, getting counseling from a health service provider at a health facility, completing child’s immunization on time, and ensuring safe pregnancy and delivery. USAID approved the play for local implementation. Seven local theater groups have been contracted to bring the play to at least 140

barangays, reaching approximately 30,000 people. As of March, theater groups from Negros Occidental, Western Samar, and Northern Leyte were trained. The performances will commence in mid-April.

In Visayas, various activities for FP Wave 3 were carried out. FP Wave 3 materials - interactive comics and method reminders tear-off sheets - were pre-tested in Negros Occidental. FGD respondents rated the materials as appropriate and acceptable while also providing suggestions on its improvement. HealthPRO in Visayas also carried out preparatory activities for the implementation of FP outreach and referral activities which included briefing the provincial and regional counterparts of the forthcoming activities and completion of the health facility mapping to identify gaps and availability of FP services. Moreover, HealthPRO provided technical assistance in conducting interviews and photo documentation for feature stories and the development of advocacy briefer. At the same time, the list of theatre groups to be tapped for the family health community theatre plays was finalized and workshop for the theatre groups was conducted in Tacloban City.

In Mindanao, initial meetings and orientation with the theatre groups were conducted for three provinces - Zamboanga Sur, Zamboanga Norte and Davao del Sur. Orientation and planning meetings were also conducted with the Municipal Health Officers and Provincial HEPOs of the provinces of Zamboanga del Norte and Zamboanga del Sur to develop a list of priority barangays for the staging of the play, *Ikaw at Ako ay Tayo*. In addition to the preparations for the community play, HealthPRO Mindanao also conducted briefing on FP Wave 3 to CHDs 9 and 11 and the IPHOs of the 3 provinces. The identification of FP model couples, drafting of story on FP champion couples, and mapping of FP services and facilities were also conducted in the these provinces.

MEDIA COVERAGE OF FP

As a result of continued coordination and information dissemination with media personnel, family planning activities garnered considerable local media coverage led by IPHO. Provinces in Luzon, enjoyed the support of the local tabloids, radio, various TV stations, Philippine Information Agency (PIA) in disseminating health information. The launch of the family health communication packages on SM, GP and FP in Tuguegarao City alone reached 2,595,622 people. In the Visayas, health events received positive media coverage that helped promote them. FP message on *3-5 taong agwat dapat* was integrated in the promotion of health events. These were featured in online, print, radio and TV stations reaching more than a million of people in seven provinces. In Mindanao, family planning continues to earn print space and radio and TV airtime. The press release on FP Wave 2 campaign was published in various local print media. Radio plugs and radio spiels continued to be aired in 6 provinces reaching more than 600,000 listeners. The FP Wave 2 launching in the ARMM was featured in a TV station, websites, a local radio station and print media.

HEALTH EVENTS



Together with the FP health events, health events for Safe Motherhood, Garantisadong Pambata, TB, HIV/AIDS and Lakbay Buhay Kalusugan were also conducted.

SAFE MOTHERHOOD, GARANTISADONG PAMBATA AND TB

Safe Motherhood and Garantisadong Pambata health events were conducted in various municipalities and provinces. Please refer to Annex 2 for details. In Luzon, health events in nine municipalities in different provinces were held to promote key messages on SM and GP. During the Lakbay Buhay Kalusugan in Libon, Albay, the DOH Micro-Nutrient Powder, an intervention under the DOH Nutrition Program, was launched and health classes for GP were integrated. Meanwhile, in the Visayas, nine health events on SM and child health were conducted during the quarter, many of them integrating FP messages reaching more than 2,900 participants, most of them pregnant women.

In Mindanao, more than 3,000 people were reached by the 12 health events on safe motherhood, child health, family health and TB conducted during the quarter. Most of them focused on safe motherhood, and three health events demonstrated the integration of Family Planning and Safe Motherhood. Two health events reached out to men and high school senior students. For World TB Day, the province of Zamboanga del Norte held a health event where the TB job aid, developed with technical assistance from HealthPRO, was used for the first time.

In the ARMM, the first Buntis Congress was held in Parang, Maguindanao where women benefitted from information and basic health services provided. Health classes on family planning and maternal health were also conducted during the health event.

HIV/AIDS

During the recent visit of Mr. Robert Clay, USAID/W Deputy Administrator for Global Health at the Quezon City Social Hygiene Clinic, the SMS4MSM (Short Message Service for Male who have Sex with Males) Initiative was one of the interventions highlighted. The site visit provided an opportunity to

discuss how this activity implemented by the LGU with HealthPRO's technical assistance has reached MSMs with information and motivation for Voluntary Counseling and Testing.

Activities with MSM clans continued with the conduct of health classes as an important side event during regular gatherings. One hundred thirty one (131) MSMs participated in the health classes, 29 took the test to determine their HIV status and 2 had reactive samples, most likely HIV positive. SMS4MSM is linked to a Facebook page where MSMs can gather more in-depth information especially referrals for VCT. There were 465 hits/impressions for the Facebook page this quarter and 1,732 for the past quarter. While exchange of messages in this public forum is limited, anonymous visits reveal that information is accessed.

Peer educators (PEs) play a key role both in the conduct of health classes, venue-based VCTs and community outreach activities. The Quezon City LGU has recently allocated funds to increase the number of PEs and hopefully reach more clients with information and services. Given the diverse experiences of PEs, the Quezon City Health Officer requested HealthPRO to provide a one-day refresher course on Interpersonal Communications/Counseling to hone the skills of PEs. Plans are underway for HealthPRO to co-sponsor this activity in April 2012.

LAKBAY BUHAY KALUSUGAN (LBK)



HealthPRO continued to provide technical assistance for the Lakbay Buhay Kalusugan (LBK) initiative. In the municipality of Libon, Albay the rolling LBK was held in 3 barangays for three days. During the LBK, health classes for GP, FP and SM were conducted. The CHD 2 HEPO observed the LBK in preparation for a possible implementation in another province.

In Mindanao, preliminary meetings with CHD IX, the Provincial Governor of Sibugay, and the IPHO team were conducted to discuss LBK in one of the island municipalities in Sibugay scheduled in May 2012.

In the ARMM, HealthPRO discussion meetings with the municipal and provincial LGUs of Maguindanao resulted to an LBK replication called Southwestern Liguasan Alliance of Municipalities (*SLAM*) *Health Mobile Festival*. HealthPRO provided technical assistance to IPHO Maguindanao in conceptualizing the LBK replication and shared the LBK communication materials that included posters/streamers for interactive exhibits, print ad, radio spots. During the LBK, health classes were also conducted by a trained MRL. As a result of DoH-ARMM's recognition of the impact of LBK replication in Maguindanao,

the DOH ARMM Secretary decided to merge the LBK concept into its current *Kasama Mo si Sec (KMS)* health caravan which was first implemented in the province of Tawi-tawi.

Area	Reach (partial)		
	Total number of Individuals	Pregnant women	Children
Libon , Albay	1,727	280	939
Datu Paglas, Maguindanao*	1,637	127	213
Tawi-tawi*	1,052	128	571
Paglat, Maguindanao*	664	103	141
Total	5,080	638	1,864

*LGU/DOH ARMM-initiated replication of the original LBK held in Maguindanao



OTHER TECHNICAL ASSISTANCE

DISTRIBUTION OF MATERIALS

Materials that were developed and produced with assistance from HealthPRO were distributed to provincial LGUs, CHDs, and POPCOM regional offices in Luzon, Visayas and Mindanao. The materials included the FP flip tarp, interactive comics and reference guide for tarp flip chart and TB job aids. In the ARMM, HealthPRO provided a CD containing the FP Wave 2 radio spots/spiels and a printable e-copy of the FP W2 materials to DoH-ARMM, IPHOs and other implementing partners.

PROJECT MANAGEMENT

LOCAL REPLICATING AGENCIES (LRAS)

During the quarter, 14 LRAs in Luzon, Visayas, Mindanao and the ARMM ended their engagement with HealthPRO after completing all their deliverables. Twelve more LRAs from Luzon, Visayas and Mindanao will continue to work with HealthPRO until next quarter.

Local Sub-contracts that Ended in Q2 FY2012			
Area	Province	LRA	End Date
Luzon	Bulacan	FETPAFI	January 31, 2012
	Pangasinan	FETPAFI	January 31, 2012
Visayas	Capiz	GRF	February 29, 2012
	Negros Oriental	NeoFPRHAN	March 31, 2012
	Negros Occidental	NCP	February 29, 2012
Mindanao	Compostela Valley	IPHC-DMSF	February 29, 2012
	Sarangani	MFI	March 31, 2012
	South Cotabato	MFI	March 31, 2012
	Zamboanga del Sur	MUCEP	February 15, 2012
ARMM	Lanao del Sur	AMDF	March 6, 2012
	Basilan	HDES	March 6, 2012
	Tawi-Tawi	Nisa UHFBI	March 6, 2012
	Maguindanao	UNIPHYL	March 6, 2012
	Sulu	WAQAF	March 27, 2012

Ongoing Local Sub-Contracts Ending Q3 FY2012			
Area	Province	LRA	End Date
Luzon	Nueva Ecija	FETPAFI	April 4, 2012
	Tarlac	FETPAFI	April 2, 2012
	Albay	MIDAS	April 30, 2012
Visayas	Aklan	GRF	April 30, 2012
	Samar	NCP	May 31, 2012
	Leyte	NCP	May 31, 2012
	Bohol	PROCESS	May 31, 2012
Mindanao	Agusan del Norte	EDCADS	April 30, 2012
	Misamis Oriental	GRF	April 30, 2012
	Zamboanga del Norte	GRF	April 30, 2012
	Zamboanga Sibugay	GRF	April 30, 2012
	Misamis Occidental	MUCEP	April 15, 2012

HealthPRO conducted exit meetings with LRAs and their local partners. The meetings provided the venue for summarizing the major accomplishments, reaching targets, presentation and sharing of good or promising HPC practice and discussion on sustainability. The LRAs were also provided with technical assistance on how to conduct the pre-planning and planning activities for sustainability.

STRATEGIC COORDINATION

HealthPRO continued its activities for strategic coordination. The weekly media monitoring were sent regularly to USAID, other CAs, and selected officials of the DOH. Monthly highlights were submitted to USAID for their consideration with all three highlights making it to the USAID/Philippines monthly report.

HealthPRO's field offices participated in local coordination meetings during the quarter. HealthPRO Visayas also participated during the Regional Implementing Coordinating Team (RICT) meeting of CHD 6 and 8 which was attended by health sector at all levels in the region and attached agencies and partners from the regional, national, and private sectors. HealthPRO Mindanao participated in the Program Implementation Review (PIR) of Agusan del Norte, and project updating with CHDs 9 and 12 and the provinces of Sarangani, Compostela Valley, Zamboanga Sur and Sibugay.

MONITORING AND EVALUATION

Technical assistance in conducting HEPO Quarterly Conferences was continued with initial discussions and negotiations to establish sustainability mechanisms for these meetings. Initial data gathered from the meetings showed that more than 130,900 individuals were counselled on FP-MCHN (Please refer to Annex 3 for a more detailed presentation of people counselled.)

During the quarter, the omnibus survey to assess communication campaigns and promotion interventions has been completed and preliminary results were processed. Survey results revealed positive knowledge and intentions, as well as demand for and utilization of health information and services among those exposed to the communication campaigns on Family Planning, Safe Motherhood and Garantisadong Pambata. Following the campaign, majority of the respondents interviewed recalled having seen or heard campaign's communication products, with many of them motivated to a healthy behavior. For many, motivation translated into actions. For example, 12% of those exposed to any FP campaign material started using modern family planning method within the last 12 months. Initial results were shared with other USAID cooperating agencies this quarter and presentation to the DOH-NCHP is scheduled for next quarter.

HealthPRO also continued to comply with ICV requirements by conducting more than 150 ICV monitoring visits in Luzon, Visayas, Mindanao and ARMM. In all monitoring visits done, no vulnerabilities were noted. The table below shows the details of the monitoring visits by area.

Area	Number of ICV monitoring visits
Luzon	74
Visayas	23
Mindanao	43
ARMM	13
TOTAL	153

FINANCIAL REPORT

Philippines - HealthPRO Contract No. GHS-I-00-07-00010 Order No. 02 As of March 25, 2011			
	Budget	Expenses	Balance
Salaries and Wages	\$3,623,567	\$3,231,542	\$392,025
Allowances	\$231,392	\$204,825	\$26,567
Consultants	\$475,963	\$153,872	\$322,091
Travel - Per Diem	\$1,353,274	\$1,092,491	\$260,783
Equipment	\$225,147	\$170,999	\$54,148
Other Direct Costs	\$2,016,933	\$2,046,973	\$(30,040)
Subcontracts	\$3,666,571	\$3,403,731	\$262,840
Indirect Costs	\$2,397,701	\$2,186,965	\$210,736
Fixed Fee at 7%	\$979,338	\$874,398	\$104,940
Total Cost plus Fixed Fee	\$14,969,886	\$13,365,796	\$1,604,090
Start/End Date:		06/25/2007-09/24/2012	
Total Budget:		\$14,969,886	
Obligation:		\$14,969,886	
Spent to Date:		\$13,365,796	
Obligation Remaining:		\$1,604,090	

CHALLENGES

During the quarter, HealthPRO developed plans, attended meetings and coordinated with partners and counterparts in implementing BCC activities. However, there were challenges met and HealthPRO ensured that the challenges were transformed into lessons learned and that delivery of technical assistance was not significantly affected. Some of the challenges encountered are listed below.

COORDINATION AND SYNCHRONIZATION OF SCHEDULES

- At the national level, there is a need for clearer guidelines in identifying the point person and department to coordinate with when there are several people or units involved in one activity such as training and production of materials for the training; and in tracking of approved bids for materials.
- A few provincial operational policies affected the mobility of project staff and participants, thereby limiting the community mobilization activities in the field.
- Ensuring the continued presence of PHO trainers in IPC/C trainings and other activities and ensuring the availability of IPCC-trained HSPs to conduct health classes organized by partner companies, e.g. plantation were needed. Nurses in the companies were provided IPCC training and for smaller plantations, the HSPs and the LRA staff took turns in responding to the requests.
- Synchronizing the schedule of the RHUs during the health classes, supportive supervision and other HPC activities was a concern. This is specifically challenging when health staff have differing priorities and manpower available.
- Some LRAs were not able to conduct the training of HSPs and BHWs on time because of conflicts of schedules with the nationwide CHT trainings. Last year's schedules were moved to the first quarter this year resulting to LRAs' requests for no cost extensions of their contracts to ensure training targets are met.

PARTNERSHIPS

- Scaling up efforts utilizing non-traditional partners was limited by the fact that several organizations in a province have the same officers and members.
- Some RHUs are concerned that the support of companies to HPC activities may not be sustained. They were encouraged to have their LGUs enter into a memorandum of agreement with companies to continue supporting the activities in the communities where these companies are operating. It was also recommended to IPHOs to provide annual recognition to partner organizations and companies who are supportive of HPC activities. This could form part of their public-private partnership program.
- The POC concept is still new to health service delivery set up at the provincial and municipal levels. Currently there are a good number of local business enterprises that are active POCs. The

challenge is how to sustain their involvement. It is recommended to the LGUs to include them in health forum or updates where appropriate and provide them community recognition as well.

- In some LGUs, the targeted number of HSPs and LGUs was not achieved because of the inability of the LGUs to provide counterpart funds for transportation. Some LRAs included the HSPs and BHWs from non-LRA sites and requested the submission of HPC reports to the provincial HEPO as counterpart.

DATA GATHERING

- HEPO quarterly meetings have always been associated with data collection at the field level. In some provinces some designated HEPOs do not attend the meetings regularly. The provision of technical updates has helped spark their interest to join.
 - Recording of counseling services on the tracking tool provided was not updated in some LGUs. The project and LRA staff assisted some PHNs and RHMs in entering the data to the tracking tool. MHOs and PHOs were provided feedback on this concern.
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ANNEXES

ANNEX 1: SELECTED HEALTHPRO PROGRESS INDICATORS

Component Activities	Indicators for Reporting	FY 2012 Target	Quarter 1 (Oct. 01 – Dec. 31, 2011) Accomplishment	Quarter 2 (Jan. 01 - Mar. 31, 2012) Accomplishment
Area 1 - BCC IMPLEMENTATION AND SUPPORT				
IPC/C and Community Mobilization	(OP) Number of people counseled in FP	700,000 individuals counseled on FP for OP report + 250,000 counseled under scale up of FP counseling through POS-OTC counseling sessions	246,639 individuals counseled + 288,080 points of contact referral flyers distributed	Partial and for validation (42,689 Luzon 9,994 Visayas 52,568 Mindanao) + POC distribution (19,900 Luzon 32,630 Visayas 83,916 Mindanao)
	(OP) Number of individuals (MSMs, IDUs) reached with community outreach that HIV/AIDS prevention programs that are focused beyond abstinence and/or being faithful	100 IDUs 3000 MSMs (w/HGOV)	(20,700 MSM reached with SMS; 372 MSM reached with health classes) (1,732 hits/ impression on Am I Facebook page)	Data to be collected 131 MSM reached with health classes; (465 hits/ impression on Am I Facebook page)
	(LRA) Number of individuals mobilized by community groups for IPC	23,420	60,433	Partial and for validation (8,706 Luzon 5,412 Visayas 13,620 Mindanao)
Local Media Mobilization and Health Campaigns	(OP) Number of people that have seen or heard a USG supported FP/RH message	6,000,000	607,970	Media data for collection (reached with FP health events 1,888 Luzon; 778 Visayas; 1,641 Mindanao; 2,940 ARMM)
	(non-OP) Number of people that have seen or heard a USG supported MCH message	3,000,000	735,577	Media data for collection (reached with SM health events 1,906 Luzon; 944 Visayas; 2,856 Mindanao; 2,940 ARMM)
	(non-OP) Number of people that have heard or seen a DOTS-related message	3,800,000	No data	Media data for World TB Day to be collected (9,984 TB job aids distributed)
	(non-OP) Number of LGUs	25 LGUs and ARMM	4 Luzon;	For validation

Component Activities	Indicators for Reporting	FY 2012 Target	Quarter 1 (Oct. 01 – Dec. 31, 2011) Accomplishment	Quarter 2 (Jan. 01 - Mar. 31, 2012) Accomplishment
	celebrating MCH special events		5 Visayas; 6 Mindanao	(5 Luzon; 4 Visayas; 5 Mindanao 2 ARMM)
	(non-OP) Number of LGUs celebrating HIV/AIDS special events	4 sentinel sites	3 sites in Cebu and Quezon City for WAD	Completed
IPC/C	(OP) Number of people trained in IPC/C for FP, MH, CH and DOTS	1,000 HSPs (HPro)	787	Partial and for validation (122 Luzon 289 Mindanao)
	(LRA) Number of community volunteers trained in IPC	13,920 BHWs	11,781	Partial and for validation (3,191 Luzon; 613 Visayas; 3,018 Mindanao)
	(LRA) No. of group mentoring sessions conducted by nurses/HEPO designates provided technical assistance.	110 sessions	188 sessions	For validation (77 Luzon; 30 Visayas; 64 Mindanao)
Community Mobilization	(non-OP) Number of individuals trained to promote HIV/AIDS prevention	539		(Training to be conducted in April)
	(non-OP) Number of individuals trained in HIV-related community mobilization for prevention care and/or treatment	387 (among MARPs, w/ HGOS)		(Training to be conducted in April)
	(LRA) LRA) Number of staff of LRA, PHO, CHD and community groups oriented/trained in community mobilization	100	240	Additional numbers to be consolidated
Health Campaigns	(LRA) Number of provincial and municipal special health events assisted	42	10 Luzon 29 Visayas 20 Mindanao 1 ARMM	For validation (16 Luzon; 12 Visayas; 13 Mindanao 4 ARMM)

ANNEX 2: SUMMARY OF HEALTH EVENTS CONDUCTED DURING THE QUARTER

LGU	Campaign and Event Title	People attended (some data TBC)
LUZON		
CHD2	Launched GP, SM & FP communication packages	97 participants
Camasi Penablanca, Cagayan	Maternal Health and Family Planning	112 IPC and service clients
Alcala, Cagayan	Street Theater on FP (Wave 2)	75 participants
Ilagan, Isabela	Malusog na Pamilya, Biyaya ng Ilagan	75 participants
Libon, Albay	LBK	280 pregnant, 179 post-partum, 939 children and 329 fathers
Bustos, Bulacan	Safe Motherhood: Kaalaman para sa Kababaihan	95 participants
La Paz, Tarlac	Buntis Ako , May Plano Ako	47 pregnant mothers
San Jose, Tarlac	Ikaw at Ako ay Tayo	124 participants
Sta. Ignacia	Usapang Pangkalusugan	53 women of reproductive age
Victoria, Tarlac	Lingap Buntis , May Plano ako para sa Kalusugan	129 pregnant mothers
Palayan City, Nueva Ecija	Safe Motherhood , children and FP campaign	85 mothers
Sto. Domingo, Nueva Ecija	SM and FP Campaign	56 participants
Carranglan, Nueva Ecija	Wastong Pagpapamilya	172 participants
Zaragoza, Nueva Ecija	Alagang Alay kay Inay	74 mothers
Jaen, Nueva Ecija	Face-to-Face ng mga Buntis	52 pregnant mothers
Nueva Ecija	Provincial Event: 3-5 Taong Agwat..Dapat	102 participants
VISAYAS		
Villareal, Samar	Buntis Congress	215 pregnant mothers
Jiabong, Samar	Buntis Party	100 pregnant mothers
Tarangnan, Samar	Sabay-sabay Pasuso	100 lactating mothers
Catbalogan, Samar	Buntis Party	152 pregnant mothers
Zumarraga, Samar	Municipal Health Fair Integrating TB, MNCHN, and Blood letting	117 lactating mothers and 10 pregnant mothers
Tacloban, Leyte	Buntis Summit	110 pregnant mothers
Hilongos, Leyte	Buntis Summit	81 pregnant mothers and 2 male spouses

LGU	Campaign and Event Title	People attended (some data TBC)
NewWashington, Aklan	FP event Wave 2	105 participants
Lezo, Aklan	FP event Wave 2	122 participants
Batan, Aklan	FP event Wave 2	98 participants
Trinidad, Bohol	Buntis Congress	215 pregnant mothers
Sapian, Capiz	Family health Fair Integrating FP event wave 2	150 participants
MINDANAO		
Tudela, Misamis Occidental	Symposia On Adolescent Health Issues and Perspectives	202 participants
Don Victoriano, Misamis Occidental	Safe Motherhood Celebration: Ms. Buntis Congress 2012	230 participants
Ozamiz City, Misamis Occidental	Men's Health Forum	76 participants
Claveria, Misamis Oriental	Safe Motherhood: Magandang Buntis, Claveria!	464 participants with pregnant mothers
Gitagum, Misamis Oriental	Safe Motherhood: Pinakamagandang Buntis 2012	642 participants
Kalawit, Zamboanga del Norte	Mother&Child Nutrition Congress and May Plano Ako: Birth Spacing	184 participants
Dapitan City, Zamboanga del Norte	World TB Day	50 participants
RTR, Agusan del Norte	FP/ SM buntis Forum Advocacy, February 10, 2012	46 pregnant women
Tubay, Agusan del Norte	FP/ SM buntis Forum Advocacy, February 20, 2012	37 pregnant women
Marcos, Magallanes, Agusan del Norte	FP/ SM buntis Forum Advocacy,	57 pregnant women
Damulog, Bukidnon	Women's Month Celebration with (FP, SM and GP)	462 participants
Baungon, Bukidnon	Municipal Health Fair: "Kalusugang Pangkahalatan para sa Mamamayan"	44- pregnant women 89- participants
Malaybalay, Bukidnon	Provincial Women's Summit	488 participants
ARMM		
Ramain, Lanao del Sur	Proper Nutrition & Hygiene for Kids	37 participants
DoH-ARMM	FPW2 regional launch	85 participants
Datu Paglas, Maguindanao	SLAM mobile health event	1,637 participants

LGU	Campaign and Event Title	People attended (some data TBC)
Parang, Maguindanao	Buntis Congress/FP launching	174 participants
Sapa-sapa, Tawi-tawi	Kasama Mo si Sec-LBK caravan	1,052 participants
Saguiaran, Lanao del Sur	Women health month	120
Marawi City, Lanao del Sur	Information Dissemination on TB	22 participants
Paglat, Maguindanao	SLAM mobile health event	664 participants

ANNEX 3: NUMBER OF PEOPLE COUNSELLED

Province	Counselling Technical Area	Number of people counselled (partial, data gathering ongoing)
LUZON		
Bulacan	FP	5,101
Albay	FP	16,543
Tarlac	FP	10,755
Nueva Ecija	FP	9,625
Cagayan	FP	715
Isabela	FP	40
Pangasinan	FP	(No data yet)
VISAYAS		
Aklan	FP/MCH	2,312
Bohol	FP/MCH	1,747
Capiz	FP/MCH	84
Negros Occidental	FP	5,851
	MCH	6,267
Negros Oriental	FP	8,153*
	TB	8,120*
Leyte	FP	Not yet available
	TB	7,316*
West Samar	FP	Not yet available
	TB	1,090*
MINDANAO		
Misamis Oriental	FP	3,641
	MNCHN and TB	6,256*
Zamboanga Norte	FP	4,565
	MNCHN and TB	7
Zamboanga Sibugay	FP	2,316*
	MNCHN and TB	104
Misamis Occidental	FP	5,105*
South Cotabato	FP	4,565
	MNCHN and TB	1,500
Sarangani	FP	1,900
Agusan Norte	FP	2,433
Zamboanga Sur	FP	4,816*
	MNCHN	1,442

Province	Counselling Technical Area	Number of people counselled (partial, data gathering ongoing)
	TB	278
Bukidnon	FP	14,632
	MNCHN	3,889
	TB	115
Davao Sur	FP	13,374*
	MNCHN	872
	TB	82
TOTAL		130,932

*includes the uncollected data for October-December 2011