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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 June 30, 2012 (Year 5, Quarter 3) 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 at the national level, HealthPRO provided technical assistance to DOH NCHP and the Center for Health Development 4-A in its interpersonal communications and counselling (IPC/C) training of trainers (TOT). At the local level, HealthPRO continued to provide technical assistance in the review of BCC plans and the development of sustainability plans. As of this quarter, there were already 23 provincial sustainability plans developed - out of the expected 25 provincial plans - and one regional sustainability plan. The list of health promotion and communication (HPC) activities in the plans were used as basis for discussions in local budgetary planning meetings and incorporated in the Provincial Investment Plan for Health (PIPH) 2013 – 2017, where funding will be allocated for the implementation, monitoring and evaluation of the activities. At the same time, HealthPRO field offices leveraged resources for health classes, health events, IPC/C trainings for HSPs and BHWs, and media placements and exposures amounting to more than 2.3 million pesos. HealthPRO, recognizing its value in ensuring sustainability of health promotion and communication activities, continued to strengthen coordination and linkage with LMP the LMPs, HEPOs, the local media and other partners through various cooperative meetings, forums and activities.

Under communications implementation and support, HealthPRO continued to provide technical assistance on different aspects of health promotion and communication activities. With HealthPRO's expert technical assistance, more than 2,350 health service provides (HSPs) and barangay health workers (BHWs) were provided with IPC/C training; 82 HSPs were provided with supportive supervision; and 220 nurses and midwives from Luzon and Visayas received FP technical updates. Resource persons, community-based organizations, and non-traditional partners were continuously mobilized for health classes, health events and distribution of family planning flyers.

Most community mobilization and family planning activities in the field focused on ensuring the success and full participation of target audiences in the community stage play "*Ikaw at Ako ay Tayo*" in seven selected provinces in Luzon, Visayas and Mindanao. The play reached out to impoverished and hard to reach areas; and utilized the *Pantawid Pamilyang Pilipino Program (4Ps)* network, LGUs and barangays. More than 100 performances were conducted in 65 municipalities of the selected seven provinces. As a result of the play, more audiences were also reached with family planning, safe motherhood and child health messages through the health classes that immediately followed or preceded each play

performance. All health classes – regular health classes and those conducted after the plays – reached almost 76,800 individuals.

At the same time, health events for FP Wave 2, Safe Motherhood, Garantisadomg Pambata, HIV/AIDS, and mini-LBK were also conducted. HealthPRO provided technical assistance in the development of an article for the May/June 2012 issue of DOH's news magazine *HealthBeat*; coordination with NCHP for the IPC/C rollout training in Puerto Princesa City, Palawan; and design of collaterals for community health teams (CHTs) in CHD 7.

During the quarter, all remaining local replicating agencies (LRAs) in 17 provinces ended and provincial level close out meetings were conducted with LRAs and their local partners. HealthPRO's field offices continued its coordinative meetings and activities with partners and other organizations. Moreover, all ICV monitoring conducted showed no vulnerabilities or potential ICV violations.

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 contributes 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 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

HealthPRO continued to implement activities at the national and local levels in the third quarter of Year 5, ensuring scaling-up and sustainability of activities. Technical assistance was provided to the Department of Health (DOH) and Local Government Units (LGUs).

HealthPRO's technical assistance was categorized under two-areas – behavior change communication planning and behavior change implementation and support.

BEHAVIOR CHANGE COMMUNICATION PLANNING

NATIONAL LEVEL

In continuation of its sustainability endeavours, HealthPRO provided technical assistance to the Department of Health - National Center for Health Promotion (DOH-NCHP) in the preparation, coordination, management and facilitation of the interpersonal communication and counselling (IPC/C) Training of Trainers (TOT) for the health service providers of the Center for Health Development (CHD) 4-A in May 2012. Guidance was provided in carrying out activities and technical inputs in the IPC/C modules, providing feedback to the 26 participants during the return demonstration, and in managing the whole event. Plans are underway by NCHP to conduct additional IPC/C TOTs across the Philippines, covering regions and provinces not previously supported through HealthPRO.

Led by swift developments of internet and computer technologies and the influence of social media, health care entered the era of real time information. Today both traditional and social media play strategic role in disseminating information and steering public opinion on health and healthcare. To establish closer liaison with the media when it comes to health and health care, in April 2012 HealthPRO conducted national "Facing the Media: The Art of Being Interviewed" workshop attended by Philippine Health Secretary Enrique Ona and other high-ranking officials. In the last two years, over 450 local health administrators and information officers were trained on crafting health messages for the media,

preparing inspiring stories, and handling media interviews, while some 250 local media professionals learnt about health reporting and built stronger partnership with local governments. Such training-turned-partnership lead to an increased positive coverage of health stories and the institutionalization of local media briefings and press conferences in at least 15 Philippine provinces.

In May 2012, HealthPRO provided substantial technical assistance and financial support to POPCOM, USAID and DOH, in the development and implementation of the National DOH Family Planning Command Conference “Reaching the Poor to Reduce Unmet Family Planning Needs”. The conference was attended by over 100 national and regional health administrators and population officers along with USAID, NGO community, other donors and implementing agencies. In addition, together with other USAID’s Health Projects, HealthPRO contributed to the development of National DOH Strategy to Reduce Unmet Neet for Modern Family Planning focusing on demand-generation and SBCC activities of proven efficacy. In preparation to the National Family Planning Command Conference, HealthPRO conceptualized and produced USAID-DOH “Making Communication Work” Catalogue that included information on all family planning, maternal newborn child health nutrition, TB and HIV materials jointly developed. Copies of the catalogues were disseminated across all USG-supported regions through numerous channels and opportunities; and will be posted on line through Zuelling Foundation portal and DOH.

LOCAL LEVEL

Utilizing the materials developed and coordinative efforts conducted in the previous quarters,



HealthPRO continued to provide technical assistance in the review of BCC plans and the development of sustainability plans. Accomplishments and planned activities in the provincial BCC plans were reviewed, and served as inputs in the Sustainability Planning Workshops of 12 provinces. Reciprocally, data from the workshops were also used and incorporated in updating the BCC plans of some provinces.

Sustainability planning workshops and activities continued during the quarter bringing the total sustainability plans developed to 23 provincial sustainability plans and 1 regional sustainability plan. Only the provinces of Davao del Sur and Isabela were not able to develop their plans during the quarter - Davao del Sur is scheduled to do the Sustainability Planning Workshop on July 12, 2012 and preparatory efforts were carried out during the quarter while Isabela deferred its development to a much later date. The Autonomous Region of Muslim Mindanao (ARMM), in lieu of the sustainability planning workshops,

undertook a series of discussion meetings at the regional and provincial levels that resulted to a regional sustainability plan. Once approved, it will be translated into an operational document by the HEPO/IO and ensure its integration to the AOP/AIPH. The document identified HPC-related interventions such as working closely with its health allies – the Muslim Religious Leaders (MRLs) and Muslim Women Religious Scholars (MWRS) and media professionals; sustaining communication campaigns; widening the implementation health activities; inclusion of budget for reproduction of promotional materials for each health programs/cluster; instituting the positive image to the regional health system; and continuing the implementation of the monitoring and supervision plan.

All provinces conducted preliminary activities and meetings prior to the workshop proper to ensure success of the workshops. These are meetings with representatives of regional health offices to discuss activity design, program, session guides, roles during the activity, and preparation and review presentations particularly on accomplishments and gains in the last few years. In some provinces, meetings were also conducted to discuss post-workshop results and identify technical assistance required from DOH regional offices, i.e. reproduction and translation in the dialect of the BCC materials, funding or assistance for HEPO meetings, and additional IPC/C training for health service providers and barangay health workers.

The workshops were attended by CHD representatives, PHO technical staff, representatives from other provincial line agencies such as Provincial Population Office, Provincial Social Welfare Development Office, Provincial Planning Development Office, and the City/ Municipal Health Officers, supervising Nurses, Health Education and Promotion Officers (HEPO), representatives of the Philippine Information Agency (PIA) and Chairpersons of the provincial/municipal/city councils' Committee on Health; and in some provinces, representatives from the private sector.

Through the workshops, activities to sustain health promotion and communication (HPC) activities were identified. Common to all provinces are the following: continuing IPC/C training and Supportive Supervision (SS) sessions; health classes and health events, especially in the *Pantawid Pamilyang Pilipino Program* (4Ps) areas and remote, hard-to-reach barangays; ICV training and monitoring; reproduction of job aids and other BCC materials; sustaining use of the HPC tracking system and the HEPO Quarterly Meetings; advocacy to local chief executives for local resolutions in support of HPC, sustaining their good practices; and continuing media collaboration. The list of health promotion and communication (HPC) activities were used (or will be used) as basis for discussion during Project Implementation Reviews (PIRs) and planning for the Annual Operational Plan (AOP), and incorporated in the Provincial Investment Plan for Health (PIPH) 2013 – 2017, where funding will be allocated for the implementation, monitoring and evaluation of the activities.

LEVERAGING OF RESOURCES

HealthPRO field offices continued to leverage resources for various activities through continuous work with local government units at the

Area	TOTAL (in Php)
Luzon	248,090
Visayas	1,173,085
Mindanao	886,100
ARMM	206,100
TOTAL	2,513,375

municipal/city and provincial levels, regional counterparts and from the private sector. Funds leveraged were used for health classes, health events, IPCC trainings for HSPs and BHWs, and media placements and exposures. For this quarter, more than 2.3 million pesos were leveraged from various sources. The breakdown by geographic region is shown in the table.

REPRODUCTION OF COMMUNICATION MATERIALS

In Mindanao, the Provincial Health Office of Sarangani has allocated funds from their World Bank MNCHN and UNFPA grants amounting to Php 318,000.00 for the reproduction of family planning (FP), safe motherhood (SM) and *Garantisadong Pambata* (GP) communication materials. In addition, the Philippine Business for Social Progress (PBSP) – Mindanao Regional Office in partnership with the Fundacion Humanismo Y Democracia (H+D) and Agencia Espanola Cooperacion Internacional para el Desarrollo (AECID) will reproduce the materials on safe motherhood and family planning for distribution to the 81 barangays of Agusan del Norte. In addition, UNFPA has committed substantial resources to reproduce HealthPRO’s family planning materials (comics, job aid, posters, flyers, etc.).

LEAGUE OF MUNICIPALITIES OF THE PHILIPPINES (LMP)

HealthPRO’s coordination and linkage with LMP continued to strengthen during the quarter. A LMP meeting was conducted in Bohol attended by more than 50 local government and health officials. They were oriented on *Kalusugan Pangkalahatan* and the maternal neonatal and child health and nutrition (MNCHN) grant guidelines. As a result, a pledge of commitment was signed by the 25 Mayors and 21 Association of Barangay Captains (ABC) presidents titled, “Expressing Unequivocal Support to the Aquino Health Agenda: Achieving Universal Health Care or *Kalusugan Pangkalahatan* to Ensure That All Filipinos Especially the Poor Receive the Benefits of Health Reform.” Similarly, DOH - through CHD 6 - and in partnership with PHO, conducted an orientation meeting on KP and MNCHN to LMP incorporating the signing of the manifesto. In Negros Occidental, support for HPC interventions was integrated in the manifesto of support on *Kalusugan Pangkalahatan*. Also during the quarter, meetings were conducted with the LMP Presidents of Agusan del Norte and Davao del Sur to discuss health-related issues.

HEPO CONFERENCES

The success of HEPO conferences in the previous quarters in Luzon, Visayas and Mindanao continued this quarter. HealthPRO supported 520 participants consisting of HEPOs and HEPO designates, PHO representatives, CHD representatives, programs coordinators, and hospital HEPOs in HEPO conferences in 17 provinces. Participants received technical updates on documentation of best practices, advocacy to Local Chief Executives, data collection and preparation for sustainability planning workshops, Advocacy Guide for HEPOs, Tips on Radio Guesting; orientation on the results of the Client Exit Interview study and FP Omnibus Survey, Guide for LGUs on the Community Outreach and Referral on Family Health, use of TB job aid materials and FP flipchart reference guide, FP placemat and interactive comics, placement of BCC materials, and “Ikaw at

Area	No. of participants
Luzon	137
Visayas	206
Mindanao	177
TOTAL	520

Ako ay Tayo” community theater play; and review of technical update on health classes to counseling (FP, MH, CH).

As a result of the HEPO meetings, HPC data were reviewed and tracked particularly in CHDs 9 and 12, HealthPRO received requests for technical assistance to provide technical updates to the technical staff of both CHDs. This is to build the capacity of CHD staff in providing updates (for RHU HEPOs) to non-HealthPRO provinces.

In the ARMM, the Department of Health established a Health Education Promotion Office/Information Office Unit to implement health promotion and communication activities in the region and five provinces. HEPO conferences were institutionalized and will be held on a semi-annual basis to update, track and monitor the progress of HPC initiatives being implemented by the various provincial health offices. These were results of the initial HEPO conference in December 2011 and continuous technical assistance provided by HealthPRO at both regional and provincial levels.

COMMUNITY MOBILIZATION

As HealthPRO nears the conclusion of its fifth year of implementation, community mobilization planning activities were already at the minimum as most LGUs are now focused on implementation. One important planning activity carried out this quarter was conducted in Amulung, Cagayan where it gathered its community-based organizations and signed a “Commitment” to sustain the community mobilization activities in the municipality. The community-based organizations (CBOs) and government agencies pledged to support FP education, promotion and advocacy (health classes, small group discussion, forum, events), community-based services (referral to appropriate health facilities, linkages with other community programs) and adoption of municipal and barangay resolutions for government support in order to sustainably increase access to FP information, education and services to address the unmet need of the constituents in the municipality.

BUILDING STRONGER LIAISON WITH LOCAL MEDIA

As part of the roll out activities of the media training conducted previously, HealthPRO provided technical assistance to the IPHO and the Provincial Information Office of the province of South Cotabato in providing input and conducting simulation activity on Radio Guesting. A total of 25 participants, composed mostly of PHNs and IPHO staff, were trained on the formulation of health messages, getting



prepared for radio guesting and on actual interview at the Provincial Information Office (PIO) where radio facilities are available.

QUARTERLY MEDIA BRIEFING

To sustain and continue to strengthen efforts started in the previous quarters in engaging the local media in meaningful discussions, Pangasinan and Bulacan conducted their regular “*Media Kapihan*” and “*Talakayan*” during the quarter. The *Media Kapihan* tackled issues on GP, hypertension, heart disease, and HIV/AIDS/STI, which was attended by radio, print and TV media personnel and the Provincial Health Office (PHO). The monthly “*Talakayan*” tackled different health topics and activities. In the ARMM, HealthPRO continued its technical assistance to “*Suara Kalusugan*” (Voice of Health), which reaches an estimated 1.1 million listeners in the region. A synchronized segment episode topics for July-December 2012 was prepared and endorsed to HEPO/PIO. HealthPRO also continued its technical assistance in the monitoring and documentation of the implementation of the synchronized radio topics.

UPDATING OF MEDIA PLANS

To maximize the utilization of partnership with media, the development, implementation and review of provincial media plans continued this quarter. In Pangasinan, a province in Luzon, activities in the media plans of various districts were implemented and covered by their local media, i.e. Vitamin A supplementation and cookfest in Manleluag and Palaris Districts. In the Visayas, media plans were reviewed and took into consideration the existing conditions and relationship with various media outlets such as the free airing of radio spots and PSAs, coordination with PIA, and facilitation in disseminating health messages. The media plans also included the use of the media database developed by HealthPRO, and the implementation of the weekly “*Kapihan*” where health messages and health topics based on the DOH calendar of activities were discussed.

In the provinces of Compostela Valley, South Cotabato, Bukidnon, Misamis Occidental, Misamis Oriental, Agusan Norte, Zamboanga del Sur, Zamboanga del Norte and Zamboanga Sibugay in Mindanao, activities in the media plan like radio plugging of PSAs on family planning, radio guesting, publication of press releases and media forum, were streamlined into their provincial and municipal sustainability plans. Follow-through activities included provision of technical assistance on radio guesting through the use of health topic guidelines for HEPO-designates and program coordinators. In the ARMM, the development and implementation of media plans were successfully carried out by the provinces, which were monitored by DoH-ARMM.

BEHAVIOR CHANGE COMMUNICATION IMPLEMENTATION AND SUPPORT

INTERPERSONAL COMMUNICATION AND COUNSELING (IPC/C)

In continuing the scaling-up efforts to reach more health service providers (HSPs) and barangay health workers (BHWs) with IPC/C training, HealthPRO provided technical assistance to seven provinces and one region in conducting their IPC/C trainings during the quarter reaching more than 130 health service

providers in Mindanao and more than 2,200 barangay health workers in Luzon and Mindanao. In the Visayas, the target training beneficiaries were already completed as of the previous quarter while the training beneficiaries in Mindanao exceeded the target number and even included *Madaris* (Muslim) school teachers from the province of Sarangani.

COMMISSION ON POPULATION (POPCOM) ROLLOUT

As a result of the IPC/C training of trainers technical assistance from HealthPRO in the previous quarters, POPCOM continued to ensure that the IPC/C approach is integrated in the RP/Family Development Sessions. The IPC/C-trained staff of POPCOM mentor and coach RP/FDS team of counsellors at the LGU level in establishing and maintaining rapport, asking questions, listening and understanding, and providing correct information to 4Ps beneficiaries during RP/FDS sessions at the barangay level. With the DOH directive of reducing unmet need for family planning by 50% by December 2012, POPCOM is mobilizing Barangay Supply Point Officers (BSPOs) in intensifying barangay level RP/FDS sessions in the 4Ps areas.

SUPPORTIVE SUPERVISION

Having recognized the value and efficiency of supportive supervision in quality health counseling, provinces continued to carry out supportive supervision sessions. In Luzon, Visayas and Mindanao, the results of the study on Client Exit Interviews (CEIs) conducted for supportive supervision sessions were disseminated either during the Sustainability Planning Workshops or the HEPO conferences while in the Visayas, three provinces utilized self-assessment, peer reviews, role playing, feed backing, and client exit interviews in their supportive supervision sessions. The table below shows the number of SS and CEIs conducted in selected provinces during this reporting quarter.

Province	Number of SS sessions	Number of pax	CEIs conducted
Albay	2	16	8
Isabela	10	54	3
Bohol	5	6	10
W. Samar	1	6	1
TOTAL	18	82	22

FP TECHNICAL UPDATE

FP technical updates were continuously provided to selected provinces. In Luzon, 160 nurses and midwives from Tarlac, Cagayan and Isabela were provided with technical updates on Contraceptive Technology, including HTSP, MEC Wheel and the ICV Administrative Order, Dealing with FP Myths and Misconceptions, and Dealing with Discontinuation Problem: The Critical Pathways Analysis. In the Visayas, FP technical updates were incorporated in the training of 60 health service providers on FP – CBT level 1 in North Leyte.

COUNSELING

The continued assessment of the impact of IPC/C trainings and supportive supervision is a valuable sustainability activity. As such, HealthPRO field offices monitored the counselling sessions on FP, MNCHN and TB. Details are provided in Annex 3.

COMMUNITY MOBILIZATION

To ensure continuing involvement of the community in health promotion and communication efforts, various activities specified below were carried out that were intended to reach more people with key health messages on family planning, and mother and child health.

COMMUNITY MOBILIZATION SUPPORT TO THE COMMUNITY HEALTH PLAYS

During the quarter, the stage play *“Ikaw at Ako ay Tayo”* that uses a forum theatre approach was introduced in seven provinces in Luzon, Visayas and Mindanao. To ensure a successful run, it utilized the 4Ps network, LGUs and barangays. Orientation meetings were conducted with the MHOs who, in turn, assisted in the conduct of the orientation meetings with barangay officials. The Department of Social Welfare and Department (DSWD) particularly at the municipal level, the Municipal Social Welfare and Development and the Municipal Links of the Pantawid Pamilyang Pilipino Program (4Ps) were involved in the preparatory and planning activities for the family health play. During the plays, most of the participants were 4Ps beneficiaries while LGUs provided logistical and safety and security support. In Davao del Sur, the municipal population officers of several municipalities were also involved in the planning activities as the plays were integrated in the couples' classes under the Responsible Parenting Movement (RPM) program.

MOBILIZATION OF RESOURCE PERSONS AND CBOS

To reach more people and build on efforts from earlier quarters, HealthPRO field offices continued to mobilize resource persons and community-based organizations as partners.

In Luzon, the inventory of identified and mobilized resource persons were updated and finalized while persons identified and oriented in the previous quarters were continued to be mobilized. In its strengthened coordination with CBOs, the municipality of Amulung in Cagayan signed a pledge of commitment with traditional and non-traditional partners. In three other provinces, health classes were regularly conducted by Community Health Teams (CHTs), especially for 4Ps areas, while in Albay, the three CBOs identified earlier were mobilized for FP health events and health classes.

In the Visayas, community groups mobilized during the previous quarter expanded to include more community groups per LGU. Community groups included transport groups, cooperatives, TB task force, Vendors' association, SOS children's village, Youth organizations, Kalahi. These groups played an active role in organizing health events and participating in the conduct of stage plays and health classes.

In Mindanao, SPWs included activities to strengthen relationships with the community-based organizations, local organizations and business establishments which have become POCs and supported the IPC/C of health workers, health classes and health events. In some provinces, local organizations like women’s group, cooperatives and business establishments operating banana and pineapple plantations, took active part in developing the sustainability plans of the provinces and municipalities.

IDENTIFICATION/MOBILIZATION OF POCs

HealthPRO continued to mobilize partner Point-of-Contact (POC) that were identified and oriented in the previous quarter in distributing POC flyers in municipalities and cities. During the quarter, more than 8,100 POC flyers were distributed.

Area	Flyers	POCs
Luzon	5,790	9
Visayas	2,350	17
Mindanao	12,000	25
TOTAL	8,140	51

HEALTH CLASSES

Area	Theme	Number of participants*
Luzon	Family Planning	552
	Family Planning (Wave 3)/MNCHN	1,790
Visayas	Family Planning	16,731
	Maternal Health/Safe Motherhood	14,327
	Child Health/Garantisadong Pambata	17,392
	Tuberculosis	3,374
	HIV/AIDS	234
Mindanao	Family Planning	3,770
	Family Planning/ Safe Motherhood	6,819
	Maternal Health/Safe Motherhood	1,852
	Garantisadong Pambata/Safe Motherhood	546
	Child Health/Garantisadong Pambata	1,667
	Family Planning/ Garantisadong Pambata/ Safe Motherhood	7,359
	Tuberculosis	336
	Handwashing	50
	TOTAL	76,799

*Data collection still ongoing for most provinces

Health classes, which are instrumental in providing useful and timely health information to the target population continued during the quarter. Almost 76,800 participants were reached with messages on family planning, maternal and child health and tuberculosis. In Luzon, Visayas and Mindanao, the “*Ikaw at Ako ay Tayo*” theater play provided a venue to reach out to more couples and provide health classes on FP, SM, GP, TB and HIV, including island barangays and hard to reach places. They were conducted

prior to or after the theater play. Poor communities and 4Ps areas were mainly the target audience of the LGUs for the health classes.

FAMILY PLANNING

Various activities for family planning were taken up during the quarter, especially for Wave 3 activities as evidenced by the activities below.

FP WAVE 2 HEALTH EVENTS

Building upon the achievements from the previous quarters, Family Planning Wave 2 activities were carried out in additional locations. In Luzon, 110 tricycle drivers from Tabaco, Albay, together with their wives, participated in the FP forum with the theme: “3-5 Taon Agwat, Dapat” while another 105 members from four barangays of Camalig, Albay were gathered for another FP forum with the same theme. Another health event with 51 couples in Amulung, Cagayan promoted the use of safe and effective modern family planning methods with more emphasis on long-acting and permanent methods to space and limit the number of their children.

FAMILY PLANNING WAVE 3 OUTREACH AND REFERRAL ACTIVITIES

During this reporting quarterly, supported by DOH Department Memo a set of communication materials was approved, produced and disseminated under the terms of Family Planning Wave 3 Outreach and Referral Activities. These included new comics, community theater plays and method-specific reminders for family planning clients. New comics focused on less educated poor rural dwellers with information on long-acting and permanent methods, uniquely incorporated into maternal and child health, and PhilHealth coverage of FP and MCH packages.

MAPPING OF FAMILY PLANNING SERVICES

In the previous quarter, the Department of Health issued Department Memorandum No. 2012-0091 entitled “Family Planning Community Outreach and Referral Activities”. This Memo was the basis for the needed support from different partners in the field to reach those with unmet need for birth limiting, particularly in the conduct of interactive community theatre plays, health classes, and outreach and referral activities from April to June.

In order to assist service providers in their referral system and in support of the stage play *Ikaw at Ako ay Tayo*, HealthPRO came up with Directories of FP services in the seven Wave 3 provinces - Albay, Negros Occidental, Northern Leyte, Western Samar, Davao, Zamboanga del Norte, and Zamboanga del Sur. To transform the directories into visual form, HealthPRO also came up with mapping of long-acting and permanent methods (LAPM) available. The directories and mapping of LAPM were shared to service providers in the seven priority provinces. The same information was also shared to DOH, POPCOM and other USAID CAs.

The mapping proved useful as it showed gaps in the delivery of services, especially in LAPM. Some gaps identified were limited or non-availability of pills, DMPA, and condom, lack of equipment, supply, and confidence of the health service providers in doing IUD insertion, limited or no services for BTL, lack or no trained personnel for NSV. Upon seeing these gaps, some LGUs had already taken steps to start addressing the gaps.

STAGE PLAY: *IKAW AT AKO AY TAYO*



The interactive play *“Ikaw at Ako ay Tayo”* was pre-tested in Tarlac, attended by 200 participants followed by four health classes on FP, GP and SM. The pretest was followed by the training of local theater groups from all seven Family Planning Wave 3 areas to develop local cadre of new type of health educators joining hands with health service providers, volunteers and population officers. Performances of the interactive play were followed by health classes on FP, SM and GP. FP materials were displayed and interactive comics distributed to participants.

A total of 1,790 participants were reached in nine city/municipalities in Albay. In Libon, one of the municipalities, the LGU will utilize its trained talents to perform in the different barangays in the next quarter.

In the Visayas, particularly in Negros Occidental, North Leyte, and West Samar conducted preparatory activities including orientation, coordination, and planning meetings with stakeholders (CHDs, PHOs, LMP, LGUs, POPCOM, CHOs / RHUs), generation and confirmation of play dates, generation of financial and technical support from the LGUs, provincial, city and municipal levels as well as regional counterparts. A total of 54 shows in 37 municipalities from the three provinces above were completed reaching 20,084 people composed mostly of 4Ps beneficiaries and NHTS. As a result of the stage plays more men and women attended health classes especially in far flung and depressed areas, which also served as a venue to provide FP, SM, and GP services. Moreover, sustainability efforts were already initiated by the some sectors in these provinces. For instance, the Provincial Health Officer (PHO) of Leyte was able to advocate to the LMP president to host the stage play in one of the provincial LMP meetings to encourage other LCEs to hold the stage play in their LGUs; the PHO of Samar is exploring the possibility of training a core group of health service providers per LGU to utilize the stage play as a form

of advocacy and health message dissemination even in far-flung and depressed areas; and the LGU of Talisay, Negros Occidental is also looking at utilizing a theater group for Garantisadong Pambata activities.

In Mindanao, the stage play ran 51 performances in 27 municipalities from Davao del Sur, Zamboanga del Norte and Zamboanga del Sur, reaching 19,704 participants, most of whom are beneficiaries of 4Ps.



As a result of the play, which was translated into local languages, the RHUs and MLs of the three provinces were encouraged to plan out activities to sustain the health classes with 4Ps beneficiaries leading to service delivery. To sustain the use of play in the health promotion and health classes some RHUs expressed their interest to have the Community Health Teams or the RN Heals be trained to perform the play so they can continue to present this especially in GIDA areas and in the IP communities. Moreover, the plays were very effective in engaging the audiences that most LGUs requested for a second stage in their area to reach out to far-flung communities.

During the plays, FP communication packages, including materials on SM and GP, were utilized and FP leaflets containing the message “3-5 Taong Agwat Dapat” and the interactive comics were distributed as take home material for the audience.

Entertaining. Educational. Easily understood.
I promise to replicate the show
so that more people from different barangays
can watch and learn from it.

MAYOR ERIC SARATAN

Talisay City, Negros Occidental

MEDIA COVERAGE OF FP

With stronger ties forged through trainings and meetings, and with better coordination in place, media coverage for health events continued. A family planning health event in Amulung, Cagayan was covered by the Philippine Information Agency (PIA), radio stations and a local cable channel while the interactive play’s maiden performance in Albay was covered by different radio stations.

In the Visayas, two Provincial Health events in Samar that showcased “*Ikaw at Ako ay Tayo*” stage play were covered by the print and TV media and the PIA. Free air time was also provided for the playing of radio spots and PSAs on FP.

In Malita, Davao del Sur, radio coverage was done by a local radio station in one municipality. The program covered the whole town with a population of 133,524. In Zamboanga del Sur, the Philippine Information Agency (PIA) released a story on the conduct of the family health play in the municipality of Bayog which was published in a national broadsheet.

HEALTH EVENTS

While FP Wave 3 activities were going full blast, safe motherhood (SM), Garantisadong Pambata (GP) and HIV/AIDS activities were being conducted as well in various LGUs.

SAFE MOTHERHOOD (SM) AND GARANTISADONG PAMBATA (GP)

In Luzon, a Pretty Preggy Event was conducted in Cagayan to disseminate and promote key safe motherhood messages through the pageant's question and answer portion, selection criteria and profiling of contestants' with the winner serving as safe motherhood advocate and testimonial giver. The event, which was a replication of the event held earlier in Albay, was participated in by 29 municipalities of the province with an audience of 500. The series of performances of the interactive play in Albay and the health classes that followed them also carried SM themes.



In the Visayas, Daram, West Samar and Ormoc, North Leyte conducted one health event each on safe motherhood through integration in the stage plays reaching more than 200 audiences composed mainly of pregnant women. In Mindanao, the province of Compostela Valley and one of its municipalities partnered with the Department of Education in conducting the expanded GP that reached 400 elementary school children and 298 mothers. FP counselling and services were integrated and provided to initiators while a private company provided the FP supplies.

HIV/AIDS

The Cebu City Multi-sectoral HIV/AIDS Council celebrated the 29th International AIDS Candlelight at in Cebu City in May 2012 with the theme "Promoting Health and Dignity Together." The activity commenced with a parade in the major thoroughfares in the city reaching an estimated 1,500 people. This was followed by a Candlelight Memorial Ceremony attended by more 200 participants who included government officials and representatives of various sectors. HealthPRO also provided electronic copies of printable materials to the Social Hygiene Clinic physician of Cebu City and Mandaue City for reproduction and distribution.

LAKBAY BUHAY KALUSUGAN (LBK)



Launched in March 2011, LBK is a health fiesta caravan that bring health information and services to geographically isolated and disadvantaged communities marshaling commitment and resources from private and public partners in health care, health promotion and media. To assess the impact of the DOH-USAID partnership, a total of 154 women and men from six Philippine provinces were interviewed in their households in December 2011. Most of the respondents were from the lowest social-economic class (84%) with elementary education (50%). One in two (49%) of those interviewed liked LBK mostly for its information, followed by giveaways (32%) and free consultation and health care received (16%). Recall of health messages was highest for childcare (54%) and family planning (48%). Increased level of awareness led to specific actions by LBK beneficiaries, including discussing LBK with a spouse or friend (51%), starting to use a family planning method (9%), visiting health care facility (8%), practicing exclusive breastfeeding (7%), and conducting antenatal care visits (5%).

The success of LBK in bringing health promotion and services closer to the people led to more initiatives from LGUs to bring the LBK bus and ideas to their respective areas. Preparatory meetings and activities were conducted in Lallo, Cagayan for a municipal LBK in July. Materials were provided for the meetings and the upcoming event including a sample press kit for the regional HEPO. CHD 5 received requests from the non-USG provinces of Camarines Sur, Camarines Norte and Sorsogon to conduct LBK beginning next quarter. It has already allotted budget for several LBK exhibits and collaterals. This also implies conducting IPC/C training for HSPs and BHWs who will be involved in the LBK. CHD 4-A, through DSWD, also requested that LBK be conducted in Quezon Province. HealthPRO provided technical assistance to NCHP in doing groundwork activities with the Governor and the municipal LGUs. The plan is for the activity to reach the indigenous 4Ps families of Catanauan, Quezon. This will commence as soon as funds (IRA) are released.

The municipality of T'boli in the province of South Cotabato organized a mini LBK and health fair for the T'boli, an indigenous group. The event, though without the LBK bus, followed the set of activities in the LBK including the provision of health classes and health services that reached 250 participants.

In the ARMM, HealthPRO continued providing technical assistance to IPHO Maguindanao in its LBK replication dubbed as *SLAM Health Mobile Festival* in the municipalities of GSKP, SSB and Pagalungan reaching more than 2,800 beneficiaries. LBK communication materials were shared and used. The SLAM municipalities brought the mini-LBKs to barangay levels. For the regional level, HealthPRO assisted the DoH-ARMM KMS-LBK team in finalizing its implementation plan with Lanao del Sur as the next destination.

To further stimulate introduction of LBK nationwide capitalizing on its positive experience, LBK Guide was developed and produced by HealthPRO in collaboration with NCHP. In addition, technical assistance was provided to NCHP in the development of LBK scale up concept using eight buses donated to DOH by the Government of China in 2011.

OTHER TECHNICAL ASSISTANCE

DEVELOPMENT AND DISTRIBUTION OF MATERIALS

During the quarter, additional copies of interactive comics entitled *Ellen and Antonio* were distributed to recipient LGUs where stage plays were conducted. HealthPRO Mindanao provided communication materials to Isabela City in the province of Basilan, which is part of Region IX despite its location in an ARMM province. Materials distributed included FP Waves 1 and 2 posters, transport stickers, flyers, brochures, comics, placemats, desk charts, reference guide and a flip tarp, advocacy briefer, sample worksheet, GP posters, flyers, fans, fliptarp with reference guides, advocacy briefer, broadcasters manual, SM posters, flyers and spiels, and TB prevention job aids. The distribution was coursed through CHD 9 which committed to train the HSPs of Isabela City on IPC/C. The training is scheduled in August 2012 with 40 participants covering the RHUs and BHS of the city.

HealthPRO facilitated the request of CHD 7 in providing technical assistance to design collaterals for CHTs in the entire region. CHD7 was provided with CDs containing electronic printable copies of the design for CHT collaterals that included umbrellas, bags, ID tags, and vest among others. In the ARMM, HealthPRO assisted DoH-ARMM HEPO and PIO in conceptualizing a proposal, along with an operational plan, to establish an independent HEPO/IO unit. HPC integration to all health programs would have positive implication in terms of sustainability.

HealthPRO also provided technical assistance in developing the article “Research Brief: Contraceptive Needs After Age 40” for the May/June 2012 issue of DOH’s news magazine *HealthBeat*. At the same time, the SM fliptarp as a teaching aid was developed and pretested among pregnant women and frontline HSPs. It elaborates on the four core messages of the approved SM posters while the SM IVR script was developed, initial recording carried out and pretest arrangements done with P/MLGUs.

ADDITIONAL TECHNICAL ASSISTANCE



During the Balikatan 2012 HealthPRO's technical assistance included coordination for the inclusion of HPC and IPC/C training and preparation of HPC slides. HealthPRO also coordinated with NCHP to have the IPC/C Rollout training in Puerto Princesa City using their funds and in time for the MEDCAPS schedule. As a result, the IPC/C rollout training was conducted which equipped 20 frontline HSPs on basic IPC/C skills. HealthPRO reproduced SM, GP and FP job aids which was distributed to 34 barangay health stations and satellite clinics of Puerto Princesa City. Supportive supervision and mentoring of IPC/C-trained HSPs were conducted during the MEDCAPS in two barangays.

HealthPRO provided technical assistance to the Quezon City Health Department (QCHD) to build the capacity of their HIV/AIDS peer educators in IPC/C. This refresher course emphasized the importance of IPC/C in facilitating behavior change and its relationship to health service provision among 18 peer educators (PE) most of whom belong to the Most-At-Risk-Population from the three Social Hygiene Clinics. Ten of the peer educators were newly hired by the QCHD. With the SMS4MSM initiative and the print collaterals, more clients are expected to access SHC services especially for Voluntary Counseling and Testing. The training also served as a venue to discuss and review the recently developed HIV/AIDS job aids for PEs which was very well received by the participants. To enhance the capacity of newly trained HIV/AIDS peer educators, HealthPRO also developed peer educators job aid which will be distributed among Quezon City Health Department peer educators and nationwide shortly.

In addition, HealthPRO continues to provide technical assistance to the SMS4MSM initiative in Quezon City by supporting participating MSM clan administrators in crafting and disseminating HIV prevention and testing SMS among its members, organizing HIV health classes to promote condom use, voluntary HIV counseling and testing and knowing HIV facts. Number of hits on Am I? Facebook continues to grow promoted via SMS and Am I? HIV poster series.

PROJECT MANAGEMENT

LOCAL REPLICATING AGENCIES

During the quarter, all remaining LRAs in Luzon, Visayas, and Mindanao successfully ended their engagement with HealthPRO after completing all their deliverables.

Local Sub-Contracts that Ended in Q3 FY 2012			
Area	Province	LRA	End Date
Luzon	Nueva Ecija	FETPAFI	April 4, 2012
	Tarlac	FETPAFI	April 2, 2012
	Albay	MIDAS	May 15, 2012
Visayas	Aklan	GRF	April 30, 2012
	Samar	NCP	June 30, 2012
	Leyte	NCP	June 30, 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
ARMM	Lanao del Sur	AMDF	April 15, 2012
	Basilan	HDES	April 16, 2012
	Tawi-Tawi	Nisa UHFBI	April 27, 2012
	Maguindanao	UNIPHYL	June 4, 2012
	Sulu	WAQAF	April 30, 2012*

Provincial levels close out meetings were conducted 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 plans.

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 three highlights making it to the USAID/Philippines monthly report to USAID Administrator. It also participated in activities of other organizations, i.e. upon invitation of Zuellig Foundation, HealthPRO exhibited SM and GP communication materials including the IPC/C Training Manual during the Coalition 162 to 52 Summit with the theme: *“Accelerating Impact on*

Maternal and Child Health through Local Health System Development.” HealthPRO also shared the HPC tracking tool, as well as the pre-test methodology for community theatre, to the BALANCED Project, another USAID – assisted project.

In the efforts to share its experience and achievements, HealthPRO’s three success stories were cleared by USAID and posted on USAID\Philippines website. Lessons learned from IPPC training via clients’ exit interviews were formalized into Technical Notes and poster presentations, and shared at the national and regional levels, along with findings on the Omnibus Study evaluating Family Planning Communication Campaign Wave 1 and 2 in six project-supported provinces.

HealthPRO field offices continued their coordination with partners. In Luzon, HealthPRO participated in the following activities: CHD 5 Development Partners Forum, together with representatives from other USAID CA and other international organizations; CHD-3 RICT or Regional Implementing Coordinating Team Meeting to discuss the project TA provided to the provinces Bulacan, Nueva Ecija and Tarlac; CHD-5 Regional FP Conference; and Albay PHO Strategic Planning for 2013 to assist in the formulation of 2013-2017 plan. HealthPRO also attended coordinative meetings with all four CHDs and PHOs in Luzon for the conduct of activities like the SPW, FP Technical Updates, HEPO conferences, and interactive play performance. Meetings with Provincial Health Team Leaders of CHDs were also held for their briefing, attendance and involvement in the above-mentioned activities.

In the Visayas, HealthPRO participated in the 2nd Regional Implementing Coordinating Team (RICT) meeting of CHD 7, which was attended by health sector at all levels in the region with attached agencies and partners from the regional, national, and private sectors. HealthPRO also carried out the following activities: participated in the provincial Joint ILHZ KP review for North Leyte; facilitated project updating with CHD 6 and 7, which included providing regional counterparts timetable for the project phase out, and sharing of sustainability plans developed by the provinces; participated in the USAID – CAs meeting in Bohol for presentation and updating of accomplishments in the province and in North Leyte in preparation for the participation in the midterm assessment of JICA’s Strengthening Maternal and Child Health Services in Eastern Visayas (SMACHS-EV) project in North Leyte; participated in the 4th Joint Coordination Committee meeting; and participated in the Health Information System (HIS) Forum in the Visayas which aimed to organize the multi-sectoral HIS in the Visayas.

In Mindanao, HealthPRO had meetings with the CHDs, specifically CARAGA, CHDs 9, 11 and 12 teams. Separate coordination meetings were also conducted with CHDs 9 and 11 to discuss FP Wave 3 activities, specifically the conduct of family health plays, the health classes after the plays and the provision of services. Coordination meetings were also conducted with the Provincial Social Welfare and Development and the Provincial Population Officers prior to the conduct of the plays in the provinces of Davao Sur, Zamboanga del Norte and Zamboanga del Sur. In the ARMM, HealthPRO participated in the DoH-ARMM Family Planning Command Conference in June 2012 in Manila.

MONITORING AND EVALUATION

During the quarter, field testing of the FP and SM communication materials were completed. The FP Wave 3 comics was eventually approved and endorsed by the DOH while the SM health class flipcharts and the SM interactive voice recording were pretested.

The omnibus survey to assess communication campaigns and promotion interventions has been completed and presentation materials prepared for the DOH FP command conference. A technical report is currently being drafted for project documentation. A comparative case study for the FHS 2011 results on CPR in Tarlac and Compostela Valley is also being prepared to highlight the contributions of HPC technical assistance on CPR.

ICV MONITORING

To ensure compliance to family planning quality of care, 11 facilities in Luzon and the Visayas were monitored and nine service providers and four clients were interviewed for Informed Choice and Voluntarism (ICV) during the quarter. Visits to the 11 facilities showed no vulnerabilities or potential ICV violations. The summary of ICV reports is submitted separately to USAID.

CAPACITY BUILDING FOR ICV

On June 18-20, HealthPRO provided technical assistance to HPDP and the BALANCED project by sending its FP Specialist to be part of the team of trainers during the ICV training. A total of 34 staff attended the Informed Choice and Voluntarism (ICV) training in Antipolo City. HealthPRO also shared with HPDP and BALANCED project the list of facilities already monitored by the project to prevent duplication of efforts. The inter-CA trainers agreed that a manual on ICV will be prepared in preparation for the next projects of USAID that require ICV compliance.

HPC DATA COLLECTION

Data collection for this quarter was conducted by HealthPRO staff during HEPO conferences and at the RHU and IPHO levels. Most of the municipal health offices continued to track the HPC activities- health classes, counselling and health events- using the HPC tracking tools. However, timely submission by the HSPs to the PHNs/designated HEPOs and provincial HEPOs continued to be a challenge while consistent use of the sign-up sheets and other tracking tools are continuously being negotiated. For more information on HEPO conferences, please refer to the section HEPO Conferences on page 8, under the Local Level, BCC Planning part.

CHALLENGES

While conscious efforts were taken up to ensure smooth implementation of activities, there were challenges met that also served as lessons learned for HealthPRO. Most of these challenges are at the

local level and involves utilization of time and resources for activities. Some identified challenges are the following:

- Implementation of field activities were slowed down due to overlapping of activities, with some resulting to cancellation of other activities, in particular, the roll-out training/orientation activities of the Community Health Teams in most provinces. This overlapping also caused shortage of government's health staff to run health activities and provide the much needed support in the field.
- Select health promotion activities that LGUs committed to implement were not conducted because of budget limitations.
- Data gathering, a vital link in ensuring that activities impacted on the population remains a challenge for various reasons like enough time for data collection, recording and submission to program managers.
- There is a need to continuously emphasize the importance of strengthening partnerships with community organizations and local business establishments and to source funds for reproduction of materials and TV and radio broadcasting.

FINANCIAL REPORT

	Total Estimated Cost	Billed to Date	Balance
Salaries and Wages	\$ 3,623,567	\$ 3,428,141	\$ 195,427
Allowances	\$ 231,392	\$ 196,535	\$ 34,857
Consultants	\$ 475,963	\$ 153,872	\$ 322,091
Travel - Per Diem	\$ 1,353,274	\$ 1,139,588	\$ 213,686
Equipment	\$ 225,147	\$ 171,767	\$ 53,380
Other Direct Costs	\$ 2,016,933	\$ 2,138,369	\$ (121,436)
Subcontracts	\$ 3,666,571	\$ 3,638,632	\$ 27,939
Indirect Costs	\$ 2,397,701	\$ 2,304,480	\$ 93,221
Fixed Fee at 7%	\$ 979,338	\$ 921,997	\$ 57,341
Total Cost plus Fixed Fee	\$ 14,969,886	\$ 14,093,380	\$ 876,506

ANNEXES

ANNEX 1: PROGRESS INDICATORS

Component Activities	Indicators for Reporting	FY 2012 Target	Quarter 1 (Oct. 01, 2011 – Dec. 31, 2011) Accomplishment	Quarter 2 (Jan. 01- Mar. 31, 2012) Accomplishment	Quarter 3 (Apr. 01- Jun. 31, 2012) Accomplishment
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	195,541 individuals counseled + 135,546 points of contact referral flyers distributed	Partial and for validation (Luzon 8143; Visayas 24,855; Mindanao 10,690) + 8,140 points of contact referral flyers distributed
	(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)	(4,399 MSM reached with SMS 70 MSM reached with health classes; 465 hits/ impression on Am I Facebook page)	(6,896 MSM reached with SMS 346 MSM reached with health classes 1,455 hits/ impression on Am I Facebook page)

	(LRA) Number of individuals mobilized by community groups for IPC	23,420 individuals	60,433	24,126	Data for completion
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	2,680,295 (8,969 reached with FP health events and 10,000 reached with HealthBeat)	Media data for collection (27,902 reached with FP health events and 10,000 reached with Healthbeat)
	(non-OP) Number of people that have seen or heard a USG supported MCH message	3,000,000	735,577	3,492,275	Media data for collection (28,318 reached with MH messages in health events)
	(non-OP) Number of people that have heard or seen a DOTS-related message	3,800,000	No data	369,216 (World TB Day Bulletin and Tempo coverage) (9,984 TB job aids distributed)	24,507 reached with TB messages in health events
	(non-OP) Number of LGUs celebrating MCH special events	25 LGUs and ARMM	15	14 and 2 ARMM 2 ARMM)	For validation (5 Luzon; 2 Visayas; 5 Mindanao; 1 ARMM)
	(non-OP) Number of LGUs celebrating	4 sentinel sites	3 sites in Cebu and	Completed	Completed

	HIV/AIDS special events		Quezon City for WAD		
IPC/C	(OP) Number of people trained in IPC/C for FP, MH, CH and DOTS	1,000 HSPs (HPro)	787	397	132
	(LRA) Number of community volunteers trained in IPC	13,920 BHWs	11,781	7297	1,614
	(LRA) No. of group mentoring sessions conducted by nurses/HEPO designates provided technical assistance.	110 sessions	188	171	18
Community Mobilization	(non-OP) Number of individuals trained to promote HIV/AIDS prevention	539			
	(non-OP) Number of individuals trained in HIV-related community mobilization for prevention care and/or treatment	387 (among MARPs, w/ HGOs)			24 (18 males and 6 females)

	(LRA) LRA) Number of staff of LRA, PHO, CHD and community groups oriented/trained in community mobilization	100	240	82	Completed
Health Campaigns	(LRA) Number of provincial and municipal special health events assisted	42	59 +1 ARMM	41 + 4 ARMM	For validation (14 Luzon; 8 Visayas; 19 Mindanao; 2 ARMM)

ANNEX 2: SUMMARY OF HEALTH EVENTS CONDUCTED DURING THIS QUARTER

LGU	Campaign and Event Title	People attended	Additional media coverage
LUZON			
Amulung, Cagayan	Usapang P-nay: "Panatag na Nanay, Panalo na Tatay"	51 couples 44 reps of CBOs	PIA, Bombo Radyo, DWPE, DZYT, RBC
Legazpi City	"3-5 taong Agwat , Dapat.. Sa Pagpapalano nin Pamilya, Futuro ay Segurado"	110 couples (members of tricycle drivers association)	
Bgy. Catmon, Camalig	"3-5 taong Agwat , Dapat.. Sa Pagpapalano nin Pamilya, Futuro ay Segurado"	105 couples (members of SELF-HELP GROUP of 4 cluster brgys of Cotmon, Solong, Calabidungan and Bongabong)	
Brgy San Lorenzo, Tabaco City	"Ikaw at Ako ay Tayo"	140 participants	
Brgy. Lanigay, Polangui	"Ikaw at Ako ay Tayo"	229 participants	
Legazpi City	"Ikaw at Ako ay Tayo"	327 participants	
Manito	"Ikaw at Ako ay Tayo"	165 participants	
Sinungtan, Guinobatan	"Ikaw at Ako ay Tayo"	142 participants	
Guinobatan	"Ikaw at Ako ay Tayo"	101 participants	
Sto. Domingo	"Ikaw at Ako ay Tayo"	88 participants	
Daraga	"Ikaw at Ako ay Tayo"	82 participants	
Malinao	"Ikaw at Ako ay Tayo"	112 participants	
Malinao	"Ikaw at Ako ay Tayo"	102 participants	
Jovellar	"Ikaw at Ako ay Tayo"	180 participants	

Comun, Malinao		"Ikaw at Ako ay Tayo"	96 participants	
Tuguegarao City, Cagayan		Ms. Pretty Preggy	500 participants	PIA, Bombo Radyo, DWPE, DZYT, RBC
VISAYAS				
Pilar, Bohol		Adolescents and Couples Health Enhancement	148 (62 male) (86 female)	
Calbayog, Samar		Provincial Health Event "Ikaw at Ako ay Tayo"	510 participants	Samar Sunday Star
Daram, Samar		Buntis Congress and "Ikaw at Ako ay Tayo" stage play	104 pregnant mothers	
Catbalogan, Samar		Provincial Health Event "Ikaw at Ako ay Tayo"	234 participants	PIA Samar
Palo, Leyte		Provincial Health Event "Ikaw at Ako ay Tayo"	577 participants	TV 5 Tacloban
Palo, Leyte		Municipal Health Event "Ikaw at Ako ay Tayo"	937 participants	
Ormoc, Leyte		Buntis Forum and "Ikaw at Ako ay Tayo" stage play	86 pregnant women	
Palompon, Leyte		Municipal Health Event "Ikaw at Ako ay Tayo"	112 participants	
Cebu City		City Event 29 th International AIDS Candlelight Memorial	Estimated 1,500 people watched the parade Estimated 200 pax attended the Candlelight Ceremony	
MINDANAO				
Tagoloan, Oriental	Misamis	"Pinakamagandang Buntis" Advocacy campaign on Safe Motherhood	351 participants	
Tagoloan, Oriental	Misamis	"Garantisadong Pambata, Operation Tuli"	206 participants	

Compostela Valley	Garantisadong Pambata Campaign @ Panamin Elementary School, Mabini, Comval	412 school children 298 mothers
T'boli, South Cotabato	Mini LBK	
Godod, Zamboanga del Norte	"Ikaw at Ako ay Tayo"	428 participants
Godod	"Ikaw at Ako ay Tayo"	276 participants
Polanco	"Ikaw at Ako ay Tayo"	919 participants
Polanco	"Ikaw at Ako ay Tayo"	1,715 participants
Sindangan	"Ikaw at Ako ay Tayo"	236 participants
Sindangan	"Ikaw at Ako ay Tayo"	228 participants
Salug	"Ikaw at Ako ay Tayo"	584 participants
Salug	"Ikaw at Ako ay Tayo"	941 participants
Dipolog City	"Ikaw at Ako ay Tayo"	292 participants
Dipolog City	"Ikaw at Ako ay Tayo"	328 participants
Dapitan City	"Ikaw at Ako ay Tayo"	546 participants
Dapitan City	"Ikaw at Ako ay Tayo"	810 participants
Siayan	"Ikaw at Ako ay Tayo"	544 participants
Siayan	"Ikaw at Ako ay Tayo"	2,028 participants
Katipunan	"Ikaw at Ako ay Tayo"	214 participants
Katipunan	"Ikaw at Ako ay Tayo"	209 participants
Manukan	"Ikaw at Ako ay Tayo"	583 participants
Manukan	"Ikaw at Ako ay Tayo"	960 participants
Sergio Osmeña	"Ikaw at Ako ay Tayo"	143 participants

Sergio Osmeña	"Ikaw at Ako ay Tayo"	208 participants
Bayog, Zamboanga del Sur	"Ikaw at Ako ay Tayo"	219 participants
Midsalip	"Ikaw at Ako ay Tayo"	200 participants
Midsalip	"Ikaw at Ako ay Tayo"	225 participants
V. Sagun	"Ikaw at Ako ay Tayo"	327 participants
V. Sagun	"Ikaw at Ako ay Tayo"	394 participants
Lakewood	"Ikaw at Ako ay Tayo"	240 participants
Mahayag	"Ikaw at Ako ay Tayo"	175 participants
Mahayag	"Ikaw at Ako ay Tayo"	204 participants
Lakewood	"Ikaw at Ako ay Tayo"	820 participants
Tukuran	"Ikaw at Ako ay Tayo"	470 participants
Tambuling	"Ikaw at Ako ay Tayo"	366 participants
Suminot	"Ikaw at Ako ay Tayo"	235 participants
San Pablo	"Ikaw at Ako ay Tayo"	199 participants
San Pablo	"Ikaw at Ako ay Tayo"	192 participants
Sulop, Davao del Sur	"Ikaw at Ako ay Tayo"	70 participants
Sulop	"Ikaw at Ako ay Tayo"	115 participants
Sta. Cruz	"Ikaw at Ako ay Tayo"	95 participants
Don Marcelino	"Ikaw at Ako ay Tayo"	219 participants
Malita	"Ikaw at Ako ay Tayo"	351 participants
Sta. Maria	"Ikaw at Ako ay Tayo"	145 participants

Malita	"Ikaw at Ako ay Tayo"	411 participants
Sta. Maria	"Ikaw at Ako ay Tayo"	362 participants
Magsaysay	"Ikaw at Ako ay Tayo"	36 participants
Malalag	"Ikaw at Ako ay Tayo"	130 participants
Sta. Maria	"Ikaw at Ako ay Tayo"	160 participants
Digos City	"Ikaw at Ako ay Tayo"	310 participants
Digos City	"Ikaw at Ako ay Tayo"	193 participants
Digos City	"Ikaw at Ako ay Tayo"	281 participants
Magsaysay	"Ikaw at Ako ay Tayo"	115 participants
Digos City (Mt. Apo District)	"Ikaw at Ako ay Tayo"	202 participants
Malalag	"Ikaw at Ako ay Tayo"	256 participants
ARMM		
GSKP, Maguindanao	SLAM mobile health event	1,359 participants
SSB, Maguindanao	SLAM mobile health event	859 participants
Pagalungan, Maguindanao	SLAM mobile health event	616 participants

ANNEX 3: NUMBER OF PEOPLE COUNSELLED

Province	Counselled on	Number of people counselled (partial, data gathering ongoing)
Aklan	FP	1,968*
	MCH	
	TB	
Bohol	FP	7,562*
	MCH	
	TB	
Capiz	FP/MCH	3,405*
Negros Occidental	FP/MCH	1,482*
Negros Oriental	FP	3,557**
	MNCHN	6,737**
	TB	291**
North Leyte	FP	6,881
	MNCHN – 13,846	13,846
	TB	1,310
West Samar	FP	3,757
	MNCHN	6,109
	TB	979
Zamboanga del Norte	FP	2,138
	MH	828
	CH	870
	TB	32
Misamis Occidental	FP	431
	MH	515
	CH	448
	TB	164
South Cotabato	FP	4,364
TOTAL		42,672

*additional data from Q1 (Q2 for collection in the upcoming HEPO meeting)

**Following-up additional data from the LGUs