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TRIP REPORT:
JHU/PCS VISIT TO THE PHILIPPINES

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EXECUTIVE SUMMARY

JHU/PCS Regional Communication Advisor, Fred Reed, and Regional Program Coordinator, José Rimon, visited the Philippines as part of their Asia trip, primarily to develop innovative IEC projects with the private sector. Three preliminary project proposals were developed with the Population Center Foundation (PCF), a highly-respected private non-profit agency. The three projects are:

1. A Mass Media Campaign to Combat Teenage Pregnancies (\$255,441);
2. Intensifying Demand Generation of Family Planning Methods in the Industry Sector (\$108,016); and,
3. Using Male Motivators to Generate Demand for Family Planning in a Male Farmer Organization (\$106,037).

All three of the project proposals were developed in consultation with the Executive Director of the Commission on Population (POPCOM), the government central coordinating and monitoring agency for population, and with USAID/Manila.

Four more potential projects were also identified:

1. Marketing breastfeeding with the National Movement to Promote Breastfeeding;
2. A TV drama serial with a strong cost recovery scheme;
3. Childspacing campaign for young mothers after the first born with the Institute of Maternal and Child Health (IMCH); and
4. Various small IEC projects with the Center for Alternatives of the Philippine Christian University (COAL/PCU).

The development of projects in the Philippines is in response to requests by the AID/Washington Office of Population, AID/Asia Bureau and AID/Manila for

cooperating agencies to initiate innovative activities with the private sector. In discussions with USAID/Manila, PCF and POPCOM, all were informed that projects to be implemented by JHU/PCS in the Philippines would have to be treated as additive to the centrally funded cooperative agreement and, hence, contingent upon the appropriate resolution of the JHU/PCS budget ceiling by AID/Washington.

The JHU/PCS team also assessed prospects for tapping local agencies to provide IEC training for Indian professionals. Discussions were conducted with four local agencies [Population Center Foundation (PCF), Communication Foundation for Asia (CFA), University of the Philippines Institute of Mass Communication (UP-IMC)] and Nutrition Center Foundation (NCF) for this purpose. All signified their interest in varying degrees and requested more specific information on the dates and on the type of training to be conducted.

LIST OF ABBREVIATIONS

ARBA	-	Agrarian Reform Beneficiaries Association
AVS	-	Association for Voluntary Sterilization
CFA	-	Communication Foundation for Asia
COAL/PCU	-	Center for Alternatives/Philippine Christian University
DRF	-	Development and Research Foundation
FP	-	Family Planning
FNRI	-	Food and Nutrition Research Institute
IDRC	-	International Development Research Centre
IEC	-	Information, Education and Communication
IMCH	-	Institute of Maternal and Child Health
INTRAH	-	International Program for Training in Health
JHU/PCS	-	The Johns Hopkins University/Population Communication Services
JHPIEGO	-	The Johns Hopkins Program for International Education in Gynecology and Obstetrics
MIS	-	Management Information Systems
NCF	-	Nutrition Center Foundation
NDS	-	National Demographic Survey
ORT	-	Oral Rehydration Therapy
PCF	-	Population Center Foundation
PHN	-	Population/Health/Nutrition
POPCOM	-	Commission on Population
STP	-	Slide-Tape Presentation
TA	-	Technical Assistance
UNFPA	-	United Nations Fund for Population Activities
UNICEF	-	United Nations International Children's Emergency Fund
UP-IMC	-	University of the Philippines Institute of Mass Communication
USAID	-	United States Agency for International Development

THE PHILIPPINES

JHU/PCS Regional Program Coordinator, José Rimón II, and Regional Communication Advisor, Fred Reed, visited the Philippines September 25 to October 10, 1985. The purpose of the visit was: 1) to develop IEC projects with private sector organizations, at the request of AID/Manila, and 2) to assess interest of local agencies in conducting IEC training for Indian professionals.

Meeting with USAID/Manila

Officials met: 1) Bill Johnson, PHN Officer; 2) Joy Perla, Health Officer, PHN, and 3) Zynia Rionda, Project Officer, PHN;

Bill Johnson shared with the JHU/PCS team the preliminary results of the 1983 National Demographic Survey (NDS) which indicates a drop in the overall prevalence rates from 37 percent in 1978 to 33.4 percent in 1983. This drop is largely attributed to the decline of hard-to-measure "non-program" methods (withdrawal, abstinence, etc.) from 11.8 percent in 1978 to 5.1 percent in 1983. The proportion of current users of "modern program methods" increased from 12.5 percent in 1978 to 17.5 percent in 1983, largely due to increases in the number of female sterilizations.

The NDS also generated data pointing to a large reservoir of unmet needs. Half of the currently married women who are not using contraception did not want any more children. In addition, about 40 percent indicated that they did not want their last pregnancy.

Over the long haul, however, the crude birthrate has fallen by 34 percent from 1960 to 1982. This favorably compares with a 28 percent decline in India, 24 percent in Indonesia, 14 percent in Pakistan, 26 percent in Sri Lanka and 36 percent in Thailand.

The high expectations of the Philippine population program and the unexpected indication that the prevalence rate may have reached a plateau have prompted POPCOM to reexamine its future plans and goals. POPCOM has now identified a high scenario goal for 1993 which is to increase the prevalence rate

from 33.4 percent in 1983 to 50.2 in 1993. During this period, the population growth rate is expected to decrease from 2.54 percent to 1.92 percent.

Based on this background information, the JHU/PCS team and USAID/Manila discussed possible project leads that would be developed with the private sector. The JHU/PCS team briefed USAID/Manila on three subject areas previously identified by the POPCOM Executive Director during her earlier visit to Washington. These are: 1) an IEC project addressing the issue of adolescent fertility; 2) an IEC project focusing on the industry sector; and 3) a project addressed to the farmers in the rural areas in response to requests made by the Prime Minister.

During the discussions, USAID/Manila also requested the JHU/PCS team to look into the following:

1. A project to market breastfeeding;
2. An expansion of the existing project of the Institute of Maternal and Child Health (IMCH) on childspacing after the first born.
3. A project to develop the IEC component of the primary health care project funded by USAID with the Ministry of Health.

It was agreed that the JHU/PCS team will pursue the above listed project ideas, get the reaction and thinking of the POPCOM executive staff regarding them, and ultimately sit down with the PCF staff to process the ideas and develop them into viable projects.

USAID/Manila was also briefed on the JHU/PCS budget ceiling issue.

Meeting with the POPCOM Executive Director

Atty. Eugenia Jamias, POPCOM Executive Director, welcomed the JHU/PCS team visit. She said that POPCOM has also agreed to the visit of the Association for Voluntary Sterilization (AVS) and the Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPIEGO). Ms. Jamias reiterated her views on the need to develop projects in the three areas she has

previously suggested. She also informed the team that JHU/PCS should start working with the Population Center Foundation (PCF) which, according to her, is the most appropriate institution to implement the projects locally. She agreed that other feasible projects will be explored with other institutions and that if other innovative and creative ideas come out they should be explored for possible project development.

Meeting with the Population Center Foundation (PCF)

Officials met: 1) Aurora Silayan-Go, Director of Programs; 2) Felixberto Sta Maria, Director of Administration; 3) Vicenté Tirol, Director for Communication Services; 4) Aida Co-Hee-Sayson, Head, Research and Development Unit, Programs Division; 5) Nora de Guzman, Head, Training Unit; 6) Diana Gamboa, Head, IEC Unit; 7) Lulu Pasion, Area Manager for Adolescent Fertility Program; 8) Odette de Guzman, Senior Project Officer, IEC Unit; 9) Lude Ordunà, Project Officer, Research and Development Unit; 10) Lilly Mangubat, Project Officer, Training Unit; 11) Ms. Jet Riparip, Project Coordinator of Industry Based Project; and 12) Ms. Marivi Silva, Senior Project Officer, Research Unit.

Activities and Observations

The PCF Director of Programs, Ms. Silayan-Go, informed the JHU/PCS team that the PCF senior staff had been brainstorming over the past two weeks on possible project leads to be developed by the JHU/PCS team. She said that the letter previously sent to her by Regional Program Coordinator José Rimon has been most useful as a guide. The PCF senior staff then presented six project outlines for discussion. After a thorough discussion on the merits of each project outline, the PCF senior staff and JHU/PCS agreed to develop three of them into full-blown projects. The three chosen, quite coincidentally, were also on the same subject areas originally identified by the POPCOM Executive Director.

After two and one half weeks of consultations and concentrated work, three fully-written project proposals were ready.

1. A Mass Media Campaign to Combat Teenage Pregnancies. The project aims to increase the awareness of Filipino teenagers about the

undesirable consequences of teenage pregnancies. The campaign involves heavy use of radio, TV and magazine ads and inserts to highlight the consequences of teenage pregnancies, preferably using positive approaches. The campaign will be linked with existing young adult centers operating in MetroManila providing counseling services. An additional feature is the linking of the media campaign to a telephone counseling service called "Instant Sagot" (Quick Response). Total cost is \$255,441.

2. Intensifying Demand Generation for FP Methods in the Industry Sector.
The project aims to generate increased acceptors from the industry sector through two strategies. The first involves the deployment of company workers who are also satisfied acceptors as volunteer motivators for FP as backup to an existing clinic providing contraceptive services. The second involves investing in a clinic nurse as the main source of motivation and service. Both approaches will be supported with appropriate IEC materials. The two strategies will be compared for cost-effectiveness. Total cost is \$108,016.

3. Using Male Motivators to Generate Demand for FP in a Male Farmer Organization. The project aims to develop the capability of the Agrarian Reform Beneficiaries Association (ARBA), a male farmer organization in Central Luzon, to increase prevalence rates particularly of male methods. Male core motivators will be trained in the use of sales-oriented motivational techniques and in the transfer of their skills to about 300 male farmer motivators. The motivators will be fielded to motivate co-members, friends and relatives. It is expected that the project will have reached about 60,000 clients after completion. Appropriate IEC materials will be produced. A congress of the 300 farmer motivators will be held and awards for 10 most outstanding performers will be presented. Estimated cost is \$106,037.

All three preliminary project proposals were later shared with POPCOM and AID/Manila.

Conclusions

The three projects would not have been prepared in record time without the enthusiasm, dedication and professionalism of the PCF staff. All persevered through the repetitive process of critically reviewing, criticizing and improving the major elements of the projects on the basis of research findings and experience on what works and does not work in the Philippine context. Fred Reed brought fresh insight into the project development process by providing "beyond IEC" points of view in assessing the possible effectiveness of the projects. Pre-project preparation work by PCF staff based on the illustrative listing of possible project leads sent by JHU/PCS was most useful in getting the development process started quickly.

Recommendations

The following approval process is recommended:

1. JHU/PCS senior staff and Advisory Group should review the projects and inform PCF on their consolidated comments and suggestions. If suggested modifications are minor, JHU/PCS will modify projects. However, if suggested revisions are major, JHU/PCS will discuss the proposed revisions with PCF; and PCF will revise the proposal in consultation with the local agencies involved in the project.
2. The revised project proposal will be submitted to POPCOM by PCF for review and approval. It is understood that informal consultations will be made by PCF with POPCOM and AID/Manila before formally submitting the proposal for approval.
3. Concurrence will be requested by JHU/PCS from AID/Manila.
4. Project proposals, with concurrence from AID/Manila, will be submitted by JHU/PCS to AID/Washington for approval.

Discussions with UNICEF

Officials met: 1) Bituin Gonzales, Program/Planning Officer; and 2) May Pascual, Program Assistant.

UNICEF is the primary agency in the country providing financial and technical assistance to the promotion of breastfeeding. Ms. Gonzales explained that although working with the Ministry of Health (MOH) proceeds slowly, it is still the primary agency which could institutionalize breastfeeding within its existing programs. She also said that the primary health care program under the auspices of MOH has proven to be most exciting and successful with hundreds of thousands of field and volunteer personnel trained, oriented and involved (from the village health station nurses and midwives to volunteer barangay health workers).

She also said that the National Movement for the Promotion of Breastfeeding has been organized and that JHU/PCS should meet with the officers to discuss possible collaboration.

Discussions with Officers of Breastfeeding Movement

Officials met: 1) Mercedes Solon, Deputy Executive Director, Nutrition Center Foundation (NCF); 2) Ofelia Valdecañas, Director, Food and Nutrition Research Institute (FNRI); 3) Cory Raymundo, President, Development Research Foundation (DRF); and 4) Gloria Cabasal, Chief, MCH Division, MOH.

The national officers of the Movement were briefed on the purpose of the JHU/PCS visit and the possibility of developing a project to market breastfeeding. From the discussions, it was learned that although the MCH Division of the MOH is the coordinator of activities promoting breastfeeding and acts as a secretariat to the organization, the division does not have enough resources and personnel to devote adequate time to breastfeeding. All the officers expressed interest in collaborating with JHU/PCS. They argued that the project is needed especially at this time when bottle-feeding promoters are already bringing their campaign directly to the rural midwives. They said that the midwives are responding to the incentives provided by the companies. The practice of breastfeeding,

according to them, while still relatively high in the rural areas is rapidly declining. The moves of the companies promoting bottle feeding must be countered aggressively at the village level.

Ms. Solon suggested that one region in the country should be chosen as a pilot area for the campaign. This would allow for the accumulation of experience and research data prior to launching a national campaign.

Recommendations

If the JHU/PCS ceiling were raised or a new agreement negotiated at a level which would allow JHU/PCS participation, it is recommended that this project lead be pursued with an appropriate agency. The most appropriate agency for this activity would be NCF. Ms. Solon is also the Task Force Chair for IEC of the Movement. She has a reputation for being an effective communication planner. She is also well-experienced in managing communication projects. NCF could coordinate the inputs of the other agencies that may be involved in the project.

(Note: POPCOM Executive Director, Eugenia Jamias, is supportive of the idea of marketing breastfeeding, but the appropriate agency to implement it has not been discussed with her yet.)

Discussions on TV Drama Serial

Official met: Enrique Angeles, President, Product Positioning Group, Inc.

Upon suggestion of the POPCOM IEC Division, the JHU/PCS team also met with Mr. Enrique Angeles of the Product Positioning Group to discuss the feasibility of producing a TV drama serial with a strong cost recovery scheme. Mr. Angeles' group is the producer of the number one rated daytime soap opera in the country. His group has also considerable experience in producing prime time TV drama series. In discussions with him, he was optimistic on the feasibility of producing a series with family planning content, but at the same time, commercially successful. He said that both a daily and a weekly show were feasible. A draft proposal for this activity was submitted to JHU/PCS.

Recommendations

On the basis of the track record of the company, it is possible that a TV series with FP content can be made commercially viable. However, care must be taken in negotiating the actual production and airtime costs arrangements in such a way that JHU/PCS and the production agency take equal risks in the venture. The size of the production company's investment is a good gauge of its serious interest in making the show attractive and self-sustaining. However, in view of the present economic conditions in the Philippines, attracting sponsors may be difficult to do. On the other hand, POPCOM has launched a major policy objective to recover program costs and encourages projects with strong cost recovery component. More data and further inquiries are needed in order to help ascertain whether there is a market for such a project.

Discussions with Institute of Maternal and Child Health (IMCH)

Official met: Perla Sanchez, Executive Director, Institute of Maternal and Child Health (IMCH).

Both POPCOM and USAID/Manila requested that JHU/PCS explore the possibility of expanding the IMCH project on childspacing after the first born for young mothers. This project was conceived on the basis of data showing that 39 percent of all live births in the Philippines were to women aged 15-24 years. It aims to sustain FP acceptance for the first-time mothers among current users as well as recruit new acceptors. Two to three years are the suggested spacing time between births. The strategy is to use the present clinic-based outreach network used by IMCH. Comprehensive FP services will be made available to enable the young couples to choose from a wide variety of spacing methods. Appropriate IEC materials, largely focusing on the health benefits for mothers and children, are being produced. Among the rewards for successful participation in the program are:

1. Certificates of Recognition
2. Free family postcard portraits
3. Well-baby contest among first-time parent acceptors
4. Free immunization, vitamins and regular check-up of the child for every successful year of practice.

Recommendations

Although this project is most interesting and open to other innovative interventions, discussions with Dr. Sanchez indicated no substantial opportunity for expansion, as most of IMCH clinics nationwide are already involved. The possible addition or modification of existing activities involving almost the same number of clinics can best be addressed by POPCOM which is currently funding the project.

There is, however, the possibility of developing a project along the same idea with another appropriate organization.

Discussions with COAL

Official met: Senena Martinez, Director, Center of Alternatives (COAL), Philippine Christian University.

Upon request of the AID Mission, discussions were conducted with COAL. COAL currently implements a USAID-funded "Adolescent Fertility/Care Management Program for MetroManila," which provides clinical, IEC and pre-marriage counseling services to young mothers and young adults in MetroManila.

Ms. Martinez also discussed the interest of COAL in producing slide-tape presentations (STPs) for special youth clients. A review of the topics indicates that the issues can be better addressed by an agency other than PCS. Another proposal, the development of a premarriage counseling manual for counselors in MetroManila, while interesting, is the kind of one-shot project which is better handled at the level of POPCOM MetroManila office.

Meeting with PIACT

Official met: Cecilia Verzosa, Executive Director, Kabalikat (PIACT Affiliate in the Philippines).

Ms. Verzosa informed JHU/PCS that Kabalikat's activities lately have been mainly in support of ORT in collaboration with the Ministry of Health. She also discussed possible JHU/PCS assistance to a planned project to publish a commercial magazine which would integrate health and FP messages treated in a

popular and entertaining style. Verzosa inquired whether JHU/PCS would be in a position to collaborate with the Ford Foundation and the International Development and Research Centre (IDRC) in providing financial assistance.

Recommendations

Since Ford and IDRC are already involved, both organizations should be able to commit resources to the project. Publishing a completely new commercial magazine would involve large start up costs, including hiring full-time staff with considerable experience in publishing. It would probably be more practical to integrate health and FP messages on a regular basis into an already popular "Showbiz" type magazine.

Meeting with UNFPA Coordinator

Official met: Stirling Scruggs, United Nations Fund for Population Activities (UNFPA) Deputy Representative and Senior Advisor on Population.

JHU/PCS inquired whether it is possible to link a proposed project on the industry sector being developed with PCF to a UNFPA-supported project which provides a reimbursement scheme for spacing methods. This project, considered an exciting experiment by some program professionals in the country, provides, on a pilot basis, reimbursement to certain accredited agencies for professional services provided to new acceptors: tubal ligation, ₱200; IUD, ₱142.25; injectibles, ₱123; vasectomy, ₱120; pill, ₱117.65; natural FP, ₱104; and condom, ₱10.* 1

Mr. Scruggs said that JHU/PCS may start discussing future linkage with POPCOM once the JHU/PCS project is underway.

Regional Training Agencies

A number of institutions were visited in order to assess their interest and capability in providing training for Indian professionals:

1* \$1.00 = ₱18.00

1. Communication Foundation for Asia (CFA). This agency operates a training institute on development communication. CFA officials indicated interest in possible collaboration with USAID/India and Ms. Billie Tablante, a Division Director, requested Fred Reed to send a letter to CFA explaining the specific training needs that would be needed. CFA will then determine if it is capable of responding to the request. CFA specializes in communicating values, or as some would call it, "social communications."

2. University of the Philippines-Institute of Mass Communication (UP-IMC). UP-IMC has had a good track record in providing various IEC training programs for Asian participants. During the time of the visit, however, UP-IMC had just undergone reorganization. Dr. Gloria Feliciáno has retired as dean. All the senior staff the team met provided positive responses to the idea of tapping UP-IMC as a training resource institution. It was agreed that Fred Reed will keep in touch with UP-IMC.

3. Nutrition Center Foundation (NCF). Ms. Mercedes Solon, Deputy Executive Director, said that NCF has been conducting training in IEC for participants worldwide through the United Nations University. NCF has probably one of the most advanced mobile audio-visual programs in the country, if not Asia. The mobile A/V program involves the operation of an A/V van with video system and is staffed by a trained driver/technician and a communicator. Video programs using behavioral-based approaches are presented in an interactive way to the villagers. The activities of the team and the impact of their visit, including follow-up provision of services, are then connected and monitored to a simple but comprehensive management information system using Apple IIC personal computers at the NCF headquarters in MetroManila. Solon reports that the mobile A/V team is relatively less costly than printing materials, developing broadcast materials and paying for airtime, and is more effective as well. She said NCF tested alternative strategies for cost effectiveness before deciding on investing in mobile A/V vans.

(NOTE: Fred Reed covers opportunities for training Indian professionals in the Philippines more extensively in a separate trip report.)

LIST OF CONTACTS

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