

**STRENGTHENING SOCIAL ACCEPTANCE OF FAMILY PLANNING
IN THE PHILIPPINES : A COMMUNICATION AND ADVOCACY PROJECT
USAID CONTRACT NO. 492-C-00-02-00019-00
WORKPLAN FOR JANUARY 1 TO DECEMBER 31, 2004
CONTEXT**

This workplan covers activities of The Social Acceptance Project – Family Planning (TSAP-FP) for the period January 1 to December 31, 2004, the second year of the project. It is based on the results of the Annual Review conducted by TSAP-FP staff and USAID counterparts from November 17 to 19, 2004.

COMPONENTS AND INTERMEDIATE RESULTS/INDICATORS

The workplan aims to achieve the Intermediate Results under Strategic Objective no. 3 of the USAID Results Framework. TSAP-FP is responsible for achieving Intermediate Result no. 3 – *greater social acceptance of family planning achieved*. Based on discussions with USAID, the indicators for measuring the aforementioned Intermediate Result are :

Indicator IR 3a – *Percentage of general public who strongly approve of FP practice*

Indicator IR 3b – *Percentage of general public who have endorsed RP practice to others*

The project’s *three components (Behavior Change Communication or BCC, Advocacy and Social Mobilization of ASM and Health Provider of HP)* are implementing activities to synergistically achieve the above indicators. Each component is also responsible for achieving sub-Intermediate Results which will be measured by sub-Indicators as follows :

Component	Target Group	Intermediate Result	Indicator(s)
BCC	-Men and women of reproductive age -Adolescents and young adults -Public at large	3.1. Communications adequately portraying family planning as important to the way of life of the target audience increased	3.1a – Percentage of target audience who have heard of messages portraying FP as valuable to their way of life 3.1b – Number of positive and netural vs. negative statements/discussions on FP made in key TV, radio programs and newspapers
ASM	- Individual influentials	3.2. Key segments of society advocating for the use of FP increased	3.2a – Number and type of key segments of society advocating for use of FP 3.2b – Number of influential individuals from various sectors advocating for the use of FP
HP	-Public health providers -Public hospitals and health centers	3.3. Acceptance of FP as part of routine service package incrEased	3.3a – Number of health and allied professional licensure examinations incorporating FP questions 3.3b – Percentage of health providers in public health facilities/hospitals and industry clinics who have correct knowledge of specific FP methods 3.3c – Appropriate protocols to ensure the integration of FP as part of the routine service package developed

For 2004, these intermediate results will be translated into the following objectives:

- **BCC Component** : By the end of 2004, the percentage of general public who strongly approve of FP practice would have increased from 65% to 70% and the percentage of the target audience who have heard of messages through mass media portraying FP as valuable to their life would have increased from 31% to 50%;
- **ASM Component** : By the end of 2004, ten new networks of advocates and champions representing sectors and local areas would have been developed and mobilized for social acceptance of FP
- **HP Component** : By the end of 2004, health professional organizations would have been mobilized to reach 60% of health providers in government health facilities and 60% of health providers in industry clinics to facilitate integration of FP in routine the health service package in TSAP-FP areas

GEOGRAPHIC AREAS

For 2004, the project will initiate activities in the following new geographic areas :

- Metro Davao
- Bulacan and Pampanga including industrial zones in Region III
- Bicol Region (Region V)
- Samar-Leyte (Region VIII)

At the same time, activities will continue to be supported and intensified in geographic areas covered in 2003 as follows :

- Metro Manila
- Metro Cebu and industrial area
- Industrial area of Cavite, Laguna and Calamba (Calaba)
- Negros Oriental and Capiz
- Autonomous Region of Muslim Mindanao

OPERATIONAL STRATEGIES FOR 2004 :

For 2004, TSAP-FP will implement or intensify the following strategies :

- 1) Extend advertising reach through public relations, alternative media and alternative uses of traditional media
- 2) Provide information services to respond to demand for information brought about by the advertising and public relations campaigns through print materials, hotline/textline services and radio call-in programs

- 3) Achieve convergence of the three components specifically in terms of integration of messages reaching specific target groups
- 4) Reach organizations in target sectors which have been minimally or not fully involved in family planning activities
- 5) Strengthen local advocacy networks in geographic areas
- 6) Establish and strengthen linkages of sectoral networks across geographic areas
- 7) Strengthen capacity-building activities for advocacy organizations, champions and health providers in government and industry
- 8) Strengthen interpersonal communication training of health providers in government and industry to be integrated in the EBM-FP training
- 9) Revise manuals and protocols
- 10) Disseminate EBM-FP information to health providers
- 11) Expand the Evidence-based Reproductive Medicine Network