

**STRENGTHENING SOCIAL ACCEPTANCE
OF FAMILY PLANNING IN THE PHILIPPINES:
A COMMUNICATION AND ADVOCACY PROJECT
USAID Contract No. 492-C-00-02-00019-00
PROGRESS REPORT: April to June 2004**

I. SUMMARY OF ACCOMPLISHMENTS

A. PROJECT MANAGEMENT

1. Hiring of Local Area Coordinators for Metro Cebu, Bicol and Samar-Leyte
2. Hiring of Finance and Procurement Assistant
3. Rental of Additional Office Space and Procurement of Furniture and Equipment
4. Approval of Benchmarks for April to June 2004
5. Approval of Proposed Modification of Indicator for Intermediate Result 3.3a
6. Conduct of ARMM Strategic Planning Workshop

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Monitoring Information on Reach and Recall of Advertising Campaign Gathered
 - 1.1 Placement of two TV ads intensified in last two months of May
 - 1.2 Monthly Omnibus Survey to monitor reach and recall of ad campaign conducted
2. Reach of advertising extended through alternative media channels
 - 2.1 Game show to popularize slogan launched on national television
 - 2.2 Jingle MTV produced and aired
3. Media and technology to transmit correct FP information to target audiences and the public implemented
 - 3.1. Contract for FP Hotline issued
 - 3.2. Radio call-in counseling program launched in Cebu
 - 3.3. Distance education on the air for Government midwives (segment on *Tambalan sa Kalusugan*)
 - 3.4. "Love Lines" call-in program monitored
 - 3.5. Daily messages in radio programs aired in popular radio stations
4. Print IECs to deliver correct FP information finalized and produced
 - 4.1. IECs printed during this second quarter 2004
 - 4.1.1. Family Planning Wall Chart
 - 4.1.2. Family Planning Flipchart for the Informal Sector
 - 4.1.3. Sketches
 - 4.2. Earmarked for printing and distribution in the next quarter

5. In-campus counseling in five Metro Manila schools expanded from peer counseling to counseling by school clinicians and national Service Training Program Coordinators
6. Changes in KAP among men and women in non-ARMM project sites tracked after airing of ad campaign
 - 6.1. Contract for Post KAP Survey in project sites outside of ARMM awarded
 - 6.2. Past-KAP fieldwork conducted
7. Adequate media support achieved for FP messages and advocacy activities
 - 7.1. Media training for Cebu Champions conducted
 - 7.2. Public Relations training for partner organizations conducted
 - 7.3. FP Orientation (media training) activity for Bicol media as a follow up to PNGOC RH training conducted
 - 7.4. Forum to disseminate results of Baseline KAP Survey to media conducted
 - 7.5. Monthly publicity campaign conducted – at least six newspaper pickups on FP themes per month
 - 7.5.1. Overview of Publicity Campaign Results
 - 7.5.2. Media Monitoring
 - 7.6. Influencing of Korina Sanchez as family planning champion
8. Public relations techniques used to deliver correct information to ARMM residents
 - 8.1. ARMM Public Relations Plan finalized
 - 8.2. Public Relations Campaign to popularize the *fatwa*
9. ARMM Communication Strategy finalized and submitted to USAID
10. Printed materials to deliver simple interpretations of the *fatwa* produced
11. ARMM Formative Research completed

C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT

1. One new sectoral advocacy network mobilized and 2 informal sector/urban poor networks expanded for FP advocacy
 - 1.1. National Confederation of Tricycle Operators and Drivers Associations of the Philippines (NACTODAP)
 - 1.2. Metro Cebu Community-based FP Advocacy Network (Metro Cebu CAN)
 - 1.3. Quezon City Community-based FP Advocacy Network (QC CAN)
2. Four informal sector/urban poor networks trained on FP advocacy
 - 2.1. Lingkod Lingap sa Nayon and mother leaders from Bulacan
 - 2.2. Metro Cebu CAN
 - 2.3. KATINIG Informal Sector Coalition in NCR
 - 2.4. Workers in the Informal Sector in Region 8

3. Partnership with three local advocacy networks in TSAP-FP sites initiated
 - 3.1. Local population and health workers in Davao and Pampanga
 - 3.2. Local NGOs/POs and community organizations in Davao City
 - 3.3. Local NGOs/POs in Pampanga
4. Partnership with socio-civic groups, military institutions and academe established
 - 4.1. Rotary Club of New Manila East
 - 4.2. Rotaract District 3780
 - 4.3. Philippine National Police Regional Command XI
 - 4.4. National Defense College of the Philippines
 - 4.5. Leyte State University – Department of Development Communication
5. Memorandum of Agreement with the Federation of Free Workers (FFW) signed
6. Eight sectoral and local FP advocacy networks and partner NGOs implemented advocacy activities within their sector or locality
7. Two small grant proposals approved and 20 still in process
8. First National Family Planning Partner's Forum conducted
9. Sixty-three new influential individuals from various sectors identified as FP advocates and champions and provided capability building inputs
10. Twenty-six FP champions actually promoting/ publicly endorsing FP
11. Local dissemination of the *fatwa* on FP in ARMM started

D. HEALTH PROVIDER COMPONENT

1. Midwifery Board Examination syllabi incorporating FP is approved
2. Review of the Medical Board Examination Syllabi approved by the PRC Board of Medicine
3. Health Provider Training Module Finalized
4. Thirty (30) new Critically Appraised Topics Developed
5. Eighty (80) Industry-based Health Providers Oriented on EBM and Provided with CAT Kits
6. Maiden Issue of CAT Newsletter printed and distributed
7. Assessment of Industry Clinics Completed
8. Baseline KABP Survey among ARMM Health Providers Launched
9. Technical Working Group to Facilitate the Revision of the DOH Family Planning Training Manual Formed
10. Technical Assistance to the Department of Labor (DOLE) provided

II. DETAILED REPORT

A. PROJECT MANAGEMENT

1. Hiring of Local Area Coordinators for Metro Cebu, Bicol and Samar-Leyte

For Metro Cebu and Samar-Leyte, a decision was reached not to hire the coordinator since the strong support provided by POPCOM is sufficient. For Bicol, the potential coordinator was hired first as consultant to conduct a situation analysis of the area.

2. Hiring of Finance and Procurement Assistant

Hiring of the assistant has been deferred due to budgetary constraints.

3. Rental of Additional Office Space and Procurement of Furniture and Equipment

On June 1, the project signed a contract to rent an additional 40 square meter space on the tenth floor of the Ramon Magsaysay Center for the Procurement Specialist and Finance Officer. Office furniture and equipment was procured for this additional space which was necessary with increased number of regular and part-time staff of the project. Aside from this additional office space, the project also started to rent storage space in the basement for TSAP-FP IEC materials and other publications on April 1.

4. Approval of Benchmarks for April to June 2004

On April 23, USAID approved the benchmarks (*Annex 1*) for the second quarter of 2004.

5. Approval of Proposed Modification of Indicator for Intermediate Result 3.3a

On April 29, 2004, TSAP-FP officially requested for a modification of the indicator for IR3.3a under the Health Provider component – *number of health and allied health professional licensure examinations incorporating family planning questions*.

The modification was necessary since the Professional Regulations Commission (PRC) in December 2003, issued board resolution no. 164 which prohibits the issuance of copies of previous board examination questions on the medical, nursing and midwifery board exams. Given this directive, TSAP-FP will be constrained to achieve the IR3.3a since its accomplishment assumes that copies of the board exam questions can be readily accessed for analysis purposes.

The modified indicator proposed was – *inclusion of family planning in the syllabi of the Board of Examination subjects of medical and allied health professionals*. This indicator will focus on the analysis of the PRC board examination syllabi instead of test questions and work at strengthening the family planning contents for each category of health professionals targeted. This is a more realistic indicator since the same PRC board resolution also states that copies of the syllabi for licensure examinations may be furnished upon written request and payment of prescribed fees. USAID subsequently approved this request.

6. Conduct of ARMM Strategic Workshop

A Strategic Planning Workshop was conducted last May 6 & 7 for ARMM interventions. This workshop was attended by TSAP-FP technical staff and USAID as well as representatives of ARMM Stakeholders. One key result of the workshop is agreement on the integrated strategic plan for ARMM.

The report on this workshop including the Integrated ARMM Strategy is on *Annex 2*.

7. Installation of Training Database (Trainet)

The Trainet was installed in one of the office's computers in compliance with USAID directive to encode all training activities of at least three days.

A part time Systems Administrator was hired to encode the data and to manage and maintain the system. Submission to USAID of the electronic report of data encoded will be done in the next quarter.

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Monitoring Information on Reach and Recall of Advertising Campaign Gathered

1.1. PLACEMENT OF TWO TV ADS INTENSIFIED IN LAST TWO WEEKS OF MAY 2004

The TSAP-FP ad campaign, which was launched on television on January 16, 2004, on radio on February 9, 2004 and on print on January 24, continued to run for the first two months of the second quarter, 2004. Due to the clutter brought about by the expected influx of political advertising in April and May (May 10 being national and local election day), media frequency was reduced in April and the first weeks of May. Airing of the commercials was also stopped during the Holy Week, from April 5 – 11, 2004. Our partners have reported that their clients have been positively influenced by the campaign, as illustrated in the box below:

FriendlyCare Anecdote

One day in March, a woman consulted a FriendlyCare health provider.

Woman: "I'd like to seek advice on modern FP methods.

FC Staff: "What prompted you to seek advice?"

Woman: "I saw an ad on TV featuring a woman relating her woes due to several pregnancies because her family planning methods are withdrawal and rhythm. And, I'm presently using those methods. I'm afraid I'll end up like that woman in the ad." (Ooops Ad)

After receiving FP counseling at the FriendlyCare clinic, the woman opted for DMPA.

The reduction in frequency of airing resulted in an extension of media buys which was originally scheduled to end in early May. Instead, the media buys ended May 30, 2004. It was also decided to double the frequency of advertising for the last two weeks of May and air only the two most recalled ads as per the Omnibus Survey results (see next section). These ads were the *Ooops* and *Gising* TV materials.

1.2. MONTHLY OMNIBUS SURVEY TO MONITOR REACH AND RECALL OF AD CAMPAIGN CONDUCTED

To determine the reach and recall of the ad campaigns, TSAP-FP commissioned a monthly omnibus survey in Metro Manila conducted by Synovate, a private research agency. Five questions were included as part of the monthly household survey commissioned by various companies to monitor their products and

services. Respondents of the omnibus survey are 500 males and 500 females, 15 to 64 years old, from all socio-economic classes residing in Metro Manila.

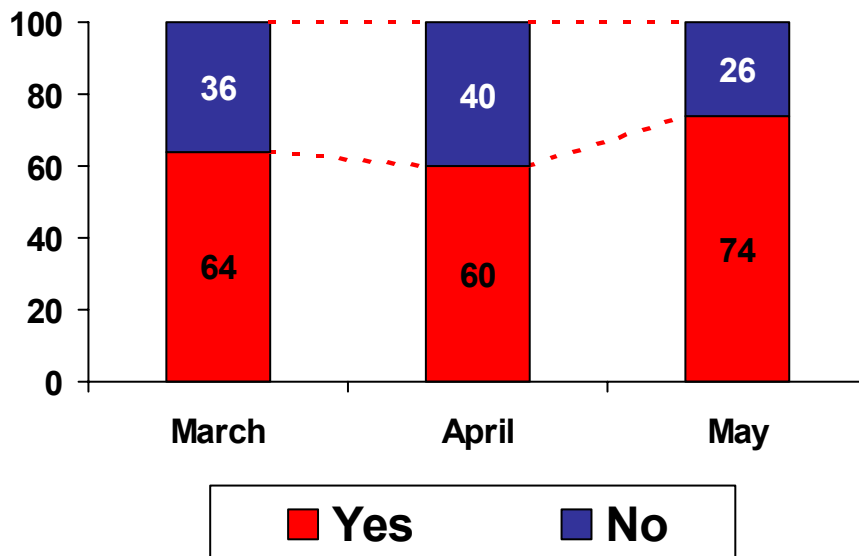
As stated in the first quarter progress report, the five key questions asked to track reach and recall of our advertising campaign are:

- 1) *During the past two months, have you seen or heard any advertisements/commercials on family planning or methods to avoid or prevent pregnancy?*
- 2) *If yes, where did you see or hear the advertisement/commercial on family planning? Where else?*
- 3) *What do you remember seeing or hearing in the advertisement/commercial on family planning? What else? Anything else?*
- 4) *What was the main idea that the ads were trying to get across? What else? Anything else?*
- 5) *If not mentioned, ask: Have you seen or heard the slogan “Sa modern methods, sigurado ka, walang patsamba-tsamba”?*

The following are key results from the survey:

Question 1: During the past two months, have you seen or heard any advertisement/commercial on family planning or methods to avoid or prevent pregnancy?

Recall of any family planning advertising was 64% in March, 60 % in April and reached a high of 74 % in May.

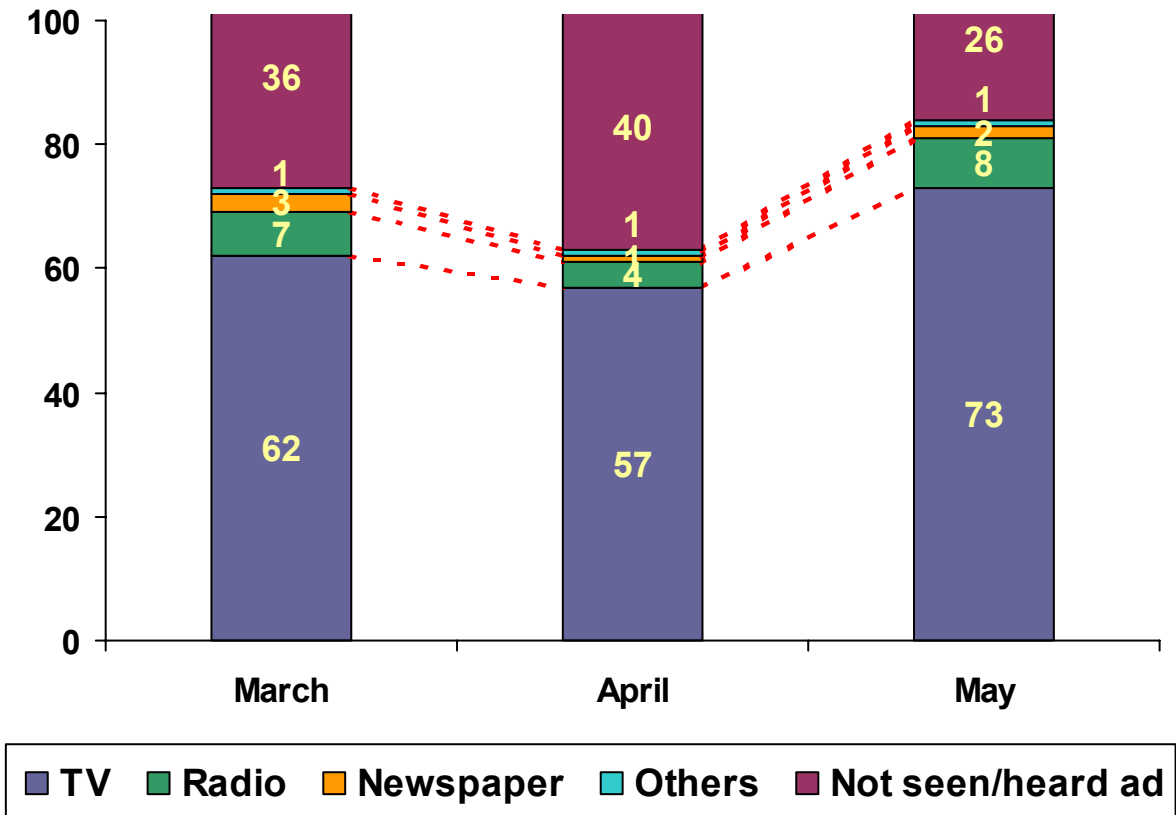


The recall of any FP advertising was significantly stronger among the respondents who make up the ad campaign's primary target audience of socio-economic classes D and E and the 15 to 34 year age group. This shows that the ad materials connected with our target audience, and the media plan was successful in reaching the intended audience.

Recall of any FP advertising was highest among the E group (71%), followed by the lower C (68%) while the D socio-economic class is ranked at 64%. The age group 25 to 34 years registered a 71 % recall of any FP advertising while the 15 to 24 year age group registered 66%.

*Question 2: Where did you see or hear the advertisement on family planning?
Where else?*

TV was the major channel for seeing the advertising campaign.



The above chart shows the impact of the intensification of television advertising in the last two weeks of May. It also starts to show the impact of the placement of the song in five FM radio stations in Metro Manila.

Question 3. What do you remember seeing or hearing in the advertisement/commercial on family planning? What else? Anything else?
Question 4. What was the main idea that the ads were trying to get across? What else? Anything else?

Level of spontaneous related recall of the campaign ads significantly improved from March to May.

Respondents who were able to remember at least one copy or visual element from any of the four ads significantly increased from 42% to 57%. In fact, those who were able to spontaneously play back messages or visuals specific to an ad almost doubled from a 28% level in March and in April to 54% in May. Copy or visual elements specifically related to the “Gising” and “Oops” ads were the most frequently mentioned (“Gising” ad: 17% in March to 36% in May; “Oops” ad: 10% in March to 25% in May).

Ad Recall – Summary of Type of Recall

Base: All Respondents, N=1000

	MARCH A	APRIL B	MAY C
Base	1000	1000	1000
	%	%	%
Purely Related	23	24	51 ▲
Purely General	14	12	10
Purely Unrelated	8	7	4
Related & General	1	3	1
Related & Unrelated	4	1	1
General & Unrelated	6	3	2
Related, General & Unrelated	-	*	*
Can't Recall	8	10	5 ▼
Not seen or heard any ad	36	40 ▲	26 ▼

NOTE: * is less than 0.5%

Q3: What do you remember seeing or hearing in the advertisement on family planning? What else? Anything else?
AsiaBUS™ on Family Planning

Mar VS Apr Apr VS May
 ▲ ▼ ▲ ▼ - significant @ 95% CL
 ▲ ▼ ▲ ▼ - significant @ 90% CL



Ad Recall – Summary of Related Recall

Base: All Respondents, N=1000

	MARCH A	APRIL B	MAY C
Base	1000	1000	1000
	%	%	%
Total Related Recall (NETT)	278	284	535
	28	28	54 ▲
"Gising" Ad	173	183	358
	17	18	36 ▲
"Oops" Ad	103	92	252
	10	9	25 ▲
"Kasal" Ad	33	23	9
	3	2	1
"Dyip" Ad	29	13	8
	3	1	1

NOTE: there may be duplication of answers

Q3: What do you remember seeing or hearing in the advertisement on family planning? What else? Anything else?
AsiaBUS™ on Family Planning

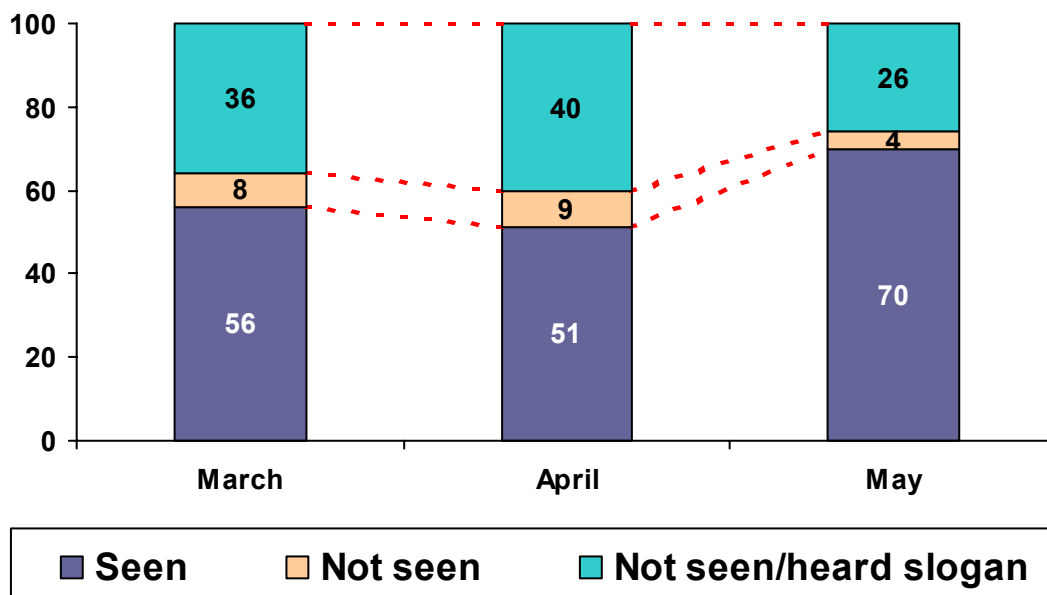
Mar VS Apr
▲ - significant @ 95% CL
▼ - significant @ 90% CL

Apr VS May
▲ - significant @ 95% CL
▼ - significant @ 90% CL



Question 5. *If not mentioned, ask: Have you seen or heard the slogan “Sa modern methods, sigurado ka, walang patsamba-tsamba” (With modern methods, you are sure, you are not taking chances)?*

Total awareness (both unaided and aided) of the ad campaign slogan “Sa modern methods, sigurado ka, walang patsamba-tsamba” significantly improved from 56% in March to 70% in May.



The marked increase in the total awareness of the slogan can be attributed to the increase in television advertising in the last two weeks of May, as well as the result of the placement of the campaign jingle in FM stations in Metro Manila. (For discussion in a later chapter of this report)

A full report on the Omnibus Report in on Annex 3.

A Bus Story

An anecdote from TSAP-FP DCOP Cecile Lantican:

While on a bus going home, I happened to sit beside a woman in her early thirties. The TV on the bus happened to be on, and the TSAP-FP “jeep” ad was shown. She then turned to me and asked: “Does that TV commercial have anything to do with your bag?” I then realized I was holding my black bag with the “Sigurado” logo. I nodded and said, “We produced that commercial.” “Ah,” she said, “(I know) there are four of them. I see them on TV.” She says her husband’s favorite is the one with the girl slapping herself. He says it’s “cute.” She then went on to describe the three other TSAP-FP commercials.

Her name is Yolanda de la Cruz, a housewife, and a native of Nueva Ecija married to a man from Bay, Laguna. Bay is a 5th class municipality after Los Baños. She said her family lives along the bay of Laguna Lake because her husband’s business is making nets for fish ponds. She’s a stay-at-home wife which is why she has all the time to watch TV. She regularly hears the Sigurado song being played over “Love Radio.” The children in the community where she lives can now easily follow the words and music of the song, she said.

Mrs. De la Cruz has had three miscarriages. She wanted to know if we could help. I advised her to consult a doctor.

These are experiences that cannot be captured by our monitoring tools, but worthy to take note.

2. Reach of advertising extended through alternative media channels

2.1. GAME SHOW TO POPULARIZE SLOGAN LAUNCHED ON NATIONAL TELEVISION

This initiative was not pursued as a review of the budget showed that the cost to benefit ratio was not advantageous to the project

2.2. SIGURADO SONG MTV PRODUCED AND AIRED

The campaign song entitled *Sigurado* (Sure!) was produced and aired starting April 19 over 15 FM stations popular with the lower socio-economic group in Metro Manila, Metro Cebu and Metro Davao. The 15 FM stations were selected on the basis of their rating with the ad campaign’s target audience and the song’s fit with the programming guidelines of the station.

A videoke/MTV was produced on the *Sigurado* campaign song. The *Sigurado* song was choreographed by leading choreographer Geleen Eugenio. The videoke was produced to enable partners to learn to dance to and sing the song. The videoke was first shown during the Partner's Meeting on June 15 to 17 where it was well received.

Copies of the videoke (*Annex 4*) will be distributed to the partner organizations which can then use it in their training sessions for energizers. Some 500 copies will be produced.

Mandy Manaloto, Operations Director of Corporate Image Dimensions, narrates the following story:

"I was at Goldilock's Bakeshop (a popular fast food joint in the Philippines well known for their pastries) last week. While on line to give my order, I heard one of the service crew singing the "Naku, naku, naku" line of the Sigurado song.

3. Media and technology to transmit correct FP information to target audiences and the public implemented

3.1. CONTRACT FOR FP HOTLINE ISSUED

Two Purchase Orders were issued for the operation of the Family Planning Hotline which will be launched in early August. A subcontract for the operation of the Hotline was issued to Remedios AIDS Foundation, Inc. to operate the hotline after a competitive bidding process. A purchase order for the development of two databases to support the operation of the Hotline was issued to DAXA Software Corporation after it won the competitive bidding process.

The Hotline will be accessible via voice, text or email. However, it is expected that the Hotline will be mostly accessed via the text facility, since this is available from all over the country at relatively low cost. The Hotline will be accessible via the numbers 0917/0918 U-FAM-PLN (8-326-756), whether by text or cellular voice. Through arrangements made with both Globe and Smart, the two dominant cellular service providers in the Philippines, text messages can be received and responded to, even while the voice line is being used to answer questions.

To handle the expected large number of text messages, Remedios AIDS Foundation hired three full-time call respondents, who will be supported by other Remedios staff members. Two people will always be stationed to receive and respond to questions in the course of the 12 AM to 10 PM hours of the Hotline operation. The call respondents will have access to the advanced database to be developed by DAXA that will feature key words such that answers to questions are immediately narrowed down.

The Hotline will be launched in August.

A promotion plan has also been developed to ensure that awareness of the Hotline and its access numbers are quickly built up since the Project is aware that the Hotline will only be used if the public knows about it.

3.2. RADIO CALL-IN COUNSELING PROGRAM LAUNCHED IN CEBU

The TSAP radio call in counseling program hosted by Cynthia Herce continues to be popular. After a thorough review of the remaining budget, however, it was determined that there are insufficient funds for the expansion of the program at this time.

3.3. DISTANCE EDUCATION ON THE AIR FOR GOVERNMENT MIDWIVES (SEGMENT ON *TAMBALAN SA KALUSUGAN*)

The memorandum of agreement (MOA) with CBS productions for the airing of a ten-minute family planning segment in the weekly radio program, “*Tambalan sa Kalusugan*,” (*Partnership for Health*) was signed on June 15, 2004. The FP segment will start airing July 10, 2004. *Tambalan* is broadcast nationwide every Saturday over RMN News Manila 558 AM Band, a popular radio station, 11 AM to 12 NN. The program is hosted by Cecilia Banca-Santos, executive director of the Philippine League of Government Midwives, Inc. (PLGMI), and Dr. Nonoy Zuñiga, a well-known singer and physician.

Tambalan is the unofficial radio program of PLGMI members and serves as their communication hub. PLGMI has over 14,000 members nationwide with regional, provincial, city and municipal chapters. The ten-minute FP segment is envisioned to improve the level and quality of knowledge of midwives on family planning, particularly evidence-based family planning counseling. TSAP-FP’s sponsored segment will run for 12 months, and will focus on a different theme for each month. The segment will follow a drama-counseling format.

For the first three Saturdays of the month, each segment will feature a five-minute dramatization of one topic of the theme. After which the next five minutes will be devoted to its discussion by the hosts and invited resource persons.

The fourth Saturday will be devoted to discussions, synthesis and summary of topics discussed during the three previous Saturdays. Midwives will be encouraged to participate in the discussions through phone calls, text messages and letters. The drama skits produced for the radio program will be converted to audio cassettes with an accompanying discussion guide. These discussion guides will be used in training sessions conducted by PLGMI for its members and other organizations.

Since the program is aired nationally over a popular radio station, *Tambalan* has a strong secondary audience among men and women, 16-35 years old, belonging to the Class B, C, D and E economic groups. This secondary audience will benefit from improved information on family planning and promotion of the services of midwives.

3.4. “LOVE LINES” CALL-IN PROGRAM MONITORED

“My wife is taking the pills so she won’t get pregnant. If she stops taking these once we decide to have a child, will her previous pill use have any effect on our child?”

“Is it safe to use the withdrawal method? When is it safe for a woman to have sex?”

“Is it alright to have an IUD inserted after giving birth and is the feeling of sensation the same for one who has an IUD and one who does not?”

“How much does a condom cost and is it true that there is a glow-in-the-dark condom?”

“I’m single. Is it okay to take the pill so I can have smoother skin? Will this have any effect later on when I get married and decide to have a child?”

These are the types of questions that the radio program, “Love Lines,” receives regularly from its listeners through mobile phone text messages. The program is aired every Saturday in the country’s topmost rating radio station, DZMM, hosted by well-known radio personality Joey Galvez. Ms. Cynthia Herce, a TSAP-FP consultant and certified nurse with extensive experience in FP service delivery, serves as the program’s resident counselor and resource person on family planning and sexuality-related issues. The bulk of the questions are on sex and family planning methods. The questions and answers from the program were documented and will serve as basis in formulating the frequently-asked questions (FAQ) database for the FP Hotline.

The radio call-in facility has proven to be very popular. When it started in March 2004, an average of only 50 questions was asked and 20 minutes air time was devoted to the show. During the last report period in June, an average of more than 100 questions was asked per show and the segment now runs for an average of one hour and 30 minutes per week.

3.5. DAILY MESSAGES IN RADIO PROGRAMS AIRED IN POPULAR RADIO STATIONS

For the second quarter, three very popular broadcast personalities influenced by the project actively promoted family planning messages and the ad campaign slogan in their news and public affairs programs.

Angelo Palmones, tapped by the project since September 2003, continued to give one minute tips on family planning in his top-rating news program heard nationally over DZMM 630 kHz on the AM band between 7:00 to 7:30 am from Monday through Friday. *Annex 5* documents the daily messages disseminated this quarter.

After a meeting with the Chief of Party and Communication Advisor on March 16, the most popular female TV and radio broadcast journalist, Korina Sanchez, started to advocate for family planning and population management over her primetime radio program with Ted Failon, another popular radio broadcaster and former Congressman. This radio program airs nationally over DZMM from 8:00 to 10:00 AM every week day. Ms. Sanchez has been discussing population and FP issues over her program almost everyday for a period of up to 10 minutes since late April. The issues and messages are based on the FP information and messages which the Project has been providing her. She is starting to become one of the more passionate advocates for family planning in media. On *Annex 6* is the list of messages communicated during this program.

In April, Deo Macalma, who anchors two popular radio programs on DZRH which is simulcast nationwide, spiced up his program with our *sigurado* and *patsamba-tsamba slogan* on several occasions.

The Project estimates that the media value of free radio time during this quarter is P 8,692,943. Added to this is the media value for the past quarters of P4,690,560 which makes for a total free media value of P13,383,503 or \$238,991.13.

4. Print IEC Materials to deliver correct FP Information Finalized and Produced

4.1. THE FOLLOWING IEC MATERIALS WERE PRINTED DURING THIS SECOND QUARTER 2004:

- 4.1.1. **Family Planning Wall Chart** (*Do you know your family planning choices?*) in Tagalog (3,000 copies) and Cebuano (1,000 copies) for distribution to health health centers and rural health units nationwide. Revised and translated from the original English version developed by

Johns Hopkins University/Population Communication Services (JHU/PCS) (*Annex 7*).

- 4.1.2. **Family Planning Flipchart for the Informal Sector** – 100 copies printed for distribution to informal sector champions for use in their FP orientations for urban poor sector. This flipchart was developed by informal sector champion Mercedes Nicolas, field tested and produced (*Annex 8*).
- 4.1.3. **“Sketches”** – a series of seven articles in newsletter format highlighting research findings of the formative study conducted for TSAP-FP in 2003 used as a basis for developing the ad campaign launched in January 2004. This material was distributed to media, FP professionals and non-government organizations (*Annex 9*).

4.2. EARMARKED FOR PRINTING AND DISTRIBUTION IN THE NEXT QUARTER ARE THE FOLLOWING MATERIALS:

- 4.2.1. **Flipchart on “Family Planning for a Healthy Family”** – Tagalog and Cebuano updated and revised version from the English version developed by JHU/PCS for use as visual aid of health providers in counseling clients on FP.
- 4.2.2. **New edition of “The Truth about . . . FP methods” series** – updated and improved English and Tagalog versions of the 2003 series at 10,000 copies per version. New edition contains a description of each method and additional information on FP method contraindications. The series has editions on Family Planning, the Pill, IUD, Condom, Injectable, Bilateral Tubal Ligation (BTL), Non-Scalpel Vasectomy (NSV) and Natural Family Planning Methods.
- 4.2.3. **FP method-specific brochures adapted from FriendlyCare materials** – 10,000 copies each of English and Tagalog versions. The following versions are being produced: Family Planning, Pill, IUD, Condom, Injectable, BTL, NSV, Cervical Mucus, Basal Body Temperature, Sympto-Thermal and Lactation Amenorrhea Method
- 4.2.4. **FP Methods Quick Reference Guide** – a desktop (similar to placemat) easy reference chart for health providers containing the different FP methods, how they work, who they are best used by, side effects, etc. (in English).
- 4.2.5. **Key FP Messages Booklet** – A guide on FP messages designed to help communicators, health providers and advocates deliver standardized FP messages to various target groups.

5. In-campus counseling in five Metro manila schools expanded from peer counseling to counseling by school clinicians and National Service Training Program Coordinators

This activity has been deferred due to budgetary constraints.

6. Changes in KAP (post- KAP) among men and women in non-ARMM project sites tracked after airing of ad campaign

6.1. CONTRACT FOR POST KAP SURVEY IN PROJECT SITES OUTSIDE OF ARMM AWARDED

The contract to conduct the Post Knowledge, Attitudes and Project (Post KAP) Survey was awarded to TNS Trends (formerly NFO trends), which also conducted the baseline survey.

6.2. POST-KAP FIELDWORK CONDUCTED

Fieldwork for the Post KAP was conducted in June. A topline report will be presented to the project staff on July 29, 2004.

7. Adequate media support achieved for FP messages and advocacy activities

7.1. MEDIA TRAINING FOR CEBU CHAMPIONS CONDUCTED

On April 21-22, 2004, a Media and Public Relations Training Workshop was held for 16 Cebu- and ARMM-based champions from various organizations in Metro Manila. TSAP-FP tapped the expertise of Probe Media Foundation, Inc. (PMFI) led by renowned broadcast journalist, Ms. Cheche Lazaro to conduct the training. The 14 Cebu-based participants were joined by two ARMM-based champions.

The workshop opened with an overview of the FP situation in the country given by Communication Advisor Felix Bautista. This was followed by a short introduction to the art of being interviewed by Yasmin Tang, PMFI Executive Director. Journalist Paulynn Sicam then spoke on “Message Development and Crafting and Effective Soundbites.”

On the second day, Cheche Lazaro oriented participants on the media environment and shared with them tips on facing the media. Following the discussions, participants conducted individual exercises on the art of being interviewed. Noted journalists Booma Cruz, Twink Macaraig and Albert Sumaya gave the participants individual interview scenarios wherein their responses were videotaped. This same panel of journalists provided participants with instant feedback on their taped interviews.

Overall, participants rated the training workshop as highly effective and stated that they learned very useful tips on how to interact with the media. The media training will be further improved to focus on developing the champions' skills in responding to questions and mastering standardized messages on family planning.

7.2. PUBLIC RELATIONS TRAINING FOR PARTNER ORGANIZATIONS CONDUCTED

This activity has been deferred due to budgetary constraints.

7.3. FP ORIENTATION (MEDIA TRAINING) ACTIVITY FOR BICOL MEDIA AS A FOLLOW UP TO PNGOC TRAINING CONDUCTED

A total of twenty-four (24) media practitioners from print, radio and TV, mostly members of the Media for Development and Integrated Advancement (MEDIA) Inc., from the Bicol region (Region V) attended an orientation workshop on family planning as part of TSAP-FP's continuing efforts to improve the FP knowledge of media practitioners in its project areas.

There were four main presentations in this orientation: an introduction to the TSAP-FP given by the Communication Advisor, a session on Population, Family Planning and Poverty given by the Advocacy Advisor, a session on Contraceptive Safety and Technology by the Medical Specialist; and a presentation on USAID's Contraceptive Self-Reliant (CSR) Strategy given by the BCC Capacity Building Specialist. An open forum ensued following each presentation.

Aside from building ties with the practicing local media, the activity also became a venue to clarify and address myths and misconceptions on the FP methods as well as the correct terms to be used in developing an article/story. The main outputs of this activity were the different publicity materials drafted by the participants during the writeshop on Day Two of the orientation. The publicity materials included news releases and drama plugs on family planning using facts and figures presented during the lecture/discussions. With their improved appreciation of the family planning issues, the participants agreed to write more features about family planning whenever they can and to provide TSAP-FP with copies of these write-ups.

7.4. FORUM TO DISSEMINATE RESULTS OF BASELINE KAP SURVEY TO MEDIA CONDUCTED

Seven reporters from the health beat of the major dailies traveled to Cebu on June 15 to 16 in conjunction with the Partners' Meeting (to be discussed in ASM Section). Specifically, the health beat reporters attended the briefing on the results of the Baseline Knowledge, Attitudes and Practice (KAP) Survey conducted by TNS Trends among present and potential users of family planning. After the

presentation, the reporters took part in an informal press conference given by Joy Casuga and Annie Guerrero of TNS Trends and the TSAP FP Chief of Party, and Medical Advisor.

Extensive media (print, TV & radio) coverage resulted from the press conferences, including front page stories in The Philippine Star and The Manila Standard. Moreover, subsequent stories released on the Partners' meeting, particularly the speech of Sen. Rodolfo Biazon, the key resource person, were given prominent space in the newspapers by the reporters who attended the media relations activity (samples of releases on [*Annex 10*](#)).

7.5. MONTHLY PUBLICITY CAMPAIGN CONDUCTED—AT LEAST SIX NEWSPAPER PICKUPS ON FP THEMES PER MONTH

7.5.1. Overview of Publicity Campaign Results

The second quarter of 2004 saw a strengthening of the repositioning of the TSAP-FP messages from macro concerns to an emphasis on micro personal benefits of family planning. Regarding the target to improve the proportion of positive to negative stories from an average of 6.4:1 for the year 2003 to 7.5:1 in 2004 on key TV, radio programs and print media, the second quarter showed that the ratio increased to 13.3:1. This is a slight improvement on the ratio 11.5:1. Taken cumulatively, the first half-year average for 2004 is 12.33:1.

The quarter was highlighted by a deliberate effort to ensure a sustained volume in media pick ups by:

- Strengthening the focus of news and feature stories around monthly themes and aligning them with developments in the overall environment;
- Tapping established forums organized by veteran media practitioners themselves, such as the *kapihan* (coffee sessions)-type weeklies.

The choice of themes was based on an event perceived to gain steam for the given month. For instance, April being a time when the political campaign activity heightens after a week-long Lenten break, articles focused on the clamor for FP programs and services by various civil society groups to encourage candidates for national and local positions to reflect on their stand on family planning. This was intended to sustain the interest created during the first quarter by the “presidential debate” on family planning and the Pulse Asia 2004 survey results showing strong support for candidates who favor family planning. It being the month commemorating Labor Day, the theme for May was on family planning in the work place as part of the advocacy of labor groups. For June, the theme was “gauging how newly elected officials stand on family planning.”

The project through its public relations arm Ketchum/Corporate Image Dimensions (CID) piloted the use of “kapihan” (coffee sessions) type forums to bring messages to the public. These Kapihans are weekly forums organized by senior journalists with government officials and working media as guests. Kapihans facilitate inviting of guests and presence of media. Kapihans also enable the project to strengthen relations with the senior journalists who are their organizers.

On May 21, 2004, the Project organized a forum on Family Planning with newly elected or reelected local officials as guest speakers. About forty (40) media practitioners attended the forum. Invited guests were Mayor Sonny Belmonte of Quezon City, governors-elect Bellaflor Angara-Castillo of Aurora and Enrique Garcia of Bataan respectively, and Councilor Ariel Inton of 4th Dist. Quezon City. Media personality and FP advocate Ms. Ces Drilon co-moderated the discussion.

During the *Kapihan*, Mayor Belmonte stated his belief that couples should be given a choice in the method of family planning to practice. He stressed that no one has the right to impose their will on a couple’s family planning method, and instead couples should be informed of the different alternatives. To dramatize his commitment to FP, Mayor Belmonte declared that he would even be willing to

undergo vasectomy. Governor-elect Bellaflor Angara-Castillo said she will continue her advocacy on reproductive health and family planning. She stressed that she supports informed choice in family planning for couples and that she will prioritize reproductive health in Aurora with the intent of making her province a role model for other local government units. She also called on the national government to set a policy on reproductive health and family planning so that local governments will have a guide on policies they should adopt.



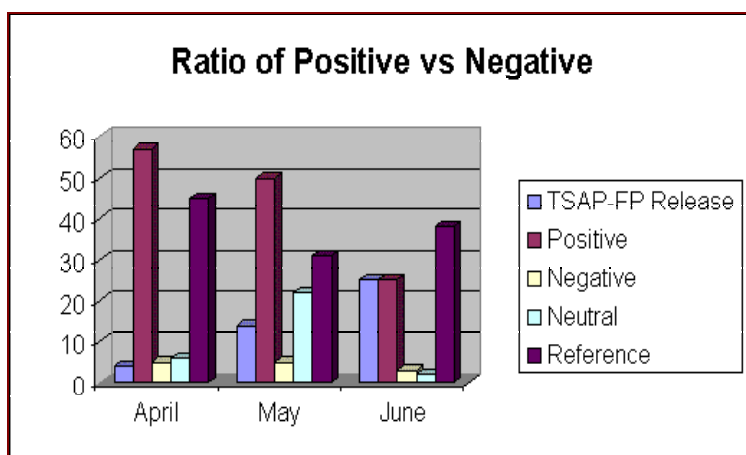
Guests during the Kapihan/FP Media Forum: (l-r) Councilor Ariel Inton of 4th Dist. Quezon City (QC); QC Mayor Sonny Belmonte; Mr. Mike Genova (Moderator); Governor (then Congresswoman) Bellaflor Angara-Castillo of Aurora Province and Ms. Ces Drilon (Co-Moderator)

7.5.2. Media monitoring

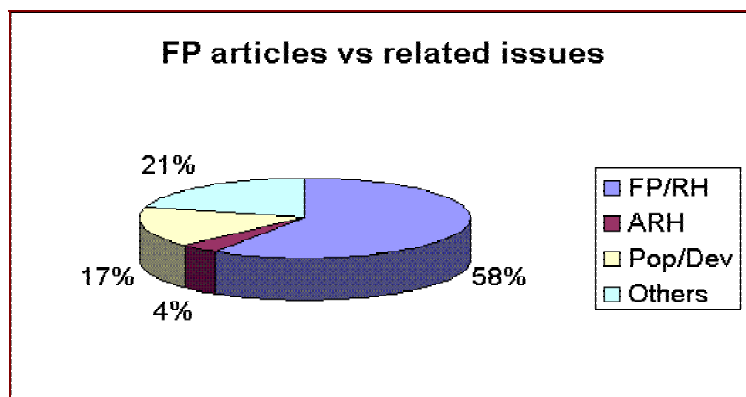
7.5.2.1. Print

For the period covering April to June 2004, TSAP-FP identified up **334** FP related stories. Of these articles, **45** were TSAP-FP Releases, **131** were positive, **13** were negative, **30** were neutral and **114** were references. As mentioned earlier, the ratio of positive to negative stories for the second quarter was 13.3:1.

The 45 CID media releases generated an equivalent print media value of P1,197,289.58.



Also, of the 334 articles monitored, **198** (or 59%) fell under the category of Family Planning, **12** (or 3.6%) on Adolescent Reproductive Health, **55** (or 21%) under Population and Development Issues, and the remaining **69** were on HIV/AIDS, VAW, etc. Compared to the first quarter, second quarter articles on family planning increased by 17% from 169 to 198 while Population and Development articles decreased by about 35% from 85 to 55. *It is perhaps worth noting that news coverage is veering from the population and development issue to Family Planning.*



A full report on PR activities is on Annex 11.

8. Public Relations Techniques Used to Deliver Correct Information to ARMM

8.1. ARMM PUBLIC RELATIONS PLAN DEVELOPED

An ARMM Public Relations Plan is being developed as a component of the ARMM Integrated Strategy discussed during the ARMM Workshop held last May. This strategy integrates the BCC, ASM and HP component in one coherent strategy for maximum synergy and impact. This integrated strategy will be submitted to USAID in the third quarter.

8.2. PUBLIC RELATIONS CAMPAIGN TO POPULARIZE *FATWA*

Public relations techniques were adopted and utilized to continue to promote the national *fatwa* on FP which was proclaimed last March 10.

Quick response management was implemented on two occasions during the quarter for two situations that could potentially have been explosive. In the first instance, several Metro Manila newspapers in the middle of May carried a report from Mindanews (quoting the Moro Islamic Liberation Front or MILF website) which said that the MILF had rejected the *Fatwa* on family planning. An officer from Ketchum/CID was sent to Cotabato City to verify the report. Investigation revealed that some Muslim Religious Leaders met with members of the MILF to determine what was the MILF objection to the *fatwa*. It turned out that the MILF was mostly questioning the process which they felt excluded them. Moreover, the MILF disowned the *fatwa* since they believe that it was an initiative of the national government which they (the MILF) reject in fighting for independence, not autonomy for ARMM. It must be noted that the MILF used the word disown rather than reject.

During the Cotabato City visit, the Darul Ifta members who proclaimed the *fatwa* stated that there was no need for TSAP-FP to implement any quick response action since they themselves will talk to the MILF leaders. Since then, no further news on this issue has surfaced.

The other issue that could have blown to crisis proportion was a negative report bylined by Edd Usman which appeared in the Bulletin Today on May 19. The report said that Metro Manila Muslims had rejected the *fatwa* in a forum organized by the Center for the Promotion of Peace and Development in Mindanao on May 16 funded by TSAP-FP.

A quick response mechanism was quickly put into place. Calls were made to Domini Torrevillas, columnist of the Philippine Star, who helped organize the forum. Other calls to Ustadz Esmael Ebrahim, who was speaker at the forum, confirmed that contrary to the story, the ulama had, in fact, accepted the fatwah, and the writer, Mr. Usman was not even present in the forum. The following day, May 20, a denial of the Edd Usman story appeared in Ms. Torrevillas's column in the Philippine Star. Through representations made by the project, the Manila Bulletin also issued another story on May 21, 2004 which quoted Prof. Taha Basman, Edd Usman's source for his May 19 story, completely denying the story.

9. ARMM Communication Strategy Finalized

As stated above, a separate communication plan for ARMM will no longer be written. Instead, the communication or BCC component will be made part of an integrated TSAP-FP strategy for ARMM which will be submitted to USAID in the next quarter.

10. Print Materials to Deliver Simple Interpretations of *Fatwa* produced

Two IEC materials (Primer on the *Fatwa* & Comics on the *Fatwa*) developed during the materials development workshop which TSAP-FP conducted for the EnRICH grantees in Zamboanga on March 31 to April 2 (as reported during the previous quarter) are being pretested. The materials were pretested in Sulu and Maguindanao by the EnRICH grantees, but have not yet been pretested in Tawi-Tawi, Basilan and Lanao Sur. Final development of these materials will be made upon receipt of the pretest results.

11. ARMM Formative Research Completed

As discussed in the previous Progress Report, topline results of the ARMM Formative Research were received by TSAP-FP in late March. A draft of the full report (*Annex 12*) has been submitted by the Research Institute for Mindanao Culture (RIMCU) of Xavier University. This report will serve as the basis for the development of a radio campaign to promote family planning in ARMM.

12. TA to USAID in developing communicators' guide on family planning

The USAID requested assistance in drafting communication guidelines for USAID-funded Population-Health-Nutrition (PHN) Products. At the same time, TSAP-FP was tasked with developing a standard guide for communicators and advocates in

communicating family planning messages. The first draft of the communicators' guide was presented to a group of cooperating agencies in a meeting held at the DKT office in Pasig City on May 21. This was to be the first of the regular monthly Communicators' Meetings initiated by USAID. Those present were given a copy and were asked to provide feedback on the document. Based on the comments, TSAP-FP prepared a second draft and presented it at the second Communicators' Meeting held at the Lead for Health Project offices on June 30. More comments on the document were generated at the meeting. It was agreed that a final draft would be prepared by TSAP-FP for review by other cooperating agencies.

C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT

1. One (1) new sectoral advocacy network mobilized and 2 informal sector/urban poor networks expanded for FP advocacy

In lieu of the two new sectoral networks targeted to be mobilized during the quarter, three were actually engaged for FP advocacy. These include: 1) the National Confederation of Tricycle Operators and Drivers Associations of the Philippines (NACTODAP); 2) the Metro Cebu Community-based FP Advocates Network (Metro Cebu CAN); and 3) the Quezon City Community-based FP Advocacy Network (QC CAN).

1.1. NATIONAL CONFEDERATION OF TRICYCLE OPERATORS AND DRIVERS ASSOCIATIONS OF THE PHILIPPINES (NACTODAP) MOBILIZED.

This transport group has a total membership of about 2.8 million tricycle drivers and operators nationwide. TSAP-FPs engagement with NACTODAP started with two consultative workshops on male involvement in family planning held last April 15, 2004 and May 21, 2004 involving 213 federation officers and TODA presidents representing 15 cities and municipalities in the National Capital Region. TSAP-FP also provided technical assistance for the conduct of the NACTODAP NCR Strategic Planning on June 2-4, 2004 which resulted in the creation of the NACTODAP NCR's Committee on Family Planning and drafting of its Manifesto of Support for family planning. The NACTODAP Manifesto of Support is on *Annex 13*.

At the local level, TSAP-FP was able to engage tricycle operators and drivers associations in the cities of Angeles and those in Eastern Visayas. The Federation of Tricycle Operators and Drivers Associations (TODA) in Angeles City is an affiliate of the National Confederation of Tricycle Operators and Drivers Association of the Philippines (NACTODAP). Organized in 1992, it is composed of 127 TODA terminal associations in

Conversation between a NACTODAP Officer from Pasay and a TODA officer from Muntinlupa, and Danny Cagas, a NACTODAP member:

NACTODAP Officer: So, what do you think? Should I get a vasectomy?

TODA Officer: Why?

NACTODAP Officer: I have five kids and I feel sorry for my wife. Next time, she may not be as lucky (in delivering her baby).

Danny Cagas: Vasectomy is okay. Dr. Flavier says they only cut the tube; it's not like castration at all.

TODA Officer: But you may no longer be able to have an erection.

NACTODAP Officer: Dr. Flavier says, you will still have an erection.

Danny Cagas: Okay, let me talk to Jerome (of TSAP-FP). He may be able to give us a referral.

the five zones of Angeles City, Pampanga. It has a total membership of 8,300 tricycle drivers.

Ninety eight (98) federation officers and TODA terminal presidents attended the Consultative Workshop on Male Involvement in Family Planning facilitated by TSAP-FP in collaboration with DOLE and POPCOM Region III last June 29, 2004. The meeting was found informative by participants most of whom have misconceptions on the modern FP methods. Their enthusiasm to seek more information on FP is a good indicator of greater approval of family planning by this sector.

Another NACTODAP affiliate is the Regional Confederation of Tricycle Operators and Drivers Associations in Region VIII (RECONTODA 8), a newly formed network of small transport groups from the cities of Ormoc and Tacloban in Leyte and Calbayog and Taft in Samar. In collaboration with Workers in the Informal Sector in Region 8 (WISER 8) and POPCOM 8, TSAP-FP will convene a forum on male involvement in FP among RCEONTODA leaders during the next quarter.

1.2. METRO CEBU COMMUNITY-BASED FP ADVOCACY NETWORK (METRO CEBU CAN) ORGANIZED.

The CCUVA-FP network of informal sector /urban poor workers has expanded to include 12 community-based organizations committed to advocate and promote family planning in Metro Cebu. This network, called the Metro Cebu CAN, is led by the Cebu City United Vendors Association (CCUVA) and includes the following basic sector organizations:

- Confederation of Barangay Luz Community Associations and Multi-Purpose Cooperative
- Confederation of Barangay Labangon Homeowners Associations
- Alliance of Homeowners Association in Barangay Apas (ABACA)
- Panagtambayayong Para sa Bag-ong Sugbu Foundation, Inc. – South District Women’s Association
- Nazareth Street Home Incorporated
- Barangay Ermita Mothers Association, Inc. (BEMAI)
- Barangay Labangon Women’s Network (BLAWN)
- Provincial Federation of Barangay Health Workers
- PBSP Olango Community Associations
- Warwick Barracks Women’s Organization (WABWO)
- Barangay Ermita GAD Program
- CCUVA Youth

The Metro Cebu Community-based FP Advocates Network (Metro Cebu CAN) was organized on May 20, 2004. TSAP-FP, in collaboration with POPCOM Region VII, provided technical assistance in organizing the network aimed to

expand the FP advocacy to other urban poor coalitions and informal sector organizations in Metro Cebu. As initiated by CCUVA, PBSP Olango and the BHW Federation, the network intends to broaden the base of support for FP advocacy in big Metro Cebu communities.

Behind the active participation of Metro Cebu CAN on family planning are the 52 men and women leaders of community associations from Barangays Luz, Labangon, Apas, Mambaling, Ermita, Sapangdaku, Basak Pardo, Basak San Nicolas, Kamagayan, and Sambag who participated in the network building workshop. These leaders represent homeowners associations, multi-purpose cooperatives, and vendors associations from the major urban poor settlements of Barangay Luz - the 3rd largest barangay in North Cebu City with a total population of 15,000, Barangay Labangon -the 2nd largest barangay in South Cebu City, and Barangay Ermita - the most densely populated urban poor community in Cebu dubbed as the “Tondo of Cebu.”

With TSAP technical assistance, Metro Cebu CAN was able to craft their vision, mission statement, goals and objectives (*Annex 14*). A big event to pronounce their commitment to family planning will culminate on July 8. Their advocacy campaign will also include a (i) dialogue with Cebu City Officials and government agency representatives on July 20; (ii) forum for barangay officials on FP/RH in collaboration with the Association of Barangay Captains on July 28, (iii) Community forum on FP (June to December), (iv) consultation with and FP orientation for jeepney drivers associations and small transport groups (August), (v) Consultation with community religious leaders in September, and (vi) FP orientation for barangay officials and community religious leaders (October to December).

1.3. QUEZON CITY COMMUNITY–BASED FP ADVOCACY NETWORK (QC CAN) ORGANIZED.

This is a network of 28 urban poor communities, vendors associations, and small transport groups in Quezon City committed to promoting family planning and advocating for access to correct FP information and quality services. The Kasama sa Lansangan sa Quezon City, an affiliate organization of KATINIG, a major partner of TSAP-FP in FP advocacy, played a key role in organizing this network. This network is composed of the following community organizations:

- Samahan ng Nagkakaisa sa Palupa, Bgy. Commonwealth, Batasan, Payatas
- Samahang Kababaihan ng Gulod
- Asosasyong Pangkababaihan ng Sta. Monica, Barbara, Novaliches
- Masikap Homeowners Association, Batasan Hills
- Kalayaan B. Elderly Group
- Talayan Tricycle Operators and Drivers Association
- Paraiso-Paltoc Tricycle Operators and Drivers Association

- San Francisco Tricycle Operators and Drivers Association
- Barangay Holy Spirit Purok Association
- Damayan-Paraiso Marie Blue Association
- TODA in Barangay Marie Blue, Barangay Damayan, Barangay Paraiso
- Dama de Noche Payatas Neighborhood Association, Payatas A
- Women's Association of Sangandaan
- Concerned Youth Federation of Payatas
- Samahan ng Nagkakaisahang Relocates sa Bagong Silangan
- AHON Kababaihan ng Filside Bagong Silangan
- Quezon City Federation of Barangay Health Workers
- Pangasinan Neighborhood Association
- Kaagapay sa Pangkalusugan Para sa Lahat, Inc. Area 7, district 2
- Gumamela Payatas Neighborhood Association
- Paltok San Francisco Del Monte Tricycle Operators and Drivers Association
- Anakbayan Tricycle Operators and Drivers Association (ABTODA)
- Diamond Homeowners Association, Kasunduan Barangay Commonwealth
- Kababaihang Sintang Bayan, District 2, Quezon City

TSAP-FP, in collaboration with Partners International provided technical assistance in the conduct of a network development workshop on May 28-29, 2004 which resulted in the formation of the Quezon City Community Advocates Network (QC CAN). This grassroots network is expected to be brought into the multi-sectoral QC Council on Population.

The QC CAN mission statement is on Annex 15.

2. Four (4) sectoral networks (informal sector/urban) trained on FP advocacy

In preparation for FP advocacy and community mobilization activities, TSAP-FP provided TA to sectoral network partners from Cebu, Bulacan and NCR. Community FP advocates were oriented on FP and trained on FP advocacy. TSAP-FP also provided TA in harnessing their facilitation skills in order for them to better plan, conduct and manage community chat groups on FP such as barangay fora, dialogues, mothers' classes, couples' classes, men's forum, etc.

2.1 BULACAN: LINGKOD LINGAP SA NAYON AND MOTHER LEADERS ORIENTED ON FP

A total of 596 Lingkod Lingap sa Nayon (LLN) members and mother leaders attended the seven batches of a two-day Orientation on Modern Effective Methods of Family Planning held last April and May 2004 in the Province of Bulacan. TSAP-FP collaborated with the Provincial Social Welfare and

Development Office in conducting this activity. Inputs from TSAP-FP provided the community outreach volunteers with the basic understanding of the relationship between population and poverty, basic concepts of human sexuality, fertility awareness, mechanisms of action, and benefits of modern methods of contraception. At the end of the seminar, the LLN and Mother Leaders committed to strengthen the family planning component of their community outreach program. They drafted their plan of action to promote family planning among married men and women of reproductive age and advocate for LGU support for family planning services. In the Province of Bulacan, TSAP-FP will pursue a different model (community communication) of promoting family planning through creation of an LLN and mother leader chat groups.

2.2. METRO CEBU: METRO CEBU CAN ORIENTED ON FP.

TSAP-FP, in collaboration with POPCOM Region VII conducted a **Family Planning Orientation** on May 18 -20, 2004. This was attended by 52 men and women leaders of community associations from Barangays Luz, Labangon, Apas, Mambaling, Ermita, Sapangdaku, Basak Pardo, Basak San Nicolas, Kamagayan, and Sambag. The inputs from resource persons provided the informal sector and urban poor leaders with basic understanding of the inter-relationship between population and poverty, basic concepts of human sexuality, fertility awareness and the mechanism of action and benefits of the different modern family planning methods. The community leaders also identified issues and possible actions on promoting FP and advocating among the barangay and city officials for additional resources for family planning services.

The **Training of Trainers on Family Planning** for CCUVA and Metro Cebu CAN leaders is a customized capacity building activity conducted by TSAP-FP in collaboration with POPCOM VII to respond to the need of the community-based FP advocates in honing their presentation and facilitating skills. This was held on May 25 to 29, 2004 in Cebu Beach Club, Lapu-lapu City. Attended by 36 leaders of CCUVA and Metro Cebu CAN, the training flow walked the participants through the basic concepts of human sexuality and family planning including the mechanism of action, benefits and contraindications of the modern methods of contraception. The review of the basic concepts on family planning deepened the knowledge of the participants and clarified their questions on the side effects and mechanism of action of the different contraceptives. Moreover, the session provided a venue to further discuss the benefits of family planning in relation to women's health and safe motherhood, breastfeeding, birth spacing and responsible parenthood. The session on training and facilitating techniques especially the practicum and critiquing and inputs was highly appreciated by the participants.

At the end of the training, 90% of the CCUVA and Metro Cebu CAN leaders stated that they gained more confidence in their presentation and facilitating skills. At the end of the training, the participants pledged their commitment to

utilize fully the knowledge gained and improved skills in advancing their organizational work including promotion of family planning. POPCOM VII and the Cebu City Health Department also committed to provide support to the leaders of CCUVA and Metro Cebu CAN in implementing its community level FP promotion and advocacy activities.

The **FP Advocacy Training** held on June 23-26, 2004 in Cebu City was attended by 38 members of the Metro Cebu CAN. The training aimed to improve the knowledge, skills and attitudes of Metro CAN members in planning, implementing and evaluating advocacy campaigns. The activity was managed by five (5) Trained Trainers of TSAP-FP on FP Advocacy. Aside from the advocacy plans targeted for the network's implementation, Metro Cebu CAN also conducted a special planning session for two upcoming events: the formal launch of the network which is planned for July 8 and plans for Family Planning Day. Based on the plans made, Metro CAN will make FP visible in high profile events.

2.3. NATIONAL CAPITAL REGION (NCR): KATINIG INFORMAL SECTOR COALITION TRAINED ON FP.

TSAP-FP provided support for the conduct of the **Community Educators Training on FP** for KATINIG leaders and affiliates on June 29 to July 3, 2004 in Baguio City. The project mobilized resource persons from FriendlyCare and Trainers Collective. A total of 36 community advocates attended the training. They include 12 KATINIG Core group members (from KATINIG affiliates such as PEMALAKA, KISLAP Malabon, BANGKETTA and Kasama sa Lansangan), and 24 leaders of other community organizations from Malabon, Caloocan, Muntinlupa and Quezon City who were newly roped into the FP advocacy in Metro Manila. Three of the 36 participants are barangay officials from Caloocan.

The training was maximized to provide technical assistance to 15 other informal sector and urban poor organizations mobilized by KATINIG as its expanded affiliate organizations for FP advocacy. These organizations are, from Muntinlupa: Federation of Block Presidents of Lower Bayanan, Drug Carzo TODA, Samahan ng Pagmamahal sa Kapwa (Sampaka), Muslim Women's League – Alabang, Muslim Vendors Association, Samahan ng Nagkakaisang Magkakalapit Bahay ng Muntinlupa, Samahan ng mga Nanay, Night Market Vendors Association. From Caloocan: Kalipunan ng mga Sektor para sa Kalusugan (KASEKA), Bisig ng Kabataan Tenant Association, Gabay/Lingap, TSPI-ERDA Samahan ng mga Nanay, Barangay Council. From Malabon: Association of Pedicab Operators and Drivers Association (APOM), Mothers Club, Ladies Brigade, BHW Association; From Quezon City: Pinagsanib Homeless Peoples Federation, Dahlia Vendors Association, Diamond Homeowners Association, Barangay Silangan Pedicab Operators and Drivers Association (BASIPODA), Commonwealth Bagsakan Vendors Association, and Quezon City CAN.

2.4. REGION VIII (SAMAR-LEYTE): WORKERS IN THE INFORMAL SECTOR (WISER 8) TRAINED ON ADVOCACY

Forty-one (41) leaders representing 20 people's organization-members of the Workers in the Informal Sector of Region VIII (WISER 8) attended the TSAP-FP sponsored Training on Advocacy for FP Social Acceptance last June 7-11, 2004 in Ormoc City, Leyte. WISER 8 is a coalition of informal sector workers in Samar and Leyte such as market vendors, ambulant vendors, subsistence fisher folks, small transport operators and drivers, beauticians, community women's groups, and senior citizens' groups, among others.

The training activity aimed to improve the knowledge, skills and attitudes of WISER 8 members in planning, implementing and evaluating advocacy campaigns. Using simplified approaches, they were introduced to the principles and processes of FP advocacy, particularly in clearly stating the advocacy problem or issue, formulating advocacy goals and objectives in relation to the identified FP issue, identifying target audiences, formulating appropriate messages, mobilizing resources for the advocacy campaign, collecting data and monitoring the advocacy campaign's success.

Two Trained Trainers of TSAP-FP on FP Advocacy were the main resource persons and facilitators of the training activity. The trainers adhered to the principles of adult learning, employed creative methodologies which facilitated the learning process. As a result of the training activity, area-specific advocacy campaign plans for the informal sector in Region VIII were formulated and are targeted for immediate implementation until next year. The WIS Core Group for FP/RH Advocacy composed of key leaders of WISER 8 met separately to coordinate their network's activities for the Family Planning Day (August 1).

Testimonials from the urban poor and informal sectors

A vasectomized urban poor community association leader, speaking at the Urban Poor Leaders Consultative Workshop on FP Social Acceptance held June 1-2, 2004 in Davao recalled: "My relationship with my wife became stronger. My libido has not decreased. My sex life is okay. I'm strong as ever despite a vasectomy procedure more than 15 years ago."

A rice retailer in Agdao public market said: "After my fourth child, I decided to have a BTL . . . to give my children a better future, education,

3. Partnership with 3 local advocacy networks in TSAP-FP sites initiated

3.1. PAMPANGA: LOCAL NGOS/POS IN PAMPANGA ENGAGED IN FP ADVOCACY

The Partnership Building Workshop of Region III held on April 21-23, 2004 in Baguio City was attended by 37 women and men coming from the 7 provinces of the region. Representatives from provinces other than the TSAP-FP provinces of Bulacan and Pampanga were allowed to participate so that they will appreciate TSAP-FP efforts and innovative strategies which they can apply in their respective localities.

These participants include local NGOs/POs from Pampanga and local population officers from Tarlac, Pampanga, Aurora, Bataan, Zambales, Angeles and representatives of DOLE, DOH, POPCOM, NEDA, DSWD, and the PNP. The Regional Director of NEDA and the Assistant Regional Director of DOH, as Chair and Member of the Regional Population Executive Board (RPEB), respectively, also graced the last day of the workshop. Sixteen (16) NGOs/POs participated in the workshop namely: Federation of Tricycle Operators and Drivers Association in Angeles City (FEDTODA), DAMAYAN (Women) sa EPZA, Angeles City, Sangguniang Kabataan –Angeles City, San Ildefonso Womens Cooperative-Magalang, Balitucan Multi-purpose Cooperative-Magalang, Kapisanan sa Kagalingan ng Kababaihan ng Angeles (KKKA), Family Planning Organization of the Phils (FPOP-Pampanga), Nutrition and Livelihood Resource Center Inc. (NUTRILINC), Health Integrated Development Services (HIDS), Teen Information Center (TIC), Ing Makababaing Aksyon Foundation (IMA Fdn), Angeles University Foundation (AUF), Cabanatuan City College of the Immaculate Conception (CIC), KIWANIS Club of Metro Clark and Sangguniang Kabataan of Angeles City.

A sector specific action agenda was drawn up to include those for the informal sector, youth, women, men in uniform. Also included in the plan is the formation of the multi-sectoral coalition for FP/RH advocacy in Pampanga province. The participating NGOs/POs and LGU/NGA representatives pledged their commitment to their specific action agenda. This will be the springboard for TSAP-FP partnerships in Region III particularly in the industrial zones of Pampanga and Bulacan.

3.2. DAVAO: LOCAL NGOS/POS AND COMMUNITY ORGANIZATIONS ENGAGED IN FP ADVOCACY

On June 1 to 5, 2004, TSAP-FP in collaboration with Health Management Resource Group (HMRG) and POPCOM Region XI convened a **Consultative Workshop on FP Social Acceptance for Informal Sector/Urban Poor and Community Women Leaders of Davao City**. This activity took off from the results of the RH Network Davao Consultative Assembly in March 2004. TSAP-FP provided the community leaders with the basic understanding of the dynamics of a large Filipino family, inter-relationship of population and development, the truth about the common myths and misconception on family planning and the benefits of modern methods of family planning. A total of 121 leaders representing 59 community-based organizations attended the consultative workshops. Most of the participants came from densely populated districts of Davao City namely Agdao, Sasa, Bangkerohan, Matina, Tibungco, Boulevard, Panacan, Matina, Mintal, Calinan, and Tugbok Districts. Participating organizations include 21 urban poor organizations, 21 vendors and small transport groups, and 17 women's organizations, as listed below:

Urban Poor

1. Del Rosario Homeowners Association, Agdao
2. Center for Overseas Workers, Panacan
3. Bgy. Centro Kagawad, Agdao
4. Sto. Nino (PPA) Homeowners and Neighborhood Association, Inc., Tibungco
5. Barangay Sasa Riverside Association
6. Purok 15 Tibungco Association
7. Purong Home Settlers Association
8. BUSAI
9. Nagkahiusang Kabus sa Bunawan
10. LIZVILMAO Tricycle Operators and Drivers Association
11. Development Peoples Foundation
12. MAA Center fro Overseas Workers
13. YCF VillageSettlers Association
14. Women's Savers Group
15. Bgy 76 A, Bucana
16. Ruiz Ville Youth Organization, Agdao
17. Coryville Aquamarine
18. IDC Homewoners Settlers Association
19. Bgy 31 D OFW and Family Association
20. Tacosa Settlers Association
21. ALSAMASA, Agdao

Informal Sector

1. Philippine Agency for Community and Family, Inc (PACAF)
2. South San Juan Transport Service Cooperative
3. Jerome Transport Service Cooperative
4. Southern Philippine Federation of Labor (SPFL)
5. Purok5A San Isidro Vendors Association
6. Center for Overseas Workers 3
7. KALAHI Village Purok 26, Panacan Women's Association
8. Barangay Obrero Motor Operators and Drivers Association (BOMODA)
9. Davao City Tricycle Operators and Drivers Federation (DAVCITODAF) composed of 50 associations with total membership of 10,000 tricycle operators and drivers
10. Sta. Ana Vendors Association
11. Tribal Federation of Matina (MUTF)
12. CBM Tricycle Operators and Drivers Association
13. Agdao Market Vendors
14. Purok 6 Women's Association
15. PUJ Drivers Association
16. Vendors Association
17. Ateneo Matina Vendors Association
18. Indigenous Fishermens' Association
19. Mindanao Association for the Blind
20. UMHO Kalahi Village

Women's groups

1. Barangay Health Workers Association, Tugbok District
2. New Mintal 9KA, Mintal , Davao City
3. New Hope Women's Organization, Mintal, Davao City
4. Masupit Women's Organization, Lamanan, Calinan, Davao City
5. Purok 13 Wangan Women's Organization, Wangan, Calinan
6. Purok 17 Bayanihan Women's Organization, Calinan
7. Millenium Women's Organization, Tugbok District
8. Sta. Cruz Women's Organization, Tagakpan, Tugbok District
9. Acacia Women's Organization, Tugbok District
10. Dalagdag Women's Organization, Calinan
11. Biao Joaquin Women's Organization, Calinan
12. Purok 15 Calinan Women's Organization
13. Purok 3 Lacson Women's Organization, Calinan
14. Talomo C-5 Women's Organization, Calinan
15. Calcal Women's Organization, Inayangan Catman, Davao City
16. Los Amigos Women's Organization, Tugbok District
17. Kohos Nenle Bilibo Women's Colobol Organization, Colobol Lamanan, Calinan

FP Counselors on Wheels

A tricycle driver from San Juan, a participant in the FP Forum on Male Involvement held at the Holiday Inn, was engaging his passenger, a pregnant woman, in small talk:

Driver: Maa'm, how many months are you now on the family way?

Passenger: 8 months, my second child. Why?

Driver: You should wait another three years before you think of having another baby.

Passenger: You're right. Life is so hard these days.

Driver: (Pointing to the Sigurado sticker in the tricycle) Ma'am, you should not take chances because you might miss.

3.3. LOCAL POPULATION AND HEALTH WORKERS IN DAVAO AND PAMPANGA ORIENTED ON FP METHODS

As part of phasing-in activities in Pampanga and Davao City, TSAP-FP collaborated closely with local population and health offices.

Davao

In Davao City, TSAP-FP collaborated with POPCOM XI and the Davao City Health Department and oriented population workers of Davao City on March 23-24, 2004. This orientation was identified as a need since these population and health workers have not had a formal training on FP. The activity was attended by 64 population workers and officers, technical health staff and key officials of the City Health Department and technical staff of POPCOM Regional Office XI. The population workers came from the 48 barangays of Davao City. TSAP invited competent resource persons to give input on the Philippine Population, family planning and its implication to development and people's health, as well as updates on contraceptive safety and technology highlighting the repositioned concept of family planning. The POPCOM Director discussed the government's contraceptive self-reliance initiative.

The participants were asked to prepare a re-entry plan focused on identifying key activities in promoting family planning and reproductive health among their constituents at the barangay level. In the workshop reports, the population workers committed to: (i) disseminate correct information on family planning that would reach out to the untapped groups like the elementary and high school PTA, Homeowners Associations, barangay and purok level associations, Barangay

Development Councils, SK Federation, (ii) advocate for resources for FP/RH including programs for the youth, (iii) strengthen networking for referral and resource sharing, (iv) strengthen provision of FP motivation among men and women of reproductive age. The City Health Department group has identified the need to conduct a baseline study or community health profile of all the barangays in Davao City since their office has no comprehensive health profile of their catchment barangays.

Pampanga

In Pampanga, local population workers and representatives from the Center for Health Development- Region III and local health offices participated in TSAP-FP sponsored partnership building workshops and FP advocacy activities among men and women in the province. Their participation greatly enhanced their partnerships with local NGOs, peoples' organizations in the locality.

4. Partnerships with socio-civic groups, military institutions and the academe established

Though not included in benchmarks this quarter, TSAP-FP pursued partnership relations with five organizations for FP advocacy. These include two socio-civic groups (Rotary Club of New Manila East and Rotaract), two military institutions (Philippine National Police Region XI Command and the National Defense College of the Philippines) and an academic institution (Leyte State University).

4.1. ROTARY CLUB OF NEW MANILA EAST MOBILIZED FOR FP.

The Rotary Club of New Manila East is composed of 42 professionals from various fields/sectors. It is part of the Rotary District of Quezon City which is composed of 85 clubs spread all over the city. The Rotary Club of New Manila East also maintains a network of partner clubs in other parts of the country such as Banilad/Cebu, Legazpi, Tacloban, Cagayan de Oro, Iloilo, and Tuguegarao. The Rotary Club of New Manila East also implements health and other community projects including an awards program for socially -responsible policemen.



On May 4, TSAP-FP was invited to attend a Rotary Club meeting to explain the goal and objectives of the Project. During this meeting, the Chief of Party underscored the need for advocates and champions who will promote the cause of

population/FP, such as those from the Rotary Clubs, who are themselves influentials in their own sector and communities. While TSAP-FP has engaged men and women from basic sector organizations, NGOs and government agencies in TSAP-FP sites, socio-civic organizations need to be actively brought into the popdev/FP discourse. She informed the club members that the Project has engaged other Rotarians in Cebu and in Dumaguete.

Two members of the Rotary Club NME informed the project staff that in 2005, Rotary will celebrate the centennial year of Rotary's civic engagement in the Philippines. They agreed that they would incorporate popdev/FP advocacy as part of their theme and celebrations, including the build-up of activities which will start in July 2004. They also floated the concept of having a radio program dubbed "Rotaryo sa Radyo, Ibayong Serbisyo" as the advocacy /IEC venue of known Rotarians on issues such as pop/FP. As of this writing, Rotary Club NME is discussing a draft Memorandum of Agreement with TSAP which will serve as the basis of their engagement in FP advocacy.

4.2. ROTARACT ORIENTED ON FP.

Rotaract District 3780 is composed of 28 Rotaract clubs in Quezon City. These clubs are composed of young adults who are active in socio-civic projects in the community in the form of medical missions, livelihood projects, literacy projects, and leadership training and professional development in depressed urban poor areas in Quezon City. TSAP-FP was invited to attend the Annual Rotaract District Conference for 2004 last May 1-2, 2004 in Olongapo City. This provided TSAP-FP with an opportunity to communicate the Project to the Rotaract delegates from the different Clubs in Quezon City and explore venues for partnership. Rotaract offered to integrate FP motivation activities in their socio-civic works, particularly in their outreach medical missions to indigent communities.

4.3. DISCUSSION WITH PHILIPPINE NATIONAL POLICE REGIONAL COMMAND XI HELD.

In June, TSAP FP initiated a consultation meeting with P/Supt Col. Eric Javier, the Operations Officer of the Philippine National Police Regional Command XI to explore possibilities of promoting family planning in the police force of the region. The Operations Officer has identified avenues for the integration of family planning promotion in the PNP service, specifically Training Program of newly recruited police force, Medical Services in the PNP infirmaries and clinics and inclusion of FP in its civic action programs. TSAP will formalize its partnership with PNP Regional Command XI and provide technical assistance in the start up activities for the integration of family planning promotion in the programs and services of the PNP in the next quarter as part of the *Men in Uniform* strategy of the project.

4.4. National Defense College of the Philippines, Department of National Defense

During the 2nd quarter, TSAP also conducted initial ground working activities with the Department of National Defense through the National Defense College of the Philippines for a possible collaboration on the promotion of family planning among military personnel. TSAP engaged a short term consultant to conduct a profiling and stakeholder analysis and consultations with key officials in the Armed Forces of the Philippines. The output of this process will become the basis for formulating the direction of the family planning advocacy among *Men in Uniform*.

4.5. Leyte State University –Department of Development Communication

TSAP extended technical assistance to the **Leyte State University’s Department of Development Communication**, a center of excellence in the Visayas which is also a prime mover of development communication-related programs in the region. A two-day training workshop on advocacy was conducted at the Ormoc Villa Hotel from May 19 to 20. Ten professors from the Department of Development Communication of the Leyte State University were trained on advocacy processes and techniques. The resource persons were Dr. Joey Lacson of the UP College of Mass Communication, Dr. Camilo AB Naraval of the Health Research Management Group based in Davao City.

The faculty members showed openness to the idea of taking on FP advocacy both at the individual and institutional levels, or even going further to integrating FP Advocacy in their curriculum along with other ways by which FP Advocacy can be mainstreamed such as the Department’s research and extension services, orientation for incoming freshmen, as well as in the curricula of development communication. TSAP-FP envisions the University, in particular, the Department of Development Communication as the fall back resource of technical assistance on advocacy training to the regional partners including the informal sector.

5. Memorandum of Agreement with the Federation of Free Workers (FFW) signed

On June 24, 2004, the Chief of Party of TSAP-FP and Atty. Ramon Jabar, National President of the Federation of Free Workers (FFW) signed the Memorandum of Agreement (MOA) to



formally seal their partnership for family planning promotion and advocacy. The FFW is the largest national labor federation with a membership base of over 100,000 workers organized into 150 plant-level trade unions, eight trade federations, community groups, women’s groups, youth groups, and urban poor communities. The MOA affirms the commitment of the FFW to support the integration and implementation of family planning and reproductive health in the Program of Action of FFW. This is part of its effort on gender-responsive implementation of Article 134 of the Labor Code as embodied in FFWs gender policies that include FP and responsible parenthood. Further, FFW commits to promote holistic understanding of the family planning and reproductive health issues at the workplace and outlying communities covered by the federation and to actively cooperate with other civil society members to operationalize FP/RH integration across trade federations, local unions, and basic FFW sectoral organizations. On the other hand, in the interest and welfare of workers to gain better access to quality FP/RH services in the workplace and in their communities, TSAP-FP will provide technical assistance to FFW to increase social acceptance of family planning among leaders and members of trade federations, local unions, and basic sectoral organizations. On Annex 16 is a copy of the MOA.

**Our various partners
in action...**



6. Advocacy activities implemented by eight sectoral and local FP advocacy networks and partner NGOs

Grants

During the 2nd quarter, TSAP released the first tranche of the small grants to Makatao Foundation, Inc., Western Mindanao State University Development Foundation Inc., CCUVA and PBSP Olango. Makatao Foundation, Inc., CCUVA and PBSP Olango have implemented activities like project launching and orientation as well as FP orientation for community leaders and women's groups.

In Metro Manila, MAKATAO Foundation conducted five FP orientations and mother's classes on FP in selected barangays in Malabon, Navotas and Valenzuela. In Olango Island in Lapu-lapu, Cebu, PBSP-Visayas launched its project in May with a community forum on FP attended by barangay officials and community residents. A training of community volunteer health workers on family planning was also conducted in collaboration with POPCOM VII and the City Health Office of Lapu-lapu. In collaboration with Marie Stopes Clinic, an FP servicing mission on BTL aptly titled *Oplan Tali* was organized in May to accommodate 17 FP clients from the different barangays of Olango Island. Leaders of CCUVA and KATINIG also met during the quarter to discuss the operational details of their small grant projects. Full-blast implementation of their advocacy and community mobilization activities will start after the national and local elections in May.

The Western Mindanao State University Development Foundation Inc. held a Muslim youth camp for 37 youth leaders from ARMM. The ultimate goal of this project is to develop a core group of Muslim youth advocates who can talk to their own peers and key stakeholders about adolescent sexual and reproductive health.

Other Activities

Outside the grants mechanisms, partners conducted other advocacy activities. Grassroots advocates of FP such as CCUVA, KATINIG and WISER 8 actively participated in sectoral consultations and candidates fora sponsored by the Philippine Legislators Committee on Population and Development (PLCPD) held before the May 2004 elections. Their participation provided them an opportunity to advocate their sector's need for social protection and health including family planning. CCUVA mobilized its sector during a local candidates' forum for governors, vice governors, mayors, vice mayors, and city councilors held in April in Cebu City.

KATINIG

KATINIG also mobilized its network during the grand rally for the National Electoral Campaign on FP/RH organized by Philippine NGO Council on Population, Health and Welfare (PNGOC) held at the Amoranto Stadium in Quezon City in April wherein 200 members participated. In Eastern Visayas, WISER 8 held dialogues

with local candidates and presented their sector's need for family planning. Two WISER 8 members won as Vice Mayor of Babatngon, Leyte and municipal councilor in Samar.

As part of KATINIG's advocacy for FP, it actively participated in the formation of a local multi-sectoral health coalition in the City of Caloocan, the *Kalipunan ng mga Sektor Para sa Kalusugan* (KASEKA). Three KATINIG leaders were elected as Vice Chair, Auditor and PRO of the coalition. KATINIG-Youth and their theatre group, the *Teatro KATINIG*, performed their TSAP-FP sponsored theatre production on responsible teen sexuality and family planning entitled "*Pasan Ko Ang Daigdig, Carry Mo Ba?* (The world is on my shoulders, do you get it?)" in Baranggay Concepcion in Malabon in May. More performances are scheduled in the next quarter to complement KATINIG's community fora.

TSAP-FP partner informal sector/urban poor networks have also expanded as they brought in several community-based organizations into FP advocacy. KATINIG has roped in 15 informal sector and urban poor organizations from Metro Manila. This is in addition to the 28 community-based organizations from Quezon City brought into FP advocacy by other TSAP-FP partners.

CCUVA

CCUVA has also brought in 12 urban poor organizations from Cebu City. For its part CCUVA led in coalescing these basic sector organizations in Cebu City for active promotion and advocacy for FP in the communities.

NACTODAP

As national leaders of the NACTODAP affirmed their commitment to FP advocacy, they vigorously consulted with their local leaders in NCR, Cebu and Eastern Visayas and solicited their commitment to mobilize their constituencies for FP in their localities. Together with TSAP-FP, NACTODAP was able to engage the support of its 98 leaders from NCR and key leaders from Cebu and Region 8.

CAPIZ Multi-Sectoral Network

In Capiz, the local population office spearheaded follow-thru activities such as FP/RH orientation sessions and advocacy training for NGO/PO leaders and advocates of FP/RH as agreed upon during the TSAP-FP-sponsored Effective Partnership and Strategic Planning Workshop for Capiz FP/RH advocates held in November 2003. FP advocacy has been incorporated into the program of action of the different municipal and information advocacy teams (MIATs) in Capiz province. These teams are expertly guided by the UNFPA-assisted local population office. Hence, in the future, TSAP-FPs work in Capiz will be minimal and will focus only on fielding resource persons and FP experts when needed and available.

NeOFPRHAN Multi-Sectoral Network

In Negros Oriental, NeOFPRHAN was able to rope in new advocates into its network. These include a health professional from Tanjay and a municipal councilor from Manjuyod. NeOFPRHAN, in collaboration with Women's Health Care Foundation, organized a forum on Women's Health on May 28 focusing on women empowerment, safe motherhood, breastfeeding, birth spacing and family planning.

TSAP-FP provided support to local partners in mounting advocacy and community mobilization activities to celebrate the International Day of Action for Women's Health on May 28, 2004. Aside from NeOFPRHAN, TSAP-FP local partners in Eastern Visayas and in Pampanga organized multi-sectoral parades and fora on Women's Health, Safe Motherhood and Family Planning in the cities of Tacloban, Leyte and Angeles, Pampanga.

Women's Groups

In Metro Manila, TSAP-FP collaborated with WomanHealth Philippines in the conduct of a forum on male involvement in FP/RH held at NEDA sa Makati Building. This forum was attended by members of the Reproductive Health Advocacy Network (RHAN) and other Manila-based NGOs.

7. Two (2) small grant proposals approved and 20 still in process

During the 2nd quarter, a total of 15 small grants proposals were received. As a result of the technical evaluation, two proposals were approved, (Sining Lila and WMSU), five disapproved, and nine proposals are for revision by the proponents.

To date, a total of 20 project proposals are still being processed pending revision of proposals per comments of USAID and TSAP-FPs Small Grants Committee.

8. First National Family Planning Partner's Forum conducted

Seeing the need to gather all partners in one occasion to re-affirm their commitments to FP advocacy and collectively gear up for FP campaigns in their respective constituencies, TSAP-PF organized the first ever TSAP Partners Forum from June 15-17 at Cebu City Marriott Hotel. A total of 81 individuals representing 58 organizations and networks from various sectors such as the urban poor, NGOs, organized labor, men, women, youth, academe, socio-civic groups, professional associations, population and health workers, media, informal sector, and faith-based groups in the TSAP areas attended.



The participants during the Partners' Forum rendering their own interpretation of the Sigurado song



The partners' forum served as a culminating event where the convergence of TSAP-FP's three major strategies was brought to the fore. It was a major advocacy event in itself where the partners witnessed the extent of TSAP's sectoral and geographic collaboration. There were also inputs from various resource persons which hopefully would help put substance and sizzle to the FP advocacy campaigns of these partners. The BCC Component provided updates on the TSAP-FP TV ad campaign, PR plan, KAP baseline, and media training on FP messages. A special session on creating and executing high impact events was also included in the program. For its part, the Health Provider (HP) component phased in by providing inputs on evidence-based FP through Dr. Mario Festin. Over-all, participants expressed positive feedback regarding this meeting. Many felt encouraged after seeing how many sectors and individual advocates are now championing FP. The inspiring messages of Dr. Emil Javier (NAST Vice President), Ms. Ces Drilon, (TV personality), Senator Rodolfo Biazon and the presentation on the Contraceptive Self-Reliance by Dr. Honorata Catibog of DOH and Prof. Aurora Perez were among the most appreciated sessions.

The event was also a manifestation of the Project's success in mobilizing following sectoral and multi-sectoral networks for FP advocacy. The forum yielded regional plans for FP advocacy campaigns and the signing of the participants' Declaration of Commitment to Family Planning (See *Annex 17, 17a & 17b*).



The partners identifying their sites of operation during the mapping activity.

9. Sixty three (63) new influential individuals from various sectors identified as FP advocates and champions and provided capability building inputs

A total of 63 informal sector/urban poor leaders from Metro Cebu CAN, Quezon City CAN, NACTODAP NCR and one socio-civic group leader were identified as FP advocates and champions. These influential individuals were oriented on FP and trained on FP advocacy at varying levels (*Annex 18*).

One notable personality recently identified as an FP champion is **Dr. Emil Q. Javier**, the Vice President of the National Academy of Science and Technology (NAST). He was a former President of the University of the Philippines system, former Director of the Institute of Plant Breeding of UP Los Banos, and a member of the Consultative Group on International Agricultural Research (CGIAR). As Co-Chair of NAST's Task Force on Population, organized with TA from TASP-FP, Dr. Javier has led discussions on why and how population matters to Filipinos and to the country in general. Together with Dr. Mercedes Concepcion, Dr. Javier was instrumental in NAST fully embracing the issue of population/FP as he challenged academicians and scientists to lend their names in the current advocacy for population, environment and development.

During this quarter, in several meetings of the Task Force on Population, attended by TSAP-FPs Chief of Party, DCOP and by the Advocacy Advisor, it was observed that he has greatly internalized the need for FP that NAST was able to fast track the drafting of a proposed bill on family planning to be presented to FP advocates and concerned legislators. Dr. Javier also endorsed his brother at the Philippine National Command of Region XI for TSAP-FPs advocacy among men in uniform. Dr. Javier recently graced the TSAP-FP Partners Forum in Cebu City where he mingled with grassroots FP advocates and civil society groups. He gave the partners a very inspiring message and challenged them to further sharpen their advocacy for FP and to enjoin national and local officials as well as other leaders of society to come up with a population policy consistent with economic growth and poverty reduction objectives.

10. Twenty-six (26) FP champions actually promoting/publicly endorsing FP

To date, TSAP has also identified 26 FP champions representing various sectors nationally and locally who are actually promoting and publicly endorsing family planning practice among their constituencies, namely: Senator Rodolfo Biazon; Congressman Gilbert Remulla; Bishop Fred Magbanua, Chair of the Interfaith Partnerships for the Promotion of FP/RH; Pastor Rey Cortez, Vice-Chairman of the Interfaith Partnerships; Bai Lailani Paglas, President of the Maguindanao First Ladies for RH (FLORH); Prof. Abdulrafiq Sayedi of the UP Center for Islamic Studies; Ustadz Esmael Ebrahim, Ustadz Yusuof Pasigan & Ustadz Mohamad Pasigan of the

Darul Iftah; Dr. Emil Q. Javier, Vice Chairman of the National Academy of Science and Technology (NAST); Mercedes Nicolas, President of KATINIG Informal Sector Coalition; Mary Buanghug, President of CCUVA; Nida Cabrera and Zenaida Amores, leaders of Urban Poor Sector Coalition in Cebu; Judith Buhay, Coordinator of WISER 8; Ariel Lim, NACTODAP President & Presidential Special Assistant on Tricycle and Transport Affairs, Office of the President; Rex Deldig, Vice President of CCUVA; Ermelinda Abadiano, President, National Confederation of BHWs; Dr. Lyra Ruth Clemente-Chua, former President of POGS; Cecilia Banca-Santos, President, Philippine League of Government Midwives and former Assistant Secretary of Health; Korina Sanchez, Broadcast Journalist; Angelo Palmones, Broadcast Journalist; Ces Oreña-Drilon, Broadcast Journalist; Efren Yambot, President, Rotary Club New Manila East; Jose Rafael Ferreros, President, Rotary Club Banilad, Cebu; and Janet Dellaban, President, FFW Women's Network.

TSAP-FPs champions from the informal sector, may not be political bigwigs nor showbiz personalities but they have their own spheres of influence at the national and local levels. **Ka**

Dedeng Nicolas of KATINIG sits at the National Council of the National Anti-Poverty Commission (NAPC) as informal sector representative. **Mary Buanghug** of CCUVA and **Judith Buhay** of WISER 8 are regional basic sector representatives of NAPC. The 2 women leaders of the urban poor coalition in Cebu City, Nida Cabrera and Zenaida Amores, are not only grassroots leaders but they are also elected barangay officials in the 2 most populous barangays of Cebu City. Ms. Cabrera also sits as Regional Representative of the urban poor at NAPC. For his part, **Ariel Lim** is a key figure at the Office of the Presidential Special Assistant on Tricycle and Transport Affairs based in Malacanang, Manila.

Ces Drilon, a known FP champion and TV anchorperson, has been giving media exposure to TSAP-FPs advocacy on family planning as her shows regularly featured FP-related issues and FP champions. During the quarter, Ustadz Esmail Ebrahim and Bai Lailani Paglas were guests at ANC Channel's *Get Real with Ces Drilon* aired on national TV. Its episode titled "The Other Face of Mindanao" presented and discussed the national *fatwa* on FP drafted by Muslim religious leaders (MRLs). In May, she

FP advocate in Malacañang

Ariel Lim, NACTODAP President and Presidential Special Assistant on Tricycle and Small Transport Affairs, has been advocating for family planning since TSAP-FP's initial engagement with his group. His first advocacy was with his superiors from Malacanang, particularly with Executive Secretary Alberto Romulo.

Being a Cabinet-rank official, his travels and engagement would have to be cleared by the Office of the Executive Secretary. When he was invited by TSAP-FP to participate in a forum, he was called by Sec. Romulo who questioned his intent to be involved in family planning, and subsequently warned that it's against political norm to dip one's fingers into such issue (considering the engagement was going to happen within the presidential campaign period). Surprisingly, Sec. Lim staunchly defended that what he's doing is not because of political considerations but out of his concern for the tricycle driver sector, whose pressing problem is to provide for their growing family. And he sees family planning as one of the solutions to this problem. Otherwise, his hungry family would force a tricycle driver to look for money elsewhere, like holdup and robbery, which may become a headache to the government. With this argument, Sec. Romulo relented and cleared his travel papers.

interviewed Ustadz Esmael Ebrahim and featured the National Ulama Conference and its stand on the national *fatwa* on FP. In previous quarters, Bishop Fred Magbanua of the Inter-faith Partnerships for FP/RH and Mercedes "Ka Dedeng" Nicolas of KATINIG were also invited for its episode on family planning. Along with Ariel Castro of TUCP and Donald Dee of the Employers Confederation of the Philippines (ECOP), they discussed the imperatives of population management and the need for FP among Filipino men and women.

Bishop Fred Magbanua, a staunch advocate of FP, also attended the TSAP-FP Partners Forum where his presence made a lot of difference to the partners as they realized the support of other faith-based groups to FP. For her part, Ka Dedeng acted as resource person/FP champion in building the network of the informal sector/urban poor community FP advocates in Quezon City and the multi-sectoral coalition in Caloocan.

D. HEALTH PROVIDER COMPONENT

1. Midwifery Board Examination Syllabi Incorporating Family Planning Drafted

A copy of the draft syllabus (*Annex 21*) was submitted by the Consultant (Ms. Ruth Castro, a nurse and current principal of the School of Midwifery of the Dr. Jose Fabella Memorial Hospital). Delays were incurred as the Consultant had to work with other colleagues on her free time. The draft will be submitted to the Professional Regulations Commission Board of Midwifery for approval in July.

2. Review of the Medical Board Examination Syllabi under negotiations with the PRC Board of Medicine

The TSAP-FP Medical Advisor started negotiations with the Chairman of the PRC Board of Medicine in the first quarter of the year. However, the second quarter coincided with examination months and the members of the Board of Medicine remained inaccessible. Further, the Chairman went abroad and the scheduled meeting was postponed indefinitely. The Project will exert effort to meet with him next quarter and determine the possibility of an engagement

3. Health Provider Training Module draft

AED/Washington staff member Lucia Kramer, completed and submitted the first draft of the Evidence-Based Counseling (EBC) Training Manual (*Annex 22*). This manual will serve as a guide to facilitators and trainers. This is currently circulated among the Health Provider Component staff and consultants for final editing. The final version will be ready and used during the Training of Trainors on EBM and Counseling that will be held on July 26-30, 2004.

4. Fourteen topics for CAT development approved

A total of 14 topics are currently being researched for CAT development. The Health provider Component is working with the PEARMNet members and consultants to produce 10 final CATs per month up to September. The first 14 topics are as follows:

- a. Does the use of Oral Contraceptives (OCs) cause hypertension?
- b. Does the use of OCs cause Venous Thrombo-embolism?
- c. A more recent review (e.g., a meta-analysis) of the association of the use of OCs with myocardial infarction (MI).

- d. Is the use of 1st generation OCs associated with an increased incidence of MI? (Compared to 2nd and 3rd generation OCs)?
- e. Is the use of OCs in women with large breasts associated with an increased incidence of breast cancer?
- f. Is the use of DMPA associated with weight gain?
- g. Is the use of OCs safe with an existing, but occult ovarian cancer?
- h. Is the use of DMPA associated with a problem with return to infertility?
- i. Does the accidental taking of an OC while pregnant cause harm to the fetus?
- j. Do hormonal contraceptives cause cleft lip or palate?
- k. Do hormonal contraceptives cause a decrease in libido?
- l. Does the use of OCs cause skin pigmentation?
- m. Does the use of OCs cause vaginal dryness?
- n. Does the use of DMPA cause vaginal dryness?

Since there were not much clinical questions to be identified, and there are not many FP articles on some specific topics, a lot of the topics submitted by the PEBRMNet members were shelved and had to be changed.

5. Fifty (50) Industry-based Health Providers Oriented on EBM and Provided with CAT Kits and 584 health providers in project areas were provided with CAT Kits.

A total of fifty (50) industry-based health providers were oriented on EBM during the quarter. Twenty came from the Cebu Industrial sites and thirty from Cavite, Laguna and Batangas Industrial zones. Nine were doctors, twenty-three (46%) were nurses and two were either a member of the RHAPWID or the KAUGNAY (motivator). Only half of the allotted number of participants was able to attend due to difficulty in convincing company owners to send their clinic staff to attend a 2-day training on family planning.

The Project has provided 584 previously trained health providers in other project areas with CAT Kits. This is in addition to the Clinic Staff Handbook and The Essentials of Contraceptive Technology already given each participant to the series of EBM and Contraceptive Technology and Safety orientations.



Industry-based health providers in Cebu who were oriented on EBM.

6. Bids from potential Communications Firms received for CATs Newsletter

Seven firms were invited to bid for the production of CAT-related materials including the CATs Newsletter. Three firms responded. One emerged the winner. However, as a result of the project's financial review, it was decided to shift this institutional consultancy agreement into individual consultancy instead. The selected Consultant will translate the technical language of the CATs. He/she will also develop a strategy and workplan to promote EBM-FP, oversee the development, publication and distribution of medical materials focusing on EBM-FP and manage publication of the Newsletter.

7. Assessment of Industry Clinics Completed

The Yuchengco Center, the research institution subcontracted for the assessment submitted the final report. Findings of the study were shared during the Department of Labor forum on "Revitalizing the Family Welfare Program" held on June 24-25, 2004.

Among other things, the report highlights that FP services in the workplace are limited to consultation and counseling on the various FP methods, provision of pills and condoms (and to a lesser extent DMPA), referrals, and information and education. There was an apparent need to address issues on the absence of motivation and commitment of management to strengthen family service provision in companies. Their advocacy toward social responsibility is hampered by their goal of productivity and profitability. The study also revealed that while family planning has a programmatic approach from the national government, there is weak linkage among government agencies concerned, the private sector, and other formal networks. Findings attest to the relevance of the up-coming IPSI project (*Annex 23*).

8. Census of Health Providers in ARMM completed

As preliminary to the baseline survey, the census of health providers in the region was done with the assistance of the Regional Epidemiology and Surveillance Unit of ARMM. The survey team however failed to cover some island municipalities and critical areas affected by political and armed conflict. A total of 693 health providers were surveyed. One hundred and one (15%) are doctors, 187 (27%) are nurses and 405 (58%) midwives. Forty (5%) are in Basilan, 158 (23%) in Lanao del Sur, 233 (34%) in Maguindanao, 159 (23%) in Sulu, 103 (15%) in Tawi-tawi. Six-hundred forty and six (93%) are in government service while 46 (7%) are in private practice. The list of the health providers is on *Annex 24*.

9. Technical Working Group to Facilitate the Revision of the DOH Family Planning Training Manual proposed

The Bureau of Family Health of the DOH has drafted an Administrative Order to form a Technical Working Group (TWG) for signature of the health Secretary to work on the revision of the DOH Family Planning Clinical Standards Manual. The composition of the TWG however is still being negotiated to include representatives from non-government organizations with experience in clinical standards development.

10. Consultation meeting with the Department of Labor and Employment (DOLE) and Department of Health (DOH) on FP implementation at the workplace conducted

With technical assistance from the Project, the DOLE held a consultative meeting on June 24 & 25, 2004 among its regional offices, the Commission on Population (POPCOM), Department of Health (DOH), and representatives from companies. Attended by 50 participants including the regional directors of DOLE & DOH and POPCOM of TSAP-FP Project areas, the meeting aimed to revisit the Family Welfare Program initiated by the department which in effect translates the implementation of Article 134 of the Philippine Labor Code which provides family planning services. The Family welfare program evolved from the UNFPA intervention on promoting reproductive health. Outputs of this meeting were regional responses/plans to address the current scenario of FP provision in the workplace. A report on the meeting is on *Annex 25*.

Revitalizing the Family Welfare Program

The DOLE and TSAP-FP provided the participants a menu of suggestions for the Regional DOLE offices planning to implement a revitalized program for population management and family planning. The priority indicators of output arrived by consensus are by order of importance, family planning information and or service provision to workers, policy development and advocacy on family planning for workers, capacity building for family planning information and or services and monitoring and evaluation. The workshop groups suggested 2-year plans of action towards compliance with national mandate, and addressing the prioritised outputs described above. Considering the various stakeholders that could be part of a meaningful FP-FWP, the DOLE Regional Directors and selected partners identified the roles and responsibilities of the stakeholders in FP-FWP promotion and advocacy, and the provision of FP-FWP services in the workplace.

The participants committed to advocate to establishments/firms for the Family Planning – Family Welfare Program. With TSAP-FP support they committed to accomplish the work programs they prepared to be validated by the DOLE Regional Offices and partners and DOLE BWYW and the Regional Offices in the spirit of a

common fund will encourage the allocation of resources for the activities identified and negotiate with other potential funding partners.

III. IMPLEMENTATION ISSUES AND ACTIONS TAKEN

1. BUDGETARY ISSUES

Need for Additional Funding for Balance of 2004 and 2005 Workplan

TSAP-FP will likely face funding constraints in the implementation of the rest of its 2004 workplan and 2005 activities with its given budget. Some new activities not originally envisioned in the 2004 workplan were undertaken to intensify or complement related activities. For example, the project's ad agency composed a song (*Sigurado* song) for free as part of the ad campaign launch event in January 2004. This song was very catchy and showed potential to become popular. TSAP-FP saw an opportunity to promote the ad campaign message and slogan through an alternative medium without incurring substantial additional cost. The song was, thus, aired in 15 popular radio stations for three months. This added frequency to the ad campaign message and popularized the slogan.

The intensification of activities and expansion of coverage to cover all of ARMM have also added to the budget constraints in accomplishing the project workplan for 2004 to 2005. ARMM activities intensified with the success of the collaboration with MRLs and proclamation of the national fatwa on family planning. The project will request for additional funding for ARMM activities in the next quarter.

2. COORDINATION WITH THE LEAD FOR HEALTH PROJECT

The LEAD for Health project implemented by the Management Sciences for Health (MSH) is now fully operational. This project is responsible for FP advocacy to Local Government Units. LEAD also has a BCC component aimed at public sector health providers as well as a large intervention in ARMM. Considering possible overlaps in some activities between the LEAD project and TSAP-FP, an initial meeting was held in early 2004 between TSAP-FP and LEAD senior officials. During this meeting, the possible overlaps between the two projects were discussed. One LEAD and one TSAP-FP senior staff were assigned to coordinate activities in three areas of overlap – ARMM, Advocacy to LGUs and Public Health Provider activities.

TSAP-FP is currently implementing numerous activities in ARMM. Its Health Provider component includes strategies which the LEAD project is also pursuing like revision of the FP Manual and capacity building of health providers for interpersonal communication. From the multi-sectoral local advocacy networks, TSAP-FP has also received requests for assistance for activities to get LGU support for family planning, which is one major concern of the LEAD project. It is important, then, that coordination between the two projects be strengthened in order to avoid overlaps and utilize resources cost-effectively.

3. AVAILABILITY OF FP IEC MATERIALS TO SUPPORT ADVOCACY AND COMMUNITY MOBILIZATION ACTIVITIES

With the increasing convergence of the BCC, ASM and HP components of the project, inter-dependence has been strengthened. The BCC is responsible for development and production of IEC and other below-the-line materials for advocacy groups. The project was unable to respond to the request for these materials in a timely manner due to the technical problems it encountered with the printers during the production process. Most of the materials which were planned for distribution during the last quarter of 2003 and the first quarter of 2004 will finally be printed in July. They will also be distributed in July in time for intensified advocacy activities to celebrate Family Planning Day on August 1.

4. GRANTS ISSUES

Slow Pace of Grants Review and Approval Process

This issue, described in the previous progress report, continues to confront the project. An analysis of the backlog shows that the delay mostly occurs while awaiting revisions from the proponent despite the follow-up process instituted by the project for the timely submission of revised proposals. Considering the capacity of the potential grantees, one cannot apply very strict standards of proposal writing in the review of the proposals. A simpler criteria will be discussed in the succeeding quarter which, hopefully, will eliminate the need for certain revisions.

Focus Grants on Supporting Advocacy Networks and Partners

In its desire to support advocacy activities for FP by as many groups as possible and to launch the implementation of the small grants program, the project supported proposals from NGOs and organizations in the past which were not necessarily part of the advocacy networks mobilized for FP. However, the small grants mechanism is primarily aimed at supporting advocacy and social mobilization plans of the groups and networks TSAP-FP has mobilized. The small grants program is now focused on assistance to these groups. The organizations which were awarded small grants in the past have been linked to these networks.

Low level of Small Grant Awards

The slow pace of the grants review process has contributed to the low level of small grants awards. The small number of grants, however, does not necessarily mean that the grants mechanism is not progressing. The grants form part of the ASM process to which capacity building of grantees for advocacy and social mobilization is a pre-requisite. The networks and partners' capacities for FP advocacy first need to be

strengthened before they can conduct activities on their own. Capacity building efforts for TSAP-FP advocacy networks and partners were initiated in 2004 after the finalization of the FP advocacy module and completion of the training of trainers. Most of the capacity building activities are taking place and will most likely be completed by October 2004. It is expected that with enhanced capacity of partners and networks, most of the small grants will be awarded during the third and fourth quarters of 2004.

5. DECELERATION OF TRAINING OF HEALTH PROVIDERS

Training activities targeting capacity building of public health providers on EBM-FP were held in abeyance during this quarter as a result of the agreement to incorporate enhancement of counseling techniques in the training. The evidence-based counseling module based on the GATHER approach was developed during this quarter. After the Training of Trainers planned for July, cascade trainings of health providers will be undertaken during the next quarter.

IV. ACTIVITIES FOR NEXT REPORTING PERIOD

A. PROJECT MANAGEMENT

1. Finalization of Q3 Benchmarks
2. Assistance During the Conduct of Project Mid-term Evaluation
3. Budget Review
4. Request for Additional ARMM Funding

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Training of FP Hotline Call Respondents
2. Launch of the FP Hotline
3. Press Conference for Family Planning Day
4. Launch of the *Tambalan sa Kalusugan* Radio Program
5. Final production of IEC materials:
 - Flipchart on “Family Planning for a Healthy Family”
 - New edition of “The Truth about . . . FP methods” series
 - FP method-specific brochures adapted from FriendlyCare materials
 - FP Methods Quick Reference Guide
 - Key FP Messages Booklet
 - Benefits Series Leaflets
 - Broadcasters’ Messages Booklet
6. Development and Pretest of Phase 2 Advertising Materials
7. Finalization of Post KAP Survey
8. Continuation of Radio Broadcast of FP tips

9. Continuation of Media Monitoring
10. Roundtable for entertainment journalists
11. Roundtable with selected newly-elected legislators
12. Media Training of Champions
13. Development of ARMM Radio Campaign and IEC Materials
14. Implementation of ARMM Baseline KAP Survey

C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT

1. Partnership Building and Network Development for Local Advocacy Partners in Bicol Region
2. Sectoral Advocacy Networks' Orientation on Family Planning
 - Male Involvement in FP Orientation for the major TODA Federations in TSAP-FP sites
 - Trade Union Leaders (FFW Regional Forum and CDC-CILA-DOLE Region III) Orientation on FP/RH in the workplace
 - Engaging the *Men in Uniform* for Male Involvement in FP
 - Davao City Urban Poor/Informal Sector/Women
 - Bicol Urban Poor
 - FP and Population, Health and Environment Linkages for Samar and Leyte
3. FP Advocacy Trainings for NACTODAP, QC CAN and other urban poor/informal sector leaders in Metro Manila, Trade Union Leaders of FFW/FWN, POGS, COFPRHA 8, Pampanga Partners, Davao City Community FP Advocates(UP/IS and women)
4. Cluster meeting with Champions
5. Champions Conference
6. Family Planning Day Celebrations
7. Roundtable discussion of inter-faith leaders and legislators
8. Small Grants Processing and Monitoring
9. Polling of individual champions
10. MRL orientations on the *fatwa* in ARMM

D. HEALTH PROVIDER COMPONENT

1. Training of Trainers on Evidence-Based Counseling
2. EBMC Training for Metro Cebu Industry-based health providers and Cebu City health providers
3. EBMC training for Negros Oriental physicians and nurses
4. Situation Analysis of Integration of FP in Medical Curricula
5. Meeting with DOH on TWG composition
6. DOH-TWG Organizational Meeting for Revision of FP Manual
7. Production of second batch of CATs
8. Development of laymanized CATs
9. Production of Newsletter for health providers
10. Implementation Baseline Health Provider KAP Study in ARMM

V. STAFF TRAVEL ABROAD (No in-country technical assistance this quarter)

Name of Staff	Destination & Date of Travel	Tasks Completed
FELIX BAUTISTA Communication Advisor	Washington DC April 25 – 30, 2004	<ul style="list-style-type: none"> ➤ Discussed the FP hotline project, and discussed Q&A guides and training strategy for FP hotline respondents; ➤ Discussed the integrated core messages for social acceptance of family planning; ➤ Was oriented on and discussed the AED communication framework and other communication frameworks; ➤ Was briefed on and discussed major AED project successes in the field of family planning and health including successful public relations programs implemented in other countries; ➤ Was trained in media interviewing techniques by Ketchum ➤ Conducted a presentation on TSAP for AED staff
ELEANORA DE GUZMAN, Chief of Party	Washington DC May 23 to June 4, 2004	<ul style="list-style-type: none"> ➤ Discussed management and technical issues with AED Home Office Coordinator, Finance Manager and technical Advisors and TFGI and CEPA Advisors, specifically, preparations for the mid-term review, review of expenditure levels and budget re-allocations, sub-contract issues, technical matters regarding the BCC Component, overall ASM and HP matters, among others (May 24-28); ➤ Participated in the 31st Annual Global Health Council Conference (June 1 to 4); ➤ Presented a paper during the rountable session of the above conference entitled <i>Understanding Risky Sexual Behavior among Adolescents : Values – Attitudes Gap</i> (June 2) ➤ Was trained in media interviewing techniques by Ketchum
CECILIA LANTICAN, Deputy Chief of Party	Washington DC May 30 to June 12, 2004	<ul style="list-style-type: none"> ➤ Participate during the 31st Annual Global Health Council Conference (June 1 to 4); ➤ Presented a paper during the roundtable session of the above conference entitled <i>Mobilizing Muslim Religious Leaders for Adolescent Reproductive Health</i> (June 3); ➤ Discussed ASM and HP management and technical matters with TFGI and CEDPA Advisors (June 7 to 10); ➤ Presented TSAP-FP experiences to USAID Washington officials on mobilizing Muslim

		<p>Religious Leaders for FP during a brown bag lunch (June 7 or 8);</p> <ul style="list-style-type: none">➤ Presented TSAP-FP experiences to TFGI and CEDPA staff on mobilizing Muslim Religious Leaders for FP during a brown bag lunch (week of Jun 7 to 10)➤ Was trained in media interviewing techniques by Ketchum
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VI. FINANCIAL INFORMATION

Academy for Educational Development
 Project Title: Strengthening Social Acceptance of Family Planning - Philippines
 Contract Number: 492-C-00-02-00019-00
 Period of Performance: August 15, 2002 through August 14, 2005
 Quarterly Report for the Period: 4/1/04-6/30/04

	Total Estimated	Expenditures through last qtr.	Total Expenditures for period 4/1/04 to 6/30/04 by CLIN	Cumulative Expenditures to Date	Balance in Contract Budget by CLIN
	Estimated	ending 3/31/04			
	Costs by CLIN				
Contract Budget					
0001 Research & Evaluation	1,439,223.00	504,310.98	152,069.13	656,380.12	782,842.88
0002 Communication & Advocacy	3,864,075.00	1,905,377.43	1,011,790.26	2,917,167.69	946,907.31
0003 Technical Assistance	1,545,210.00	819,096.31	322,984.40	1,142,080.71	403,129.29
0004 Training	<u>2,012,279.00</u>	<u>1,048,572.82</u>	<u>486,683.60</u>	<u>1,535,256.42</u>	<u>477,022.58</u>
Total	8,860,787.00	4,277,357.54	1,973,527.39	6,250,884.93	2,609,902.07

