

**STRENGTHENING SOCIAL ACCEPTANCE
OF FAMILY PLANNING IN THE PHILIPPINES:
A COMMUNICATION AND ADVOCACY PROJECT
USAID Contract No. 492-C-00-02-00019-00
ANNUAL REPORT (Year 2):
October 1, 2003 to September 30, 2004**

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- 1.9. Monthly Omnibus Survey to Track Reach and Recall of the Ad Campaign Conducted
- 1.10. Baseline and Post-Campaign Knowledge, Attitudes and Practices (KAP) Survey Conducted
- 2. Public Relations Activities Implemented
 - 2.1. Regular Publicity Conducted
 - 2.2. Quick Response Public Relations Undertaken
 - 2.3. Media Relations Activities Implemented
 - 2.3.1. FP Champions as Resource for Media Developed
 - 2.3.2. Broadcast Media Champions Developed
 - 2.3.3. FP Orientations for Media Conducted
 - 2.4. Press Conferences and Events Conducted
 - 2.4.1. Proclamation Event of the *Fatwa* on Family Planning Held
 - 2.4.2. Launch of Philippine Evidence-Based Reproductive Medicine Network and the CATs Kit Conducted
 - 2.4.3. FP Partners' Meeting Conducted
 - 2.4.4. Family Planning Month Press Conferences Conducted
 - 2.4.5. Taw-Tawi *Fatwa* Announcement and Launch of MV Tawi-Tawi Floating Clinic Coordinated
 - 2.4.6. Press Conference on Addressing Population, Health & Environment Concerns in Urban Areas Conducted
 - 2.5. Results
- 3. Non-Traditional Media or Non-traditional Use of Traditional Media Strategy Implemented
 - 3.1. Radio Call-In Program (Lovelines with Joey Galvez) Continued
 - 3.2. FP Messages in Top Rating Daily Early Morning Radio News Program by Angelo Palmones (Starting September 2003 to present) Continued

- 3.3. Discussion on Family Planning by Popular Radio Personalities Korina Sanchez (starting April 2004) and Deo Macalma (starting February 2004) Implemented
- 4. Family Planning Hotline Operationalized
 - 4.1. Family Planning Hotline Preparations Undertaken
 - 4.2 Family Planning Hotline Launch Conducted
 - 4.2.1. DOH Press Conference on August 13, 2004
 - 4.2.2. FamPlan Hotline Launch Event, August 15, 2004 Held
- 5. IEC Materials Produced
 - 5.1. IEC Materials Produced
 - 5.2. IEC Materials Distributed
- 6. Capacity Building Activities Implemented
 - 6.1. Media training for Cebu-based Champions Conducted
 - 6.2. TSAP-FP Training of Champions Conducted
 - 6.3. Distance Education for Government Midwives Via Weekly Radio Program Using Soap Opera Format, July 2004 to June 2005 Launched
 - 6.4. Communication Planning for EnRICH Grantees, 2003-2004 (three sessions, average of 12 participants each) Coordinated
 - 6.4.1. First Workshop – November 2003 Conducted
 - 6.4.2. Second Workshop – December 2003 Conducted
 - 6.4.3. Third Workshop – March/April 2004 Conducted
 - 6.5 Message Development for Advocacy and Communication Undertaken
 - 6.5.1. Message Development for TSAP-FP Conducted
 - 6.5.2. Message Development with Cooperating Agencies Conducted

E. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT

- 1. Capacity on FP Advocacy of Sectoral Networks Formed in First Year Developed
 - 1.1. Informal Sector/Urban Poor: KATINIG in Metro Manila and CCUVA in Metro Cebu Developed
 - 1.1.1. FP Orientations Conducted
 - 1.1.2. FP Advocacy Training Conducted
 - 1.1.3. Training of Trainers on FP Conducted
 - 1.2. Youth: KATINIG Youth and Metro Cebu Youth Advocacy Network Conducted
 - 1.3. Faith-based: Interfaith Partnerships for the Promotion of Responsible Parenthood Facilitated
- 2. Existing Sectoral Groups Expanded, New Sectoral Groups Engaged and Capacity Developed
 - 2.1. Informal Sector/Urban Poor Networks Engaged/Expanded
 - 2.1.1. Metro Manila Group Expanded
 - 2.1.2. Metro Cebu Group Expanded
 - 2.1.3. Samar-Leyte Group Formed
 - 2.1.4. Davao City Group Formed
 - 2.2 Labor: Federation of Free Workers (FFW) and FFW Women’s Network (FWN) Engaged
 - 2.3 Male Organizations Engaged
 - 2.3.1. NACTODAP Engaged

- 2.3.2. Military Personnel Engaged
- 2.4. Health, Environment, Socio-civic Groups and Other Professional Groups Engaged
 - 2.4.1. National Academy of Science and Technology Assisted
 - 2.4.2. Philippine Obstetrical and Gynecological Society of the Philippines Engaged
 - 2.4.3. Rotary Club of New Manila East Engaged
 - 2.4.4. Leyte State University Assisted
 - 2.4.5. Foundation for the Philippine Environment Assisted
- 3. Local Multi-sectoral networks in other Project Sites Formed
 - 3.1. Partnership Building Workshops Conducted
 - 3.1.1. Samar-Leyte Group Formed
 - 3.1.2. Metro Davao Group Formed
 - 3.1.3. Pampanga Group Formed
 - 3.1.4. Bicol Group Formed
 - 3.2. Assistance to Network Development Provided
 - 3.2.1. Capiz Network Assisted
 - 3.2.2. Pampanga Network Assisted
 - 3.2.3. Samar-Leyte Network Assisted
- 4. Capacity on FP Advocacy of Local Multi-sectoral Networks Formed in First Year Developed
- 5. First National Family Planning Partners' Forum Conducted
- 6. Forty five (45) Individual Champions Trained and Publicly Promoting FP
 - 6.1. FP Champions Identified and Trained
 - 6.2. FP Champions Networked
 - 6.3. FP Champions Networked
- 7. Advocacy and Community/Social Mobilization Activities of Sectoral and Multi-Sectoral Networks Supported
 - 7.1. Population and Development Week Activities – November 2003 Supported
 - 7.1.1. Metro Cebu Activities Assisted
 - 7.1.2. Batangas Activities Assisted
 - 7.1.3. Negros Oriental Activities Assisted
 - 7.1.4. ARMM Activities Assisted
 - 7.2. Community Mobilization and Motivation Activities Supported
 - 7.2.1. 2004 FP Month Celebration Activities Supported
 - 7.2.2. Other Activities Supported
- 8. FP Advocacy Tool Kit and Advocacy Training Module Developed
 - 8.1. FP Advocacy Training Module Developed
 - 8.2. FP Advocacy Tool Kit Initiated
- 9. Advocacy Messages Developed and Pre-Tested
- 10. Small Grants Program Implemented and Expanded
- 11. Advocacy Activities Monitored
 - 11.1. Process Documentation Conducted
 - 11.2. Poll Survey of FP Influentials (First Wave) Conducted
 - 11.3. Monthly Feedback from Partners on their FP Advocacy and Motivation Activities Gathered

F. HEALTH PROVIDER COMPONENT

1. Activities to Integrate Family Planning Questions in Medical and Allied Health Provider Board Examination Implemented
 - 1.1. Collaboration meetings with the Professional Regulation Commission (PRC) Boards of Medicine, Nursing and Midwifery Held
 - 1.2. Review of Undergraduate Curriculum and Board Examinations Regarding Family Planning Contents Initiated
 - 1.3. Joint Consultative Meetings with the Board of Nursing and Midwifery Regarding Family Planning Contents Held
 - 1.4. Consultants to Conduct Situational Analysis and Identify Entry Points in the PRC for TSAP-FP and Draft the Family Planning Syllabus for the Board of Midwifery Hired
2. Activities to Enhance Knowledge of Health Providers on Family Planning Conducted
 - 2.1. Inventory of Health Providers, Relevant Associations/Organizations Undertaken
 - 2.2. KABP Survey Among Health Providers in TSAP-FP Areas Conducted
 - 2.3. Research Forum Dissemination/Research Utilization Held
 - 2.4. New CATs Developed and CAT Kits Produced
 - 2.4.1. New CATs Developed
 - 2.4.2. CAT Kits Produced
 - 2.4.3. Lay CATs Developed
 - 2.4.4. Newsletter Produced
 - 2.5. Health Providers Trained on EBM-FP
 - 2.5.1. PEBRMNet Members Trained
 - 2.5.2. Other Health Providers Trained
 - 2.6. Evidence-Based Counseling (EBC) Training Conducted
 - 2.6.1. EBC Training Manual Developed
 - 2.6.2. Training of Trainers (TOT)/Pre-test of EBC Training Manual Conducted
 - 2.6.3. Cascade EBC Trainings Conducted
 - 2.7. Advocacy Training for POGS Implemented
 - 2.8. Collaboration with the Pharmaceutical Group Implemented
 - 2.8.1. Evidence-Based Medical Detailing Discussed
 - 2.8.2. Evidence-Based Information on Family Planning Disseminated
 - 2.9. Technical Assistance to the Department of Labor and Employment (DOLE) Provided
3. Activities to Integrate Family Planning in Protocols Conducted
 - 3.1. Consultative Meetings with the Philippine Department of Health Representatives Held
 - 3.2. Assessment of the 1998 DOH FP Clinical Standards Manual Conducted
 - 3.3. Assessment of the Industry Clinics Conducted
 - 3.4. Technical Working Group Members Identified for FP Manual Revision
 - 3.5. Department of Health Department Order (DO) to Organize the TWG and Define its Functions Drafted

G. ACTIVITIES IMPLEMENTED FOR ARMM

1. ARMM Formative Research Conducted
2. Muslim Religious Leaders (MRLs) Mobilized to Support Family Planning
 - 2.1. Influential MRLs Conducted
 - 2.2. An Informal Network of Muslim Religious Leaders Created
 - 2.3. Avenue to Find a Common Ground on Family Planning Among MRLs Provided
 - 2.4. National *Fatwa* on RH and FP Drafted and Signed
 - 2.5. Study Tour to Egypt Conducted
 - 2.6. National *Fatwa* Officially Proclaimed
 - 2.7. *Fatwa* Disseminated at the Community Level
 - 2.8. *Fatwa* Disseminated to MRLs in Metro Manila
3. Capacity Building of ARMM Public Health Service Providers Enhanced
4. Small Grants for Community Initiatives Provided

H. IMPLEMENTATION ISSUES

1. Funding Constraint for Activities for the Third Year
2. Small Grants issues
3. Activities Targeting Adolescents and Young Adults
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II. DETAILED REPORT

A. PROJECT BACKGROUND

The Project, Strengthening Social Acceptance of Family Planning in the Philippines: A Communication and Advocacy Project, was awarded to the Academy for Educational Development (AED) as the prime contractor in collaboration with The Futures Group Inc. (TFGI), Center for Development and Population Activities (CEDPA) and Ketchum PR as subcontractors. The contract, under USAID Contract No. 492-C-00-02-00019-00, covers a three year period starting August 15, 2002.

The goal of the project, commonly referred to as The Social Acceptance Project – Family Planning (TSAP-FP), is to achieve greater social acceptance of family planning as part of a healthy lifestyle. This goal, known as Intermediate Results no. 3 (IR3) of the USAID Results Framework, directly contributes to USAID’s Strategic Objective of sustainable achievement of desired family size and improved health among Filipinos. Within the three-year contract period, TSAP-FP aims to achieve the following results:

- 1) *increased communications adequately portraying family planning as important to the way of life of the target audience (revised from “increased communications adequately portraying family planning as a mainstream health intervention)*
- 2) *increase in the key segments of society advocating for use of family planning*
- 3) *increased acceptance of family planning as part as part of the routine health service package*

The main target groups of the project are:

- *men and women of reproductive age*
- *adolescents and young adults*
- *opinion leaders and key influentials*
- *health providers in government service and industry-based clinics*

The project’s target areas are:

Year 1	Year 2 to 3
<ul style="list-style-type: none">• Metro Manila (National Capital Region or NCR)• Metro Cebu (Region VII)• Cavite-Laguna-Batangas (CALABA) industrial area• Negros Oriental• Capiz	<ul style="list-style-type: none">• Autonomous Region of Muslim Mindanao (ARMM)• Metro Davao• Samar-Leyte (Region VIII)• Bicol (Region V)• Pampanga-Bulacan industrial area (Region III)

To achieve these results, three interlinked strategies are being implemented by the project – Behavior Change Communication (BCC), Advocacy and Social Mobilization (ASM) and Health Provider (HP) interventions. Operationally, these strategies are called the project's components.

The BCC component aims to reposition and popularize the concept of family planning as a way of life and encourage open public discussion of family planning. The ASM component aims to develop the capacity of groups and individual advocates/champions who can confidently speak about and endorse family planning to others. The HP component aims to strengthen the capacity of health providers in government and industry-based health facilities to promote and provide accurate information on FP using evidence-based medicine.

This Annual Report documents the major accomplishments of TSAP-FP for the period October 1, 2003 to September 30, 2004, roughly coinciding with the second year of its project life.

B. PROJECT ADMINISTRATION

1. Resigned Personnel Replaced and Additional Personnel

During the period October 2003 to September 2004, TSAP-FP hired new personnel to fulfill the need for additional human resources for the project's increased technical and administration needs. Personnel for the following new positions were hired by AED – Finance Officer (Eleanor Reyes), Procurement Specialist (Ramon Espiritu) and Executive Assistant (Ma. Teresa Baniaga). AED also hired a new Capacity-Building Specialist for BCC (Rosario Nolasco) to replace the current Capacity-Building Specialist, Felix Bautista, who was promoted to Communication Advisor when Carlo Arvisu left the project. Romeo Arca, Jr. was hired as the new Advocacy Advisor by TFGI to replace Ester Isberto who resigned. TFGI also hired Dr. Ruth Gamaro as Program Coordinator of the HP component. CEDPA hired Jerome Zayas as full-time Local Advocacy Coordinator (LAC) for Metro Manila. CEDPA also hired Estrella Jolito and Fe Manapat to serve as part-time LACs for Metro Davao and Bulacan-Pampanga, respectively. Eva Tan was hired by AED as long-term resident consultant to coordinate activities in ARMM.

2. Office Space Expanded and Additional Office Furniture and Equipment Procured

Due to the increased number of TSAP-FP personnel, additional office space on the 10th floor of the Ramon Magsaysay Center was rented for the Finance and Procurement section. New office furniture and computers were also procured. A small space in the basement of the building was also leased to store the project's increasing volume of produced IEC materials.

3. Office Operations Manual Finalized

The project's Operations Manual which provides guidelines for day-to-day operations was finalized (*Annex 1*).

C. TECHNICAL MANAGEMENT AND COORDINATION

1. 2003 Project Annual Internal Review Conducted

From November 17 to 19, 2003, TSAP-FP conducted an internal review of its activities during the first year of the project and workplanning for 2004 in Mimosa Resort in Clark Field, Angeles, Pampanga. All TSAP-FP technical and administrative staff, including PR staff from Ketchum/Corporate Image Dimensions, participated. From USAID, the CTO (Mr. Ephraim Despabiladeras), Advocacy Manager (Ms. Nilda Perez) and Communication Manager (Ms. Pinky Serafica) participated. AED Home Office Coordinator Ms. Elizabeth Thomas and Finance Manager Mr. Robert Steiner were also in attendance. Ms. Carmen Auste facilitated a team-strengthening session prior to the actual review and workplanning sessions on November 17. Former Health Undersecretary Mario Taguiwalo, assisted by Ms. Eireen Villa, facilitated the review and workplanning sessions from November 18 to 19.

During this, each component presented its accomplishments vs. targets and objectives during the first year of project implementation, insights from this first year experience and recommendations for the second year. *The overall conclusion was that each component has accomplished most of its targets for the first year and can be lauded for helping expand the number of advocates and champions, increasing publicity and reporting on family planning and for making the topic of family planning "sexy" and exciting once again. However, much has to be done in terms of the convergence of the three components. Considering the numerous activities conducted during the first year, strategies must be reviewed so that efforts are focused on those activities which will achieve the intermediate results for which TSAP-FP is responsible in the USAID Results Framework.* Using the advertising campaign as focus, activities and messages in each component must be aligned so that the various target audiences of the project (men and women of reproductive age, adolescents and young adults, influentials at national and local levels, public health providers) receive one, single-minded message. Agreement was reached that the key message will focus on getting social acceptance for modern family planning methods as this is being promoted by the ad campaign.

The indicators for social acceptance of family planning are:

- percentage of the general public who strongly approve of family planning practice
- percentage of the general public who endorse family planning practice to others.

The group agreed that greater social acceptance of family planning will be achieved when the following *elements of social acceptance* are present:

- fears of and objections to modern family planning methods are satisfactorily addressed
- advantages and benefits of modern family planning are highlighted
- family planning practice is openly discussed
- champions with influence strongly advocate for modern family planning practice
- health providers provide correct information and counter misconceptions on modern methods

Each component will have to work synergistically to achieve the above. On November 18, 2003 each component drafted their specific component workplans for 2004 and presented it to the participants.

2. Workplan for 2004 Developed and Approved by USAID

The workplan drafted during the November Annual Review and workplanning was further revised and submitted to USAID for approval on December 23, 2003 (*Annex 2*).

3. Final Indicators Approved by USAID

A revision of the wording of the project's IR 3.1 was agreed upon with USAID from an increase of "*communications portraying FP as a mainstream health intervention*" to "*communications portraying FP as important to the way of life of the target audience*". This is because the advertising campaign, based on the results of the formative research conducted in early 2003, was planned to reposition family planning not primarily as beneficial to health but as beneficial to one's way of life in terms of enhanced status for women and greater responsibility for men.

One indicator for IR3.3 *number of health and allied professional licensure examinations incorporating family planning questions* was modified in April 2004. A situational analysis conducted by the project showed that it would be difficult to achieve this indicator due to a recent directive by the Board of the Professional Regulation Commission (PRC) restraining access to copies of the board of examination questions for medicine, nursing and midwifery. Only sample test questions can be made available. In order to set a more realistic target, this indicator was modified to focus on the analysis of the PRC board examination syllabi instead of test questions. The revised indicator is – *inclusion of family planning in the syllabi of the Board of Examination subjects of medical and allied health professionals*.

4. Monitoring and Evaluation Framework Developed and Operationalized

The monitoring and evaluation framework for the project was developed and finalized. The conceptual framework, as described in the following chart, illustrates the intermediate steps involved in reaching the ultimate goal of "*greater social acceptance of family planning achieved*" which is measured by an "*increase in the proportion of the general public who strongly approve of family planning and have endorsed family*

planning practice to others". It identifies the specific results that each component (BCC, ASM and HP) aims to achieve and how these results will converge together to create a supportive environment for family planning which, in turn, will lead to the achievement of greater social acceptance.

Chart 1. TSAP-FP Monitoring and Evaluation Conceptual Framework



The following are the methods of data collection to determine if the indicators for each component have been achieved:

1. BCC

Baseline and Post-KAP Surveys
Media Monitoring

2. ASM

Poll Survey of Individual FP Advocates and Champions
Monthly Feedback Questionnaires from Advocacy Networks
Process Documentation of Advocacy Networks

3. HP

Baseline and Post-KAP Surveys of Public and Industry-based Health Providers
Assessment of Evidence-Based Counseling Training

5. Quarterly Benchmarks Approved by USAID

Quarterly benchmarks for the last quarter of 2003 and the first three quarters of 2004 were discussed with and consequently approved by USAID at the beginning of each quarter (*Annex 3*).

6. USAID Mid-term Evaluation Conducted

On August 23, 2004, USAID commissioned POPTECH to undertake a mid-term evaluation of TSAP-FP. The mid-term assessment aimed to take a critical look at TSAP-FP's performance, specifically in terms of its progress in achieving the performance indicators under IR3. The assessment identified strategies and activities that are working or are not working. Program concerns and operational weaknesses were investigated and appropriate recommendations formulated. Results of the assessment will be used as inputs in defining focus and priorities of the TSAP-FP in its last year and possible extension year.

6.1. Evaluation Objectives

The specific objectives of the mid-term assessment were:

- a) To assess the appropriateness of the performance indicators that TSAP-FP is using to measure progress towards achieving IR3 and contributing to the achievement of the SO and complementing other IRs in the current SO3 results framework;
- b) To assess the extent to which TSAP-FP has accomplished the priorities and desired results set forth in its contract, plans and approved Performance Monitoring Plan (PMP);

- c) To assess how effectively current strategies and activities under the three major components of the project (BCC, ASM and HP including research initiatives and activities in ARMM) are contributing to the achievement of IR 3 and sub-IR3 performance indicators;
- d) To assess the extent to which TSAP-FP (i) ensures synergy between and among its various program and sectoral components; (ii) fosters coordination with service delivery and program and policy stakeholders and partners; and (iii) integrates critical service delivery and policy considerations in its IEC and advocacy campaigns; and
- e) To assess the effectiveness and efficiency of TSAP-FP's organizational and management structure and staffing.

6.2. Team Composition and Methodology

From August 30 to September 4, 2004, a team of four led by Team Leader Chris Hermann, Project Management Specialist with members Communication Specialist Mila Alora, Advocacy Specialist Marissa Reyes, and Medical Specialist Dr. Jovencia Quintong conducted interviews with TSAP-FP staff, advocacy networks, individual champions and media allies. They also visited Cebu and Davao City to interview local FP advocates and champions mobilized by TSAP-FP and observe TSAP-FP supported activities. They also conducted phone interviews with AED, TFGI, CEDPA and Ketchum PR advisors and backstops in Washington DC to discuss project activities and technical assistance and other support provided by home offices.

6.3 Evaluation Results

The following are taken from the draft evaluation report of the team:

On the BCC Strategies :

The Assessment concluded that TSAP had mounted a number of highly promising and effective communications programs that are effectively getting positive and accurate messages to its targeted populations. Some of its higher visibility activities, including TV commercials, radio talk shows, its "safety" slogan and associated song, are very impressive products. There is very little that it is not doing right and what is not being done is largely the result of budget constraints.

- *Continue the use of the present "Sigurado ka" slogan in all IEC materials.*
- *Future TV and radio ads should project the empowerment of women.*
- *Air TV commercials continuously throughout the campaign for at least 13 weeks.*
- *Continue to allocate funds for tabloid advertising.*

- *Explore the feasibility of a song writing contest like a Pop Music Festival.*
- *If budget permits, consider outdoor advertising.*
- *Expand the number of media-men supportive of TSAP-FP by including other big Metro Manila print/broadcast organizations.*
- *Conduct more training programs on population issues for people from the press. Bring provincial press to Manila as was done in December 2003*
- *Emphasize that it is a woman's right to receive information and education on family planning under the constitution.*
- *Ride on issues raised by the DOH concerning family planning.*
- *A contacts directory will help the press get easy access to correct information on family planning.*
- *Accelerate TSAP's plan to use entertainment editors and reporters to cultivate TV/radio talk show hosts catering to the so-called "bakya" (low-income) crowd.*
- *The Love Lines radio show and the Family Planning Hotlines should be replicated in additional cities using the local language.*
- *Programs for youth should be re-started in Phase II of TSAP.*
- *Create an FP website to help in information dissemination.*
- *Explore the feasibility of making TSAP the lead project for FP message development.*
- *Develop an award for companies with the most effective family planning communications programs.*
- *TSAP should explore the possibilities for establishing partnerships with companies in the pharmaceutical industry.*
- *TSAP should explore the possibilities for establishing partnerships with major private hospitals.*

On the ASM Strategies

TSAP's decision to focus on the D and E market was inspired. The urban poor, informal sector, and the labor sector make up the bulk of the poor in urban areas. These groups can be reached through existing mass-based organizations that TSAP has partnered with. The decision to focus on males is long overdue considering the key role of men in a Filipino couple's decision to practice family planning. As with its other components, TSAP is breaking new ground in its approach to advocacy and social mobilization for family planning acceptance.

- *TSAP should re-assess its current portfolio of partners and focus its resources on those that have strategic value to the attainment of the project objectives.*
- *TSAP should partner with an urban poor network in Metro Manila to broaden the reach of the project.*
- *TSAP should continue their assistance to the two youth groups that it helped to organize.*
- *TSAP should explore the possibility of establishing a partnership with the national organization of community organizers – PhilCOS.*

- *Identify strategic partners from among their current partners and re-design assistance to the strategic partners to strengthen integration of family planning within their regular programs and activities.*
- *TSAP should focus its efforts and resources on a limited number of advocates and champions who are most credible and influential.*
- *Selection of priority advocates and champions should be based on criteria, such as their strategic value to the project, personal qualities and capability to continue advocacy beyond project life.*
- *In Phase II of TSAP, a program of organizational development is needed to strengthen the capacities of key strategic partners.*
- *Whenever feasible, TSAP should link their partners with a local family planning or population agency, whether government or private.*
- *Develop a less staff-intensive grant-making mechanism that supports TSAP's strategically guided work with partners when the current grant program ends.*
- *To achieve some degree of sustainability of current FP activities supported by TSAP with their partner organizations, organizational development including revenue generation will be needed during Phase II.*

On the Health Provider Strategies

TSAP's Health Provider component has introduced Evidence-Based Medicine for Family Planning (EBM-FP) in the Philippines. While EBM is used in many other aspects of medical and health training, this is an innovation in the Philippines. In general, EBM-FP and its associated Critically Assessed Topics (CATs) is providing the basis for greatly enhanced knowledge and understanding of family planning and contraceptive technologies, service skills upgrading, and confidence raising among family planning service providers. The first two years of TSAP has been a period building the human resource base needed to expand EBM-FP and CATs to front-line service providers.

- *EBM and CATs need to be reviewed carefully for refinement and simplification to make it better attuned the majority of trainees. A curriculum for physicians in general practice and another for nurses and midwives might be needed to reflect their different levels of medical knowledge.*
- *TSAP should consider the option of forming working groups representing the health professional groups receiving EBM-FP training to participate in this language and content revision process.*
- *EBM-FP and CATs should be continued, expanded, and integrated into the curricula of medical and allied professional training for reproductive health.*
- *EBM-FP and the CATs need to take into consideration studies on contraceptive safety conducted in the Philippines to take into account local conditions.*
- *Selection criteria for participants in the EBM-FP training of trainers should give greater priority to targeting program managers and family planning advocates who will be most active in promoting EBM-FP to their staff and colleagues.*
- *IEC materials based on the results of EBM-FP and the CATs that are user friendly should be made more widely available.*

On ARMM

*TSAP's work in the ARMM has resulted in a landmark religious decree – the fatwa – that creates significant, new opportunities for generating greater acceptance of family planning, and modern methods in particular, among the Muslim communities of the Philippines. **This is clearly TSAP's greatest success over the past two years.** Now TSAP must have sufficient resources and additional time to build on this major accomplishment.*

Overall Conclusion and Recommendation

The evaluation found no activity that should be stopped. Considering these findings and recommendations, the team strongly recommended a three-year extension of the project.

7. Post Mid-term Evaluation Strategic Planning Workshop Conducted

From September 16 to 17, 2004, TSAP-FP conducted a strategic planning workshop to discuss the mid-term evaluation results and identify strategies and activities to pursue for the remaining one-year period of the contract and the extension, if it materializes. Present during this workshop were Washington DC senior technical advisers from AED (Dee Bennett), TFGI (Reed Ramlow), CEDPA (Imelda Feranil) and Ketchum PR (Kimberly Derwinski). The discussions also took into account the remaining budget for the third year of the present contract which has been reduced due to certain factors, among which are the expenditures incurred for ARMM activities.

As a result of this workshop, each component drafted its plan for the period October 2004 to mid-August 2005 based on the remaining budget. These plans are on *Annex 4*.

D. BEHAVIOR CHANGE COMMUNICATION (BCC) COMPONENT

Intermediate Result 3.1 – Communications adequately portraying FP as important to the way of life of the target audience increased as measured by the:

- Percentage of target audience who have heard of messages portraying FP as valuable to their way of life***
- Number of positive and neutral vs. negative statements/discussions on FP made in key TV, radio programs and newspapers***

In order to achieve the above results, the BCC component was able to accomplish the following major activities as per the workplan from October 1, 2003 to September 30, 2004.

1. Advertising Campaign Implemented

In the BCC Communication Plan, advertising is the major strategy to create widespread awareness and acceptance of the repositioned family planning message and to promote modern methods of family planning. Together with the other communication strategies, advertising will help achieve IR 3.1a: *Percentage of target audience who have heard of messages portraying FP as valuable to their way of life.*

1.1. PRETESTING, CONSULTATIONS ON AND FINAL PRODUCTION OF TELEVISION ADS CONDUCTED

1.1.1. TV Ads Pre-tested

To determine the understandability and impact of the four (4) ads (*Kasal, Gising, Oops and Dyip*) developed in September 2003, a pretest through focus group discussions was conducted on October 17, 2003. Three groups of current FP users (i.e. one male and two female groups) of either modern or traditional methods, between the ages of 20 to 45 years old, married, and belonging to the DE socio-economic class households, were convened. The results showed that the respondents comprehended the messages and empathized with the ads. There were also no gross negatives on the ads (The report of the pre-test is on *Annex 5*).

1.1.2. TV Ads Presented to USAID Mission Director

On October 24, 2003, TSAP-FP presented the four TV ads to the USAID Mission Director, Deputy Mission Director and Chief of the Public Affairs Office of the US Embassy. The following comments were made on two ads: *Oops* and *Dyip*. Specifically, these were: 1) *Oops* may be misconstrued as an attack on the Catholic Church, considering that the latter promotes natural family planning which is commonly referred to as rhythm and the ad may be perceived as anti-children; and 2) *Dyip* may be misinterpreted by young teenage boys as an invitation to have premarital sex and by adult men as tacit approval of extra-

marital sex. Consequently, TSAP-FP and USAID decided to conduct focus group discussions on *Dyip* among teenage boys. TSAP-FP agreed to revise the script of *Oops* to focus on the message of birth spacing rather than limiting the number of children.

1.1.3. Pretest of *Dyip* TV Ads among Teenage Boys Conducted

To gauge the understanding of teen-age boys on the *Dyip* ad, focus group discussions were held on October 25, 2003. Three groups of teenage boys were gathered and categorized as follows – (a) Group 1: ages 12 to 14 years, in school; (b) Group 2: ages 12 to 14 years, out of school; and (c) Group 3: 15 to 17 years, out of school.

The results showed that these boys were aware that the ad was addressed to married men and not to teenage boys. It was interesting to note that prior to seeing the ads, some boys said that they were open to having pre-marital sex. After seeing the ads, these same boys said that they will think twice about having pre-marital sex since they realize its consequences (*Annex 6* presents the results of the FGDs).

1.1.4. Television Ads Finalized

Considering the results of the FGD among teenage boys, it was still decided that revisions should be made on *Dyip*. Thus, the two ads, *Oops* and *Dyip*, were revised. The *Oops* script was revised to focus on the message of birth spacing so as not to create the impression that the pregnant woman regretted having another baby. The *Dyip* ad's visual showing a picture of the jeepney driver's wife was revised to portray a woman who will not be misinterpreted as his mistress. The end frames of all four ads were also revised to show the agreed-upon slogan, *Sa Modern Methods Sigurado Ka, Walang Ptsamba-tsamba* (You are sure with modern methods, there are no risks). All the final revised TV ads produced are on *Annex 7*.

1.1.5. Approval by LPA, USAID Washington Granted

The revised *Oops* and *Dyip* ads were again sent by OPHN/USAID to LPA for approval on October 30 and consequently approved.

1.1.6. TV Ads Presented to POPCOM Executive Director and DOH Secretary

The TV ads were presented to the POPCOM Executive Director and Deputy Executive Director in October 2003. These POPCOM officials expressed approval for the ads and noted that they are confident that the ads will create impact since they are different from previous ad campaigns on family planning.

The TV Ads were presented to the Secretary of Health on November 18, 2003 and to the DOH Executive Committee (composed of the Secretary of Health, all Undersecretaries and selected chiefs of offices) on November 24, 2003. The Secretary expressed approval for the ads and noted that they are culturally sensitive and what he had always looked for in ads on family planning. He also said that the ads' promotion of the concept of modern family planning methods, which includes natural family planning, is the right direction to pursue. He was pleased to note that natural family planning is prominently placed in the middle of the list of all modern FP methods shown at the end of each ad. However, the Secretary stated that DOH cannot publicly sponsor the ads since this may compromise the agreement that DOH has just signed with the Couples for Christ to promote natural family planning at the community level. However, he said that DOH is willing to participate in public relations efforts on the ads and he or his senior staff can be called upon by the project for specific PR events.

1.1.7. TV Ads Presented to Senator Biazon, Legislators and Various Organizations

In order to generate approval of and support for the ad campaign from other groups supporting family planning, TSAP-FP presented the ads to various organizations from October to December 2003. Presentations were made in separate sessions to: FriendlyCare Foundation, Philippine NGO Council for Population, Health and Welfare (PNGOC), Trade Union Congress of the Philippines (TUCP), WomanHealth, Employers Confederation of the Philippines (ECOP), KATINIG informal sector group, Interfaith Partnership, Philippine League of Government Midwives (PLGM), Philippine Obstetrical and Gynecological Society (POGS), and Association of Philippine Schools of Midwifery. The ads were presented to a group of legislators (congressmen) supportive of family planning and reproductive health. They were also presented to renowned national FP champion, Senator Rodolfo Biazon, who, after seeing the ads, asked for a VHS copy to present to the Senate and to show during the orientations on FP/RH which he is conducting all over the country. TSAP-FP requested the senator not to officially present the ads as the campaign has not yet been launched on air. After launch of the ads, a copy will be given to the senator.

1.1.8. Nine Organizations Agree to Sponsor the Ad Campaign

Nine large and influential organizations, with extensive nationwide representation, agreed to sponsor the ads along with TSAP-FP and USAID. The nine organizations represent a cross-section of society and demonstrate the growing groundswell support for family planning in the country. These organizations are:

- Employers Confederation of the Philippines (ECOP) representing business
- Trade Union Congress of the Philippines (TUCP) representing organized labor

- KATINIG and CCUVA representing informal sector/urban poor groups in Metro Manila and Metro Cebu, respectively
- Philippine League of Government Midwives (PLGM) representing government health providers
- Interfaith Partnership representing a large network of Christian and Muslim groups
- FriendlyCare and Well Family Midwife Clinic Foundation representing NGO family planning clinics
- Philippine NGO Council for Population, Health and Welfare (PNGOC) representing civil society.

The names of these organizations were placed at the end frame of each ad along with the name of TSAP-FP and the USAID logo.

1.2. RADIO AD CAMPAIGN DEVELOPED

1.2.1. Four radio ads developed and produced for pretest

By November 2003, four radio commercials were developed and produced for pretesting. These ads were: *Putol* (Cut), *Brake Muna* (Brake First), *Parrot* and *Pusa* (Cat). These four ads echo the messages of the TV ad as follows:

Ad	Target Audience	Description	Message
<i>Putol</i>	Married males	Dialogue between a male and a doctor in a clinic about no-scalpel vasectomy using humor and puns	No scalpel vasectomy is an easy and safe procedure; it is not castration; it does not reduce one's libido
<i>Brake Muna</i>	Married couples using traditional methods	Analogy created between braking a car to avoid an accident and use of rhythm and withdrawal	Traditional methods like withdrawal and rhythm are not sure methods, use modern FP methods
<i>Parrot</i>	Women and men	Dominating man talking to a woman who says yes each time; turns out woman is actually a parrot and man is henpecked by wife	Women should have a say in decisions about pregnancy, use modern FP methods
<i>Pusa</i>	Married couples	Cats playing at night; analogy drawn between cats playing and married couples romancing	You can have romance and a happy sex life without fear of pregnancy, use modern FP methods

1.2.2. Pretest of Radio Ads Conducted

1.2.2.1. First Pretest of Radio Ads

On December 12, 2003, four FGDs (*Annex 8*) were conducted to test understandability and impact of the radio ads among the target audience. These FGDs were grouped as follows: married men aged 25 to 35 years; married males aged 36 to 45 years; married women aged 25 to 35 years; and

married women aged 36 to 45 years. Results of the pretest revealed that *Pusa* and *Parrot* were confusing to respondents. For *Pusa*, they interpreted the cats “meowing” to mean many children rather than romancing and lovemaking. The message was also not clear. For *Parrot*, respondents noted that there were too many characters (man, parrot, announcer, wife) that were confusing. *Brake Muna* and *Putol* were well understood and appreciated by the respondents. The males especially liked *Putol* and its message regarding vasectomy. Considering these results, agreement was reached to drop the *Parrot* and *Pusa* ads and replace them with other executions. *Brake Muna* and *Putol* will be finalized and produced.

1.2.2.2. Second Pretest of Two Radio Ads

On January 8, 2004 another set of FGDs were conducted to find out target audience reactions and understanding of the new radio ad, *Lab*, which was developed to replace the Parrot ad and a refinement of the *Pusa* ad. The pre-test was done among two groups of respondents: (a) Group 1: married females, ages 25 to 35 years and (b) Group 2: married males, ages 25 to 35 years. All respondents came from Class DE households, with children and were current users of any FP method.

Results showed that *Lab* was clearly understood by the respondents and generated high empathy especially among the females. The *Pusa* ad was still confusing to respondents and basically validated the findings from the initial pre-test. As a result, the *Pusa* ad was dropped. (The pre-test result is found in *Annex 9*).

1.2.3. Radio Ads Produced

Based on the pretests, three radio ads were produced for airing: *Brake Muna*, *Putol* and *Lab*.

1.3. PRINT ADS DEVELOPED

1.3.1. Two Print Ads Developed

Two print ads were developed—*Archer* and *Bugtungan* (Riddles) in November 2003. The Archer ad targets married couples and shows a blindfolded archer aiming at an unseen target with the message communicating the analogy between the picture shown and use of traditional methods. The *Bugtungan* ad targets males, uses colloquial Pilipino language, with the message that males can have pleasurable sex without fear of their wives’ getting pregnant. Both ads end with promotion of modern methods and use the same slogan as the TV ads (*Annex 10*).

1.3.2. Print Ads Pretested

These two print ads were pretested during the FGDs conducted for the radio ads in December 2003. The *Archer* print ad was well understood and liked by the respondents. On the other hand, the *Bugtunan* ad was found to be too wordy and some respondents expressed apprehension at the use of some colloquial language which they say may be offensive. Agreement was reached to drop *Bugtungan* and just place the *Archer* ad.

1.4. STRATEGY TO RESPOND TO POSSIBLE OPPOSITION TO ADVERTISING CAMPAIGN AGREED UPON

The advertising campaign was unique in the sense that it promoted modern methods of family planning rather than the concept of family planning. It was also different from previous advertising campaigns in that it supplemented the usual family welfare messages with personal benefits, i.e. women empowerment in the *Gising* ad. For the first time also, men were directly targeted by the *Dyip* ad.

For these reasons, there was some expectation that the advertising campaign would elicit negative reactions from those opposed to the promotion of certain modern family planning methods. To respond to this possible opposition, a series of activities was organized to prepare the nine leaders of the co-sponsors to face the media.

1.4.1. Workshop on Responses to Questions Conducted

First there was a workshop on message development which identified the possible questions that will be asked regarding the advertising campaign, and the proposed answers to these questions. This workshop, attended by representative of the co-sponsors and additional FP advocates, was held on October 15 to 16, 2003.

1.4.2. PR and Quick Response Workshop Conducted

On January 9, 2004, a PR and Quick Response Workshop was organized with the leaders of all the co-sponsors present to discuss responses to the two main areas of concern regarding the advertising campaign: the relationship of population and poverty and FP allegedly being anti-life. A guide to answering questions about the campaign was discussed with participants to enhance their skills in handling media interviews. Some participants were given training on media appearances (The Guide is on *Annex 11*).

1.5. HEALTH PROVIDERS ORIENTED ON ADVERTISING CAMPAIGN

In anticipation of an increase in the number of clients seeking family planning counseling at various health facilities as a result of the break of the advertising campaign, TSAP-FP conducted orientations among government health providers in Metro Manila, Cebu and Davao in January, 2004. Two sessions were held in Manila,

one for the city health officers and hospital directors, the other for non-government organizations that provide health services. One orientation each was held in Cebu and Davao for both government health personnel and non-government organizations. Numerous requests were received for copies of the advertising materials. A total of 287 health providers (83 in metro Manila, 119 in Cebu and 85 in Davao) attended.

1.6. ADVERTISING CAMPAIGN LAUNCHED

A series of activities was organized to create a “buzz” around the advertising campaign.

1.6.1. Ad Campaign Press Conference Conducted

The Press Conference to launch the advertising campaign was held on January 13, 2004 with 56 members of the media present. Campaigns & Grey Chair Yoly Ong presented the television ads in the press conference. Also presented to the media and acknowledged were the nine co-sponsoring organizations of the campaign which were represented by their chairmen or presidents, except for ECOP whose chairman Mr. Donald Dee could not make it.

Guests to the Press Conference were welcomed by Chief of Party Eleanora de Guzman. USAID Deputy Director Mr. Frank Donovan followed with a message from USAID, after which the ads were presented. Reactions to the ads came from co-sponsors Mercedes Nicolas of the Kalipunan ng Maraming Tinig ng Manggagawang Impormal (Katinig) and Ariel Castro of the Trade Union Congress of the Philippines.

The press conference itself was unique in that three beats were invited—health, lifestyle and youth, and education—to show the broad impact of family planning on various segments of society. Moreover, TSAP-FP invited representatives from the Cebu and Davao media, the two largest metro areas outside Metro Manila to demonstrate the national character of the advertising campaign, and the importance that TSAP-FP places on the Cebu and Davao media. A press kit containing articles on the campaign and the co-sponsors was distributed.

CID and TSAP-FP closely monitored the media for stories as a result of the press conference. TSAP-FP got fairly good coverage of the conference and no negative media was monitored.

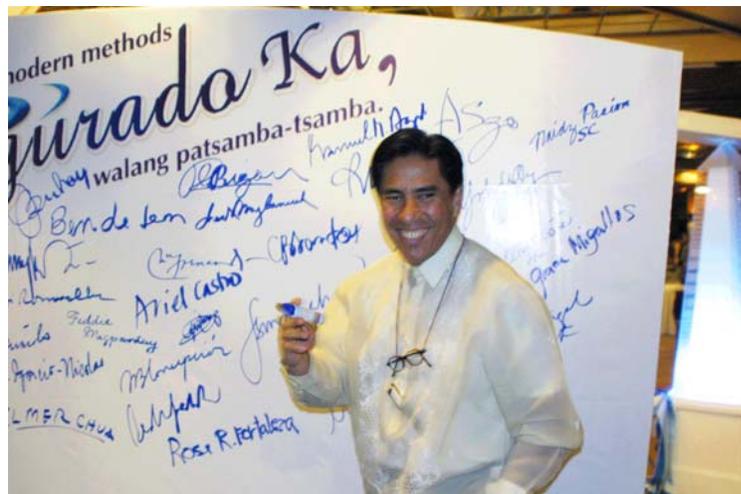
1.6.2. Advertising Campaign Launch Event Held

The “Salute to Partnership” event which was held on January 28, 2004 was the occasion to present the TSAP-FP advertising campaign to partners in the public and private sectors and funding organizations. Some 200 partners were present at the event.

While the focus of the event was on the advertising campaign, the Salute to Partnership was a night to rally partner organizations around the ad campaign and the slogan “*Sa Modern Methods Sigurado Ka, Walang Patsamba-Tsamba*”. All activities, including the few speeches and exhibits, highlighted the work of the partner organizations and underlined the value of partnership in the achievement of FP goals. All components of the program were integrated to demonstrate the growing groundswell of support for family planning. A huge signature wall was signed by all the partners present.

Health Secretary Manuel Dayrit, as guest of honor, endorsed the advertising campaign and showed the solidarity of the Department of Health to the family planning program. Senator Rodolfo Biazon and USAID Mission Director Mr. Michael Yates were also present.

Health Secretary Dr. Manuel Dayrit shows his solidarity to the cause of modern family planning by signing the Sigurado Ka signature wall. Dr. Dayrit signed the wall during the Salute to Partnership event which brought together hundreds of advocates and supporters of modern family planning.



1.7. TV AND RADIO ADS AIRED AND NEWSPAPER ADS PLACED

A media plan on the advertising campaign was developed with television as primary medium with widest reach nationwide. The television spot was aired at an average of five spots daily, in shows that mostly reached the target audience of the lowest socio-economic class. Seventy percent (70%) of the spots were placed in daytime shows for cost-efficiency. To achieve the widest reach, only programs on ABS-CBN and GMA, the two largest top rating stations were used, save for a few spots in the NBA Games on IBC.

Radio was used to supplement TV advertising especially in areas where television reach is poor as well as to increase frequency of delivering the message at little added cost. Only the highest rating stations in each radio area was used. Print advertising was used to reach the DE through the three top rating tabloids in Manila and Cebu.

The TSAP-FP ad campaign was launched on television on January 16, 2004, on radio on February 9, 2004 and on print on January 24, 2004. The TV and radio ads ran on a

continuous basis for two months. Due to the clutter brought about by political advertising as a result of the national elections, media frequency was reduced in late March, April and during the first weeks of May. Airing of the commercials was also interrupted during the Holy Week season in April.

The reduction in airing resulted in an extension in the media buys which was originally scheduled to end in early May. Instead, the media buys ended in late May 2004. Based on the results of the monthly omnibus study conducted on the ad campaign, a decision was reached to double the frequency of advertising for the last two weeks of May, using just the two most recalled TV ads, i.e. *Oops* and *Gising*.

1.8. SIGURADO SONG PRODUCED AND AIRED

The campaign song entitled *Sigurado* (Sure!) was produced and aired starting April 19, 2004 over 15 popular FM stations in Metro Manila, Metro Cebu and Metro Davao. The 15 FM stations were selected on the basis of their rating with our target audience and the fit of the song to the programming guidelines of the station.

The *Sigurado* song became popular among the target audience. It became number 2 in the list of the most requested songs in Love Radio, a popular FM station, in the second week of July, 2004. The Post KAP study also shows that 9% of the respondents in Metro Areas recalled the song. Interestingly, 3 percent of the respondents in key cities in low CPR regions also recalled the song, evidence of spillover to these areas where airing was not done.

A videoke/MTV was produced on the *Sigurado* song. The *Sigurado* song was choreographed by one of the country's leading choreographers Geleen Eugenio. The videoke was first shown during the Partner's Meeting on June 15 -17, 2004 where it was well received.

Copies of the videoke were distributed to the partner organizations which have started to use it in their training sessions as energizers. Some 500 copies were made. The videoke became the basis of a dance contest which was held during the launch of the Family Planning Hotline on August 15, 2004 at the SM Mall in Dasmariñas, Cavite.

1.9. MONTHLY OMNIBUS SURVEY TO TRACK REACH AND RECALL OF THE AD CAMPAIGN CONDUCTED

In order to determine the reach and recall of the ad campaign, TSAP-FP commissioned a monthly ad tracking survey (from March to May 2005) through AsiaBus, a monthly omnibus survey in Metro Manila being run by Synovate, a private research agency. Respondents for the survey were 500 males and 500 females, 15 to 64 years old, from all socio-economic classes residing in Metro Manila.

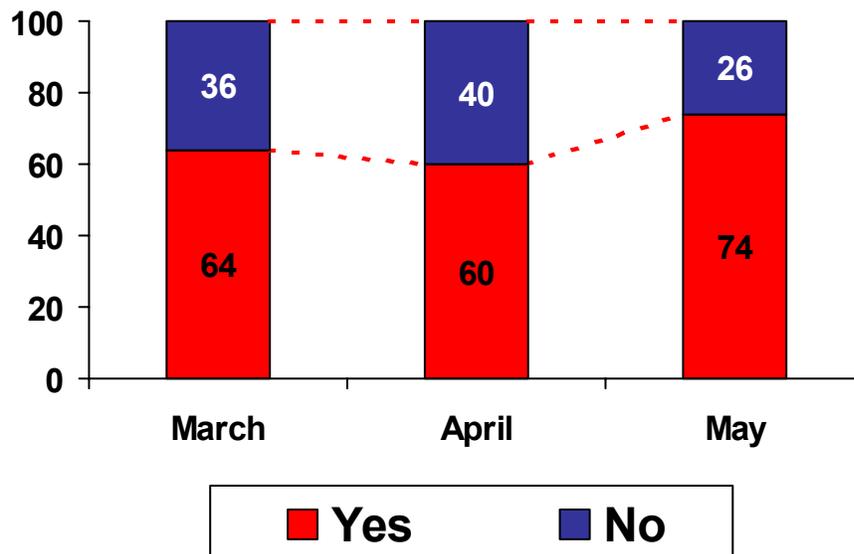
The five key questions asked to track the reach and recall of our advertising campaign were:

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

The key results from the survey were as follows:

Question 1: During the past two months, have you seen or heard any advertisements or commercials 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.



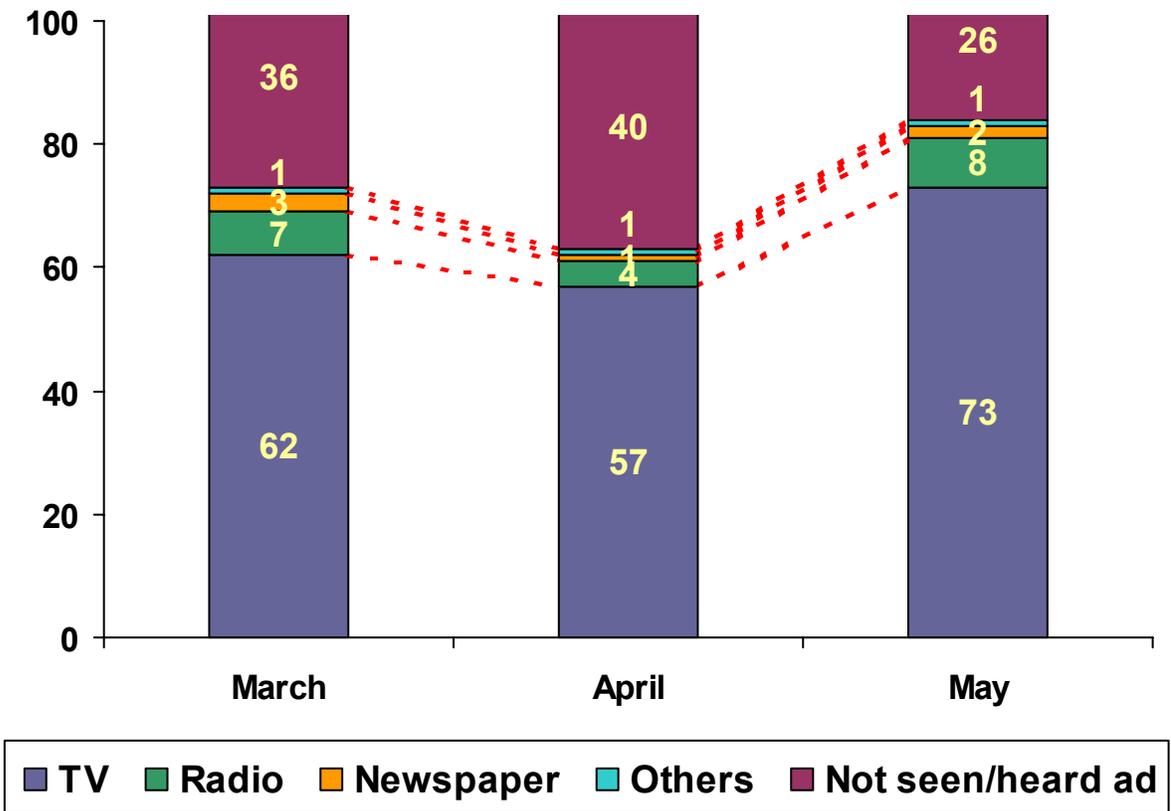
The recall of any FP advertising was significantly stronger among the respondents who make up the ad campaign’s primary target audience of socio-economic classes D and E and the 15 to 34 year age group. This shows that the ad materials connected

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



N.B.

DEFINITION OF TERMS:

Purely Related – all respondents who gave only ad recall elements found in any of the 4 ads (Gising, Oops, Kasal or Dyip)

Purely General – all respondents who gave only ad recall elements that could be found in 2 or more ads

Purely Unrelated – all respondents who gave only ad recall elements not found in any of the 4 ads

Related & General – all respondents who gave some ad recall elements found in any of the 4 ads and some ad recalls that maybe found in 2 or more ads

Related & Unrelated – all respondents who gave some ad recall elements found in any of the 4 ads and some elements not found in any of the 4 ads

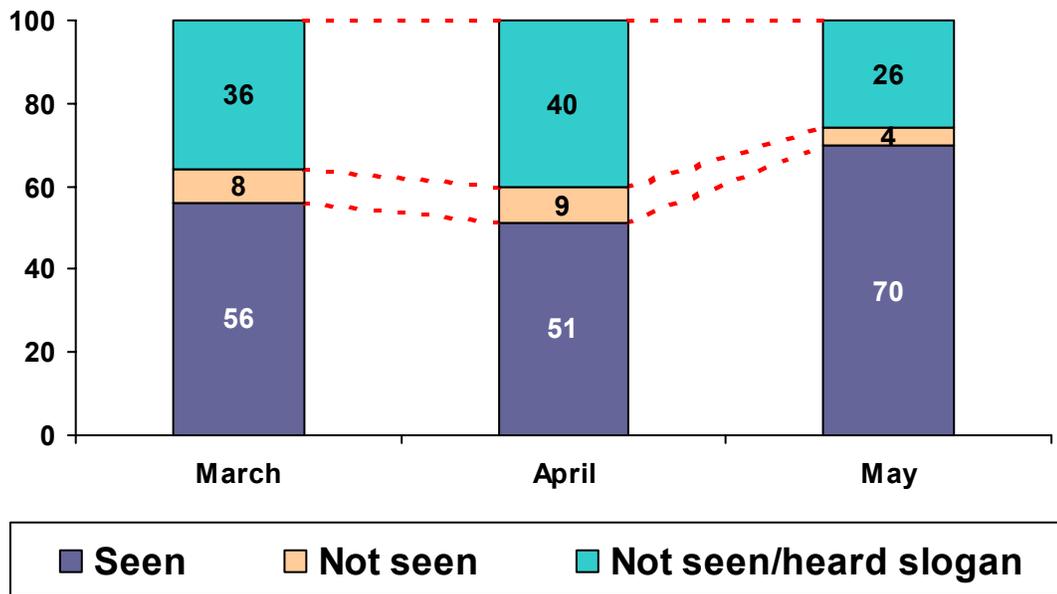
General & Unrelated – all respondents who gave some ad recall elements that maybe found in 2 or more ads and some elements not found in any of the 4 ads

Can't Recall – all respondents who are aware of an ad on family planning, but cannot remember the specific elements of the ad

Not aware of ads – all respondents who are not aware of any ads about family planning

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)

The results of the Monthly Ad Tracking Survey is on *Annex 12*.

1.10. BASELINE AND POST-CAMPAIGN KNOWLEDGE, ATTITUDES AND PRACTICES (KAP) SURVEY CONDUCTED

A Baseline and a Post-Advertising Campaign Survey were conducted to determine the impact of the mass media campaign on the knowledge, attitudes and practices of its target audience. TSAP-FP commissioned TNS Trends (formerly NFO Trends), a research agency, to conduct both surveys.

The Baseline Survey was conducted from September 14 to October 6, 2003 (about 3 months before the ad campaign) and the Post- Advertising Campaign Survey from June 1 to August 5, 2004 (one to two months after the campaign). Each survey run was conducted among a randomly selected sample of 1,600 males and females, single or married (legally married or living-in with a partner), within the age range 15 to 60 years old and belonging to all socio-economic classes.

Interviews were conducted in the metro areas of Manila, Cebu, Davao and in key cities located in regions in the Philippines with low modern contraceptive prevalence rate (low CPR) namely Naga City and Legazpi City for Region 5 and Tacloban City and Ormoc City in Region 8.

The insights drawn from the results of the baseline and post-campaign surveys were as follows:

- ***TSAP-FP's mass media interventions on the repositioned family planning messages reached their intended audience.***
 - TSAP-FP's ad campaign (Jan-May 2004) was recalled by a significant portion of the population, considering its short duration and interrupted airing.
 - Awareness of any FP ad increased (31 to 54% Metro, 27 to 56% Low CPR).
 - Of the four ads, *Gising* and *Oops* ads were most spontaneously (unaided) recalled (Metro: *Gising* 14%; *Oops* 13%; Low CPR: *Gising* 23%; *Oops* 11%).
 - Females who recalled *Gising* and *Oops* were more likely to encourage other people to practice FP.
 - TV comes out as a primary source of awareness of FP advertising. (Metro areas: 91% to 95%; Low CPR: 92% to 96%)
 - Awareness of the *Sigurado* campaign slogan is very high (83% Metro, 73% Low CPR).
 - Recall of the *Sigurado* song is significant. (9% Metro, 3% Low CPR)
 - A significant proportion are aware of radio broadcasters speaking out on FP. The most frequently recalled radio broadcaster is Korina Sanchez (15% Metro Areas; 13% Low CPR).
- ***The advertising campaign helped improve knowledge about FP and modern methods.***
 - Those who claimed they know “*a great deal*” or “*a fair amount*” of FP increased (Metro areas: 35% to 51%; Low CPR: 30% to 42%). Self-confidence in one's knowledge on FP, in fact, is more adequate among those who recall the commercials.
 - Awareness of the term “*modern methods of family planning*” increased significantly. (Metro areas: 43% to 75%; Low CPR: 25% to 46%). There is still, however, some confusion on which methods are classified as modern.
 - Spontaneous awareness of the different FP methods increased.

▪ ***The advertising campaign positively influenced attitudes and perceptions towards FP and modern methods.***

➤ Metro residents who say they “*strongly agree*” to people practicing FP increased in the post-survey. (Metro areas: 65% to 72%; Low CPR: 67% to 62%)

➤ Those who have positive disposition towards modern methods of FP increased with more people saying that they “*strongly agree*” to the statement that modern method of FP is

... *a wise choice*

(Metro areas: 52% to 68%; Low CPR: 41% to 57%)

... *good fit to my lifestyle*

(Metro areas: 42% to 63%; Low CPR: 43% to 49%)

... *really effective in preventing pregnancy*

(Metro areas: 42% to 58%; Low CPR: 41% to 52%)

... *makes me feel good about myself*

(Metro areas: 41% to 60%; Low CPR: 42% to 51%)

➤ Perception of the effectiveness of the traditional methods calendar/rhythm and withdrawal weakened in low CPR areas. Those who say that they “*strongly agree*” to the statement that “*Calendar or rhythm and withdrawal are effective in preventing pregnancy*” remained the same in Metro areas (30% to 31%) but decreased substantially in low CPR areas (35% to 24%).

➤ Intention to use or continue using an FP method increased, particularly in Metro areas. More respondents in the post-survey said that they are “*very likely*” or “*somewhat likely*” to use or continue using an FP method in the future. (Metro areas: 60% to 65%; Low CPR: 61% to 59%)

▪ ***Incidence of discussion on FP noticeably increased.***

➤ More Metro residents say that they talked to anyone about FP in the past 3 months prior to the conduct of the interview. (Metro areas: 18% to 30%; Low CPR: 23% to 24%)

The reports of the Baseline and Post-Campaign KAP Surveys are found in *Annex 14*.

2. Public Relations Activities Implemented

Public relations is the major strategy to achieve IR 3.1b: *Number of positive and neutral vs. negative statements/discussions on FP made in key TV, radio programs and newspapers.*

2.1. REGULAR PUBLICITY CONDUCTED

Ketchum/Corporate Image dimensions, the public relations subcontractor of the project, is tasked with releasing four stories per month within an agreed thematic concept. These releases are expected to be picked up at least 10 times per month in the major publications.

Through CID, the Project undertakes media monitoring by scanning nine broadsheets and ten tabloids, and listening to significant news and public affairs programs on three radio stations on a daily basis. Based on the media monitoring, two reports are issued: a Summary of Print Monitoring which lists the significant FP stories classified as positive (including TSAP-FP stories), negative, neutral and reference; the FP News at a Glance, which summarizes the key FP stories and is circulated to the OPHN List Serve e-group, was launched on a daily basis starting March 28, 2004.

During the reporting period, there was a sizeable increase in ratio of positive to negative articles in print media from 6.4:1 for 2003 to 11.5:1 in the first quarter of 2004, 13.3:1 in the second quarter of 2004 and 2.96:1 in the third quarter of 2004. The decrease in the favorable ratio during the third quarter was the result of the debate on the “two-child policy” bill of Rep. Lagman which provoked numerous negative articles in the media, although the positive stories still predominated. As a result, the overall ratio of positive to negative stories for the first three quarters of 2004 was 4.6:1.

2.2. QUICK RESPONSE PUBLIC RELATIONS UNDERTAKEN

In contrast to the year 2003 when two issues necessitated the implementation of TSAP-FP’s quick response mechanism, the last quarter of 2003 and the first three quarters of 2004 saw only one crisis that required quick response. This was the report that appeared in the Manila Bulletin saying that Metro Manila Muslims had rejected the *fatwa* on family planning, and the report that appeared in the Moro Islamic Liberation Front website, subsequently picked up in the Business World newspaper saying that the MILF disowned the *fatwa*.

Regarding the MILF issue, it was found that the MILF’s disowning of the *fatwa* was related more to their belief that the *fatwa* was a national government imposition. On this basis, TSAP-FP, rather than issuing press statements, agreed to the Muslim Religious Leaders’ decision for them to handle the matter by holding talks with the MILF leaders themselves.

The Manila Bulletin reporter who claimed that Metro Manila Muslims opposed the *fatwa* was exposed as being a non-credible reporter. A Philippine Star columnist demonstrated that the Muslim community as a whole accepted the *fatwa*. Two days after the initial story, the Manila Bulletin itself printed a story saying that the main source of the reporter for his story denied saying the statements which were attributed to him. In journalistic practice, being denied by the main source of a story is a great embarrassment to the reporter.

2.3. MEDIA RELATIONS ACTIVITIES IMPLEMENTED

2.3.1. Positioning of FP Champions as Resource for Media Developed

In the third quarter of 2004, several FP Champions have come on their own in dealing with the media. They have received invitations to appear on radio or TV shows or be interviewed by print journalists without any intervention by TSAP-FP. Foremost among these champions are Dr. Jondi Flavier and Cynthia Herce, Ka Dedeng Nicolas and Bishop Fred Magbanua

2.3.2. Broadcast Media Champions Developed

FP News and Public Affairs

Popular radio broadcaster Angelo Palmones, who started airing one minute messages on family planning on his top-rating radio news program over DZMM in mid-September 2003, was able to enlist other radio champions. First, he was able to involve Joey Galvez, who hosts a call-in radio program from 2:00 AM to 4:00 AM Mondays to Saturdays to devote part of his Saturday program for phone-in family planning counseling starting March 20, 2004. TSAP-FP contracted an FP counselor-nurse Cynthia Herce to respond to FP questions from the public.

Another media champion who was enlisted by TSAP-FP as a result of efforts of Mr. Palmones is Korina Sanchez. She is unarguably the most popular female radio and television news and public affairs anchor in the Philippines today. Miss Sanchez started discussing family planning in her daily public affairs morning program only in April, 2004 but has already become the most recognized champion of family planning in radio as per the post-KAP survey.

The following table from the Post-KAP survey conducted for the project shows the impact of our efforts to enlist radio anchors to promote family planning.

Radio Personalities	Metro Areas	Low CPR Areas
	% who recalled broadcasters talk about FP	
Korina Sanchez	15	13
Ted Failon	8	6
Deo Macalma	3	3
Joey Galvez	2	2
Angelo Palmones	2	2
Bong Faustino	1	2
None	86	83

Entertainment

A review of research conducted by TSAP-FP has shown that the project is not reaching the E socio-economic class as well as it is reaching the C and D classes. The Post-Campaign KAP showed that only 39% of respondents among the E class from metro areas claimed that they know a great deal or know a fair amount about family planning vs. 47% for the D Class. In key cities in low-CPR areas, some 36% of the E class knew a great deal or a fair amount about FP vs. 45% for the D class.

The strategy decided upon to reach the E class is through the entertainment sector. As a result of this strategy, two entertainment radio show anchors, Joebert Sucaldito and Rosel Manahan, as well as well known entertainment media writer Ethel Ramos, have been enlisted in the cause of promoting family planning after a meeting organized by Mr. Palmones on August 12, 2004. It must be noted that after the lunch meeting, Sucaldito and Manahan discussed FP issues at length during their popular radio celebrity talk show on DZMM that same afternoon.

2.3.3. FP Orientations for Media Conducted

During the reporting period, FP orientations were held for print and broadcast media in Davao (December 18, 2003), Cebu, (January 13, 2004), ARMM (March 9, 2004) and Bicol (April 15 and 16, 2004).

The Davao media briefing was held to prepare for the press conference to launch the TSAP-FP advertising campaign. Seven media personalities from print and radio, including the editors-in-chief of the two largest Davao dailies (SunStar Davao and Mindanao Times), attended the orientation. Six Davao media persons also traveled to Manila to attend the Ad Campaign media preview held on January 13, 2004.

The orientation for select members of the Cebu media was held in Manila after the press launch of the advertising campaign on January 13, 2004. A briefing by Dr. Corazon Raymundo of the University of the Philippines Population Institute

gave the participants a better appreciation of the family planning issue and its relationship to family welfare and national development.

The briefing for the ARMM media was held in Cebu prior to the proclamation of the *fatwa* on March 10, 2004. The participants to this briefing came from Zamboanga, Sulu and Tawi-Tawi.

A *Kapihan* (coffee roundtable discussion) with Mayor Feliciano Belmonte of Quezon City and Governor-Elect Bellaflor Angara-Castillo of Aurora province was held with Metro Manila media on May 21, 2004 as a means to show the support of local government officials to family planning and as a way of furthering relations with Quezon City-based media personalities.

2.4. PRESS CONFERENCES AND EVENTS CONDUCTED

TSAP-FP has used press conferences to promote and clarify family planning issues and significant events and to demonstrate the growing groundswell of support for family planning by advocacy groups. Aside from press conferences organized by the project to launch the ad campaign and the FamPlan Hotline discussed in other sections of this report, TSAP has supported the following press conferences:

2.4.1. Proclamation Event of the *Fatwa* on Family Planning Held

This press conference was held in Davao City on March 15, 2004 to announce the proclamation of the *fatwa*, an official ruling by Muslim Religious Leaders that family planning is acceptable in Islam. The press conference was handled by TSAP-FP ARMM champions, with Ustadz Esmael Ebrahim moderating the conference. As the *fatwa* is a landmark development, the press conference garnered extensive publicity in the weeks after the proclamation, both nationally and in Davao. The press conference was unique in the sense that ARMM-based media were flown to Davao to ensure sufficient coverage of the proclamation of the *fatwa* in the ARMM areas.

2.4.2. Launch of Philippine Evidence Based Reproductive Medicine Network and the CATS Kit Conducted

The PEBRM Network was launched in an event in Metro Manila held on March 26, 2004. One of the highlights of the launch was a press conference with Dr. Mario Festin, convenor of the PEBRMNET, Dr. Ricardo Gonzales of TSAP-FP and Mr. Reed Ramlow of the Futures Group answering questions from the media. The press conference projected the CATS Kit as an innovative tool kit for the health providers in responding to patient concerns about modern FP methods. The PEBRMNet was projected as the authority in health issues associated with reproductive health and family planning.

The objectives of the launch event were as follows:

- To officially launch the new CAT kit titled “Evidence-Based Research Findings on Family Planning Methods”
- To formally introduce the PEARMNet as the authors of the CATs Kit and information to stakeholders, the media and the public of its uses
- To highlight key CATs (e.g., oral contraceptive pills and weight gain, vasectomy and sexual desire)

Invitees to the launch event included health providers, members of the Network and media.

2.4.3. FP Partners’ Meeting Conducted

TSAP-FP organized a Partners Meeting from June 15 to 17, 2004. This was the occasion to brief participants and members of the media on the results of the Baseline KAP Survey commissioned by TSAP-FP conducted in 2003. Some seven members of the Manila media representing seven newspapers were flown to Cebu to participate in the briefing. Once again, this activity, as well as informal briefings among the media, garnered extensive media publicity both in the Cebu media as well as nationally.

Of special note was the speech of Senator Rodolfo Biazon during the Partners’ Meeting. In the course of the speech, the senator thanked the assembled family planning partners for their support for candidates supporting family planning. This became the main focus of a story that was released and which garnered extensive media pickups.

2.4.4. Family Planning Month Press Conferences Conducted

The Family Planning Month of August is a highpoint in the FP calendar. For 2004, numerous activities were planned by TSAP-FP partners in the project areas. These activities included parades and motorcades, service delivery activities, programs and market visits. These different activities organized by disparate partners were united by the slogan: ***Sigaw ng bayan: Mag-family planning na, para buhay guminhawa*** (Call of the Nation – Practice family planning now for a better life).

To create anticipation and alert media on the FP Month activities, press conferences were held simultaneously in Manila, Cebu and Davao on July 30, 2004. This activity was designed to show the groundswell of support for family planning by various civil society groups including informal sector groups, labor unions, tricycle drivers and religious leaders from various church groups.

The press conferences were handled entirely by family planning champions who were provided media training by TSAP-FP. This strategy put TSAP-FP and USAID in the background and demonstrated that the torch of promoting FP has been passed on to those who most benefit from its use.

2.4.5. Tawi-Tawi *Fatwa* Announcement and Launch of MV Tawi-Tawi Floating Clinic Coordinated

Upon the request of USAID OPHN, TSAP-FP organized a press conference to announce the issuance of a *fatwa* on family planning for the province of Tawi Tawi on December 11, 2003 in Quezon City, Metro Manila. The pronouncement of the *Fatwa* was done by the Grand Mufti Aleen Abdulwahid Inju of Tawi Tawi, together with the Tawi Tawi Integrated Provincial Health Officer Dr. Sukarno Asri, Mr. George Dalire, Resident Advisor ACIDI Voca and Dr. Shan Abdulwahid also of ACIDI-Voca. The pronouncement of the *fatwa* garnered adequate media mileage on radio and print from the 25 media practitioners who attended.

The MV Tawi-Tawi floating hospital was launched in a series of ceremonies on July 13 to 15, 2004. USAID asked TSAP-FP to accompany members of the Manila Health Beat to Tawi-Tawi to report on the launching of the boat that will serve to provide health and family planning services to the generally inaccessible island barangays of the province. Some 12 reporters from Manila and Zamboanga joined the activity. Many newspaper articles were featured by the major broadsheets as a result of this activity.

2.4.6. Addressing Population, Health & Environment Concerns in Urban Areas

On September 28, 2004 TSAP-FP in collaboration with Path Foundation, the Philippine Legislators Committee on Population and Development and Save the Children Fund jointly sponsored a press conference on Population, Health and Environment Concerns in Urban Areas with Senator Mechai Viravaidya of Thailand as main speaker. Other speakers were former DENR Secretary Angel Alcala who spoke on dwindling fishery resources as a result of population pressures and Rep. Edcel Lagman, who presented HB 16 on reproductive health.

Senator Mechai spoke on how he promoted family planning in Thailand primarily by making condoms socially acceptable. He also spoke lengthily on the need to educate young people on the importance of family planning. In response to questions from the media, he pointed out that the Department of Health was making a mistake in exclusively promoting natural family planning at the expense of the modern methods and that its stand on not distributing free condoms will result in the spread of sexually transmitted diseases including HIV/AIDS.

Front page stories on Sen. Mechai's statements were printed in the major broadsheets the following day.

2.5. RESULTS

As a result of the PR efforts, free print media value in the amount of Php1,272,967 (US\$ 22,732.00) for the second quarter 2004 and Php1,079,307 (US\$ 19,273.00) for the third quarter were generated by the project. Thus, the total print media values generated by TSAP-FP since it started computing for print media values in the second quarter of 2004 amounted to Php2,352,274 (US\$ 42,005.00).

The Project also generated free radio broadcast values amounting to P27,944,340.00 for the first three quarters of 2004.

An analysis of Media monitoring on FP FP issues is found in *Annex 13*.

3. Non-Traditional Media or Non-traditional Use of Traditional Media Strategy Implemented

3.1. RADIO CALL-IN PROGRAM (LOVELINES WITH JOEY GALVEZ) CONTINUED

“Lovelines” is a call-in radio show that airs every day Mondays to Saturdays from 2:00 AM to 4:00 AM over DZMM, one of the country’s most popular AM stations. The show is particularly popular with shift workers, security guards and transport terminals. It is hosted by Joey Galvez, a popular radio personality. Starting April 20, 2004, part of the Saturday morning show has been devoted to a call-in family planning counseling segment co-hosted by Cynthia Herce, a family planning counselor affiliated with FriendlyCare.

This radio family planning counseling has become very successful. From an average of 20 minutes devoted to this segment and 100 calls at the start of the project, the FP segment now lasts for 90 minutes and gets an average of 250 calls every Saturday.

3.2. FP MESSAGES IN TOP RATING DAILY EARLY MORNING RADIO NEWS PROGRAM BY ANGELO PALMONES (STARTING SEPTEMBER, 2003 TO PRESENT) CONTINUED

This project continues to give family planning information to listeners of Angelo Palmones’s popular and award-winning rush hour morning news program in Pilipino. Mr. Palmones devotes one to two minutes of his airtime to give tidbits on family planning and related issues. Aside from providing correct information on FP, the segment aims to encourage people to consider practicing modern methods of family planning and to seek information and services from a health provider. It must be noted that Mr. Palmones’ program was awarded the Best Pilipino Radio News Program by the prestigious Catholic Mass Media Awards in 2003 and 2004.

3.3. DISCUSSION ON FAMILY PLANNING BY POPULAR RADIO PERSONALITIES KORINA SANCHEZ (STARTING APRIL 2004) AND DEO MACALMA (STARTING FEBRUARY 2004) IMPLEMENTED

As mentioned earlier, Korina Sanchez was enlisted to become a family planning champion by the project. She has consistently been discussing family planning almost daily with her partner Ted Failon in the top-rating morning show “*Tambalan Failon at Sanchez*” over DZMM.

Deo Macalma, another popular newscaster with a unique broadcasting style, has talked about the *sigurado* and *patsamba-tsamba* key phrases of our slogan in February 2004.

4. Family Planning Hotline Operationalized

4.1. FAMILY PLANNING HOTLINE PREPARATIONS UNDERTAKEN

In the course of TSAP-FP implementation of communication activities, specifically the advertising campaign, IEC materials distribution, radio news program and radio call-in program, the need for a mechanism for the public to have easy access to correct information on family planning and FP methods became very apparent. The project received numerous inquiries on FP which needed quick responses from credible sources. Thus, TSAP-FP decided to establish a Family Planning Hotline.

Unlike the other hotlines which are mostly voice based, the FP Hotline can be accessed via voice, text and email. By using text, the FP Hotline has become a very popular channel to provide information on FP to a national target since text messages can be sent and received from all over the country. Text is also relatively cheap, at P1.00 per GSM message. Cellular phones also vastly outstrip the number of voice lines and email installations in the country. Moreover, text messaging offers unmatched anonymity, and texters can get information on sensitive topics without compromising their privacy.

From the date of its launch in August 16, 2004 until September 15, 2004, the hotline, officially promoted as the FamPlan Hotline, has received a total of 3,472 questions via text messages and 415 voice calls. The following table shows the types of questions asked.

Types of Questions	Percentage
Family Planning	62%
Sexuality	38%

Pending the results of a more intensive quantitative and qualitative study on the thousands of questions asked, the following are some insights from the Project's experience with the Hotline's operations:

- There is a high level of ignorance of sexuality issues
- There is a need to educate people on modern methods of family planning
- There is a predisposition for people to "self-medicate"

4.2. FAMILY PLANNING HOTLINE LAUNCH CONDUCTED

Any hotline can only be effective if the public knows about its existence. The need to extensively promote the FP Hotline for it to be accessed and be successful in delivering correct information to as wide a target audience as possible was met with two events, a press conference and a launch event.

4.2.1. Press Conference on August 13, 2004 Held

The Department of Health agreed to sponsor the Family Planning Hotline together with the Commission on Population and two service delivery NGOs: FriendlyCare Foundation, Inc. and Well Family Midwife Clinics. A press conference was presided over by Secretary Manuel Dayrit to announce the hotline on August 13, 2004. During the press conference, the secretary informed the press that the hotline will provide information on all modern methods of family planning so that people can make an informed decision on which method to use.

Over the first two months of operations of the FamPlan Hotline, it has received extensive publicity in print, radio and television. There have been 17 pickups in print, 5 on radio and 2 on television.

4.2.2. FamPlan Hotline Launch Event, August 15, 2004 Held

The Launch Event successfully brought the message of the Family Planning Hotline directly to the target audience. The launch was held in a popular mall in Cavite, the new SM Mall in Dasmariñas. Holding the FamPlan Hotline Launch outside Manila emphasized that the hotline number could be accessed from anywhere in the Philippines through the use of texting. Moreover, the launch featured the Maskulados, a popular all-male song and dance group. The use of the Maskulados, who wore the Hotline Vests, emphasized the message on the need for male involvement in family planning. The launch was participated in by FP partners in Southern Luzon and the health provider community. The presence of local and national government officials, Mayor Barzaga of Dasmariñas and Representative Gilbert Remulla, lent official recognition to the event.

5. IEC Materials Produced

5.1. IEC MATERIALS PRODUCED

The following materials were developed and produced from October 2003 to September 2004:

TYPE/TITLE	BRIEF DESCRIPTION	STATUS	NO. OF COPIES	TARGET GROUPS
Brochures				
2003				
1. The Truth about . . . series on FP, Pills, IUD, Sterilization	In English and Pilipino; addresses rumors and misconceptions regarding FP and the different methods; intended for clients as well as service providers, champions and advocates	Completed	20,000 copies per brochure	Married men and women of reproductive age through partners and advocates in TSAP-FP areas
2004				
1. The Truth about . . . series on FP, Pills, IUD, Injectable, Condom, Vasectomy, Ligation, Modern Natural Family Planning Methods	In English and Pilipino; addresses rumors and misconceptions regarding FP and the different methods; intended for clients as well as service providers, champions and advocates		English – 10,000 per brochure Pilipino – 10,000 per brochure	-ditto-
2. Method-specific brochures on FP, Pill, IUD, condom, Injectable, BTL, NSV, LAM, Billings, BBT, Sympto-Thermal	In Tagalog. Provides brief description of each method, including advantages and disadvantages	Completed	20,000 per brochure	-ditto-
Poster				
“Do you know your family planning choices?”	Translation of FP Poster produced by JHU/PCS. In Pilipino and Cebuano; intended for health providers, provides brief description and key features of different FP methods		Pilipino – 3,000 Cebuano – 1,000	Health providers and clients in all health centers

Flipchart Family Planning <i>para sa Malusog na Pamilya (Family Planning for a Healthy Family)</i>	In Pilipino and Cebuano; intended as visual aid for health providers during counseling sessions	Completed	Pilipino – 3,000 Cebuano – 500	Health providers in TSAP-FP areas
Flipchart Isang Tipikal na Pamilya sa Informal Sektor (<i>A Typical Family from the Informal Sector</i>)	Developed by Mercedes Nicolas, leader of Katinig. Intended for use by informal sector advocates as visual aid and as springboard for discussion during FP briefings and orientations; in tarpaulin	Completed	100 copies	Champions and advocates from the informal sector
Monograph “Sketches” series of 2003	In English. 7 monographs, in newsletter format featuring findings of “Project Dynasty,” a formative research on KAP of TSAP-FP target groups	Completed	500 per monograph	Partners and advocates; cooperating agencies; GOs and NGOs; media.
Stickers with “ <i>Sigurado</i> ” logo with Sigurado logo and FP hotline numbers	In Pilipino. Intended to popularize TSAP-FP campaign slogan through informal sector, i.e. NACTODAP, nationwide association of tricycle drivers and operators	Completed	40,000 copies	NACTODAP members nationwide; partners
Pamphlet National <i>Fatwa</i> on FP	In Arabic and English. Contains official ruling on RH and FP for Muslims based on the Koran	Completed	1,350	ARMM MRLs, partners/ champions, media; cooperating agencies
Critically Appraised Topics (CATs) Kit Evidence-Based Medicine: The Best Evidence on Family Planning Methods	In English. A compilation of critically appraised topics to address popular myths and misconceptions re FP methods	Completed	5,000	EBM Trained health providers in TSAP-FP areas
Booklet Modern Family Planning: Ensuring Health and Well-being	In English. Guide for communicators, health providers and advocates in communicating family planning key messages to	Development completed; awaiting USAID inputs		Partners, advocates and champions; cooperating agencies; members of the media

	target groups.			
Chart				
Modern Methods of Family Planning – A Quick Reference Guide	In English. Intended for health providers as handy reference material that they can put on their desks.	Development & artwork & pretest completed; ready for printing		Health providers
Collaterals				
Streamers, vests, stickers	In Pilipino. Intended to help promote the Family Planning and the FamPlan Hotline	Completed		For use by partners particularly those who have occupations that make them visible to many people, e.g. tricycle drivers
Video				
Tanzim al Usra: The Song of the Muslim Child	In English. Intended to promote the <i>fatwa</i>	Awaiting final approval by USAID		For distribution to MRLs and cable stations in ARMM

5.2. IEC MATERIALS DISTRIBUTED

Aside from resources to develop, pretest and produce these materials, TSAP-FP also directly sent these materials to individual end-users by mail, instead of the usual practice of sending large quantities of materials to regional or provincial health or population officers. This was done to ensure that the materials reach the end user. TSAP-FP has received many letters from municipal health officers, midwives and other health providers thanking the project for the materials and requesting for additional copies. These letters demonstrate the dearth of communication materials in the field.

6. Capacity Building Activities Implemented

6.1. MEDIA TRAINING FOR CEBU-BASED CHAMPIONS CONDUCTED

A two-day Media and Public Relations Training Workshop was held for 16 Cebu- and ARMM-based champions from various organizations on April 21-22, 2004 at the Heritage Hotel. TSAP-FP tapped the expertise of Probe Media Foundation, Inc. (PMFI) led by Ms. Cheche Lazaro, an award-winning broadcast journalist, 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 lectures/discussions, participants were given 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 instant feedback and critique of their taped interviews.

Overall, participants rated the training workshop as highly effective since they admitted to learning very useful tips on interacting with the media.

6.2. TSAP-FP TRAINING OF CHAMPIONS CONDUCTED

The four previous media trainings conducted for FP advocates and conducted by the Probe Foundation had focused more on appearance and tips on how to face the media. TSAP-FP found the need for a select group of FP champions to be trained further, particularly on how to deliver consistent messages on FP in the face of relentless or distracting questioning from the media.

Kim Derwinski of Ketchum PR in Washington DC, conducted the advanced media training for FP champions in four sessions on September 21 and 24, 2004, attended by a total of 22 champions and seven members of the TSAP-FP staff (See *Annex 15* for a list of participants). The champions who were trained came from the informal, transport and labor sectors, socio-civic organizations, faith-based organizations and the health provider community.

The half-day training consisted of a media training overview, interview preparation and interview techniques followed by a session on answering tough questions. The champions were also provided with a document on “Frequently Asked Questions” which identified the usual questions regarding FP and the standard responses (The FAQ is attached as *Annex 16*). After the preparation, mock interviews and discussions were conducted followed by critique sessions. Throughout the sessions, the participants were reminded of the core FP messages as contained in the booklet entitled “*Modern Family Planning: Ensuring Health and Well-Being*” (*Annex 17*). The participants were requested to identify a core message from the booklet and to try to inject this core message in the interview as often as possible. After the mock interviews, the observers were asked to guess what the core message was.

All in all, the participants were found to be quite skillful at conducting media interviews. Nevertheless, the participants found the training quite useful as it honed their skills in delivering correct messages to the media.

6.3. DISTANCE EDUCATION FOR GOVERNMENT MIDWIVES VIA WEEKLY RADIO PROGRAM USING SOAP OPERA FORMAT, JULY 2004 TO JUNE 2005 LAUNCHED

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. *Tambalan* is broadcast every Saturday over RMN News Manila 558 AM Band, 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 is planned to run for 12 months, and will focus on a different theme or topic for each month. The segment follows a drama-counseling format. During the month, radio dramas, depicting a family planning issue or situation, will be aired for three consecutive Saturdays. The fourth Saturday will be devoted to a synthesis and summary of topics discussed during the previous Saturdays. Midwives will be encouraged to participate in the discussions through phone calls, text messages and letters.

After the first month run which aired in July, 2004, problems with the development of the storyline by CBS Productions delayed the airing of the subsequent month's shows. However, with the storylines issue now resolved after TSAP-FP provided a great amount of technical inputs, the program is expected to run continuously starting October 2004.

6.4. COMMUNICATION PLANNING FOR ENRICH GRANTEEES, 2003-2004 (THREE SESSIONS, AVERAGE OF 12 PARTICIPANTS EACH) COORDINATED

Various USAID cooperating agencies and grantees are undertaking population, health and nutrition projects in the Autonomous Region of Muslim Mindanao (ARMM). Excellent work is being done in ARMM with many of these efforts receiving publicity in various forms and extent.

With the growing interest and increasing number of players in Mindanao, most of the health efforts of USAID's partners will be all the more facilitated, replicated and ensured sustainability with appropriate communication support. The primary players in population, health and nutrition in ARMM are the EnRICH Grantees: Helen Keller

International for Lanao Sur; Christian Children's Fund for Basilan; ACDI-Voca for Tawi-Tawi; and Save the Children Foundation for Sulu. John Snow International supports the Well-Family Midwife Clinics (privately-owned and managed midwife clinics) which provide FP services in ARMM. The Catholic Relief Services provide health and family planning service in areas outside of EnRICH grantees.

All of these agencies have communication functions, plans and activities. In recognition of the need to develop a comprehensive overarching communication strategy for these agencies and a mechanism for coordinating communication efforts, USAID requested TSAP-FP to organize and facilitate a series of workshops to develop a unified communication plan for ARMM.

6.4.1. First Workshop – November 2003 Conducted

The first workshop was held on November 12 to 14, 2003 in Cebu City. This session introduced concepts of communication planning, primarily the importance of defining messages that respond to the needs of the target audience rather than that of the organization undertaking the communication. It also gave detailed briefings on the media environment in ARMM.

The main output of this first workshop was the identification of the major issues/discontinuities present in ARMM:

- In general, Muslim communities in ARMM believe that Islam prohibits family planning. In reality, there is nothing in the *Qu'ran* that prohibits many forms of family planning. Cultural, rather than religious factors, have been stated as the reason for the belief that Islam prohibits family planning. To address this barrier, a national *fatwa* on family planning was developed by Muslim Religious Leaders and publicly announced on March 10, 2004.
- The *Qu'ranic* verse that states that children are gifts of Allah have been misconstrued as an instruction for Muslim parents to have as many children as possible. This focus on quantity has been at the expense of quality, and families have been unable to meet the health needs of the children.
- There is a seeming focus by the media on the negative news coming from ARMM. Consequently, good news, such as the good work being done on the health situation in ARMM, are not given much space and time in media.

Identification of these issues revealed the communication challenges of health and family planning in ARMM. Given these three major issues, four target audiences were identified as critical to the improvement of the health and family planning situation in ARMM:

- Muslim women who are directly responsible for the health of her family

- Muslim Religious Leaders who are looked up to in ARMM for their knowledge and wisdom especially regarding Islam. Their opinions are highly respected.
- Men who make key critical decisions on health and family planning for their families in the patriarchal societies in ARMM.
- Media practitioners in ARMM who are the gatekeepers for what gets into media not just in ARMM but nationally as well.

6.4.2. Second Workshop – December 2003 Conducted

The second workshop was held in Baguio City on December 15 and 16, 2003. It had the following objectives:

- Develop a clearer understanding of the target audience
- Identify communication objectives
- Craft messages, at the regional and provincial levels
- Determine media

The second workshop successfully drafted a communication plan which was reviewed by the heads of the Cooperating Agencies working in ARMM on March 10, 2004. (*Annex 18* contains the ARMM Communication Plan)

6.4.3. Third Workshop – March/April 2004 Conducted

In order to develop actual IEC materials as part of implementing the ARMM Communication Plan, a Materials Development Workshop was conducted in Zamboanga City on March 31 to April 2, 2004. The objectives of the workshop were:

- To identify common materials that will be developed in various dialects
- To develop templates and a design manual which will be used for the local development of IEC materials
- To train EnRICH communication officers on the use of the templates and design manual

These workshops show that TSAP-FP is perceived by USAID and the cooperating agencies as the agency with the technical expertise to coordinate planning and implementation of communication activities in FP and health.

6.5. MESSAGE DEVELOPMENT FOR ADVOCACY AND COMMUNICATION UNDERTAKEN

6.5.1. Message Development for TSAP-FP Conducted

An internal Messages Development workshop was conducted among BCC, ASM and HP last February 5, 2004. The objectives of the workshop were:

- To integrate efforts of the different components of TSAP-FP to deliver an integrated message to targets
- To identify variations of the message that will credibly and effectively be delivered to the targets

The repositioned family planning message contained in the slogan “Sa modern methods SIGURADO KA, walang patsamba-tsamba. Sets the parameters of our new message:

- Focus on family planning methods, rather than family planning concepts
- Focus on modern methods of family planning, to include scientific natural family planning
- Focus on benefits of family planning in terms of empowerment of women and participation of men
- Focus on benefits to the family in terms of better health and improved lifestyle rather than on the general population

6.5.2. Message Development with Cooperating Agencies Conducted

Starting June 1, 2004, USAID-OPHN initiated a series of Communicators’ Meetings to help integrate and coordinate communication activities of the various Cooperating Agencies (CAs) involved in population, health and nutrition. This initiative was undertaken in recognition that synergy could be obtained via consistent messages and approaches given the fact that several CAs are involved in various aspects of common health issues. For example, family planning is being undertaken not just by TSAP-FP but also by the Lead for Health Project, the EnRICH Grantees and the Private Sector Project.

The first activity of the Communicator’s Group was to standardize messages for family planning. In this regard, TSAP-FP was tasked to develop a document that will put together the messages on family planning.

Fortuitously, the project was developing a booklet that would serve as the resource for family planning messages entitled “MODERN FAMILY PLANNING: ENSURING HEALTH AND WELL-BEING A Guide for Communicators and Advocates”. The draft booklet was discussed among USAID and CAs and comments provided. It has since undergone numerous revisions. When finally published, the booklet will serve as the common source of messages for family planning for all CAs involved in family planning.

E. ADVOCACY AND SOCIAL MOBILIZATION

Intermediate Result 3.2: Key segments of society advocating for the use of FP increased as measured by:

- *Increase in the number and type of key segments of society advocating for the use of family planning*
- *Increase in the number of influential individuals from various sectors advocating for the use of family planning*

In order to achieve these key results, the overall TSAP-FP's ASM efforts are geared to develop and sustain a critical mass of influential individuals and groups who will openly discuss FP. These are expected to create an enabling environment for the sustained promotion of family planning and the creation of a groundswell of support for FP at the local and national levels.

The period October 1, 2003 to September 30, 2004 was focused on the developing sectoral and local multi-sectoral networks, identifying and mobilizing influential individuals, capacity building on FP advocacy, and supporting advocacy campaigns and community mobilization activities of sectoral and multi-sectoral networks. The Advocacy and Social Mobilization strategies used are (i) Identify Influential Individuals and Groups, (ii) Build Advocacy Capabilities, (iii) Support Advocacy Campaigns and Community Mobilization Activities, and (iv) Foster linkages and partnerships.

During this period, TSAP-FP achieved the following:

1. Capacity for FP Advocacy of Sectoral Networks Formed in First Year Developed

During the period under review, TSAP-FP provided technical assistance for capacity building on FP advocacy to the sectoral networks engaged in the first year of project implementation. These include:

1.1. INFORMAL SECTOR/URBAN POOR: KATINIG IN METRO MANILA AND CCUVA IN METRO CEBU DEVELOPED

1.1.1. FP Orientations Conducted

Forty-eight leaders of KATINIG and 45 leaders of CCUVA attended a 2-day FP Orientation on September, 2003 conducted by TSAP-FP to increase their awareness on male and female fertility and expand their knowledge on the different modern methods of family planning including the health and non-health benefits of the different modern methods of contraception and evidence-based responses to misconceptions on family planning and reproductive health.

1.1.2. FP Advocacy Training Conducted

TSAP-FP trained 34 leaders of KATINIG and 37 leaders of CCUVA on FP Advocacy on October, 2003 to enhance their knowledge on FP advocacy and develop their skills in planning, implementing and evaluating their advocacy plan. The FP advocacy training enabled the informal sector leaders to identify advocacy issues, develop advocacy goal and objectives, develop appropriate advocacy messages and identify channels of communication suitable to the conditions in the community, share experiences in advocacy and social mobilization, develop their advocacy plan and develop a scheme to monitor and evaluate their advocacy campaign.

1.1.3. Training of Trainers on FP Conducted

Additionally, KATINIG and CCUVA requested TSAP-FP to provide a special training for their trainers in order for them to learn the principles and practices of Adult Learning and acquire skills on facilitation and teaching and presentation skills. TSAP-FP contracted Trainers Collective Inc. to conduct the Training of Trainers on Family Planning to CCUVA on May 2004 and KATINIG on June 2004.

1.2. YOUTH: KATINIG YOUTH AND METRO CEBU YOUTH ADVOCACY NETWORK ORIENTED

A total of 38 youth leaders from KATINIG Youth and 40 high school and college students from Youth Advocacy Network (YAN) were oriented on the findings of the *Young Adults Fertility and Sexuality Survey (YAFSS)* and Responsible Teen Sexuality on November, 2003.

Realizing that Community Theater is a creative way to communicate Responsible Teen Sexuality among adolescents and youth in the community, TSAP-FP trained 28 KATINIG Youth in Leadership and Repertory Theater through the Philippine Educational Theater Association (PETA) on October 2003.

1.3. FAITH-BASED: INTERFAITH PARTNERSHIPS FOR THE PROMOTION OF RESPONSIBLE PARENTHOOD FACILITATED

TSAP-FP provided technical assistance in the Planning Workshop of the Interfaith Partnership for the Promotion of Responsible Parenthood. Representatives of the Inter-faith Partnership for the Promotion of Responsible Parenthood met to assess their one-year plan of action in November 2003. As a result of the review, the Interfaith Partnership themselves decided to pursue FP as an electoral issue, promote FP among members of their faith and strengthen FP service delivery within the health care programs of their respective churches. The Interfaith Partnership also agreed to co-sponsor the FP TV ads.

2. Existing Sectoral Groups Expanded, New Sectoral Groups Engaged and Capacity Developed

2.1. INFORMAL SECTOR/URBAN POOR NETWORKS ENGAGED / EXPANDED

Taking off from the results of the engagement with KATINIG and CCUVA, TSAP-FP discussed with the POPCOM National Capital Region (NCR) and Region VII the need to weave together and scale-up the FP advocacy efforts of the informal sector and urban poor in Metro Manila and Metro Cebu. TSAP-FP and the Regional POPCOM Offices collaborated to establish and strengthen the Metro Manila and Metro Cebu network of informal sector and urban poor community-based groups for the promotion of FP/RH at the community level.

2.1.1. Metro Manila Group Expanded

In Metro Manila, TSAP-FP in close collaboration POPCOM NCR worked with KATINIG, Sagip Pasig Movement, MAKATAO Foundation, the community volunteers' network of the Women's Health Care Foundation to organize the *Quezon City Community Advocacy Network (Quezon City CAN)* on May 28, 2004. This network is composed 24 community organizations as follows:

- a. Samahan ng Nagkakaisa sa Palupa, Bgy Commonwealth, Batasan, Payatas
- b. Samahang Kababaihan ng Gulod
- c. Asosasyong Pangkababaihan ng Sta. Monica, Barbara, Novaliches
- d. Masikap Homeowners Association, Batasan Hills
- e. Kalayaan B. Elderly Group
- f. Talayan Tricycle Operators and Drivers Association
- g. Paraiso-Paltoc Tricycle Operators and Drivers Association
- h. San Francisco Tricycle Operators and Drivers Association
- i. Barangay Holy Spirit Purok Association
- j. Damayan-Paraiso Marie Blue Association
- k. TODA in Barangay Marie Blue, Barangay Damayan and Barangay Paraiso
- l. Dama de Noche Payatas Neighborhood Association, Payatas A
- m. Women's Association of Sangandaan
- n. Concerned Youth Federation of Payatas
- o. Samahan ng Nagkakaisahang Relocatee sa Bagong Silangan
- p. AHON Kababaihan ng Filside Bagong Silangan
- q. Quezon City Federation of Barangay Health Workers
- r. Pangasinan Neighborhood Association
- s. Kaagapay sa Pangkalusugan Para sa Lahat, Inc. Area 7, District 2
- t. Gumamela Payatas Neighborhood Association
- u. Paltok San Francisco Del Monte Tricycle Operators and Drivers Association
- v. Anakbayan Tricycle Operators and Drivers Association (ABTODA)

- w. Diamond Homeowners Association, Kasunduan Barangay Commonwealth
- x. Kababaihang Sinta ng Bayan, District 2

In July 2004, TSAP-FP conducted an FP orientation among the leaders of Quezon City CAN. The project has also trained 36 leaders in FP advocacy and provided technical assistance in the finalization of its FP advocacy plan also on July 2004.

TSAP-FP provided technical assistance and a small grant to the League of Population Officers of the Philippines NCR (LEPOPHIL NCR) for the formation of *Satisfied Users and FP Acceptors Clubs* in seven municipalities in Metro Manila.

2.1.2. Metro Cebu Group Expanded

In Metro Cebu, TSAP-FP collaborated with POPCOM Region VII and worked with CCUVA, Nazareth Homes, Barangay Ermita Motherhood Association, Inc. (BEMAI) and the South District Women's Association of Panagtambayayong, Inc. to expand the FP promotion and advocacy in Metro Cebu. This resulted in the expansion of CCUVA's FP advocacy to 12 community-based urban poor organizations and the formation of ***Metro Cebu Community FP Advocacy Network (Metro Cebu CAN)*** on May 20, 2004. This network is composed of 12 community-based organizations as follows:

- a) Confederation of Barangay Luz Community Associations and Multi-purpose Cooperative
- b) Confederation of Barangay Labangon Homeowners Associations
- c) Alliance of Homeowners Association in Barangay Apas (ABACA)
- d) Panagtambayayong Para sa Bag-ong Sugbu Foundation, Inc. – South District Women's Association
- e) Nazareth Street Home Incorporated
- f) Barangay Ermita Mothers Association, Inc. (BEMAI)
- g) Barangay Labangon Women's Network (BLAWN)
- h) Cebu Provincial Federation of Barangay Health Workers
- i) PBSP Olango Community Associations
- j) Warwick Barracks Women's Organization (WABWO)
- k) Barangay Ermita GAD Program
- l) CCUVA Youth

In May 2004, TSAP-FP conducted an FP Orientation for 52 men and women leaders of Metro Cebu CAN. With TSAP-FP's technical assistance, Metro Cebu CAN was able to craft their vision, mission statement, goals and objectives. In June 2004, the project trained 35 Metro Cebu CAN leaders on FP Advocacy resulting to the drafting of its advocacy plan. Their advocacy campaign for the period July to December 2004 included (i) dialogue with Cebu City Officials and government agency representatives, (ii) forum for barangay officials on FP/RH in collaboration with the Association of Barangay Captains, (iii) Community forum

on FP/RH, (iv) consultation with and FP orientation for jeepney drivers associations and small transport groups, (v) consultation with community religious leaders, and (vi) FP orientation for barangay officials and community religious leaders.

2.1.3. Samar-Leyte Group Formed

TSAP-FP's work with the informal sector/urban poor gained momentum in the first quarter of 2004 as new community associations in the project sites were engaged for FP advocacy. KATINIG's advocacy for FP was crucial in bringing in the informal sector/urban poor affiliates in Samar-Leyte (Region VIII). In collaboration with POPCOM Regional Office VIII and the Regional Coordinator of the Informal Sector of National Anti-Poverty Commission (NAPC) in Samar-Leyte, TSAP-FP provided technical assistance to conduct the first ever Regional Assembly of the Workers in the Informal Sector (WIS) on January 2004. The assembly was attended by 68 leaders of informal sector groups such as vendor's associations, cooperatives, small transport groups and home-based workers from various municipalities and cities of Eastern Visayas.

The Project also provided technical support to conduct the FP Orientation for 56 WIS leaders on March, 2004. With technical assistance of TSAP-FP, the *Workers in the Informal Sector in Region 8 (WISER 8)* was formally organized in March 2004. This network has an estimated membership of 368 local people's organizations and community associations with more than 10,000 members. WISER 8 has four sub-sectoral networks namely the Vendors Alliance of Region 8 (VAR 8), Region 8 Confederation of Tricycle Operators and Drivers Associations (RECONTODA 8) from the cities of Tacloban, Ormoc and Calbayog, Alliance of Home-based Workers in Region 8 and the Region 8 WIS Youth. These sub-sectoral networks agreed to actively promote FP among their constituents and to engage their local leaders in dialogues to support FP services. TSAP-FP conducted FP Advocacy Skills training for 41 WISER 8 leaders in June 2004 and this resulted in the finalization of their advocacy plan.

2.1.4. Metro Davao Group Formed

In June 2004, TSAP-FP in collaboration with the Health Management Resource Group (HMRG) and POPCOM Regional Office XI convened a consultative workshop on FP Social Acceptance for Informal Sector/Urban Poor and Community Women Leaders in Davao City. A total of 121 leaders representing 59 community-based organizations from densely populated districts of Davao City namely Agdao, Sasa, Bankerohan, Matina, Tibungco, Boulevard, Panacan, Mintal, Calinan, Tugbok and Toril attended the consultative workshops. Participating organizations include 21 urban poor organizations, 21 vendors and small transport groups and 17 women's organizations, namely:

Urban Poor Associations

- a) Del Rosario Homeowners Association, Agdao
- b) Center for Overseas Workers, Panacan
- c) Bgy. Centro Kagawad, Agdao
- d) Sto. Nino (PPA) Homeowners and Neighborhood Association, Inc., Tibungco
- e) Barangay Sasa Riverside Association
- f) Purok 15 Tibungco Association
- g) Purong Home Settlers Association
- h) BUSAI
- i) Nagkahiusang Kabus sa Bunawan
- j) LIZVILMAO Tricycle Operators and Drivers Association
- k) Development People's Foundation
- l) Maa Center for Overseas Workers
- m) YCF Village Settlers Association
- n) Women's Savers Group
- o) Bgy 76 A, Bucana
- p) Ruiz Ville Youth Organization, Agdao
- q) Coryville Aquamarine
- r) IDC Homeowners Settlers Association
- s) Bgy 31 D OFW and Family Association
- t) Tacosa Settlers Association
- u) ALSA MASA, Agdao

Informal Sector Groups

- a) Philippine Agency for Community and Family, Inc. (PACAF)
- b) South San Juan Transport Service Cooperative
- c) Jerome Transport Service Cooperative
- d) Southern Philippine Federation of Labor (SPFL)
- e) Purok 5A San Isidro Vendors Association
- f) Center for Overseas Workers
- g) KALAHI Village Purok 26, Panacan Women's Association
- h) Barangay Obrero Motorcycle Operators and Drivers Association (BOMODA)
- i) Davao City Tricycle Operators and Drivers Federation (DAVCITODAF)
- j) Sta. Ana Vendors Association
- k) Tibal Federation of Matina (MUTF)
- l) CBM Tricycle Operators and Drivers Association
- m) Agdao Marker Vendors Association
- n) Purok 6 Women's Association
- o) PUJ Drivers Association
- p) Ateneo Matina Vendors Association
- q) Indigenous Fishermen's Association
- r) Mindanao Association for the Blind

- s) UMHO Kalahi Village

Community Women's Associations

- a) Barangay Health Workers Association, Tugbok District
- b) New Mintal 9KA, Mintal, Davao City
- c) New Hope Women's organization, Mintal, Davao City
- d) Masupit Women's Organization, Lamanan, Calinan, Davao City
- e) Purok 13, Wangan Women's Organization, Wangan, Calinan
- f) Purok 17 Bayanihan Women's Organization, Calinan
- g) Millenium Women's Organization, Tugbok District
- h) Sta. Cruz Women's Organization, Tagakpan, Tugbok District
- i) Acacia Women's Organization, Tugbok District
- j) Dalagdag Women's Organization, Calinan
- k) Biao Joaquin Women's Organization, Calinan
- l) Purok 15 Calinan Women's Organization
- m) Purok 3 Lacson Women's Organization, Calinan
- n) Talomo C-5 Women's Organization, Calinan
- o) Calcal Women's Organization, Inayangan Catman, Davao City
- p) Los Amigos Women's Organization, Tugbok District
- q) Kohos Nenle Bilibo Women's Colobol Organization, Colobol Lamanan, Calinan

In July 2004, TSAP-FP conducted a 2-day orientation on FP for 40 informal sector/urban poor leaders in Davao City to increase their awareness on male and female fertility and improve their knowledge on the different modern methods of family planning including the health and non-health benefits of the different modern methods of contraception and evidence-based responses to misconceptions on family planning and reproductive health.

2.2. LABOR: FEDERATION OF FREE WORKERS (FFW) AND FFW WOMEN'S NETWORK (FVN) ENGAGED

The Federation of Free Workers (FFW) is a trade union-social movement with a national membership base of over 20,000 workers organized into 150 plant-level trade unions, 8 trade federations, community groups, women's groups, youth groups and urban poor communities.

TSAP-FP touched base with the Women's Network of the Federation of Free Workers in November 2003. The FFW Women's Network is a national organization of various women's groups affiliated with FFW. FVN is committed to organizing women workers at the local, regional and trade federation levels as well as marginalized women in the sector of informal economy, export processing zones and migrant women workers.

In November 2003, TSAP-FP met with the officers and staff of the education and training arm of FFW, the Philippine Social Institute (FFW-PSI) to discuss potential areas of partnership in FP/RH advocacy in the workplace. The PSI representatives believed that organizing, empowering and institutionalizing FP/RH advocacy among trade union leaders and members would be a major breakthrough in mainstreaming FP/RH in FFW's program of action as well as implementing its own FP/RH program in the future.

In December 2003, TSAP-FP sponsored a Forum on FP attended by 22 women union leaders including the FWN National President, Vice President for Luzon and Vice President for Trade Action. The forum aimed to level off understanding on the relationship of population and development, FP situation including gender and provided an avenue to discuss the linkage of FP in the current advocacy on women's empowerment and reproductive rights of FWN. The FWN women leaders, three of whom are members of the Governing Board of FFW agreed to incorporate FP/RH concerns in the Gender Mainstreaming Program of FWN and to adopt the following action areas (i) launch FP/RH information dissemination in local unions and organizations, (ii) advocate and lobby for FP service provision in the workplace through the CBA, and (iii) develop FWN FP advocates.

FFW's Philippine Social Institute (FFW-PSI) and TSAP-FP collaborated in the conduct of a Consultative Workshop on FP/RH involving FFW trade union leaders in Metro Manila on February 2004. As a result of this activity, the participants collectively agreed to mount advocacy campaigns directed at the management of companies and lobby through their Collective Bargaining Agreements (CBA) to provide FP/RH services in their workplaces. The officers of FFW also committed to include FP/RH as one of their program in FFW's program of action.

The collaboration with FFW and FWN led to a National Advocacy Forum on FP/RH in the context of harmonizing family life and work life on March 8, 2004 in Manila. This forum was attended by 109 women and men from various trade federations, local unions and basic sectoral organizations from Luzon, Visayas and Mindanao. The FWN organized the event with technical assistance from TSAP-FP. As a result of this activity, leaders of the FWN-FFW signed a statement of commitment to integrate and implement FP/RH in FFW. This statement of commitment will be discussed and approved by FFW's Governing Board on April 2004.

In June 2004, the Chief of Party of TSAP-FP and the National President of the Federation of Free Workers signed the Memorandum of Agreement to formally seal their partnership for family planning promotion and advocacy. The MOA affirms the commitment of FFW to support the integration and implementation of FP/RH in the program of action of FFW. Refer to *Annex 19* for the copy of the MOA.



*FFW & TSAP-FP Staff
witness the MOA signing*

To implement the agreements of the MOA, in June and July, 2004, FFW-PSI organized three (3) FFW Union Leaders Forum on FP in the Workplace in Davao City (for Mindanao leaders), Iloilo City (for Visayas leaders) and Tagaytay City (for Luzon leaders). TSAP-FP-FP also conducted an FP Advocacy Training for 28 union leaders from Visayas and Mindanao in September 2004 in Davao City. Specific advocacy plans were developed in order to integrate FP/RH in the over-all agenda of FFW program of action.

2.3. MALE ORGANIZATIONS ENGAGED

During the period October 2003 to September 2004, TSAP-FP engaged predominantly male organizations with the aim of increasing male involvement in FP. The Project collaborated with two large organizations – a national network of tricycle drivers and operators and men in the military.

2.3.1. NACTODAP Engaged

The National Confederation of Tricycle Operators and Drivers Associations of the Philippines (NACTODAP) is a network of tricycle operators and drivers nationwide. It has a total membership of about 2.8 million men. TSAP-FP's engagement with NACTODAP started with two consultative workshops on Male Involvement in FP held in April and May 2004 involving 213 federation officers and Tricycle Operators and Drivers Association (TODA) presidents from 15 municipalities and cities in NCR. Additionally, TSAP-FP provided technical assistance for the NACTODAP NCR strategic planning exercise on June 2004 which resulted in the creation of its Committee on FP and drafting of their Manifesto of Support to the promotion of FP.

With the engagement of NACTODAP at the national level, TSAP-FP also connected with the local federations of NACTODAP in Angeles City, Pampanga (FEDTODA), Lapu-lapu City in Metro Cebu (LATODA), Davao City (DAVCITODAF) and Eastern Visayas (RECONTODA). In July to September 2004, TSAP-FP conducted a two-day orientation on Male Involvement in FP

among the leaders of NACTODAP NCR, FEDTODA, RECONTODA, LATODA and DAVCITODA to increase their awareness on the importance of male participation in family planning and improve their knowledge on the different modern methods of family planning including the health and non-health benefits of the different modern methods of contraception and evidence-based responses to misconceptions on family planning and reproductive health.

2.3.2. Military Personnel Engaged



Flashing the thumbs-up sign with former President Fidel V. Ramos are Officers and Staff of the National Defense College of the Philippines (NDCP), and the Social Acceptance Project – Family Planning (TSAP-SP). This event marks the foundation day celebration of NDCP which coincided with the signing of a Memorandum of Agreement between the NDCP and TSAAP-FP for the promotion of family planning among the major services of the Armed Forces of the Philippines. Also highlighting the event is the traditional bloodletting program of the NDCP in which Former President Ramos has been a consistent “blood donor.”

Within the year, TSAP-FP also targeted the Men in Uniform for promotion of FP among military personnel. Ground working activities with the Department of National Defense through the National Defense College of the Philippines (NDCP) were initiated which led to the conduct of a *Forum on Philippine Population Issues and National Security* on July 2004. This forum opened the doors for collaboration between TSAP-FP and the Armed Forces of the Philippines through the National Defense College of the Philippines for the promotion of family planning in the military camps. From August to October 2004, TSAP-FP provided technical assistance to NDCP for the conduct of *Round Table Discussions on Philippine Population Issues and National Security* among top level officials of the Philippine Army, Philippine Navy and Philippine Air Force. This will eventually lead to the promulgation of a General Order by the Secretary of National Defense to integrate family planning promotion and service provision in all military facilities.

On August 11, 2004, the Chief of Party of TSAP-FP and the Dean of the National Defense College of the Philippines of the Armed Force of the Philippines signed a

Memorandum of Agreement to seal their partnership for family planning promotion and service provision in all military facilities. Refer to *Annex 20* for copy of the MOA.

On a parallel front, TSAP-FP in July 2004 initiated a consultation meeting with the Operations Officer of the Philippine National Police Regional Command XI to explore possibilities of promoting male involvement and family planning among the police force in Southern Mindanao, particularly in Davao City. The Operations Officer has identified avenues for the integration of family planning promotion in the Philippine National Police (PNP), specifically the Training Program for newly recruited police force, Medical Services in PNP infirmaries and clinics and inclusion of FP in its civic action programs. The Project in collaboration with the PNP Regional Command XI conducted a Forum on Population and Public Safety on July 2004. This activity was attended by 308 newly recruited police force and police officers. As a result of the forum, P/Supt Belflor Causing agreed to open avenues for partnership with TSAP-FP by committing to send 2 PNP Regional medical personnel to the Training of Trainers on Evidence-based FP Counseling and integrated FP and responsible parenthood topics in In-service Trainings of police force.

2.4. HEALTH, ENVIRONMENT, SOCIO-CIVIC GROUPS AND OTHER PROFESSIONAL GROUPS ENGAGED

2.4.1. National Academy of Science and Technology Assisted

TSAP-FP provided technical assistance to the National Academy of Science and Technology (NAST) on the development of a draft FP Bill which the Academy plans to propose in the 13th Congress.

2.4.2. Philippine Obstetrical and Gynecological Society of the Philippines Engaged

TSAP-FP, in collaboration with the Women Advocacy Committee of the Philippine Obstetrical and Gynecological Society, Inc. (POGS) conducted a 2-day *Orientation Workshop on FP Advocacy* in July 2004 for the 17 Board Members, Regional Directors and members of the Women Advocacy Committee on FP/RH Advocacy. The major outcome of this activity is POGS' willingness to craft policy statements on FP/RH issues. This would enhance the Society's reputation and standing not only in the medical community where it is already regarded highly, but among the population, reproductive health and family planning community for its fortitude to publicly support FP/RH.

TSAP-FP will continue to collaborate with the POGS Women Advocacy Committee, through the leadership of former POGS President Dr. Lyra Clemente-Chua. This group is turning out to be the fulcrum of institutional advocacy within

POGS. The WAC members are articulate and open in their support for FP and RH.

2.4.3. Rotary Club of New Manila East

TSAP-FP mobilized the Rotary Club of New Manila East for FP. In May 2004, TSAP-FP was invited to attend the Rotary Club meeting to explain the goal and objectives of the Project. During this meeting, TSAP-FP's Chief of Party underscored the need for advocates and champions who will promote the cause of population development and family planning. She informed the club members of the existing engagement of the Project with Rotarians in Metro Cebu and Negros Oriental. As a result, the Rotary Club of New Manila East agreed that they would incorporate population and development and family planning as part of the theme of the Centennial Year of Rotary's civic engagement in the Philippines which started last July, 2004. The Rotarians also floated the idea of tapping their radio program "Rotaryo sa Radyo, Ibayong Serbisyo" ("Rotary on Radio, Outreach and Committed Service) to promote FP.

On the same front, TSAP-FP conducted a consultative meeting with Rotaract District 3780 to explore avenues for collaboration to promote responsible teen sexuality and family planning among the 28 member-Rotaract Clubs in Quezon City in May 2004. The Rotaract Clubs are active in socio-civic project in the community in the form of medical missions, livelihood projects, literary projects, leadership training and professional development in depressed urban poor in Quezon City.

On August 31, 2004, the Chief of Party of TSAP-FP and the President of Rotary Club New Manila East signed the Memorandum of Agreement to formally seal their partnership for family planning promotion and advocacy. Refer to *Annex 21* for the copy of the MOA.

2.4.4. Leyte State University Assisted

TSAP-FP extended technical assistance to the Department of Development Communication of Leyte State University, a center of excellence in the Visayas and prime mover of development communication-related programs in Eastern Visayas. In May, 2004, TSAP-FP conducted a 2-day Advocacy Training to ten (10) University professors to enhance further their knowledge and skills in advocacy processes and techniques. As a result, the faculty members committed to take on FP advocacy both at the individual and institutional levels and agreed to integrate FP advocacy in their curriculum along with other ways by which FP Advocacy can be mainstreamed in their Research and Extension Services. TSAP-FP envisions the University, in particular the Department of Development Communication as a resource and training pool to FP/RH advocacy groups in Region VIII.

2.4.5. Foundation for the Philippine Environment Assisted

Recognizing the need to reach out to the untapped but crucial sectors, TSAP-FP collaborated with the Visayas Operations Group of the Foundation for the Philippine Environment (FPE) to link the Philippine population and family planning issue to biodiversity conservation and sustainable development movement. The project recognized the issue that poor families at the coastal, upland and lowland ecosystems could hardly be mobilized as stewards of natural resources and the environment because of their dire need of these resources for survival.

Foundation for Philippine Environment (FPE) is a catalyst of cooperation among networks of environmental NGOs, people's organizations, local communities, government agencies and business groups for biodiversity conservation and sustainable development.

TSAP-FP's engagement with FPE Visayas is a response to the need to level the understanding of environmental NGOs and POs on the challenges of population and its threats on biodiversity conservation and sustainable development at the global, national, regional and local levels. The project envisions to mainstream family planning messages in the IEC campaigns for protection and sustainability of natural resources and the environment.

TSAP-FP provided technical assistance in the conduct of the FPE Visayas Regional Consultative Group meetings in Central (Region VII) and Eastern Visayas (Region VIII). A total of 68 leaders of local environment NGOs, POs and community resource managers participated in the FPE Eastern Visayas Regional Consultative meeting on March 24-26, 2004 while 63 attended the FPE Central Visayas meeting on March 31-April 1, 2004. In these meetings, population, health and environment (PHE) linkages were highlighted along with population and sustainable development challenges. This resulted to the drafting of a *Regional Ecosystems Agenda* incorporating population management and family planning. The Agenda will be endorsed to FPE's Regional Advisory Committee and Board of Trustees for action.

3. Local Multi-sectoral Networks in Other Project Sites Formed

During this reporting period, TSAP-FP extended its reach to other Project areas – Samar-Leyte (Region VIII), Davao City, Pampanga and Bicol. Aside from developing sectoral advocacy networks, another strategy of TSAP-FP is to develop local multisectoral networks to strengthen local advocacy activities in FP.

3.1. PARTNERSHIP BUILDING WORKSHOPS CONDUCTED

TSAP-FP conducted *Partnership Building Workshops* in Samar-Leyte (January 26-27, 2004), Davao (March 25-26, 2004), Pampanga (April 22-23, 2004), and Bicol (August 9-11, 2004). These activities were attended by representatives of local NGOs, POs and civil society groups, local Population and Health personnel and local chief executives and key personnel of Regional POPCOM and DOH Offices. The objectives of this activity are to build consensus among the various stakeholders to a shared goal and direction for FP/RH advocacy and community mobilization and solicit their commitment to create and sustain the promotion of family planning at the local level. Through these partnership building activities, TSAP-FP was able to identify specific groups that showed the greatest potentials and commitment for FP advocacy.

3.1.1. Samar-Leyte Group Formed

The *Eastern Visayas Partnership Building Workshop* held in January 2004 in Palo, Leyte was attended by 26 local civil society groups and 25 local population and health workers. The civil society participants include the Media Advocates for RH and Empowerment (MARHE), Leyte Federation of Barangay Service Point Officers, Runggiyan Social Development Foundation, Leyte Family Development Organization (LEFADO), CERD Calbayog, Pagtinabangay Foundation, Christian Children's Fund-Redeemer Parents Association, CCF Hayag Family Development Center, Workers in Informal Sector 8, Beauticians Association of Samar-Leyte, FPOP Catbalogan, Marie Stoppes Clinic, GABRIELA Eastern Visayas, PBSP Visayas, Rotary Club of San Juanico, LEA Tacloban, LABRADO, Movement for Responsible Parenthood-Leyte and Basey, The Church of Christ of Latter Day Saints, Bethany Hospital and UCCP Tacloban. As a result of this activity, the participants agreed to bond together into a loose network called COALITION OF FP/RH ADVOCATES of REGION VIII (COFPRHA 8) for the purpose of information and resource sharing and FP/RH advocacy in Eastern Visayas.

3.1.2. Metro Davao Group Formed

TSAP-FP collaborated with POPCOM Region XI in the conduct of the *Partnership Building Workshop* in Davao City in March 2004. This activity was participated by 14 local NGOs/POs and 40 representatives from local Population and Health offices and Regional government agencies. The participating groups came up with action agenda to promote FP/RH in their respective organizations and they agreed to collaborate for FP campaigns in Davao City.

3.1.3. Pampanga Group Formed

The *Partnership Building Workshop* for Region III was held in April 2004 in Baguio City. This was attended by 37 participants representing local NGO/POs,

key personnel of local Population and Health Offices from Tarlac, Pampanga, Aurora, Bataan, Zambales, Angeles, and representatives of DOLE, NEDA, DSWD, PNP, DOH and POPCOM Regional Offices. The civil society groups represented were Federation of Tricycle Operators and Drivers Association of Angeles City (FEDTODA), DAMAYAN sa EPZA – Angeles City, Sangguniang Kabataan – Angeles City, San Ildefonso Women’s Cooperative – Magalang, Balitucan Multi-purpose Cooperative – Magalang, Kapisanan sa Kagalingan ng Kababaihan ng Angeles (KKKA), FPOP Pampangan, 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), and KIWANIS Club of Metro Clark. The participating groups came up with sector-specific action agenda to promote FP/RH and they agreed to form a multi-sectoral coalition for FP/RH advocacy in Pampanga.

3.1.4. Bicol Group Formed

In collaboration with POPCOM Region V, TSAP-FP provided technical assistance for the conduct of the *Partnership Building Workshop* in Bicol Region in August 2004. This activity was participated by 23 leaders of NGOs/POs and 41 key personnel of local Population and Health offices, and Regional POPCOM and DOH offices. The participating groups came up with a six-month action plan which included the (i) holding of Bicol Region NGO/PO Conference on PopDev, FP/RH, (ii) engaging the big urban poor federation in Naga City and Legazpi City in PopDev and FP advocacy, (iii) engaging local media groups to scale up promotion of FP/RH and (iv) capacity building for FP advocacy of the NGOs/POs and local population officers.

3.2. ASSISTANCE TO NETWORK DEVELOPMENT PROVIDED

Taking off from *Partnership Building Workshops*, TSAP-FP provided technical assistance on *Network Development* which led to the formation of local multi-sectoral networks in the project sites.

3.2.1. Capiz Network Assisted

In November 2003, TSAP-FP in collaboration with the Provincial Population Office of Capiz conducted the *Strategic Planning and Partnership Building Workshop* of FP/RH Advocates of Capiz. This activity was participated in by 15 leaders of non-government organizations and 11 municipal population officers who are also members of the Municipal Advocacy Teams. The major outcome of this activity was the commitment to forge partnerships amongst the Municipal Advocacy Teams and NGOs/POs to foster a more sustainable advocacy for FP and RH in Capiz. The NGOs in this workshop included the following – Dumarao Coffee Growers Multi-purpose Cooperative, Sigmahonon Foundation for the

Culture and Arts, Sigma Development Foundation, Pontevedra Vendors Development Cooperative, Maayon Multi-purpose Cooperative, Ivisan Jeepney Operators and Drivers Association, Tapaz Rebel Returnees Association, Pres. Roxas Purok Federation, Capiz Women Inc. – Panay Chapter, Duran Dumalag Jeepney Operators and Drivers Association, Blue Boys Brigade Association, Sapián Fisherfolks Association, Brotherhood Association, Inc., Federation of Jamindan Community Development Cooperatives and Associations and Dao Tricycle Drivers Association.

3.2.2. Pampanga Network Assisted

In July 2004, TSAP-FP in collaboration with POPCOM Region III conducted the *Coalition Building Workshop* for Pampanga Partners. This activity was participated in by leaders of NGOs/POs and key personnel of DOH, DOLE and POPCOM Regional Offices. The major outcome of this activity was the formation of *Solidarity of Advocates for Family Enlightenment on Family Planning (SAFE - FP)*.

3.2.3. Samar-Leyte Network Assisted

TSAP-FP conducted a *Network Building Workshop* on July 7-8, 2004 in Tacloban City and this resulted in the formation of the *Coalition of FP/RH Advocates in Region 8 (COFPRHA 8)*. A total of 23 leaders of 13 local NGOs including 2 FP service providers and key personnel of 5 government agencies attended the workshop, namely, Research, Extension and Technology Dissemination of the Leyte State University, Family Planning Organization of the Philippines – Calbayog Chapter, Marie Stoppes – Tacloban, Helping Hand Foundation, Runggiyan Social Development Foundation, Leyte Family Development Organization (LEFADO), GABRIELA Eastern Visayas, Eastern Visayas Partnerships for Rural Development, Waray Youth Advocates, Workers in the Informal Sector in Region 8 (WISER 8), Womanhealth Leyte, Coalition of Ormoc Women, Leyte Gay Association, Leyte Integrated Health Association (LIHA), Population and Health officers from Leyte, Tacloban and Catbalogan, and POPCOM Region VIII staff.

4. Capacity on FP Advocacy of Local Multi-sectoral Networks Formed in First Year Developed

TSAP-FP provided technical assistance to Population Network of Region VIII (POPNET) and Negros Oriental FP/RH Advocacy Network (NeOFPRHAN) to improve their advocacy skills and scale up the implementation of its plan of action that was developed last year. The Project conducted FP advocacy training for 36 leaders of POPNET and NeOFPRHAN on January, 2004. Additionally, TSAP-FP assisted these networks in planning and evaluating their major FP/RH campaigns and community mobilization activities like PopDev Week celebration, Forum with Local

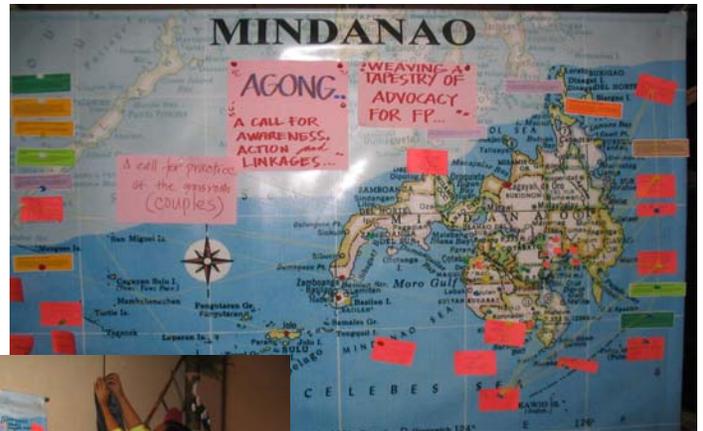
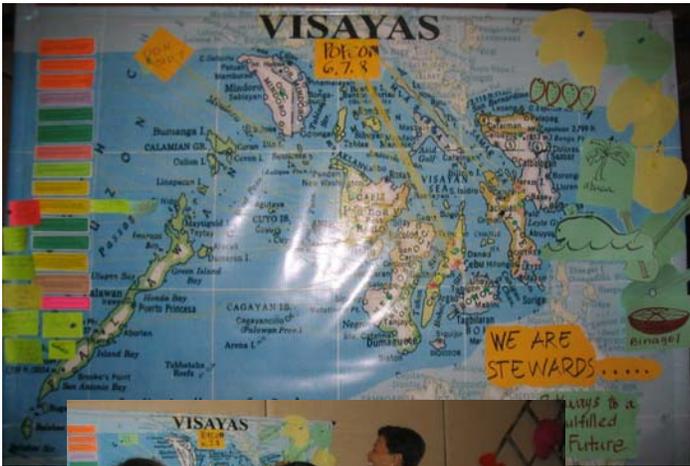
Government Officials to advocate for increased support to FP services, and FP Day events.

5. First National Family Planning Partners' 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-FP organized the first ever TSAP Partners Forum from June 15-17, 2004 at the 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 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 Dylon, (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.



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

6. Forty Five Individual Champions Trained and Publicly Promoting FP

6.1. FP CHAMPIONS IDENTIFIED AND TRAINED

TSAP-FP has identified 45 family planning champions representing various sectors nationally and locally who are promoting and publicly endorsing family planning practice among their constituencies, namely:

Sector	Name
Legislators	1. Senator Rodolfo Biazon 2. Congressman Gilbert Remulla
Faith-based	3. Bishop Fred Magbanua 4. Pastor Rey Cortes 5. Prof. Abdulrafiq Sayedi 6. Ustadz Esmael Ebrahim 7. Ustadz Yusuof Pasigan 8. Ustadz Mohamad Pasigan
Professional Association	9. Dr. Emil Q. Javier 10. Dr. Perla Santos-Ocampo 11. Dr. Mercedes Concepcion
Informal Sector/Urban Poor	12. Mercedes Ignacio-Nicolas 13. Mary Buanghug 14. Nida Cabrera 15. Zenaida Amores 16. Judith Buhay
Leaders of Male Oriented Groups	17. Ariel Lim 18. Rex Deldig 19. Ferdinand Masangcay 20. Dr. Jonathan David Flavier 21. Danny Cagas
Women' Groups	22. Gladys Malayang 23. Bai Lailanie Paglas
Health Professional Associations	24. Ermelinda Abadiano 25. Cynthia Herce 26. Dr. Lyra Clemente-Chua 27. Cecilia Banca-Santos 28. Dr. Darleen San Jose-Estuart 29. Dr. Regina dela Paz-Ingente 30. Dr. Evelyn Palaypayon 31. Dr. Alberto Romualdez Jr. 32. Dr. Alejandro San Pedro 33. Dr. Concepcion Argonza 34. Dr. Sylvia Carnero
Media	35. Korina Sanchez 36. Joey Galvez 37. Angelo Palmones 38. Ma. Cecilia Orena-Drilon 39. Ricky Carandang 40. Domini Torrevillas 41. Gerry Lirio 42. Rina Jimenez-David

Labor	43. Janet Dellaban 44. David Gange
Socio-Civic Groups	45. Efren Yambot 46. Jose Rafael Ferreros

These FP champions enlightened their constituencies and communities about FP, engaged local government officials in dialogues to improve access of men and women to FP information and services and organized/led community actions that support local and national policies for population and FP/RH. Their performance was monitored through a polling survey and feedback mechanism.

6.2. FP CHAMPIONS TRAINED

TSAP-FP, through the BCC component, trained the FP champions in skills and techniques in public speaking and dealing with media In December, 2003, April and September 2004. The Media Training of Champions have borne fruits as evidenced by improved public speaking and media handling skills of FP champions who have been invited as resource speakers during conferences and workshops and been interviewed on national and local TV and radio. A total of 72 individual influentials have undergone the Media Training.

The Project also provided technical briefings to update the FP Champions on current developments in the field of population development, reproductive health and family planning.

6.3. FP CHAMPIONS NETWORKED

ASM convened the first FP Champions' Conference on September 22-23, 2004 in Manila. This gathering of national and sectoral FP champions provided a venue for The exchange of ideas, sharing of success stories, experiences and lessons learned in championing FP at the local and national level, and identifying strategic actions that they can undertake to advocate for FP social acceptance. The conference was attended by 30 influential individuals from the TSAP-FP project sites.

At the FP Champions' Conference, TSAP-FP awarded Plaques of Recognition to 15 Outstanding FP Advocates to show appreciation for their exceptional contribution to championing family planning in the Philippines. The awardees were Senator Rodolfo G. Biazon, Angelo Palomones, Ustadz Esmael Ebrahim, Congressman Gilbert Remulla, Dr. Alberto Romualdez, Jr., Bishop Fred Magbanua, Ustadz Mohamad Pasigan, Ma. Cecilia Orena-Drilon, Cynthia Herce, Domini Torrevillas, Rina Jimenez-David, Ma. Mercedes Ignacio-Nicolas, Maria Pino-Buanghug and Korina Sanchez.

The champions identified advocacy challenges and action plan by which they committed themselves to do individually and collectively. The FP champions also agreed to (i) continue communicating with each other through the FP Champion e-

group and (ii) work together at the sub-national level to support each other in addressing FP/RH and population issues.

7. Advocacy and Community/Social Mobilization Initiatives of Sectoral and Multi-sectoral Networks Supported

During the period October 2003 to September 2004, TSAP-FP continued to provide technical assistance and small grants to partners. A total of 14 proposals were approved and awarded this year. Through the technical assistance and small grants, TSAP-FP partners were able to implement their FP campaigns and community mobilization initiatives as follows:

7.1. POPULATION AND DEVELOPMENT WEEK – NOVEMBER 2003 SUPPORTED

TSAP-FP provided assistance to Population and Development Week Celebration from November 15 to 29, 2003. The Project provided support by sending some youth delegates from project sites to the National Population Congress held on November 23, 2003 in Manila. TSAP-FP in collaboration with POPCOM Regional Offices supported the following activities:

7.1.1. Metro Cebu Activities Assisted

In Metro Cebu, a Forum on Responsible Teen Sexuality for local media groups and student leaders was held in Cebu City on November 17, 2003. This advocacy forum was attended by 40 students and faculty members from various schools and student publications and 10 media practitioners. Eighteen (18) members of POPNET also attended the activity.

7.1.2. Batangas Activities Assisted

In Lipa City, Batangas, the theme of the PopDev Week Celebration was *“Kabataan: Patatagin, Pangalagaan, Sila ang Pag-asa ng Kinabukasan/Ang Pamilyang Nakaplano, Panalo.”* (*“Strengthen the Youth and Care for Them – They are the Hope of the Future/A Well-Planned Family is a Winner*). Ninety (90) youth leaders and 126 population workers attended the Regional Youth Forum.

7.1.3. Negros Oriental Activities Assisted

In Negros Oriental, the POPDEV celebration was observed through a week-long series of activities with the theme *“Kabataan, Patatagin, Pangalagaan – Sila ang Pag-asa ng Kinabukasan.”* (*“Strengthen the Youth and Care for Them – They are the Hope of the Future*). NeOFPRHAN spearheaded the celebration in collaboration with the Municipal Officials of La Libertad and Provincial Government of Negros

Oriental. A parade of students and faculty members of three high schools and one elementary school formally launched the celebration. The Vice Governor emphasized the need to address population growth vis-a vis economic development, responsible parenthood and responsible sexuality among the youth.

The launching program was followed by a Forum on Adolescent Reproductive Health and Responsible Teen Sexuality. Several contests for the students were undertaken like Essay Writing Contest, Slogan Contest, On-the-Spot Poster Design Contest, ARH Cheering Contest and ARH Booth Design Contest. Simultaneously, NeOFPRHAN held a Forum on FP/RH participated in by tricycle and motorcycle drivers in La Libertad, RH Workshop for women leaders and public health midwives, and three batches of voluntary surgical sterilization outreach clinics were conducted by FriendlyCare Foundation, Inc through the initiative of Mayor Lawrence Limkaichong.

7.1.4. ARMM Activities Assisted

In Marawi City, the Population Office spearheaded a multi-sectoral event of Dialogues and Fora on Family Planning. These activities were participated in by adolescents and young couples, secondary school teachers, students, and out-of-school youth. The dialogues and fora were designed to disseminate information about the Philippine population, health status of women and children, and promote modern FP.



7.2. COMMUNITY MOBILIZATION AND MOTIVATION ACTIVITIES SUPPORTED

7.2.1. 2004 FP Month Celebration Activities Supported

7.2.1.1. Region VII

Negros Oriental

The Negros Oriental FP/RH Advocacy Network (NeOFPRHAN) organized the FP celebration in Negros Oriental. The month-long celebration started with a Forum on Family Planning in Dumaguete City. In the municipalities of Ayungon and Bayawan, the FP celebration got going in a youthful atmosphere with a street dance, contests in slogan and poster-making, cheering and extemporaneous speaking, along with the regular fare such as a forum on responsible teen sexuality, forum on men's involvement in FP among tricycle drivers, free FP counseling and other services at the health centers and free BTL (bilateral tubal ligation) in Bayawan district Hospital.

Student participants in the various FP Celebration Activities spearheaded by NeOFPRHAN



Metro Cebu

Not to be outdone, the Metro Cebu Community Advocacy Network (Metro CAN) members held a motorcade from the City Health Office to Carbon Public Market, where they held a variety show, a forum on FP, as well as service provision in the market place on August 4, 2004. Metro CAN and the Cebu City Health Department also announced that for the whole month of August, they will sponsor free FP counseling and services in Barangays Apas, Luz and Labangon. On August 9-11, Regional Population Office VII, in cooperation with the City Population Office of Bais City, held a Refresher Course on Pre-Marriage Counseling, putting particular emphasis on modern

family planning methods. On August 3, 2004, Metro Cebu CAN, spearheaded by CCUVA President Mary Buanghug, also organized on their own a press conference which was attended by key media practitioners of Cebu. This resulted in several news articles and radio interviews during the FP month in August 2004.

7.2.1.2. National Capital Region

On August 4, 2004 Quezon City Mayor Sonny Belmonte declared his administration's policy on family planning, stating that "the Quezon City government respects the right of couples to decide on the number of children they desire and on the type of family planning methods they prefer...Quezon City will make all family planning methods available in all its health centers...and that Quezon City will buy all contraceptives since USAID is pulling out support and since there are no more supplies coming from the National Government." The occasion had the theme: "*Machong Papa Nagpapalano ng Pamilya*, (The Macho Father Plans His Family)" where 100 tricycle drivers from different cities in Metro Manila (20 units from San Juan, 40 units from Valenzuela, 40 units from Quezon City) paraded around Quezon Memorial Circle to emphasize men's involvement in FP. They were led by Mr. Danilo Cagas, Chairman of NCR-CONFETODA of NACTODAP.

On City Hall grounds, various activities were simultaneously held. A short program featured various non-government organizations and people's organizations such as KATINIG, MAKATAO Foundation, and the Quezon City Council on Population and government agencies like DOH, POPCOM and the Quezon City Health Department encouraging the people particularly men to support and practice family planning. In another area, onsite FP services, exhibits and even a Condom Café were set up by the Family Planning Organization of the Philippines, Women's Health Care Foundation, the QC Health Offices, Friendly Care Foundation, and the Trade Union Congress of the Philippines. A forum on men's involvement and responsibility was also undertaken.



WHC Foundation booth during the FP Day Celebration in Quezon City

To cap the event, two males decided to undergo non-scalpel vasectomy (NSV). One was performed on the spot by FriendlyCare's Dr. Abel Guevarra, and the other was taken to a nearby FPOP clinic. The procedure was successfully performed by Dr. Gerry Cruz.

7.2.1.3. Samar-Leyte

In Tacloban City, a motorcade paved the way for a huge rally of FP advocates led by the Coalition of Family Planning and Reproductive Health Advocates in Region 8 (COFPRHA 8). The group demanded for support of the local government in FP service provision, as well as enjoined the people to plan their families. The group gave free family planning services at the Tacloban Bus Terminal, as well as various informational materials in market places of capital towns and municipalities in the Region. COFPHRA 8 also sponsored an FP Forum in Samar, and another for TODA members in Tacloban City, Leyte.

7.2.1.4. Metro Davao

The partners in Davao City led by RH Network Davao, DAVCITODA, Coalition of Overseas Workers, METSA Foundation, KAUGMAON Foundation, Sining Lila, DOH CHD, Davao City Health Department and HMRG spearheaded the FP month celebration in Davao City. On August 4, 2004, 135 tricycle drivers of the Davao City TODA roared around Metro Davao to express the need to prioritize and support family planning initiatives especially among the poor. They held aloft their banner, thus: "*Sigaw ng Bayan, Mag-Family Planning na nang Buhay Guminhawa.*" Medical and FP counseling services were also made available. Davao City Mayor Rodrigo Duterte sponsored a "Pa-lugaw Bayan" during the said affair. The program was attended by a mostly-male crowd estimated at more than a 150 persons. They showed enthusiasm as they participated in games designed by the group, as well as attentively listened to the lecture on fertility awareness and modern family planning methods.

The second leg of the FP Caravan was held in Tibungco Public Market, where more than 200 people joined the affair. During the Kadayawan Festival held on the third week of August, the Davao partners distributed flyers and other information materials, as well as samples of pills and condoms among the revelers. The last leg of the FP Caravan was held in Mintal, Tugbok District on August 24, 2004 which was participated in by more than 200 women leaders from the 3rd district of Davao City.

7.2.1.5. Cavite

POPCOM Regional Office IV and RPMCHAP organized the FP day celebration in Dasmarinas, Cavite. For the month of August, all district hospitals in Cavite provided free voluntary surgical sterilization services for residents willing to undergo the procedure. Population workers conducted an FP outreach to motivate couples with unmet FP need to practice modern FP. On August 15, 2004 in SM Dasmariñas, various organizations in the Region converged as they celebrated FP month under the theme: “*Sa Pagpaplano ng Pamilya, Siguradong Bright Child ang Anak Ninyo.*” The activity aimed to mobilize various sectors in the region, including the provincial and city governments, NGOs, regional and local governments, pharmaceutical companies, industrial and labor groups, and other USAID cooperating agencies to support FP. Cavite Governor Ayong Maliksi, Rep. Gilbert Remulla and Dasmariñas City Mayor Elpidio Barzaga attended the activity.

7.2.1.6. Pampanga

In Pampanga, more than 700 persons joined the walkathon to celebrate FP Month last August 4. The event was led by the Solidarity of Advocates for Family Enlightenment on Family Planning (SAFE-FP) Coalition. Various government agencies in Region 3, such as the Commission on Population, Department of Education and the Department of Health, the provincial government offices of Pampanga, the city governments of San Fernando and Angeles, non-government organizations and people’s organizations, including the Boy and Girl Scouts of the Philippines, took part in the walkathon. Shortly after the walkathon, a program commenced in Bulwagang Pampanga hosted by Dr. Eric Tayag of DOH. Mayor Oscar Rodriguez of San Fernando City expressed his full support to the SAFE-FP Coalition and to the broader movement for FP social acceptance. The program also featured fun and games, including a dance contest featuring the now ubiquitous “Sigurado Song.”

7.2.2. Other Activities Supported

7.2.2.1. Metro Manila

MAKATAO

MAKATAO Foundation through its “*To increase the Acceptance of FP in Malabon, Valenzuela and Navotas Project*” conducted five community-level FP orientations and Mother’s Classes on FP in selected barangays in Malabon, Navotas and Valenzuela.

KATINIG

KATINIG actively participated in the formation of a local multi-sectoral health coalition called the *Kalipunan ng mga Sektor para sa Kalusugan (KASEKA)* in Caloocan City in March 2004. Three KATINIG leaders were elected Vice Chairperson, Auditor and PRO of the coalition. KATINIG has expanded its FP advocacy to other informal sector and urban poor networks. It has roped in 15 informal sector/informal sector organizations in Metro Manila. In addition, 28 community-based organizations from Quezon City were involved in the FP community advocacy network in Metro Manila. KATINIG through its “*To Increase Awareness of Community Members in FP Project*” spearheaded community fora on FP in the cities of Malabon, Caloocan, Quezon and Muntinlupa from June to October 2004. Its leaders also initiated dialogues with barangay and city officials to increase funding support for FP services. KATINIG was one of the prime movers of the FP Month celebration in the National Capital Region. Its leaders and members actively participated in the FP Day Fair held in Quezon City Hall held on August 4, 2004.

KATINIG Youth through its theater group called *Teatro KATINIG* performed a community theater production on responsible teen sexuality and FP entitled “*Pasan ko ang Daigdig, Carry mo ba?*” (The world is on my shoulder, do you get it?) in Malabon City, Barangay 3, Sangandaan and Parin in Caloocan City on December 2003. *Teatro KATINIG* has become a popular youth theater group. It was invited to perform in various multi-sectoral affairs like the “Salute to Partners” on January 18, 2004, launching of the PEBRM Network on March 26, 2004, launching of the State of the Philippine Population Report in NCR on January 30, 2004, Speech Choice Contest of the International Association of Business Communicators on February 2004 and the Planning Meeting of the International Association of Business Communicators Asia-Pacific Conference on March, 2004. The performances of *Teatro KATINIG* allowed them to disseminate messages on responsible teen sexuality.



The KATINIG Youth in one of their performances

Women’s Media Circle Foundation, Inc. (Youth Concert on Responsible Teen Sexuality)

The Women’s Media Circle Foundation, Inc. organized a concert for the youth and students in the university belt in Manila on September 24, 2004. The “*Hearts on Fire*” concert echoed the theme of responsible teen sexuality. WMCF was able to mobilize well known artists to perform in the concert. The event was attended by more than a thousand youth and students.

WomanHealth Philippines (International Day of Action for Women’s Health)

TSAP-FP collaborated with WomanHealth Philippines in the conduct of a forum on *Male Involvement in FP/RH* held at NEDA sa Makati. The forum was attended by the members of the Reproductive Health Advocacy Network (RHAN) and other Metro Manila-based NGOs.

7.2.2.2. Region VII

NeOFPRHAN

The Negros Oriental FP/RH Advocacy Network (NeOFPRHAN) was able to engage new advocates – the health professionals from Tanjay and a Municipal Councilor of Manjuyod. NeOFPRHAN, in collaboration with the Provincial Women Commission organized a forum on Women’s Health to celebrate the International Day of Action for Women’s Health on May 28, 2004. The forum focused its discussion on women empowerment, safe motherhood, breastfeeding, birth spacing and family planning.

CCUVA

CCUVA through its “*To Increase Awareness of CCUVA Leaders and Members on FP/RH and Responsible Parenthood Project*” has been implementing FP seminars for its leaders and members to promote responsible parenthood and modern FP. It has also expanded its FP advocacy to involve 12 urban poor organizations in Cebu City resulting in the formation of the Metro Cebu Community FP Advocacy Network (Metro Cebu CAN). CCUVA and Metro Cebu CAN, in collaboration with other non-government organizations, Regional Population Office VII, DOH CHD VII and Cebu City Health Department, organized a month-long FP celebration on August 2004. Cebu City was in a fiesta mood on August 1, 2004 as the Barangay Health Workers’ Federation launched a cultural show, *Sayawit* and *Balak* (Song & Dance and Poetry) and contest to kick off the FP Month celebrations in the city. The following day, August 2, 100 NACTODAP members in Lapu-Lapu City led a motorcade that went around the city to demonstrate that “*Todo ang*

TODA sa FP (TODA is full support to FP).” The motorcade culminated in Lapu-Lapu Gym where a short program and male forum was held.

PBSP Visayas

PBSP Visayas through its “*Olango Island Capability building on Family Planning Project Environment Approach Project*” conducted a community forum and orientation on family planning for community leaders and women’s groups and training of community health volunteers on FP so that they can promote FP among men and women of reproductive age. It facilitated 37 referrals for voluntary surgical sterilization (BTL) through its *Oplan Tali* organized in collaboration with Marie Stoppes Clinic and the City Health Department of Lapu-lapu.

The partnership with PBSP-Visayas has provided TSAP-FP with a good model for integrating family planning in a development project i.e the promotion of FP is effectively linked to coastal resource management initiatives. The community organizer, after undergoing the seminars and orientations organized by TSAP-FP, has come to appreciate the value of family planning within the context of their environment project. The community organizer has developed an orientation material that links family size to the basic issues of the poor in this coastal barangay – fish catch, mangrove preservation, and dwellings. The PBSP-Visayas community organizer demonstrated how an “enlightened community organizer” can effectively integrate FP in his organizing activities. This approach is significant in increasing FP practice among men and women in Olango Island, Lapu-lapu City. This material was cited by the TSAP-FP mid-term evaluation team as a model to follow in the integration of FP in other sectors.

7.2.2.3. Samar-Leyte

The Coalition of FP/RH Advocates in Region 8 (COFPRA 8) and the TSAP-FP partners in Pampanga (SAFE-FP) spearheaded the local celebration of the International Day of Action for Women’s Health with a parade/motorcade around Tacloban City and Angeles City followed a forum to discuss women’s health and family planning, and provision of FP counseling and services.

7.2.2.4. Bulacan

In the Province of Bulacan, the indefatigable Governor Josie Dela Cruz, in collaboration with the Bayanihang Bulakenyo Foundation, Inc. started the observance of FP month as early as July 2004 with an information caravan to promote family planning and responsible parenthood at the barangay and sitio levels with the theme: “*Chikahan sa Barangay Tungo sa Responsableng Pagramagulang* (Discussions in the Barangay Towards Responsible Parenthood).” For the month of July and August, 2004, 569 barangays

conducted community seminars and forum on responsible parenthood and family planning. In August, residents of all the cities and municipalities in the province woke up to hundreds of streamers urging the people to be responsible parents by practicing family planning. The *Chikahan sa barangay Tungo sa Responsableng Pagmamagulang* Campaign is reaping positive results. Between July to October 2004, the Lingkod Lingap sa Nayon and Mother Leaders have referred 602 FP acceptors – 162 BTL, 1 NSV, 327 pills, 8 condom, 6 IUD, 12 LAM and 86 DMPA. The FP acceptors were referred to the Rural Health Units and the BTL and NSV were done by the trained FP providers of DOH itinerant Team and FriendlyCare Shaw. The Governor said they plan to do the FP Caravan until December of this year. This campaign is ably coordinated by the Provincial Social Welfare and Development Office and Bayanihang Bulakenyo Foundation, Inc., a network of community volunteers.

7.2.2.5. ARMM

The Western Mindanao State University Development Foundation, Inc. organized a youth camp for 37 Muslim youth leaders from the province of Basilan, Tawi-tawi and Sulu. Through this activity, the 37 Muslim youth leaders have gained knowledge on adolescent RH and developed peer counseling skills. The core group of Muslim youth leaders has committed to talk about responsible teen sexuality among their peers in school and in the community. As a follow-up, the youth leaders held youth fora for their peers in order to spread the knowledge of responsible teen sexuality.

7.2.2.6. Election-Related Advocacy Activities Undertaken

During the national and local election, CCUVA, KATINIG and WISER 8 decided to collaborate with the concerned Regional Population Offices, PLCPD and PNGOC in putting FP in the electoral agenda. Its leaders and members participated in sectoral consultations and candidates' fora held in Metro Cebu, Metro Manila and Samar-Leyte. Their participation in these activities provided them an opportunity to advocate their sector's need for social protection and health services including FP. CCUVA mobilized its sector during a local candidates' forum attended by the contenders for Governor, Vice-Governor of Cebu Province and Mayor, Vice-Mayor and Councilors of Cebu City. KATINIG mobilized its network during the grand rally for the National Election Campaign on FP/RH organized by Philippine NGO Council on Population, Health and Welfare (PNGOC) held at the Amoranto Stadium in Quezon City. WISER 8 held dialogues with local candidates and presented their need for FP services. Two WISER 8 members won as Vice Mayor of Babatngon, Leyte and Municipal Councilor in Samar.

8. FP Advocacy Tool Kit and Advocacy Training Module Developed

8.1. FP ADVOCACY TRAINING MODULE DEVELOPED

During the year under review, TSAP-FP developed a Module on FP Advocacy. Sector-specific modules were also developed based on the FP Advocacy Training Manual. Some of the sector-specific modules that were completed are for the informal sector/urban poor, labor sector, youth, inter-faith and multi-sectoral networks. Several pre-test runs of the FP Advocacy Module were undertaken from April to September 2004 before it was used in the conduct of the Training of Trainers on FP Advocacy.

The Training of Trainers on Advocacy for FP Social Acceptance was conducted in March 2004 with 31 participants from 22 organizations in Project sites. One of the important outcomes of the Training of Trainers was the organization of training teams according to geographic responsibilities and the trainers drafted their respective advocacy training plan. Training teams now provide FP advocacy training. These certified trainers of FP Advocacy have been tapped to conduct several trainings on FP Advocacy of sectoral and multi-sectoral partners of TSAP-FP.

After using the FP Advocacy Module in several trainings, feedback from the participants revealed that there is a need to further simplify it. The Module was reviewed by TSAP-FP staff and representatives from KATINIG, FFW and one trainer. It is being revised in order to make it simpler and user-friendly.

8.2. FP ADVOCACY TOOL KIT INITIATED

The bidding for the development of the FP Advocacy Tool Kit was completed in September 2004. The Advocacy Tool Kit is a parallel effort of the Project to provide accurate and standard resource materials for reference and guide for FP advocates and champions. This kit will contain issue-specific briefs for priority target sectors, basic demographic statistics and some presentation materials which would aid the individual influentials in promoting FP social acceptance. By November 2004 this advocacy tool kit will be available for TSAP-FP partners and other interested groups.

9. Advocacy Messages Developed and Pre-tested

In the 3rd quarter of 2004, TSAP-FP developed, pre-tested and finalized sector-specific advocacy messages. Refer to *Annex 22* for copy of the Advocacy Messages.

10. Small Grants Program Implemented and Expanded

During the year, TSAP-FP rolled out the implementation of the Small Grants Program. The Project conducted small grants orientations during the Partnership Building Workshops and Project briefings to inform NGOs/POs and multi-sectoral

networks about the funding window to support FP advocacy and community mobilization activities at the local level.

As of end September 2004, a total of 64 project proposals were received from NGOs/POs and Commission on Population and 20 were approved. Eighteen (18) proposals were approved during this reporting period. There were 14 project proposals that were disapproved and a total of 13 projects proposals were approved not as grants but as direct funding support from TSAP-FP. Refer to *Annex 23* for copy of the Status of Grants Applications, as of October, 2004.

Through the technical assistance and small grants, TSAP-FP partners were able to implement their campaigns and community mobilization activities as described in section no. 6 of this report.

11. Advocacy Activities Monitored

11.1. PROCESS DOCUMENTATION CONDUCTED

TSAP-FP contracted De La Salle University-Social Development Research Center to document TSAP-FP's collaborative experiences with three of its most influential partners in FP advocacy, namely KATINIG, CCUVA and Muslim Religious Leaders in ARMM.

The study was undertaken to determine the status of the foregoing partnership particularly the (i) processes and strategies used by TSAP-FP to engage these partners in FP advocacy, (ii) perceived factors that have facilitated and hindered the partnership as well as the strategies the partners utilized to manage the difficulties, (iii) the advocacy efforts undertaken by the partners within their respective constituencies and target communities, (iv) the lessons obtained by the partners from the collaboration with TSAP-FP, and (v) the challenges confronting the partners including the sustainability of the FP advocacy.

Qualitative research methods particularly document review, key informant interview; group interview and focus group discussion were utilized in the study. A total of 85 leaders (57 females and 28 males) were covered (41 from Katinig-NCR, 32 from CCUVA, and 15 from MRLs). Except for the youth group, the adult informants were 25 or more years old. The fieldwork for the study was conducted in June and July 2004.

Some of the key findings from the research were as follows:

- *Facilitating factors in the partnership*

The informants from the three partner organizations cited similar factors that hastened their collaboration with TSAP-FP in the past 18 months. These are (a) TSAP-FP's administrative and technical assistance through numerous training seminars and workshops to provide them with the capability to become effective FP advocates,

(b) the support provided by other external agencies and influential persons, and (c) the commitment and cooperation from the leaders of each group or association.

▪ *Hindering factors in the partnership*

The hindering factors mentioned by the three partners in their collaboration with TSAP-FP focused mainly on problems with the leaders and policies within each partner association and other external forces such as the opposition of the Catholic Church, low priority given to FP programs by local government units, and the low awareness and knowledge of FP among men and women in the community. Few comments were made about their partnership with TSAP-FP.

▪ *Lessons learned by partners from collaboration with TSAP-FP*

The major lessons obtained from the partnership focused on the positive effects of the training workshops on the leaders and their organizations.

The clear explanation in the training workshops and orientation meeting given by TSAP-FP about FP and poverty as well as with other important aspects of development has enlightened the leaders about the need to practice FP especially among their organizations' members. Their participation in the capacity-building activities that TSAP-FP organized has improved their skills and capabilities as well as self-confidence in advocating FP to other people. Their association with TSAP-FP has also expanded their networks which now include health-related agencies from the private and public sectors.

The partnership with TSAP-FP in national *fatwa*-writing has unified the MRLs, strengthened the *Darul Iftah*, and expanded their linkage with other Muslim stakeholders and concerned groups not only at the regional and national levels but also worldwide.

▪ *Challenges identified by partners*

The main challenges the partners perceived they needed to confront in the succeeding months were as follows:

- (a) how to effectively apply the knowledge they acquired from TSAP-FP capability-building activities in their advocacy work in their target communities and constituencies;
- (b) how to reach out to LGUs and obtain their support for FP;
- (c) how to raise more resources to expand their FP advocacy activities in their respective locales and to sustain their associations;
- (d) how to ensure that FP commodities are available at the health facilities for couples;
- (e) how to mobilize men and get them to practice FP;
- (f) how to sustain the interest and commitment of their organizations' leaders and members

- (g) how to adequately meet their family responsibilities and sustain their voluntary FP advocacy tasks with the precarious nature of their livelihood in the informal sector.

A copy of the final report is on *Annex 24*.

11.2. POLL SURVEY OF FP INFLUENTIALS (FIRST WAVE) CONDUCTED

On June 2004, TSAP-FP commissioned Synovate Inc, a private research company, to conduct a poll survey among 105 influentials to measure the development and changes in attitudes towards family planning of these influentials. The poll survey aims to track changes every 4 months beginning July 2004 until March 2005 and to provide insights on FP influentials concerning the following: (a) willingness to speak publicly on family planning; and (b) overall support for family planning and (c) actual actions undertaken in support of family planning advocacy.

For purposes of the survey, influentials were defined as civil society representatives or leaders and public sector individuals at the national, provincial and local level who (a) are respected in their communities or groups and are able to persuade other individuals to promote the practice of family planning and (b) have been influenced or developed by TSAP-FP to speak publicly on family planning.

Telephone interviews were conducted from July 12 to 24, 2004 using the aid of a computer – a Synovate methodology known as CATI (Computer Assisted Telephone Interview).

Results of the first survey run (July 2004) showed that practically all (99%) of the FP influentials have spoken publicly at least once in the past 12 months prior to the interview. Messages conveyed during these occasions were about the definition and importance of FP, the different methods of FP, benefits of FP and the effects of lack or absence of family planning. All of the FP influentials interviewed were supportive of FP with 86% saying that they “very strongly support” FP and the rest (14%) saying that they “somewhat support” FP.

The final report of the survey is on *Annex 25*.

11.3. MONTHLY FEEDBACK FROM PARTNERS ON THEIR FP ADVOCACY AND MOTIVATION ACTIVITIES GATHERED

On June 2004, TSAP-FP developed a monthly feedback reporting form for the partners, to submit a brief report of their local FP advocacy and community-level FP motivation activities. This reporting mechanism also allowed the project to track the status of implementation of the advocacy plan developed by the partners and to provide timely technical assistance.

F. HEALTH PROVIDER COMPONENT

Indicator 3.3a: Inclusion of Family Planning Questions in the Syllabi of board examination subjects of the Medical and Allied Health Professionals

Indicator 3.3b: Percentage of Health Providers in public health facilities / hospitals and industry clinics who have correct knowledge of specific family planning methods

Indicator 3.3c: Appropriate protocols to ensure the integration of Family Planning as part of routine service package

To achieve the above indicators of success, the Health Provider Component undertook the following major activities. Most of the activities were designed for the health providers stationed at the local government health facilities and key personnel of the Health Department, in order to enhance their capacity to integrate family planning in routine service delivery. Foremost among these activities are: provision of updated family planning information, revision of the Family Planning Clinical Standards Manual, influencing the Professional Regulation Commission to ensure the inclusion of family planning in the undergraduate curriculum and the professional board examinations, and conduct of evidence-based counseling skills training.

1. Activities to Integrate Family Planning Questions in Medical and Allied Health Provider Board Examination Implemented

1.1. COLLABORATION MEETINGS WITH THE PROFESSIONAL REGULATION COMMISSION (PRC) BOARDS OF MEDICINE, NURSING AND MIDWIFERY HELD

The Medical Advisor of the Health Provider Component who was formerly Chairman of the PRC Board (PRB) of Midwifery, was able to network with the current PRBs. He conducted a series of exploratory meetings with the members of the Board of Midwifery and Nursing starting April 2003 and secured the agreement of members of both PRBs to review and strengthen the family planning content of the undergraduate curriculum and board examinations syllabi.

1.2 REVIEW OF UNDERGRADUATE CURRICULUM AND BOARD EXAMINATIONS REGARDING FAMILY PLANNING CONTENTS INITIATED

TSAP-FP proceeded with a desk review of the undergraduate curriculum and professional board examination between the periods of August 19-29, 2003. The review showed that both the undergraduate curriculum and board examination syllabi only discussed the female and male reproductive system and the menstrual cycle. It was then determined that to strengthen the family planning content, contraceptive technology and safety and evidence based medicine in family planning should be integrated in the curriculum and board examination.

1.3. JOINT CONSULTATIVE MEETINGS WITH THE BOARD OF NURSING AND MIDWIFERY REGARDING FAMILY PLANNING CONTENTS HELD

The most tangible results of the networking of TSAP-FP was securing the consent of the Boards of Midwifery and Nursing to convene representatives of academic and professional institutions to discuss curricular and instructional issues in their respective professions. The Board of Midwifery had two such meetings in July 2003 and assigned a member of the Association of Philippine Schools of Midwifery (APSOM) to draft a Family Planning syllabus for inclusion in the Midwifery board examination syllabi.

1.4. CONSULTANTS TO CONDUCT SITUATIONAL ANALYSIS AND IDENTIFY ENTRY POINTS IN THE PRC FOR TSAP-FP AND DRAFT THE FAMILY PLANNING SYLLABUS FOR THE BOARD OF MIDWIFERY HIRED

Despite friendly overtures by emissaries to the Chairmen of the Boards of Medicine and Nursing and the Association of Deans and Principals of Colleges on Nursing (ADPCN) in August 2003, both professional groups were not inclined to collaborate with TSAP-FP in revising the undergraduate curriculum. It was this reason that a consultant was hired to do an in-depth situational analysis of the PRC environment to determine the best strategies for strengthening family planning in the undergraduate curriculum and the professional board examination. This situational analysis will be completed before end of December 2004.

2. Activities to Enhance Knowledge of Health Providers on Family Planning Conducted

2.1. INVENTORY OF HEALTH PROVIDERS, RELEVANT ASSOCIATIONS / ORGANIZATIONS UNDERTAKEN

TSAP-FP conducted an inventory of health providers particularly professional organizations. Among those identified were the midwives' groups such as the Philippine League of Government Midwives (PLGM), the Midwives Foundation, and Integrated Midwives Association of the Philippines (IMAP). TSAP-FP eventually worked with PLGM in conducting its Post-graduate Course in Evidence Based Medicine-Family Planning (EBM-FP) and Contraceptive Technology and Safety. Among the groups in contact with the industry-based health providers, the TUCP, RPMCHAP and Philippine College of Occupational Medicine (PCOM) were identified. The RPMCHAP was chosen to be TSAP-FP's partner in the conduct of the same training course as the PLGM did.

2.2. KABP SURVEY AMONG HEALTH PROVIDERS IN TSAP-FP AREAS CONDUCTED

The Baseline Survey on Knowledge, Attitudes, Beliefs and Practices (KAP) among Public Health and Industry-based Providers which was commissioned to TNS Trends (formerly NFO Trends) was completed with the submission of the final report on April 15, 2004. The study intended to look into the prevailing knowledge, attitudes, beliefs and practices among family planning health care providers in the public health facilities/hospitals and industry clinics. The results of the study were meant to provide inputs in developing appropriate interventions in selected project sites that will equip health care providers with the correct and latest research-based information on specific family planning methods to counter whatever personal biases, misperceptions or misinformation they have on different family planning methods.

Prior to the survey, a census of family planning health providers practicing in public health facilities and industry based clinics was completed on August 2003 in order to establish a sampling frame from which the respondents for the baseline survey will be randomly selected. The areas covered were Metro Manila, Metro Cebu, Metro Davao and the industrial zones of CaLaBa (i.e. Cavite, Laguna and Batangas) and Cebu.

The census yielded an estimated total of 3,030 public health and industry based providers in the project sites. Midwives had the biggest number (1,223), followed by the nurses (1,056) and doctors (751).

Out of the total 3,030, 750 names were randomly selected and personally interviewed from September 12 to November 2, 2003. Among others, the results of the survey revealed the following:

- *Knowledge of the mechanism of action and side-effects of modern methods are still deficient. The most common beliefs that prevail among providers concerning the methods are:*
 - *Pills cause weight gain (71%), or aggravate high blood pressure (55%), or cause migraine (55%)*
 - *Injectables (DMPA) cause amenorrhea leading to or aggravating high blood pressure (43%) and cause migraine (40%)*
 - *IUD causes pelvic infection (47%) and causes abortion (27%)*
- *The prescribing patterns of health providers are as follows:*
 - *Modern methods like the oral pill (97%), ligation (94%), LAM (94%), injectables (93%), male condoms (93%) and IUD (92%) are the most frequently prescribed or recommended family planning methods*
 - *Vasectomy is less recommended (76%)*

- *Majority of health providers (75%) recommended the calendar method. Withdrawal is prescribed by 1 out of 2 health providers (45%)*
- *Given a list of statements to agree or disagree on, attitudes of health providers on FP related issues were revealed as follows:*
 - *Health providers believe that being in the service of providing family planning services does not diminish their public image as professionals*
 - *Majority admit that religious teachings affect the type of FP methods they prescribed to patients*
 - *In general, there is hesitation to recommend FP methods to singles which is affirmed in their practice*
 - *Health providers are highly respectful of the rights of patients to decide on the method to use. They are not likely to impose their preferences on their patients. They also put emphasis on spousal consent especially as it concerns permanent methods like ligation and vasectomy*
 - *Health providers are also very respectful of patient's right to know the advantages and disadvantages of FP methods*
- *Only half of health providers (53%) are aware of the 1998 Department of Health FP Clinical Standards Manual (of known as the "Green Book"). Most of those who are aware claim to follow its policies. Non-usage of the Green Book is attributed mainly to the inavailability of a copy.*
- *Only a few (19%) health providers are aware of Evidence-Based Medicine (EBM)*

On *Annex26* is a copy of the final report on the census and baseline survey among health providers.

2.3. RESEARCH FORUM DISSEMINATION / RESEARCH UTILIZATION HELD

Two research fora were convened to disseminate the results of the Baseline KAP Survey cited above – one in Manila City on May 14, 2004 and the other in Cebu City on May 18, 2004. Both were well attended by officials of the Department of Health Central Office, Regional Directors, City Health Officers and field personnel of the Local Government Health Units.

The results of the KAP survey among the health providers were utilized in identifying FP topics for appraisal in developing Critically Appraised Topics published in the CAT Kits and in the development of the Evidence Based Counseling (EBC) Training Manual. The trainings for EBM, Contraceptive Technology and Safety and eventually the ECB for health providers in TSAP-FP sites utilized the findings of the KAP survey to provide correct and appropriate answers to the issues found in the survey.

2.4. NEW CATS DEVELOPED AND CAT KITS PRODUCED

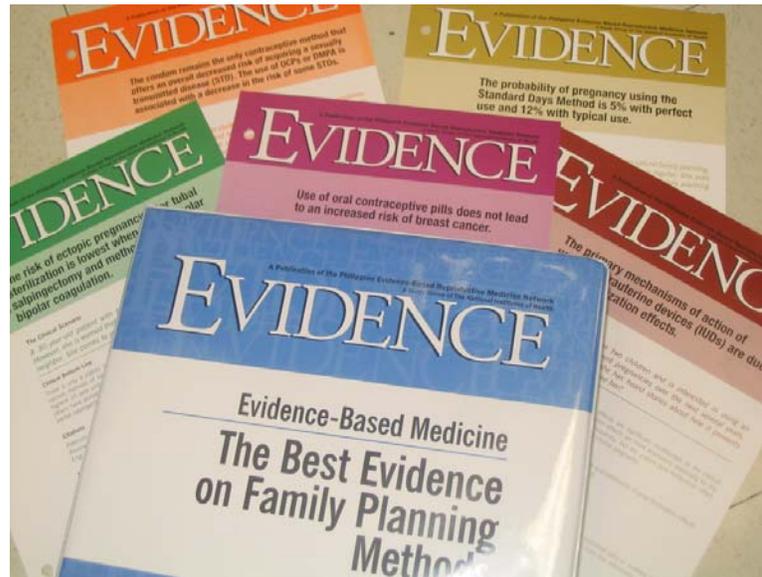
Since October 2003, a total of 25 new CATs have been developed by the Philippine Evidence Based Reproductive Network (PEBRMNet).

2.4.1. New CATs Developed

From the list of topics generated from the KAP Survey among health providers and clinical questions encountered in family planning service delivery, the PEBMNet members searched for appropriate articles that will best answer the identified questions. In addition to the first 13 CATs produced before the end of the project's first year, the next 12 CATs are as follows:

- *There is likely no increased risk for prostate cancer among patients who have had a vasectomy.*
- *There are higher rates of anemia among IUD users compared to OCP users.*
- *Compared to non-lactating women, breastfeeding women on DMPA are more likely to continue the using the method for fertility control, and their side effects are less frequent.*
- *DMPA causes reversible decrease in bone mineral density.*
- *DMPA reduces the number of hot flashes in menopausal women.*
- *There Is No Overall Increased Risk Of Getting Breast Cancer From The Use Of Dmpa For Contraception, Including Longterm Use (>5 Years Use)*
- *Women who have taken oral contraceptives have a lower risk of epithelial ovarian cancer than those who have never taken oral contraceptives.*
- *The use of third generation oral contraceptives is not associated with myocardial infarction.*
- *Oral contraceptives do not increase the risk of Liver Cancer*
- *The Use Of Combined Oral Contraceptives Is Not Associated With Weight Changes In Users*
- *Low dose oral contraceptives can improve moderate acne.*
- *Oral contraceptive users experience less mood changes and negative affect during the menstrual cycle.*

2.4.2. CAT Kits Produced



The 24 CATs are contained in a CAT Kit that has color coded sections. The CAT Kits have the following general sections:

- *Introduction with the opening letter of Dr. Mario Festin, the PEBRMNet team Leader and a picture of the PEBRMNet Core Group*
- *Definition of Evidence Based Medicine*
- *Background Research: Overcoming Barriers to Modern Contraceptive Use*
- *The Critically Appraised Topics (24 CATs) categorized into:*
 - *Oral Contraceptives (11)*
 - *Injectables (5)*
 - *Intrauterine Devices (2)*
 - *Barrier Methods (1)*
 - *Fertility Awareness Methods (1)*
 - *Surgical Methods: BTL and Vasectomy (5)*
- *Overview on How to Apply EBM in Clinical Decision Making*
- *PEBRMNet Directory*
- *Glossary*
- *References*

On Annex27 is a copy of the CAT Kit.

2.4.3. Lay CATs Developed

To enable wider readership and dissemination of the CATs, TSAP-FP started translating the CATs into layman language. To date, the following six CATs have layman versions:

- *The condom is the only family planning method that offers an overall decreased risk of acquiring a sexually transmitted disease (STD).*
- *Women who use the injectable do not have an increased risk of cervical cancer.*
- *If women who have never been pregnant use an IUD for less than 4 years, they can get pregnant just as quickly as pill users after they stop use.*
- *Oral contraceptive pill use does not lead to an increased risk of breast cancer.*
- *Women who suffer from migraine headaches should not take the pill because they would have a higher risk for stroke.*
- *Oral contraceptive pills do not appear to cause weight gain.*

2.4.4. Newsletter Produced

To put a “face” to the CATs, TSAP-FP developed a Newsletter for future circulation among the health providers and the barangay health workers. The first issue includes testimonies of some oral contraceptive users, their misconceptions about the method and the discussion of the CATs on OCPs. It will be distributed to health providers in October 2004.

2.5. Health Providers Trained on EBM-FP

TSAP-FP also conducted skills trainings to cascade the dissemination of the concept of the EBM and its application to family planning service delivery.

2.5.1. PEBRMNet Members Trained

To be effective communicators and to form a Speakers Bureau among the PEBRMNet members, a Presentation and Facilitation Skills Training was conducted for its 8 members on October 21-22, 2003 at the National Teachers Training Center (NTTC). The training was facilitated by Dr. Nemuel Fajutagana and Professor Erlyn Sana. During the training, PEBRMNet members made power point presentations of the CATs they have developed. The group also practiced facilitating small group discussions in preparation for their actual teaching in cascade trainings in project sites.

To widen the membership of the PEBRMNet and fast tract CATs development, an expansion training of 59 more health practitioners was conducted on March 25-28, 2003 at the Manila Diamond Hotel. Participants came from Metro Manila, Cebu, Davao and Iloilo, and the provinces of Bulacan, Camarines Sur, Albay, Cagayan Valley and Leyte. The training was conducted in collaboration with the Asia Pacific Center for EBM headed by Dr. Antonio Dans.

2.5.2. Other Health Providers Trained



*EBM-FP for Metro Manila Midwives with
PEBRMNet Team Leader, Dr. Mario Festin*

Training was conducted for a total of 517 Philippine League of Government Midwives in a series of nine post-graduate courses on EBM and Contraceptive Technology and Safety. The trainings were conducted in Davao City, Cebu City, Manila City, CaLaBa, Legaspi City, Zamboanga City, General Santos City and Tarlac City.

2.6. Evidence Based Counseling (EBC) Training Conducted

Training courses for industry-based physicians and nurses of the RPMCHAP member companies were conducted. Three courses were conducted in Cavite, Laguna, and Batangas (CaLaBa) and Cebu Industrial zones for the period from February to May 2004. This was attended by a total of 88 industry-based health providers from more than 30 companies.

2.6.1. EBC Training Manual Developed

To enable health providers to effectively communicate CATs information, an interpersonal communication approach was integrated in the existing EBM and Contraceptive Technology and Safety courses. TSAP-FP worked with Ms. Lucia Kramer of AED Washington to develop an Evidence Based Counseling (EBC) Training Manual between May to July 2004. The training manual developed was for a 2-day training workshop with pre and post tests and divided into 4 Modules.

The Modules are the following:

- Module 1: Introduction
- Module 2: EBM and the CATs
 - Session 1: Evidence Based Medicine in Family Planning
 - Session 2: Critically Appraised Topics
- Module 3: Counseling
 - Session 1: The GATHER Steps in Counseling
 - Session 2: The Counseling Skills
 - Session 3: Counseling Practice
- Module 4: Synthesis

On *Annex28* is a copy of the EBC Training Manual.

2.6.2. Training of Trainers (TOT)/ Pre-test of EBC Training Manual Conducted

The EBC Training Manual was pre-tested in a TOT conducted with Ms. Lucia Kramer on July 26-30, 2004 in Manila. Of the 24 participants, nine were doctors, 11 nurses, one midwife and three TSP-FP technical staff. The participants represented other USAID Contracting Agencies such as the Friendly Care Foundation Inc. (FCFI) the Integrated Maternal and Child Health (IMCH), Lead for Health and the Local Government Units (LGUs) in TSAP-FP project sites, training hospitals, the military and the Department of Health. The training content included Evidence-based Medicine in Family Planning, Critically Appraised Topics, the skills and GATHER steps in Counseling. The first two days were spent on interactive teaching, followed by Adult Education and Learning on the third day. The last two days was the actual demonstration of how the trainers will actually teach the various topics on Evidence-based Counseling.

2.6.3. Cascade EBC Trainings Conducted

A series of cascade EBC trainings was conducted for public health providers in project sites. A total of 174 health providers composed of 38 doctors, 40 public health nurses and 96 midwives attended the trainings conducted in Cebu City and Davao City between the periods of August to September 2004.

2.7. Advocacy Training for POGS Implemented

A skills training on Advocacy for selected POGS Board of Trustees, Regional Directors, Specialty Board and Women Advocacy Committee members was conducted on July 24-25, 2004 at the Mimosa Hotel at Clark Air Base, Angeles City. A total of 20 participants came to this training and the major output was the development of the POGS Advocacy Plan that includes the following:

- Advocacy forum for Cebu City and Davao City chapters
- Internal advocacy to the:
 - Board of Trustees for issuances of a policy on the official stand of the POGS on the safety of the various family planning methods
 - POGS to improve FP competency in the residency training program including contraceptive technology and safety in in-service and Diplomate examinations
- Pursue the development of Clinical Practice Guidelines on the other methods of family planning.
- External advocacy to include the development and reproduction of IEC materials, advocacy towards Local Government Executives for contraceptive self reliance and promotion of FP in the mass media.

2.8. Collaboration with the Pharmaceutical Group Implemented

2.8.1. Evidence Based Medical Detailing Discussed

A skills training on Evidence Based Medical Detailing for Medical Representatives and product managers of Drug companies was conducted in collaboration with the Commercial Market Strategies Project on March 30-31, 2004 at the Galleria Suites at Ortigas Center, Mandaluyong City. A total of 17 participants representing 7 pharmaceutical companies attended the training. Dr. Fred Tudiver and Dr. Mario Festin were the main resource persons.

2.8.2 Evidence-Based Information on Family Planning Disseminated

TSAP-FP, in collaboration with Organon Philippines Incorporated, was able to facilitate the release of an article on the pill not causing weight gain. The source of the article was originally printed in CAT number 19 of the CAT Kit.

2.9 Technical Assistance to the Department of Labor (DOLE) provided

With technical assistance from TSAP-FP, the DOLE held a consultative meeting among its regional offices, the Commission on Population (POPCOM), Department of Health (DOH), and representatives from companies in a forum titled “Revitalizing the Family Welfare Program” on June 24-25, 2004 in Manila. A menu of suggestions was 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, (1) family planning information and/or service provision to workers, (2) policy development and advocacy on family planning for workers, (3) capacity building for family planning information and/or services, and (4) 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 Family Planning – Family Welfare Program (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 FP-FWP. 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 Bureau of Women and Young Workers (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.

3. Activities Conducted to Integrate Family Planning in Protocols Conducted

3.1. Consultative Meetings with the Philippine Department of Health Representatives Held

Some time after the collaborative meeting with Health Undersecretary Milagros Fernandez on June 2003, an assessment of the 1998 DOH Clinical Standards Manual was conducted. At the presentation of the results of the assessment, DOH then represented by Drs. Myrna Cabotaje and Florence Apale agreed to collaborate with TSAP-FP in its revision. It was agreed that DOH will lead the revision with the creation of a Technical Working Group and TSAP-FP will finance the meetings of the TWG including the printing of an initial number of the revised manual.

3.2. Assessment of the 1998 DOH FP Clinical Standards Manual Conducted

In October 2003, TSAP-FP commissioned Yuchengco Center of De La Salle University to conduct an assessment of the 1998 DOH FP Clinical Standards Manual. The results were intended to be used as inputs in developing an updated manual that is more useful, relevant and responsive to changing contraceptive technology and the policy environment.

The methodology included the review of sequential policy issuances of DOH relevant to FP, analysis and comparison of various manuals adopted by different service delivery points included in the study, conduct of key informants' interviews of DOH programme directors, and focus group discussions of managers and providers in selected government service delivery points in Metro Manila, Davao and Iloilo, service hospitals and NGO clinics.

Some of the issues which surfaced from the results were the inadequate distribution of the manual, use of different manuals in FP service provision, lack of orientation on the use of the manual and the unclear presentation of the manual. A list of recommendations related to the adoption of the manual, its distribution, improvement in content and presentation and monitoring its utilization have been provided in the final report submitted to TSAP-FP on January 15, 2004.

The results of the study were presented to officials of the Department of Health, the academe and local government health providers on May 14, 2004.

3.3. Conduct of an Assessment of the Industry Clinics

On April 2004, TSAP-FP awarded a grant to The Yuchengco Center to conduct an assessment of the current FP service provision in industrial sites in selected provinces in the Philippines.

Among other things, results of the study highlighted 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 attested to the relevance of the Increasing Private Sector Initiative (IPSI) project. Findings of the study were shared during the Department of Labor forum on “Revitalizing the Family Welfare Program” held on June 24-25, 2004.

A copy of the final report is found on *Annex 29*.

3.4. Identification of the Technical Working Group Members

On July 7, 2004, TSAP-FP met with Director Myrna Cabotaje and Dr. Florence Apale to once again identify members of the Technical Working Group who will review and revise the 1998 DOH Family Planning Clinical Standards Manual. Fifteen medical professionals from both government and non-government institutions were identified and proposed to compose the TWG. It was agreed that the people identified will be presented by Dr. Cabotaje to the Secretary of Health for approval prior to the issuance of the Department Order.

3.5. Drafting the Department of Health Department Order (DO) to organize the TWG and define its Functions

As early as June 2003, a draft Department Order creating a Technical Working Group to review and work on the revision of the 1998 DOH Family Planning Clinical Standards Manual was developed. The draft DO was crafted with the inputs of Undersecretary Fernandez and under the supervision of the HPC Medical Advisor. The contents of the DO however has evolved and eventually changed as another point person in the DOH was assigned to coordinate and finalize it.

G. ACTIVITIES IMPLEMENTED IN ARMM

1. ARMM formative research conducted

In February 2004, TSAP-FP commissioned The Research for Mindanao and Culture (RIMCU) of Xavier University in Cagayan de Oro to conduct an in-depth study to help gather insights and deepen understanding on the knowledge, attitudes, beliefs and practices related to family planning and related issues among the Muslim target groups. The study was meant to guide the development of communication strategies appropriate for the Muslim audience as well as in the design of a quantitative baseline research prior to the launch of a culturally-sensitive communication intervention.

A series of 39 focus group discussions and 168 in-depth interviews were conducted among Muslim men and women, age 15 years old and above in the Autonomous Region of Muslim Mindanao (ARMM). Male and female participants were recruited and discussions were conducted separately. In addition, a total of 18 in-depth interviews (3 in each area) with the Muslim religious leaders or “Imams” were also conducted.

The following summarizes some of the key findings:

- *Children are valued highly and as such provide a justification for having a large family size. Their value is seen in spiritual, economic, social and political aspects of Muslim life. Children are a means of salvation, security in old age, providers of economic and political support (e.g. provider of support/money to parents, defender in case of clan conflict) and assurance for perpetuation of the family line.*
- *Arranged marriage is still practiced, notably among the Maranaos. Bride price, as an important feature of arranged marriage, is determined by the girl's education, physical beauty, and social status of the family. The young respondents however attested that this practice is waning.*
- *Awareness of the term “family planning” is almost universal among Muslim respondents and is commonly understood as “control” in reproduction, stop having children and planning one's family.*
- *Knowledge of modern methods is deficient and superficial, characterized by lots of misconceptions, and myths strengthened by hearsays and unfounded stories. If at all, popularly known methods include the oral pills, condom, injectable, IUD and ligation. Vasectomy is hardly known.*
- *There is widespread awareness of traditional methods, notably withdrawal and herbal contraceptives and indigenous practices like the use of “ubat” (a mixture of soft drinks and several tablets).*
- *Methods currently used include both modern and traditional methods. Pills, injectables, condom, ligation and IUD are methods commonly used while popular among the traditional methods are withdrawal, herbal contraceptives and abstinence.*
- *Calendar/rhythm method tends to be often practiced by Maranao and Yakan women.*

- *Majority of never users expressed interest to know more and to use FP methods in the future.*
- *Muslims generally possess an ambivalent attitude towards family planning. Those who view family planning favorably recognize the effects of having too many children on the health of the mothers and the economic burden of raising them. Those with unfavorable attitude towards family planning are governed by religious prohibition (“haram” in Islam), reinforced by misperceptions and unfounded stories of the side-effects of methods.*

2. Muslim religious leaders (MRLs) mobilized to support family planning

In the Autonomous Region of Muslim Mindanao, the TSAP-FP has found its advocacy to be particularly effective. Family planning, which was often perceived as “western” and adopted as a government program to reduce the Muslim population, was made better understood by highly respected religious leaders who have influence over members of the community. TSAP-FP has been uniquely successful in gaining access to these leaders by developing a harmonious working relationship through an organized and participatory set of activities initiated during the year under review. Among which are the following:

2.1. INFLUENTIAL MRLS CONSULTED

From August to September 2003, TSAP facilitated the conduct of meetings with the *Darul-Iftah* (“House of Islamic Opinion) of Central Mindanao. The *Darul-Iftah* is the biggest and the most influential group of Muslim religious scholars even outside ARMM, with its Mufti Shiekh Omar Pasigan Mohamad as the most senior Ustadz in the entire region. Its main focus is to issue religious rulings for the Islamic faithful. It has the most number of members in five provinces of the region.

The purpose of these meetings was to inform leaders about TSAP and secure their support. A dedicated session on family planning was provided to about 20 members of this group who claimed themselves as the Committee of Reproductive Health. The value of TSAP’s orientations and lectures lay on dispelling fears and misconceptions about permissibility of family planning in Islam through provision of evidence-based information on specific contraceptive methods and their efficacy. From these meetings, the drafting of the national *fatwa* (a religious edict) had already evolved.

2.2. AN INFORMAL NETWORK OF MUSLIM RELIGIOUS LEADERS CREATED

Through the *Darul-Iftah* of Central Mindanao, TSAP-FP was able to reach other key leaders from other provinces such as those from Davao City, Zamboanga City, Lanao del Sur, Tawi-tawi, Basilan, and Sulu. The EnRICH projects in the ARMM also helped in providing the project profile of religious leaders from their areas of responsibility. In partnership with POPCOM and UNFPA, TSAP was able to enlist the key leaders from Regions 9, 10, 11 and 12.

2.3. AVENUE TO FIND A COMMON GROUND ON FAMILY PLANNING AMONG MUSLIM RELIGIOUS LEADERS PROVIDED

On October 20, 2003, TSAP in partnership with UNFPA and POPCOM supported the first dialogue among 100 religious leaders from Regions 9, 10, 11, 12 and ARMM. Held in Davao City, the meeting served as a venue to amplify their concerns and perceptions on the permissibility of family planning in Islam. The Mufti of the *Darul-Iftah* of Central Mindanao presented in this meeting the need to formulate a *fatwa* on family planning. It was envisioned that once agreements be achieved, a national *fatwa* would be formulated and issued. In such meeting, however, there was no consensus made, but a core group was identified to labor on the draft *fatwa* taking into account the various issues raised by the participants during the meeting.

2.4. NATIONAL *FATWA* ON RH AND FP DRAFTED AND SIGNED

Drafting of the *fatwa* in English was done by a core group of Muslim religious leaders on November 3, 2003, the period of the Ramadan. The draft document, however, was thought to be more authentic and found more acceptable by the Muslim population if it would be translated in Arabic. Thus, on the second week of November, the English draft was sent to UNFPA Egypt for translation. After another week, the document with Arabic translation from UNFPA Egypt was reviewed by a five-man Special Committee created by the Muslim religious leaders themselves who declared that the *fatwa* written in two languages was acceptable with minor editorial comments. On November 22, the *fatwa* was signed by 22 eminent Muslim religious leaders who agreed to call themselves the “Assembly of the *Darul-Iftah*” in the Philippines.

2.5. STUDY TOUR TO EGYPT CONDUCTED

In January 2004, nine religious leaders traveled to Egypt to present their newly developed *fatwa* in an audience with imams at Al-Azhar University and with the Egyptian Grand Mufti Ali Gomaa, whose endorsement was important for the Filipino Muslim community. The religious leaders also toured successful community-based family planning projects initiated by both the government and non-governmental organizations. The tour resulted in an unwavering commitment among the ulama when they saw the involvement of their counterparts in Egypt on family planning-related activities.



Some of the participants of the OST with Egypt's Grand Mufti Ali Gomaa

2.6. NATIONAL *FATWA* OFFICIALLY PROCLAIMED

Following their return from Egypt, the Filipino Muslim religious leaders officially proclaimed their *fatwa* on family planning in a historic event attended by more than 200 Muslim representatives from Regions 9, 10, 11, 12 and ARMM on March 10, 2004 in Davao City. With the theme, "Tanzim Al-Uzra" (which means Family Planning): A Call to Greatness the event was graced by other partners like the ARMM Governor Farouk Hussin, DOH-ARMM Secretary Lampa Pandi, officers of DOH and POPCOM, the donor community in this region and their cooperating agencies. The official pronouncement of the Muslim community on its support to family planning earned media mileage for TSAP.

2.7. *FATWA* DISSEMINATED AT THE COMMUNITY LEVEL

As a commitment of the group who went to Egypt, upon their return they initially oriented a group of private Muslim physicians, the United Muslim Health Professionals of the Philippines and members of the Association of Muslim Women in Morolandia, both of which are based in Cotabato City on the *fatwa*.

In May 2004, a core group of trainers (with two Muslim doctors) who were part of the process of developing the fatwa were oriented on the best evidence available about mechanism of action and safety of modern contraception to address concerns about side effects and increase their confidence on speaking about modern methods. TSAP also extended technical assistance in developing the orientation module, the Marriage Exhortation Guidebook and the guide (*Khutbatun nikka*) for *ulama* who solemnize marriages. These materials served as resource for the trainers and consultants tasked to do local presentations.

In August 2004, in observance of the family planning month, over 250 religious leaders (including the *alima*) from Sultan Kudarat, Pagalungan and Cotabato City in Maguindanao; Marawi City in Lanao del Sur; Isabela City in Basilan; and Jolo, Sulu were oriented on the fatwa and family planning.

2.8. FATWA DISSEMINATED TO MUSLIM RELIGIOUS LEADERS IN METRO MANILA

In partnership with the Center for the Promotion of Peace and Development (CPPD) in Mindanao, a Manila-based Muslim NGO, about 140 Muslim religious leaders from Alabang, Taguig, Quiapo, and Fairview were convened and oriented on the *fatwa* and family planning. The activity resulted also in a TV interview (ANC channel) of CPPD Director General Saed Daof, former Ambassador Extraordinary to the late MILF Chair Salamat Hashim who expressed his support to family planning.

3. Capacity building of ARMM public health service providers enhanced

As a preliminary step to the planned baseline survey among health providers in ARMM, the census of health providers in the region was done from April 13 – June 4, 2004 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. Of the total, one hundred and one (or 15%) are doctors, 187 (or 27%) are nurses and 405 (or 58%) midwives. By area, forty (or 5%) are in Basilan, 158 (or 23%) in Lanao del Sur, 233 (or 34%) in Maguindanao, 159 (or 23%) in Sulu, 103 (or 15%) in Tawi-tawi. By type of practice, six-hundred forty and six (or 93%) are in government service while 46 (or 7%) are in private practice.

On August 13-14, 2003, a total of 53 government midwives from the province of Maguindanao were trained on evidence -based family planning in partnership with the Philippine League of Government Midwives, Incorporated (PLGMI).

4. Small grants for community initiatives provided

Three grants were approved for ARMM:

- 1) POM-MUCARD, the proposal of which is focused on dissemination of the fatwa in the total amount of P250,000. This organization is based in Balindong, Lanao del Sur. It maintains a demonstration farm cum office in barangay Lombayao.
- 2) Society for Family Development and Education of the Philippines, Inc. (SOFDEPI) a new NGO which was organized only in October 2003. Prior to its operationalization, it served only as a special committee (a core group of 8 ulama, 2 aleyma, 2 Muslim physicians, 1 Muslim nurse and 2 Muslim health advocates) of the *Darul-Iftah* based in Cotabato City. Under its new name, the paradigm shift is to take an active role in addressing controversial issues on Family Planning and influence an enabling environment for FP acceptance as part of healthy lifestyle among Muslim families. Total grant amounts to P438,712.00.
- 3) Tarbilang Foundation, Inc., an NGO based in Tawi-tawi will pursue family planning orientation in community assemblies in the amount of P348,600.00.

III. IMPLEMENTATION ISSUES

From October 2003 to September 2004, the following issues emerged which required project action:

1. Funding Constraint for Activities for the Third Year

During the second quarter 2004, TSAP-FP faced funding constraints which will affect the implementation of its workplan for the third year. New activities not originally envisioned in the 2004 workplan were undertaken to seize ready opportunities to expand the reach of the project or complement existing 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 extend the reach and frequency of the ad campaign message and slogan (*Sa modern methods, sigurado ka, walang patsamba-tsamba* or "With modern methods, you are sure, you are not taking chances") through an alternative medium. It arranged for the airing of the song in 15 popular radio stations in Metro Manila, Cebu and Davao for three months.

Another set of activities comprise the activities in ARMM. As mentioned in the previous annual report, USAID requested TSAP-FP to intensify and expand its activities which was originally planned to cover only one province, to the entire ARMM areas. These activities have also added to the additional costs. TSAP-FP has requested USAID for additional funding to cover ARMM activities which have been implemented as well as those planned for the third year so as not to compromise activities for the non-ARMM areas in the third year.

2. Small Grants Issues

The implementation of the small grants program has been problematic. Long delays have occurred in the review and approval process resulting in the delayed implementation of grants activities. In its early stages, the grants have been awarded to small organizations which are not necessarily part of the TSAP-FP advocacy networks. The mid-term evaluation team noted that the small grants is the one area in the project which would require re-thinking. It stated that "the effort, energies and human resources used to manage the small grants is considerable and may not be commensurate to the benefits. There is a need to re-think the grants so that it will have more value/long-term benefits (and possibly shift) to a few larger, multi-year grants to strategically important partners" rather than the numerous small grants currently being awarded." Since there is no time to implement this recommendation given the fact that the project is its final year of the present contract, the small grants issue will be re-strategized for the possible extension of the project.

3. Activities Targeting Adolescents and Young Adults

During the annual review, the activities targeting adolescents and young adults were assessed vis-à-vis their contribution to TSAP-FP's intermediate results. Considering the political climate surrounding the promotion of modern FP methods, the project cannot promote family planning to unmarried adolescents and young adults. TSAP-FP use mass media and open discussion and advocacy as strategies to increase social acceptance of family planning. It also recognizes that in order to be effective, messages communicated via mass media channels should be single-minded. Considering these factors, in early 2004, it was decided that activities targeting adolescents and young adults would be decreased considerably. TSAP-FP focused its resources on reaching mainly adults for optimum cost- effectiveness. However, the project recognizes the importance of reaching this segment of society since they are the family planning practitioners of the near future. With additional funds, a strategy to reach adolescents and young adults will be planned and activities for the possible extension period of the project.

4. Role of PEARMNet and Advocacy Role of Health Providers

The Philippine Evidence-based Reproductive Medicine Network (PEARMNet) was originally conceived as the provider of evidence-based research on FP methods through the CATS, as trainer on EBM-FP and advocate for family planning. It has been difficult to involve members to be trainers during EBM-FP trainings and to publicly advocate for FP due to time constraints. Moreover, the inherent conflict between research and advocacy (being a researcher entails objectivity about the subject in question while being an advocate entails commitment to the subject) makes the expectation for the network to play the combined roles of researcher and advocate unrealistic. In the public's eye, a credible researcher is one who is objective about the subject and can present both sides of the issue. However, an advocate requires commitment to and belief in the issue. Thus, it was decided that the PEARMNet will be positioned as the research group and individual health professionals, if willing, will be tapped as advocates.

5. Coordination with the LEAD for Health Project

The LEAD for Health Project implemented which was launched in August 2003 is now fully operational. There is a lot of coordination required between LEAD and TSAP-FP since both are working on three common areas – advocacy to LGUs, ARMM and health provider communication. In early 2004, discussions were initiated between the two projects in order to identify areas of possible overlap and coordination. Continuing discussions are in progress.

III. TECHNICAL ASSISTANCE

Name of Consultant	Dates of Visit	Tasks Completed
Imelda Feranil	Oct 8 to Nov 9, 2003	<ul style="list-style-type: none"> ➤ Worked with Advocacy and Social Mobilization (ASM) and Capacity-Building Teams to: a) review advocacy and social mobilization training designs, modules and the capacity-building plan; and b) develop training-of-trainers (TOT) curriculum for local advocacy coordinators. ➤ Worked with the Behavior Change Communication (BCC) team by participating in the Quick Response workshop on Oct. 17 and helping finalize pop-dev/poverty/environment messages. ➤ Consulted with local experts (NSO, UPPI, UPSE) on a RAPID model application for ARMM ➤ Brainstormed with TSAP and National Academy of Science and Technology to plan a population-environment-development roundtable. ➤ Participated in TSAP's pre-sessions annual review and work planning for ASM. ➤ Served as resource person for the Capiz government-NGO partnership building strategic planning workshop in November.
Elizabeth Thomas	November 12-22, 2003	<ul style="list-style-type: none"> ➤ Participated in the TSAP-FP Annual Review and Workplanning; ➤ Worked with the COP and AED Financial Manager to revise the budget based on the results of the annual review; ➤ Participated in a message harmonization activity for the 3 TSAP-FP components; ➤ Reviewed status of adolescent reproductive health activities; and ➤ Assisted in resolving management issues, including AED registration.
Robert Steiner	November 12-22, 2003	<ul style="list-style-type: none"> ➤ Trained the new TSAP-FP accountant in AED accounting procedures, including the QUICKBOOK software; ➤ Attended the TSAP-FP Annual Review and Workplanning; and ➤ Worked with the TSAP-FP COP and Home Office Coordinator to revise the project budget.
Mark Miebach	Jan 19-28, 2004	<ul style="list-style-type: none"> ➤ Trained the new TSAP-FP Procurement Specialist on AED procurement regulations and grants guidelines ➤ Conducted an orientation of prospective small grants applicants in MM ➤ Discussed issues w/ AED lawyer on registration and other legal matters ➤ Followed up other contractual issues as required
Dee Bennett (co-funded by the MOST Project)	Jan 20-31, 2004	<ul style="list-style-type: none"> ➤ Worked w/ CID/Ketchum to finalize PR & Quick Response plans for social acceptance of FP including positioning, strategies & activities ➤ Assisted w/ PR & logistical preparations for the Ad Campaign Launch/Salute to Partners Event ➤ Participated in the Salute to Partners event/Ad Launch ➤ Worked with the COP, DCOP & Advisors to harmonize messages & strategies as per the 2004 workplan
Margaret Parlato	Jan 26-31,	<ul style="list-style-type: none"> ➤ Attended Salute to Partners/Ad Launch

(funded by AED)	2004	<ul style="list-style-type: none"> ➤ Worked w/ COP, DCOP & Advisors to enhance integration of the 3 Project Components & Workplans
Anton Schneider	Jan 31-Feb 13, 2004	<ul style="list-style-type: none"> ➤ Reviewed the Research proposals, TOR, background “situationer”, and other relevant documents, strategies, and workplans ➤ Provided an orientation to the research firm ➤ Worked with the research firm and the project team to: <ul style="list-style-type: none"> ○ Clarify & refine the research plan, including objectives of the research, methodology, target audiences and locations ○ Develop the research instruments, screeners, topic guidelines, materials, techniques, etc. ○ Pre-test and finalize the research instruments and protocols ➤ Developed an analytical framework for the research results and/or an outline for the final report
Imelda Zosa-Feranil	March 17 – April 6, 2004	<ul style="list-style-type: none"> ➤ Worked with the Deputy COP, Advocacy Advisor and Advocacy and Social Mobilization and capacity building teams to: <ul style="list-style-type: none"> ○ Review and revise the draft generic advocacy manual based on recent pre-tests and TSAP staff inputs ○ Review sectoral advocacy and social mobilization training modules ○ Finalize the curriculum and conduct the training of trainers (TOT) for advocacy ➤ Worked with ARMM influentials and data experts to develop a RAPID application for ARMM and use RAPID results for advocacy. ➤ Worked with the Advocacy Advisor and evaluation specialist to finalize ASM monitoring/evaluation instruments. ➤ Assisted in developing messages that will be used by TSAP advocacy partners in the various sectors ➤ Facilitated ASM staff discussion on sustainability objectives for TSAP partners, as a step towards clarifying strategic partnership goals ➤ Briefed newly hired Local Advocacy Coordinators on CEDPA rules and procedures.
Reed Ramlow,	March 21 – April 2, 2004	<ul style="list-style-type: none"> ➤ Provided Technical and management support to the PEBRMNet expansion training, pharmaceutical company workshop and health provider training module development activities ➤ Oversaw and provided technical support to the PEBRMNet launch event scheduled for March 26 ➤ Met and briefed the new Health Provider program consultant (expected hire) on her/his scope of work (focusing on communications and expectations/deliverables ➤ Reviewed progress on other HP component activities, including the industrial clinic assessment and collaboration with industrial provider professional associations, HP baseline research (final report for Metro Manila, Metro Cebu, Metro Davao, and industrial zones in CALABAPA (Cavite, Laguna, Batangas and Pampanga) and Cebu, and plans for ARMM [Autonomous Region of Muslim Mindanao] baseline study), medical provider

		<p>curricula and licensure examination modifications, and the Philippine Obstetrical and Gynecological Society (POGS) subcontract proposal for performing evidence-based Clinical Practice Guidelines (CPGs)</p> <ul style="list-style-type: none"> ➤ Reviewed ongoing Advocacy and Social Mobilization (ASM) component activities.
Dr. Fred Tudiver	March 21 – April 2, 2004	<ul style="list-style-type: none"> ➤ Philippines Evidence-Based Reproductive Medicine Network (PEBRMNet) New Members Training: Served as a trainer and facilitator for an evidence-based medicine in family planning (EBM-FP) training workshop for new members of the PEBRMNet from March 26 to 28. Dr. Tudiver was responsible for the following lectures: <ul style="list-style-type: none"> a) What is Evidence Based Medicine? b) Preparing a Critically Appraised Topic In addition, Dr. Tudiver helped facilitate group work and served as a resource person. ➤ <u>Pharmaceutical Company Workshop:</u> Dr. Tudiver served as the lead trainer for a two-day pharmaceutical company workshop on EBM-FP, focusing on hormonal contraceptives (oral contraceptive pills and injectable contraceptives), from March 30-31. The workshop will be conducted in collaboration with the Commercial Market Strategies (CMS) project. ➤ <u>Health Provider Training Modules:</u> Dr. Tudiver worked with Dr. Mario Festin, the TSAP-FP Health Provider Component and the program management team to finalize health provider training modules that will focus on building skills in evidence-based counseling for family planning.
Anton Schneider,	March 23 – April 6, 2004	<ul style="list-style-type: none"> ➤ Followed up on the formative research which was being conducted by RIMCU in the Autonomous Region of Muslim Mindanao. This visit followed up on a previous technical assistance visit to Philippines in late January/early February to initiate the research. Specific activities included: <ol style="list-style-type: none"> 1. Review of research topline (among the religious leaders and men and women), available transcripts of in-depth and focus group discussions, and any other field reports; 2. Finalization of the research analysis workshop design with project team 3. Conduct of a research analysis workshop with the research firm, RIMCU; 4. Collaborate with the research firm and the project team to: <ol style="list-style-type: none"> a. Debrief the interviewers thoroughly to ensure that important insights are not missed (for instance, non-verbal cues, etc.); b. Develop the analytical framework for the research report; c. Initiate a participatory and comprehensive analysis process, to ensure that all relevant data (i.e., the work of all interviewers and respondents) is considered. ➤ Technical assistance was also provided in developing the Terms of Reference for the subsequent ARMM KAP survey.
Felix Bautista Communication Advisor	Washington DC April 25 – 30,	<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

	2004	<p>acceptance of family planning;</p> <ul style="list-style-type: none"> ➤ 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 roundtable 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"> ➤ Participated in 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 Religious Leaders for FP during a brown bag lunch (June 7 or 8); ➤ 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
Elizabeth Thomas	July 25 – August 3, 2004	<ul style="list-style-type: none"> ➤ Provided technical assistance to the training of FP hotline call respondents scheduled from July 27 to 30 ➤ Finalized arrangements with the Communication Advisor on the launch of the FP hotline scheduled for August 1 (Family Planning Day) ➤ Discussed administrative issues with the Chief of Party specifically regarding the TSAP-FP budget and planned activities until August 2005
Lucia Kramer	July 21 – August 3, 2004	<ul style="list-style-type: none"> ➤ Facilitated the TOT on EBC ➤ Finalized the EBC Training Module in coordination with the HP Component
Susan Maguire	July 28 – August 4, 2004	<ul style="list-style-type: none"> ➤ Reviewed and analyzed Post Knowledge, Attitudes and Practice Survey results to identify key findings for integration into Phase 2 Advertising. ➤ Participated in meetings with TSAP-FP team and C & G staff to plan integration of above key research findings into new advertising strategies and executions. ➤ Participated in planning and attended the Press Conference on FP Day on July 30 to see if there are any areas needed for

		<p>improvement in terms of media training being given to Champions</p> <ul style="list-style-type: none"> ➤ Participated in meetings with TSAP-FP Communication Advisor and with Corporate Image Dimensions to plan public relations strategies and activities for TSAP including launch of advertising campaign in fall of 2004.
Kimberly Derwinski	Sept. 14 – 25, 2004	<ul style="list-style-type: none"> ➤ Conducted four media training sessions during the Champions’ Conference. ➤ Participated in additional sessions at “Training of Champions” as needed (i.e. messaging) ➤ Participated in post evaluation strategy meetings.
Dee Bennett	Sept. 12 – 24, 2004	<ul style="list-style-type: none"> ➤ Participated in the Champions Conference in Manila 22-23 September ➤ Conducted media preparation workshop(s) for the Champion participants ➤ Participated in the TSAP-FP post evaluation workshop dheld 16 & 17 September ➤ Reviewed current communications activities, i.e., midwives radio program, and investigate new outlets, i.e., story lines in TV soap opera
Imelda Feranil	Sept. 13 – 28, 2004	<ul style="list-style-type: none"> ➤ Worked with Advocacy Advisor to prepare for and help facilitate the first National Family Planning Champions Conference ➤ Discussed results of the mid-term evaluation with TSAP-FP staff to ensure efficiency of technical assistance and achievement of results for the remainder of the project ➤ Used the results of the evaluation to review and revise as needed the Advocacy and Social Mobilization (ASM) strategies and activities involving: <ul style="list-style-type: none"> ▪ Champions (especially high-level decision-makers, media leaders, celebrities and scientists) ▪ Sectoral and local advocacy groups and networks, including the urban poor/informal sector, faith-based, labor, women’s groups, male involvement. ➤ Worked with ASM staff to ensure that ASM presentations are consistent, clear and useful for advocates and champions.
Reed Ramlow	Sept. 13 – 24, 2004	<ul style="list-style-type: none"> ➤ Discussed results of mid-term evaluation with TSAP-FP staff in order to prioritize activities for the remainder of the project ➤ Reviewed Advocacy and Social Mobilization (ASM) strategies and workplan progress, including: <ul style="list-style-type: none"> ➤ Advocacy partner activities, focusing on faith-based, labor, youth and women’s groups activities ➤ Fatwah dissemination ➤ Media advocacy ➤ Family Planning Champions Conference ➤ Review Health Provider (HP) strategies and workplan progress, including: <ul style="list-style-type: none"> ➤ CAT development, including “provider CATs” and “lay CATs” ➤ HP communications, including newsletter production and public relations ➤ DOH FP Clinical Standards Manual revision ➤ Medical curricula review of FP content (in conjunction with the local consultant) ➤ Industry strategy in response to the findings of the

		<p>industry clinic assessment by the Yuchengco Center</p> <ul style="list-style-type: none">➤ Evidence-based counseling (EBC) training series (to be implemented until July 2005) and training results monitoring➤ Participated in planning ASM and HP activities (including ARMM) for the following quarter (especially addressing the issues in project implementation emerging from the results of the mid-project assessment)
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