

SUCCESSFUL COMMUNITIES FROM RIDGE TO REEF

World Wildlife Fund

ANNUAL REPORT

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Acronyms

ALT-Energy	Andrew Lees Trust-Energy
AMREF	African Medical and Research Foundation
ASOS	<i>Action Santé Organisation Secours</i>
CBD	Community Based Distribution Agent (for FP/RH & PHE)
ESU	Endangered Spaces Unit, World Wildlife Fund
FP/RH	Family Planning/Reproductive Health
FY	Fiscal Year
KMNR	Kiunga Marine National Reserve
LGU	Local Government Unit
MoH	Ministry of Health
PCD	Communal Development Plans
PE	Population and Environment
PHE	Population, Health and Environment
PSI	Population Services International
TBA	Traditional Birth Attendant
VS	Voahary Salama
WWF	World Wildlife Fund

1 Introduction

This is the second annual report for WWF's project Successful Communities from Ridge to Reef, funded under cooperative agreement GPO-A-00-03-00008-00 by the Population and Reproductive Health Program of USAID's Global Health Bureau. In FY05, WWF and partners Action Santé Organisation Secours (ASOS) and African Medical Research Foundation (AMREF) continued to carry out integrated population and environment activities in the two project sites already established in FY04--the Kiunga Marine National Reserve (KMNR) of Kenya and the Spiny Forest of Madagascar. In Madagascar's Moist Forest, WWF and ASOS began to launch an integrated population and environment project by completing a baseline survey and beginning to identify local partners. However due to reduced USAID funding in FY05, WWF and ASOS decided to delay launching the integrated project in the Moist Forest until further funding becomes available. At the beginning of FY05 WWF identified a fourth project site for integration in Palawan, Philippines, within the Sulu Sulawesi Ecoregion. A scoping visit was carried out, and by May 2005 WWF and the local Ministry of Health completed a baseline survey. Activities began in June 2005.

Following the November 2005 Workshop held in Bangkok on *Strategic Planning for Linking Population, Health and Environment Interventions*, WWF made significant advances in learning. In January 2005, WWF staff used lessons learned from the workshop to develop a global monitoring and evaluation plan that effectively integrates population and environment results in all of WWF's USAID-funded population-health-environment (PHE) project sites. A Population Trends Analysis for the WWF Global 200 Ecoregions was completed with the assistance of an intern from a University of Michigan Population Program Minority Serving Institution and through collaboration with Conservation International. Finally, WWF developed draft survey instruments for three of the four learning questions in the PHE learning agenda, with the assistance of Foundations of Success, an organization leading the conservation community in measuring conservation success. Interviews using the new survey instruments are scheduled to begin in September 2005.

Following is a summary of project status and highlights from the second half of FY05.

2 Madagascar

Overview

In the two years since WWF and ASOS formally launched the expanded Spiny Forest PHE Project, partnerships in the target areas have continued to develop and communities are beginning to embrace messages about FP/RH and natural resource use. The project continues to mentor community-based distributors (CBDs), and has now trained almost 50 CBDs in the region.

ASOS and WWF staff continued to provide cross-training to each other's staff, an approach which both organizations believe greatly increases staff capacity for integrated PHE approaches, and so benefits the Spiny Forest program. They continue to identify population-health-environment linkages, partners and approaches relevant to livelihoods of each community with its own environment and socio-economic circumstances. During a visit in April by WWF US staff it was very clear that communities value the forest for its natural resources and environmental services, especially in extreme times such as drought. Communities are keen to maintain their forests provided they can obtain adequate livelihoods.

The linkage between family planning and pressure on resources is starting to be better understood, and we were particularly encouraged by interest from young people in these linkages. They voiced concern for their own future well-being in light of finite forest resources and growing population, and encouraged the project to keep up the level of activities. Although numbers are still small, in many of the villages visited the number of people using family planning has increased since the project started there. Early adopters are playing a very important role in demonstrating the benefits and acceptable levels of side effects of various methods of family planning.

The partnership with Andrew Lees Trust is going well. It has been difficult to find an appropriate partner for water development, however. There are plans to bring in an agriculture partner involved in developing new agricultural approaches in this environment.

The project also integrates HIV/AIDS messages in its reproductive health outreach with women and youth groups. However, with low HIV prevalence rates in the area, few people dying so far from opportunistic infections caused by AIDS, and other pressing health needs, it is difficult for communities to appreciate the grave danger from AIDS and be motivated to change behavior.

After attending the Bangkok workshop WWF and ASOS were inspired to further develop their joint monitoring plan, and have worked closely with Voahary Salama and Lynne Gaffikin on this. Although this has caused a delay in data collection, it will be a more rigorous plan and build a stronger foundation for future collaboration.

*Strategic Objectives**

Objective 1: To implement community-based population-environment programs in villages adjacent to biologically important forest areas in the Spiny Forest Ecoregion, using a participatory approach.

Objective 2: To strengthen local capacities for implementing population and environment programs.

Objective 3: To develop appropriate educational programs and tools that make the links between population issues, health, and the sustainable management of natural resources.

Objective 4: Initiate population-environment work in the Moist Forest Ecoregion

**Note: The Strategic Objectives have changed since the beginning of FY05. WWF and ASOS carried out a baseline survey in the Moist Forest and began looking for PHE partners. However upon learning that USAID had reduced funding for FY05, WWF and ASOS have greatly reduced work in the Moist Forest until further funding should become available.*

Activity Status

Activity No.	Status	Comments
<i>Spiny Forest Ecoregion</i>		
Activity 1.1: Organize local PHE coordination meetings	On Track	Staff in Tulear and Fort-Dauphin held monthly meetings and met with other Voahary Salama partners (VS) twice this year
Activity 1.2: Update Baseline and participatory analysis	Mixed Performance	Updated data have been collected for many of the target villages this year
Activity 1.3: FP mobilization through CBDs/Sustainability	On Track	All target populations were sensitized on FP by volunteer CBDs and ASOS agents
Activity 1.4: Regularize CBD monitoring	On Track	CBD agents were provided with work plan training and review their performance with ASOS each quarter
Activity 1.5: Integrate prenatal care promotion into Matron and CBD training	Mixed Performance	CBDs were trained in delivering integrated FP/prenatal messages; Matron participants were selected, but their training has been delayed due to communication challenges
Activity 1.6: Create community pharmacies	On Track	46 pharmacists trained and are operational, this covers 95% of target villages
Activity 1.7: Promote fuel-saving stoves/ tree-planting	On Track/ Changed	4 ASOS agents in the South-west were trained in fuel-saving stove promotion and project continues to educate women's groups through ALT-Energy radio programs; In Mikea Forest, quality of the soil was found inadequate for

		continuing stove promotion; Tree planting program was terminated due to reduction in USAID funding in FY05
Activity 1.8: Reinforce community control of resources through tree planting and fire protection	Cancelled	WWF and ASOS were not able to continue this activity because of inadequate funding from USAID in FY05
Activity 1.9: Support youth in environmental activities including tree planting	On Track/ Cancelled	ASOS agents have sensitized youth on conservation issues. For the reason presented in 1.7, tree planting also delayed for youth
Activity 1.10: Sharing lessons learned for PHE integration	On Track/ Cancelled	ASOS staff attended the Bangkok workshop in November 2004 which greatly assisted PHE staff in honing strategic planning; cross-visits planned with other countries were cut due to reductions in FY05 funding
Activity 1.11: Support FP/RH and conservation dialogue in women's groups	On Track/ Cancelled	Women's groups in 22 villages are now functional in dealing with FP/RH/conservation topics, and had planned to participate in forest restoration; Funding cuts described in Activity 1.7 will prevent this activity from taking place
Activity 2.1: Review training of CBDs	Mixed Performance	49 CBDs were trained and are functional; Most were trained for the first time during FY05 and will be retrained next year
Activity 2.2: Support community in integrating PHE in communal planning	On Track	Three communes have now revised their Communal Development Plans (PCD), and ASOS has encouraged women/youth groups and CBDs to participate in these and forest management transfer planning sessions
Activity 2.3: Enhance/expand community organization and role modeling	On Track	All CBDs received training in FP/RH; The project continues to identify PHE volunteers Villagers who participate actively were strongly encouraged to serve as role models
Activity 2.4: Evaluate achievement of "Champion Communities" objectives/Expand to other villages	Delayed	Due to a budget restriction and the difficulty of finding partners to provide activities complementary to those of ASOS and WWF, the "Champion Communities" model used by VS needs adaptation to the Ala Maiky context; The project is still discussing this with VS
Activity 2.5: Follow up with Matrons on Safe Motherhood and HIV/AIDS Prevention	Delayed	A delay in training matrons on FP/RH has also delayed this activity
Activity 2.6: Update workplans on FP/RH and integrated HIV/AIDS	Mixed Performance	CBDs in all villages updated their PHE work plans to include FP awareness-building, and in 20/24 villages, targeted youth groups were created and developed PE workplans; ASOS has not had sufficient resources to train field

		agents in HIV/AIDS yet
Activity 2.7: Organize celebration of achievements	Delayed	This activity is delayed because of the delay in applying “Champion Community” approach
Activity 3.1: Reinforce capacity of ASOS agents in community forest management	On Track	In the first half of FY05, all ASOS’ Spiny Forest field agents received training in the process of transferring forest management to local communities
Activity 3.2: Prepare PHE communication plan	Completed/ Mixed Perform- ance	ASOS and WWF individually completed their communication plans in the first half of FY05; There is still a need to integrate these plans but it is unlikely that funds will be available
Activity 3.3: Produce additional PHE communication tools	Mixed Perform- ance	ASOS created some PHE communication tools, and had planned to collaborate with VS on delivering tools, however, VS requires resources that ASOS does not have. This is still under discussion
Activity 3.4: Review community volunteer communication capacity	Delayed	WWF was delayed in hiring new field agents and therefore this activity is delayed until the next year
Activity 3.5: Continue radio broadcasts on FP/RH- HIV/AIDS involving youth	On Track	23 radio programs were developed and youth listening groups were prepared by the effective collaboration among ASOS, WWF and ALT; however more radios are needed and ASOS is negotiating this with ALT
Activity 3.6: Train youth in communication on HIV/AIDS	On Track	Youth groups are now operational and received informal training from ASOS agents on HIV/AIDS communication, but are still awaiting peer education training
Activity 3.7: Organize peer education campaigns on FP/RH across villages	On Track	Two topics were identified and campaigns planned in target villages on: Reproductive Health Linkages with Migration and HIV/AIDS, Contraceptive Methods Linkages with Natural Resources Use; The campaigns began in April
<i>Moist Forest Ecoregion</i>		
Activity 4.1: Set priorities	Completed	
Activity 4.2: Conduct participatory diagnosis for PHE with partners	On Track/ delayed	The project carried out a baseline survey in 8 villages in 2 priority areas for PHE work. The data processing was completed, but the complete diagnosis was cancelled due to the funding cuts that affected the Moist Forest
Activity 4.3: Identify potential partners for implementation	On Track/ delayed	One women’s group was identified as a partner and the project also contacted religious and youth groups; Meetings have been held or are planned with all of them; The project anticipates close collaboration with these partners in the

		coming months as PHE is launched in the Moist Forest.
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Challenges and Lessons Learned

Since no partner has been found for the water development and technical support for agricultural development, the project has not been able to implement the Champion Communities model as hoped, because they could not offer the full range of priority development activities needed. In addition, fuel saving stove promotion was compromised by lack of suitable clay soil in Mikea and Plateau Mahafaly. Due to funding cuts the project has been unable to purchase tree seedlings and start nurseries as planned. As a result, women’s groups who are organized around PHE themes will be unable to undertake planned reforestation activities.

3 Kenya

Overview

WWF’s health work in partnership with the African Medical Research Foundation (AMREF) is supported by both the USAID-funded PHE project, and by a general health project funded by Johnson & Johnson. This health work is greatly facilitating WWF’s relationship with local communities and stakeholders as WWF continues to work towards building an effective co-management structure for the Kiunga Marine National Reserve.

AMREF and WWF have made significant advances in raising awareness levels, and improving quality and access to FP and RH—which is a critical step towards ensuring the long-term welfare of the residents of the KMNR. Since October 2004, forty women have begun to use FP and sixty women have been able to continue using FP. Boni communities in four key areas are now receiving health and RH care, with funds leveraged from AMREF Monaco. Further, as a result of the numerous targeted sensitization and awareness trainings AMREF and WWF have held, AMREF has received numerous requests for RH materials from local leaders, adults and youth, clinical staff, and traditional birth attendants in and around the KMNR.

The WWF Kiunga Project Executant has been invited to join the Lamu District health committee, and the Ministry of Health has committed to provide a permanent, full-time nurse for Mkokoni clinic in the Kiunga Marine National Reserve. A recent successful visit by Johnson and Johnson, when they observed the jointly funded mobile clinic, has resulted in a large future funding commitment by Johnson and Johnson for general health work in a number of WWF sites around the world.

The socio-economic survey for Kiunga has been completed, and the draft report is currently being commented on.

Strategic Objectives

Objective 1: To increase awareness and adoption of family planning and reproductive health

Objective 2: To improve institutional and infrastructural capacity for provision of quality curative and preventative health care

Objective 3: To improve community capacity for reproductive health by changing behavior and practices

Objective 4: To promote the sustainable use of natural resources, and to secure the long-term welfare of the area's habitats, species and communities.

Activity Status

Activity No.	Status	Comments
Activity 1.1: Promote RH education	On Track	100 women group leaders trained on importance of FP and adolescent health. 3 workshops held for 40 youth on adolescent health.
Activity 1.2: Provide integrated FP/RH	On Track	Since services began, there are forty new FP users and 60 continuing users.
Activity 1.3: Provide/ promote ante-natal care	On Track	Multiple activities completed in first half of FY05. 10 health education sessions held to promote safe delivery. Pre-natal outreach continues monthly.
Activity 2.1: Improve RH infrastructure	On Track	Clinics in four communities provided with clean water through installation of hand-pumps fitted to boreholes.
Activity 2.2: Continue mobile RH clinic to Boni	On Track	Boni communities in four key areas adjacent to the KMNR are now receiving FP/RH care. 50 children, 30 pregnant women immunized. 60 adolescent Boni trained as change agents on early marriage and adolescent RH (Boni community activities are co-supported by funds leveraged from AMREF-Monaco).
Activity 2.3: Improve transport of contraceptives	Mixed Performance	All 5 health facilities were supplied with reproductive health training materials, medical equipment, and vaccines (the latter two provided by separate AMREF donations). Planning meetings held to review communication and transport needs.
Activity 3.1: Continue training community based workers/ volunteers.	Mixed Performance	Six CBDs were trained and are now operational. Five community meetings held to raise awareness on RH.
Activity 3.2: Provide FP/RH training to health personnel	Completed	Activity completed in first half of FY05.
Activity 3.3: Train 30 TBAs	Completed	26 TBAs trained on FP mobilization and

		referral of antenatal mothers to skilled attendants.
Activity 3.4: Train gender and youth groups in RH	On Track	60 youth trained in RH in early FY05. FP/RH workshop held in 4 communities for teachers and youth providing them with FP and HIV messages for youth. Demand for services among youth has increased as a result. 20 male leaders and 100 women group leaders trained as RH promoters.
Activity 3.5: Create links with health personnel to train communities	Delayed	
Activity 4.1: Sensitize/mobilize communities on environmental issues	On Track	The Kiunga Socio-Economic Baseline Survey was completed, draft results were submitted, and stakeholder meetings were held to provide feedback to communities and local leaders. The final report will be completed by July 2005. Education on coastal resource management, environmental health, and RH issues is ongoing for local fishermen, women, and youth. In Feb. 05, with funding from other sources, WWF initiated a gear exchange exercise with 290 fishermen in the KMNR to replace destructive nets with non-destructive nets. Community receptivity to the program has ensured steady progress.
Activity 4.2: Support/expand long term welfare of KMNR	On Track	Investments in RH, with USAID support, and general health, through Johnson & Johnson funding, is enabling the KMNR Project to leverage increased good-will from local leaders and stakeholders; already this is leading to increased local government commitment to increased long-term support for RH, health, and overall Reserve Management to the Kiunga area. Among communities, PE educational messages and positive receptivity to AMREF/WWF services are ensuring that communities continue to report turtle nests to WWF, so that hatchlings can be safely monitored and released.

Challenges and Lessons Learned

A major challenge has been changes in personnel, both in AMREF (the person overseeing AMREF's work in Kiunga) and WWF (the health program coordinator). Both

of these staff participated in the Bangkok workshop, so this is a big setback for project capacity. It is difficult to keep staff in remote areas.

Another major constraint has been communication. WWF's camp in the Kiunga Marine National Reserve often experiences outages in satellite service, at times resulting in two weeks per month without phone or email access. WWF has worked to try to overcome this, using radios when necessary, but the problem seriously affects project efficiency.

In addition, in anticipation of next year's funding cuts, the project had to reduce efforts in certain areas and was unable to undertake an adequate level of sensitization on FP/RH and integrated PE messages. WWF and AMREF are seeking ways to overcome this, but it is a big challenge.

4 Philippines

Overview

In early FY05, a new PE integration site was identified in Roxas District of Palawan Island in the Philippines, which lies in the Sulu Sulawesi Ecoregion. In November 2004, WWF conducted a scoping visit and initiated negotiations with partners, which include the Municipal Government (or Local Government Unit-LGU) of Roxas and PATH-Philippines with whom an MOU has been signed. In early 2005, workplans and monitoring and evaluation plans were developed and submitted to USAID. The project formally launched in early April after the workplan was approved.

The baseline survey has been completed and the report is being finalized, and initial meetings have been held with stakeholders on survey results. Early findings include that the average family size is 4 children, with the preferred number being 2-3. Fifty-five percent of the sample reported practicing family planning (men and women); however 28% of the population is using natural family planning methods. The contraceptive prevalence rate is still being determined. Communities also highlighted that prevention of illegal fishing activities was a top priority in order to conserve their local resources and ensure food security. The local government unit has not had sufficient resources to ensure law enforcement, so a local community-based fishermen's organization has asked for WWF support to undertake its own surveillance.

Strategic Objectives

Objective 1: To improve FP, RH, coastal resources management and PHE knowledge and awareness among coastal communities, and build capacity

Objective 2: To improve access and infrastructure promoting FP/RH commodities and service delivery

Objective 3: To promote sustainable fishing practices and techniques among fisherfolk families and policy makers

Objective 4: To identify and develop sustainability measures to promote PHE in the municipality of Roxas

Activity Status

Activity No.	Status	Comments
Activity 1.1: Conduct baseline and perform participatory assessment of PHE	Completed	A consultant was contracted to carry out baseline and analysis was completed during FY05
Activity 1.2: Present assessment results to stakeholders and plan actions based on recommendations	On Track	Results presented to LGU stakeholders, and community or “Barangay” meetings are scheduled from Sept.-Oct. 2005
Activity 1.3: Identify and recruit community based PHE workers	On Track	
Activity 1.4: Assess capacity of PHE workers on communication	On Track	ongoing
Activity 1.5: Organize and develop trainings for PHE workers	On Track	Now that the baseline is complete, training topics and participants will be identified from Oct.-Dec. 2005
Activity 1.6: Develop monitoring tool for community PHE workers	On Track	Scheduled for Nov.-Dec. 2005
Activity 1.7: Develop, identify and distribute IEC materials on PHE	On Track	Workshop held to develop IEC messages and materials. IEC materials now being produced.
Activity 1.8: Show videos on PHE in communities	On Track	Scheduled to begin Dec. 2005; video machine now being procured
Activity 1.8: Cross visit of PHE project staff/stakeholders within the Philippines	Delayed	Waiting to see if funds will be sufficient, in light of budget cut
Activity 2.1: Forge partnership agreements with LGU and private sector in order to mainstream PHE in local development planning	On Track	Scheduled for Sept.-Oct. 05
Activity 2.2: Facilitate creation of Municipal Health Board	On Track	Members of the revived municipal health board were invited to a presentation of the baseline results
Activity 2.3: Facilitate establishment of commodity distribution outlets in Barangays	On Track	Scheduled to begin once agreements are in place for commodities (Activity 2.1)

Activity 2.4: Provide technical assistance to commodity distribution businesses on business planning	On Track	Scheduled to begin once agreements are in place for commodities (Activity 2.1)
Activity 2.5: Train Barangay and Municipal Health workers on FP/RH and PHE messages	On Track	Scheduled to begin in FY06
Activity 2.6: Facilitate development of management and monitoring systems for commodity distribution outlets	On Track	Scheduled to begin in FY06
Activity 3.1: Update biological information through surveys in relation to population pressures	On Track	Seagrass monitoring completed in June 05, dugong monitoring is ongoing, fisheries monitoring will be complete by June 06, reef fish and coral surveys to be conducted in Oct. 05 and May 06. Results will be integrated in PHE education and approaches.
Activity 3.2: Develop and distribute communication materials on survey outcomes to fisherfolk and policymakers	On Track	Scheduled for Dec. 05
Activity 3.3: Organize planning workshop to identify management and policy actions based on PHE assessment, integrate actions into municipal fisheries plans	On Track	A select number of recommendations from PHE survey will be included in municipal budget planning conducted in Aug. 05
Activity 3.4: Provide support to communities for improved resource management	On Track	MOA signed for fuel support to community-based fishermen's group for surveillance
Activity 3.5: Continue technical and IEC support to the community-based Roxas Marine Mammal Rescue and Conservation Group (RMMRCG)	On Track	37 members of RMMRCG trained and a workplan was developed
Activity 4.1: Mainstream PHE in local development planning	On Track	WWF is still working with LGU to develop a comprehensive land use and water plan for Roxas municipality that integrates FP/RH and population considerations
Activity 4.2: Work with LGUs to allocate annual LGU budget to support PHE	Delayed	Scheduled to occur by October
Activity 4.3: Work with CDS in performance monitoring/	On Track	Scheduled for Jan. 06

assessment		
Activity 4.4: Support attendance to PHE conference	On Track	National PHE conference in the Philippines is tentatively scheduled for March 06

Challenges and Lessons Learned

The FY06 budget cut has severely affected the plans for this project, which has only just started. It may affect the project's ability to hire a contraceptives logistics specialist as planned, but the project is still looking for a solution.

5 Learning Component

Work has begun on the learning priorities selected in consultation with partners including the Community Conservation Coalition:

- Determining the value added for conservation organizations of combining FP and RH with ongoing conservation activities. This will include documenting the current status of knowledge about PE, creating a framework of benefits, and may also include developing a cost-benefit analysis of PE projects/programs.
- Creating decision-making tool/s to for conservation managers to decide when and how to integrate FP/RH into planning and program/project design. This may also include an analysis of basic population trends for the 59 WWF focus ecoregions.
- Documenting how to make PE partnerships work most effectively
- Developing a working paper on how to scale up PE interventions, in which the lessons learned by WWF and other organizations undertaking PE projects will be considered.

As the learning budget has been cut severely for the final year, we have scaled back on the depth of some of these activities. Nevertheless, WWF has worked with Foundations of Success to develop survey instruments, and has identified 10 potential projects to participate in the first part: determining the value of combining FP and RH with ongoing conservation activities. It will build on results from existing projects such as EHP and IPOPCORM.

Cara Honzak and an University of Michigan Minority Serving Institution intern, Jackie Soto, produced a global map and table indicating population growth rates and many other data for WWF's focal 59 ecoregions around the world, which will help conservation planning by indicating future population trends, and also help WWF select the most appropriate and rational areas to expand PHE approaches.

Survey instruments have also been produced for partnerships and scaling up, and various discussions have been held on the scope of the scaling up work.

Strategic Objectives

Objective 1: To analyze the value of reproductive health work in biodiversity conservation, evaluating the effectiveness of different approaches

Objective 2: To build capacity for population-environment work, especially in the conservation sector

Activity Status

Activity No.	Status	Comments
Activity 1.1: To undertake participatory strategic planning for the learning program and establishment/refinement of M&E for WWF population-environment sites	On Track	Learning strategy finalized; survey instruments drawn up with technical assistance from Foundations of Success (strategy covers analysis of value added of PE integrated approaches; tools; effective partnerships; and scaling up); Projects identified to participate in the learning.
Activity 1.2: To undertake activities to implement the learning strategy	On Track	PHE monitoring and evaluation system developed and being applied; Linkages of PHE with migration and HIV/AIDS continue to be investigated
Activity 1.3: To develop a population decision-making framework and tools for field practitioners	On Track	Tool developed indicating population growth rates and other factors, to help prioritize WWF ecoregions for integrated PHE approach in the future
Activity 2.1: To support population-environment projects in WWF field sites	On Track	Technical assistance was provided to the three USAID-funded field sites (two were visited during the reporting period). Exchange visits were cut from the program due to reduced funding in FY06
Activity 2.2: To undertake networking and outreach on population/health-environment issues	On Track	Outreach has not been a major focus since we do not have the learning results yet, but awareness of PHE issues has been raised: for example, with several WWF ecoregion staff, and with other conservation practitioners and senior staff in WWF, and with several health organizations

Challenges and Lessons Learned

Lessons are starting to emerge from the field sites about PHE approaches, some of which challenge conventional wisdom. Lessons include:

- Reproductive health and family planning services are important project components in many sites, but they have to be part of a suite of development and health activities based on communities’ priority needs.

- Basic health needs must be met before family planning becomes a high priority for communities.
- Family planning is not always an effective entry point for conservation organizations (although basic health is). In fact, conservation can be an entry point for family planning.
- None of our projects will be sustainable after three years although some important steps towards sustainability are happening; donor support will be required for some time to come.
- Strong champions in the field are very important; changes in key staff are very disruptive to programs especially in the early stages.