

SUCCESSFUL COMMUNITIES FROM RIDGE TO REEF

World Wildlife Fund

**RESULTS REVIEW
1 JULY 2006 – 30 JUNE 2007**

**Submitted to USAID Global Health Bureau
Office of Population and Reproductive Health**

USAID Cooperative Agreement GPO-A-00-03-00008-00

17 October 2007
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World Wildlife Fund (WWF) Results Reviews

Project Name: Successful Communities from Ridge to Reef

Recipient/Contractor: World Wildlife Fund

Project Number: GPO-A-00-03-00008-00

Project Duration (LOP): Oct. 1, 2003-Sept. 28, 2008

CTO/TA: Heather D'Agnes

Project Goal:

Improved voluntary family planning/reproductive health (FP/RH) in key areas where population growth has serious impacts on NR and more sustainable solutions developed for local livelihoods so as to reduce pressure on biodiversity.

Accomplishments

The following list of results includes only highlights of this year's accomplishments. For a comprehensive list of results, please see WWF's PHE PMP.

SO1: Number of PHE policies implemented

Result 1: As a result of WWF-Madagascar's experience with the PHE Project, the "Champion Commune Approach" has been developed, documented, and submitted to the Champion Commune Task Force in Antananarivo. WWF shared its lessons learned with the task force while it reviewed the approach in relation to environment and governance issues.

Result 2: In Roxas, Philippines, the WWF PHE Project has substantially contributed to the establishment of 5 new marine protected areas (MPAs). The 5 MPAs have been demarcated and Barangay resolutions have been passed in the respective barangays. The Municipal Council (*Sangguniang Bayan* or SB) is now deliberating the passage of a Municipal Ordinance that will further legitimize these MPAs.

SO2: Number of new PHE partnerships formed

Result 1: Two new partnerships were formed with family planning commodity suppliers in the Philippines: a "Doctor's Account" in Manila (a type of account that doctors in the Philippines utilize for obtaining commodities) and Saturn Marketing in Puerto Princesa, Palawan.

SO3: Resources allocated and leveraged for PHE programs

Result 1: New funds have been leveraged by WWF-Philippines in the amount of \$21,638 US. This includes cash resources, time, labor and equipment from partners for activities such as Family Planning Action Sessions and monitoring of coral reefs.

Result 2: As a result of PHE funding from USAID in Madagascar, WWF and *Action Santé Organisation Secours* (ASOS) leveraged: \$26,350 US for the Spiny Forest (from GTZ, ACORDS (capacity building/ institutional strengthening), IPTE (Malagasy debt alleviation), Population Services International, the Malagasy Ministry of Health (MoH), and Santenet (cost-sharing activities for Champion Communes-CC); and acquired time from the Ministry of Health (MoH). In FY07, MoH agents increased the amount of time spent monitoring Community Based Distributors of FP commodities and collaborating with the Project on the CC process.

Result 3: As a result of USAID PHE funding in the Kiunga Marine National Reserve (KMNR), Kenya, WWF has leveraged from the MoH: staff time for multiple health posts/ dispensaries (it has not been possible to calculate the dollar value this year but it may be as high as \$55,000 US), FP/RH commodities for the year, 1 permanent nurse for a previously unserved area of KMNR (since last year), and long term operations costs of the WWF-constructed clinic.

IR 1.1a: Increased availability of lessons learned about PHE (USAID 1.5 & 1.6)

Result 1: Three WWF PHE success stories were produced by the WWF-Madagascar, WWF-Kiunga, and WWF-Roxas projects, and published on the USAID PHE website and the WWF-US website.

Result 2 (USAID PHE 2.3): More than 37 outreach activities were organized this year, as follows:

- *In the Philippines:* at least 20 outreach meetings held with Municipal politicians and staff;
- *In Madagascar's Spiny Forest:* at least 15 PHE meetings were held in Ft. Dauphin and Tulear areas; regular USAID meetings were also held;
- *In Kenya:* voluntary indicator, so not reported;
- *PHE Analysis:* two presentations were made for Sierra Club members during training sessions on PHE.

Result 3: More than 34 different types of target audiences, including 4 policy makers, 14 implementers, and 5 advocacy groups were reached with PHE messages in FY07. The groups are listed in the endnotes.ⁱ
(USAID PHE 2.4)

IR 1.1b: Improved capacity of WWF for population work (USAID 3.1 & 3.2)

Result 1: 2 instances of significant technical assistance (TA) provided to WWF ecoregions – to establish new WWF PHE projects in the Galapagos and Cambodia (out of a total of 8 trips and 7 instances of other significant TA given since the beginning of the project). Both of these PHE projects are in the proposal stage.

Result 2 (USAID PHE IR 3.2): 3 PHE tools have been used by the project in FY07:

- 1 by WWF in Roxas, Philippines (used PHE tool from Save the Children – Family Planning Action Session Module)
- 1 by WWF & ASOS in Madagascar's Spiny Forest (Voahary Salama, national association of PHE implementers, has produced and shared PHE communication kits that are being used by the project)
- 1 by WWF-US (Measure DHS Statcompiler used on several occasion to provide background information for 2 new PHE proposals-in 2 Ecoregions- and to support scale up of PHE efforts within the WWF network)

Result 3 (USAID PHE IR 3.1 or 3.2): One site where family planning has been expanded is an existing Johnson & Johnson funded WWF PHE project in Nepal. A complementary project component funded by the USAID Nepal Mission was launched in the beginning of FY07 in the Terai Arc of Nepal. WWF is also in the process of increasing the WWF-US level of technical assistance provided to two other existing WWF PHE projects, both funded by Johnson and Johnson, in the Congo and Cameroon.

IR 1.2: Improved RH and FP services, knowledge, and use in priority areas of ecoregions (USAID 1.1)

Result 1: An increase in the numbers of new and continuing FP users, CPR and CYP in FY07 in all three of the project sites.

In the newest site- the Philippines- there are 112 new family planning users and CPR has increased from 32 to 33% in the target population; the PHE project-trained CBDs just began operations this year.

In Kenya, CPR was measured at 7% in 2003 within the target district before the project began (the target population is slightly smaller than the district). The Ministry of Health is now estimating the CPR at approximately 68% for the same district. The project is conducting its own pilot study to verify the MoH values. The baseline for the target population was between 7 and 33% two years ago (as measured by a 2004 WWF survey- see PMP for details).

In Madagascar's Tulear area, the project went from a CYP in FY05 of 5.3 to a CYP of 61 in FY07, with 284 new users and 369 continuing users in FY07. In the Fort Dauphin area, the project went from an unknown level of CYP (data not available in that period) to a CYP of 153 in FY07, with 169 new users and 137 continuing users. It should be noted that there are more women of reproductive age in Tulear (2044) than in Fort Dauphin (1774).

Result 2: All three sites trained a large number of persons in health service delivery. This number cannot be isolated from the first three years of the project because it is a new indicator, but the baseline figure for FY06 is 47 in Kenya, 29 in the Philippines, and 91 in Madagascar. In FY07, Kenya trained or re-trained a total of 81 persons (which includes 24 community health workers, 40 traditional birth attendants, and 17 community based distributors (CBDs); many of these trainees/health workers are part of the 47 originally trained), the Philippines 50 (which includes 21 new CBDs and many of the 29 health

workers originally trained), and Madagascar trained 96 persons (which includes many of the 91 originally trained).

IR 1.3: Increased capacity of communities to effectively manage natural resources in priority areas of ecoregions (USAID 1.1)

Result 1: In Kenya, integrated PHE interventions continue to increase community goodwill towards WWF conservation interventions, and this continues to support a positive trend of increasing turtle nesting activity in the KMNR and the establishment of new marine protected areas.

This year, communities worked with WWF to establish 6 “no-take” marine zones, a move that will improve conservation of a variety of key marine species in Kiunga and help provide food security for KMNR communities.ⁱⁱ Also, 72% of marine turtle nests are reported by communities, a 25% increase from FY05 and a continuing high trend from last year, and 123 turtle nests were reported this year, much higher than the 82 nests reported in prior years (see endnote to understand the context of this trend).ⁱⁱⁱ

Result 2: In the Philippines, WWF’s relatively new investment in PHE – including the FY06 cross visits, organized by WWF to other PHE sites, and the FY07 introduction of Save the Children’s Family Planning Actions Sessions for couples -- has led to a quick spike in stakeholder involvement and increased buy-in for conservation and reproductive health in Roxas.

One of WWF’s principal conservation goals in the area is the establishment of marine protected areas, and of effective management of those areas. In FY07, WWF’s PHE Project worked with stakeholders to demarcate MPAs. A municipal ordinance is now pending that will legally recognize 5 new marine protected areas in the Project’s target area. Such IEC and stakeholder cooperation has also motivated and empowered community-based fisheries monitoring groups to be more successful in their operations to make fisheries management more sustainable.

Result 3: In Madagascar’s Spiny Forest, integrated PHE interventions have motivated communities, and women and youth in particular, to take part in key conservation initiatives such as construction and use of fuel-saving stoves and establishment of tree nurseries.

Between February and June 2007, there was an increase of 4% in the number of users of fuel-saving stoves in the PHE project area (from 63 to 171 households in Tulear and from 127 to 158 in Fort Dauphin). Also, as of FY06 the PHE project had only established 3 new tree nurseries with 2160 trees; as of the end of FY07, the PHE project had worked with communities to establish 7 tree nurseries with 106,250 trees.

IR 1.4: Improved sustainability of FP and RH in priority areas of ecoregions (USAID 1.4)

Result 1: In Madagascar's Spiny Forest, WWF leveraged US\$ 26,350 for PHE in FY07; in the Philippines, WWF leveraged \$21,638 US. These resources are listed under SO3 at the beginning of this document.

Result 2: Several new PHE policies were passed and are in the process of being implemented in FY07. These policies are listed and described under SO1 at the beginning of this document.

Result 3: In Madagascar's Spiny Forest, 34 of 46 CBDs received their FP supplies consistently and completely from the MoH and Population Services International in FY07. Also, 100% of CBDs in Madagascar's Spiny Forest are now officially registered with MoH clinics and considered as remote auxiliaries for FP distribution.

Implementation Issues/Constraints:

Kiunga Marine National Reserve, Kenya Site:

This year has held a number of challenges for the Kiunga PHE Project, but has also been a year of exciting transition that may offer opportunities for sustaining PHE efforts in Kiunga.

For example, WWF installed new communication equipment in the WWF-Kiunga camp for more efficiency, but depending on a single generator for electricity supply has proven challenging. Breakdowns continue to slow down the pace of work at the project site. We are now planning to install windpower with assistance from a US-based donor.

The end of FY07 was also marked by a shortage of family planning commodities throughout Lamu District (which contains but is larger than the KMNR). This has at times demoralized CBDs, although WWF helped ease this situation by using Johnson and Johnson PHE funds to purchase a supply of 3000 injectables and 3000 pills. In addition, in anticipation of FY08 funding cuts, the project scaled down efforts in certain areas (though the scope remains the same). This resulted in being unable to undertake an adequate level of sensitization on FP/RH and integrated PHE messages in some areas.

On a more promising note, since the exit of AMREF in 2006, WWF has been working on developing an agreement with Family Health International who is moving into the district with the USAID-supported AIDS, Population and Health Integrated Assistance II Project (APHIA II). This effort is looking quite hopeful since integrated health outreach is already being carried out in partnership with the "APHIA II Coast" Component of the APHIA Program-an FHI Project in Kenya's coastal region.

Overall, WWF continues to find that the PHE approach produces positive results for conservation, health and family planning, and that the integrated approach is easily accepted by target communities and partner institutions.

Spiny Forest Ecoregion, Madagascar:

A major challenge is to set up the integrated Champion Commune approach in the sites in complete synergy with other stakeholders involved in commune development. Communicating with the other stakeholders is difficult given poor communication systems and the large distances that must be travelled between project sites and institutions' headquarters. However, close collaboration with all of the key partners in the Spiny Forest, including an increasingly engaged Ministry of Health, is making this challenge less daunting.

Philippines Site:

Challenges have included:

- Motivating the municipal government to provide sufficient funding for activities being conducted for coastal resources monitoring and management, although the project has high hopes that early next year a municipal ordinance will be passed that will provide funding for MPA management (relevant municipal staff have indicated this is likely to happen).
- Organizing the communities into groups who will be responsible for the management of their own MPAs. Communities are concerned about how they will sustain current technical assistance and funding levels for MPA management when WWF pulls out next year. However, WWF is working closely with the LGU and other organizations to overcome this obstacle and inspire community confidence and motivation.
- Absence of a local NGO health partner in Roxas. This has now been partly overcome by collaboration with Save the Children, who has provided technical assistance and capacity building to WWF, and helped with strategic planning. WWF has continued this relationship through a formal MOA.

Lessons learned have included:

- When community members and local formal and informal leaders comprehend PHE linkages and the importance and benefits that will be reaped from MPAs, it is easier for communities to organize themselves in forming management bodies that will be responsible for the management of their marine protected areas (MPAs).
- Networking and linking community organizations to other institutions and agencies will be very important in ensuring sustainability of the project in the coming year. WWF is already seeking out these relationships and trying to establish this kind of network.

Analytical Component:

A continuing challenge during FY07 has been that the PHE technical advisor, Cara Honzak, works only part-time (at 60% time which started in the beginning of FY07, and although planned, it is a reduction in time from about 90% previously). Meanwhile the size of WWF's PHE portfolio increased to include one more project in Nepal. WWF-US has been fairly successful in overcoming this challenge by finding ways to reduce Cara's workload and focus on priorities, but this makes it more difficult for the PHE team to engage in any extra activities or respond to special requests from USAID. We have also

had to continue spending additional time on USAID legal compliance issues. This situation will be partly relieved if we receive a PHE Fellow for Nepal/Asia, who can provide TA to our Asia projects and help with reporting.

Lessons are emerging from the field sites about PHE approaches, some of which challenge conventional wisdom. Lessons from the last two years are also still valid:

- It takes time to build staff capacity in this new field to do integrated work and to build partnerships;
- Strong pilot projects are key for replication; cross-visits are very valuable for short-cutting project start-up time;
- When there is not a strong in-house PHE presence in the field, in-country technical assistance is very valuable (e.g. Philippines);
- Building capacity within the organization to undertake PHE monitoring takes significant time and takes a certain type of person to coordinate the monitoring;
- PHE results can be obtained much more quickly from marine than terrestrial systems;
- 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 were sustainable after three years although some important steps towards sustainability were happening; it appears that in 5 years key steps towards sustainability are possible;
- Strong champions in the field are very important; changes in key staff are very disruptive to programs, especially in the early stages.

Concerns for coming reporting period/proposed next steps:

In all three sites, WWF is cautiously optimistic about the sustainability of family planning distribution systems put into place. CBDs are trained and operational in all sites, but all of the CBDs are at least partially dependent on the effectiveness of the Ministries of Health -- in relation to distribution, training updates, etc. MoH's in all three sites are weaker than would be hoped.

However, WWF is doing its best to address this issue in all sites. In Kenya, the project is bringing in another NGO – Family Health International – to help maintain the gains that have been made by the project so far. In the Philippines, WWF is engaging other donors and potential partners to continue its work with the MoH there; it has also worked hard to motivate the Municipal Council to put certain legal mechanisms in place that will at least ensure the financial support for these programs (however the politics of this are not always predictable). In the Spiny Forest, WWF has dramatically improved the MoH's involvement with CBDs through continued communication and encouragement. It is

hoped that the self-propagation of the CC approach will in part maintain this level of MoH support.

Also, with the new demarcation of MPAs in Kenya and the Philippines, WWF will have to move quickly to ensure that management mechanisms are in place to make those MPAs effective. WWF is seeking new partnerships to ensure adequate support for these efforts.

ⁱ *Target audiences:* 4 Policymakers; 24 Implementers including: SANTENET, JARIALA, QMM, ANGAP, CARE, ALT, PSI, MCDI, PHBM, FAFABI, Alliance USAID, SAGE, SOKAKE, TAFA; & 6 Advocacy Groups including traditional leaders, Radio Listeners Group, Women group, Youth Group, Association (FIMAMI)

ⁱⁱ In Kenya's Kiunga Marine National Reserve (KMNR), six "no-take" marine sanctuary zones have been demarcated and established, an initiative that was led by communities motivated by the WWF PHE Project.

WWF-KMNR's PHE work has transformed its relationship with local communities, making them more receptive to engaging in conservation efforts and fostering a trusting relationship among WWF, WWF's governmental environment partners (such as the Fisheries Department or FiD), and the communities. As a result of significantly improved relations and the integrated environmental education that WWF provided through the PHE project (for example, showing the relationship between food security, family health, population, and the environment), communities invited WWF and FiD to help them establish these no-take zones, the by-laws that govern them, and all of the management structures that will be required to maintain them. The establishment of these no-take zones represents a tremendous achievement. WWF has been working for years to build enough trust and knowledge among KMNR communities to be able to discuss and demarcate such zones. No-take marine sanctuaries are vital for the long-term food security of the growing population and for conservation success in this coastal ecoregion.

ⁱⁱⁱ Turtle nesting analysis shows generally upward trends compared to previous years (although this value is slightly lower than last year). However this indicator must be considered over a period longer than the year cycle of this project; the upward trend could be attributed to turtle nesting remigration cycles, which occur every 2-3 years for the green turtle species (which is the dominant species) or to more female turtles coming to nest for the first time (population/colony recruitment).