

**Annual Sentrong Sigla
Program Implementation Review
and 2004 Planning Workshop**

**December 2 to 4, 2003
Manila**

Management Sciences for Health
Philippines Program Management Technical Assistance Team
Services (PMTAT)
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**ANNUAL SENTRONG SIGLA
PROGRAM IMPLEMENTATION REVIEW
AND 2004 PLANNING WORKSHOP
December 2 to 4, 2003
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WORKSHOP DESIGN

I. Rationale

In November 2002, the Department of Health (DOH) held the national launching of the Sentrong Sigla (SS) Phase II in Manila. To prepare for SS Phase II implementation at the regional level, 4 batches of Training of Trainers (TOT) for Technical Assistance (TA) teams and 7 batches of Training of Assessment Teams were conducted for Centers for Health Development (CHD) and National participants, with a special Orientation Workshop for Assistant Regional Directors (ARDs) and CHD SS Point Persons. After these activities, the CHDs are expected to conduct the following:

1. Roll Out TA Training;
2. LGU Orientation;
3. Technical Assistance to Local Government Units (LGUs); and
4. Formal Assessment and Certification.

The DOH anticipates implementation issues and concerns as a result of the transition from Sentrong Sigla Phase I to Phase II. It is for this reason that the DOH organized this Program Implementation Review (PIR) and 2004 Planning Workshop to assess the scope and extent of SS implementation at the regional level, highlight innovative strategies in the field and address difficulties encountered in implementation.

II. Objectives

By the end of the workshop, the participants would have:

1. Been updated on SS Certification Program developments:
 - a. Standards and Procedures
 - Quality Standards List (QSL) and its Appendices
 - b. Technical Assistance and Monitoring
 - SS Monitoring Tool
 - c. Advocacy and Awards
 - SS Media Campaign and other Advocacy Plans
 - SS Seal and Sticker
2. Presented CHD SS Accomplishments, Challenges, Issues and Concerns.
3. Come up with recommendations on how to address the challenges, issues and concerns.

4. Formulated CHD SS 2004 Work and Financial Plan.

III. Expected Output

1. SS CHD 2004 Work and Financial Plan

IV. Methodology

1. Plenary Presentation
2. Plenary Discussion/Open Forum
3. Group Work

V. Operating Details

Venue: Manila
Date: December 2 to 4, 2003
(December 1 and 5 as registration and travel days; Arrival set on the 1st and departure on the 5th)
Participants: CHD Assistant Regional Directors
CHD SS Point Persons
CHD SS TA Team Leader
CHD SS Assessment Team Leader

Workshop Schedule

Day 1		Day 2		Day 3	
600 to 800	Breakfast	600 to 800	BREAKFAST	600 to 800	BREAKFAST
800 to 815	Registration	800 to 815	Registration	800 to 815	Registration
815 to 845	Opening Program	815 to 830	Recap	815 to 845	Recap
845 to 915	Orientation Program	830 to 1000	Session II: SS Updates	845 to 1000	Session III: Problem Analysis and Solving Ms. Risa Yapchiongco
915 to 1000	Session IA: CHD Presentation of SS Accomplishments Dir. Juanito D. Taleon (Simultaneous Presentations in 4 Small Groups)		Session IIA: Standards and Procedures Updates “QSL and Appendices” Dir. Myrna C. Cabotaje		
1000 to 1015	BREAK	1000 to 1015	BREAK	1000 to 1015	BREAK
1015 to 1200	Continuation of Session IA	1015 to 1200	Continuation of Session IIA	1015 to 1200	Session IV: Development of CHD 2004 SS Workplan Mr. Jose Basas
12 to 100 pm	LUNCH	12 to 100 pm	LUNCH	12 to 100 pm	LUNCH
100 to 300	Session IB: Synthesis of Strategies, Issues and Concerns Dir. Juanito D. Taleon	100 to 300	Session IIB: TA and Monitoring Updates “SS Monitoring Tool” Dir. Ethelyn Nieto/Dir. Nitz Valdez	100 to 300	Continuation of Session IV Mr. Jose Basas (Presentation of CHD Plans of 3 Regions)
300 to 315	BREAK	300 to 315	BREAK	300 to 315	BREAK
315 to 515	Continuation of Session IB (Plenary presentation of small groups)	315 to 515	Session IIC: Advocacy and Awards Updates Asec. Juanito Rubio/Dir. Marietta Bernaje	300 to 400	Session V: Next Steps Dr. Juanito Taleon
				400 to 500	Closing Program
600 to 900	DINNER	600 to 900	DINNER	600 to 900	DINNER
Officer of the Day	Mr. Jose Basas	Officer of the Day	Ms. Risa Yapchiongco	Officer of the Day	Ms. Luz See

**PROGRAM OF ACTIVITIES
ANNUAL SENTRONG SIGLA PROGRAM IMPLEMENTATION
REVIEW AND PLANNING WORKSHOP
December 2 to 4, 2003**

Opening Program

8:00 AM	Registration	Secretariat
8:15 AM	Opening Program	
	Invocation	BLHD
	Pambansang Awit	BLHD
	Welcome Address	Dir. Juanito Taleon Director III, BLHD
	Introduction of Participants	Mr. Jose Basas Chief Health Program Officer BLHD
	Keynote Address	Usec. Milagros Fernandez Chairperson National SS Committee
8:45 AM	Orientation to the PIR	Ms. Risa Yapchiongco Chief Health Program Officer BLHD
	Leveling of Expectations Workshop Objectives Workshop Design and Schedule General Instructions/Administrative Matters	

EMCEE: Mr. JOSE BASAS
Chief Health Program Officer
BLHD

SESSION IA
CHD PRESENTATION OF SS ACCOMPLISHMENTS

Purpose and Content

The purpose of this session is to determine the extent of SS Phase II implementation at the regional level, highlight innovative strategies and identify challenges, issues and concerns. In this session, the CHDs shall be divided into 4 small groups. In their respective small groups, they are expected to present their accomplishments together with the challenges, issues and concerns in the implementation of the SS Phase II.

Objectives

At the end of the session, the individual CHDs shall have presented in their respective small groups their accomplishments and the challenges, issues and concerns encountered in the following SS Phase II activities:

1. Technical Assistance and Monitoring
2. Assessment and Certification
3. Advocacy and Awards

Methodology

Plenary Orientation

Small Group Presentation

Small Group Discussion/Open Forum

The CHD participants are divided into 4 groups. They shall present SS Accomplishments in their respective groups in assigned breakout rooms. The group assignments are as follow:

- | | | |
|---------|---|-------------------------------|
| Group A | - | CHDs I, IV-B, VIII, and CAR |
| Group B | - | CHDs II, V, IX and NCR |
| Group C | - | CHDs III, VI, X, XII and ARMM |
| Group D | - | CHDs IV-A, VII, XI and CARAGA |

Duration

150 minutes

(Each CHD is given 10 minutes for presentation and 20 minutes for plenary discussion/open forum)

Reference Material/s

Table 1. 2003 CHD SS Accomplishments

Table 2. CHD Summary of Challenges, Issues and Concerns

Instructions in Accomplishing Tables 1 and 2

Expected Output

Individual CHD presentation of SS Accomplishments and associated Challenges, Issues and Concerns.

Table 1. 2003 SENTRONG SIGLA ACCOMPLISHMENTS
Center for Health Development _____

Strategies and Activities	Person/s Responsible	Time Frame	Budget Allotted	Source of Funds	Output
I. TA and Monitoring					
II. Assessment and Certification					
III. Advocacy and Awards					

Table 2. SENTRONG SIGLA SUMMARY OF CHALLENGES, ISSUES AND CONCERNS
Center for Health Development _____

Category	Challenges, Issues and Concerns	Causes	Recommendations
I. TA and Monitoring			
II. Assessment & Certification			
III. Advocacy and Awards			

Instructions in Accomplishing Table 1: 2003 Sentrong Sigla Accomplishments

In this table, the individual CHDs are expected to document the activities undertaken for SS Certification based on the SS Action Plan submitted last July 2003 during the SS Orientation Workshop for Assistant Regional Directors (ARDs) and CHD SS Point Persons.

1. Strategies/Activities – write the strategies employed/activities undertaken to implement the different components of SS certification:
 - a. TA and Monitoring;
 - b. Assessment and Certification (include if there were SS Phase I activities implemented during the year); and
 - c. Advocacy and Awards.

2. For every activity, accomplish the following under the corresponding columns:
 - a. Person/s responsible – write where the locus of responsibility lies. The locus could be an individual, group/team or office/division/unit.
 - b. Time Frame – write when the activity started and whether it is ongoing or not. If the activity is no longer ongoing, indicate the date when it ended.
 - c. Budget Allotted – write the amount allocated and spent for the activity.
 - d. Source of Funds – write where the funding for the activity came from (e.g CHD office/division/unit, other offices like the PHO, grants, etc.).
 - e. Performance Indicators – write the performance status of activity.

Example:

Table 1. 2003 SENTRONG SIGLA ACCOMPLISHMENTS
Center for Health Development: JUPITER

Strategies and Activities	Person/s Responsible	Time Frame	Budget Allotted	Source of Funds	Performance Indicator/s
I. TA and Monitoring					
A. Capability Building					
1. Rollout TA trainings	CHD SS TA Team Leader/TA Training Team	Sept. to Oct. 2003	PHP 600 thousand	- LHAD - ICHSP	3 batches of TA trainings conducted for all DOH Reps, PHO and other CHD technical staff
II. Assessment and Certification					
III. Advocacy and Awards					

Instruction in Accomplishing Table 2: Sentrong Sigla Summary of Challenges, Issues and Concerns

In this table, the CHDs are expected to summarize the challenges, issues and concerns encountered in the implementation of SS Phase II at the regional level.

Session IA: CHD Presentation of SS Accomplishments

In this session, only the Challenges, Issues and Concerns Column is expected to be filled up. Under this column, enumerate the problems, difficulties, issues and concerns encountered in the implementation of the different components of the SS Phase II:

1. TA and Monitoring;
2. Assessment and Certification (include if there were SS Phase I activities implemented during the year); and
3. Advocacy and Awards.

Example:

**Table 2. SENTRONG SIGLA SUMMARY OF CHALLENGES, ISSUES AND CONCERNS
Center for Health Development: PLUTO**

Category	Challenges, Issues and Concerns	Cause/s	Recommendations
IV. TA and Monitoring	- Dual role of some DOH Representatives		
	- Limited CHD budget for TA activities		
	- Limited CHD budget for reproduction and distribution of SS materials to LGUs		
	- Invited PHO technical staff from one province did not attend the TA training		
	- Some standards may prove difficult for LGUs to meet (e.g. manpower complement)		
V. Assessment & Certification			
VI. Advocacy and Awards			

SESSION IB

SYNTHESIS OF STRATEGIES, ISSUES AND CONCERNS

Purpose and Content

In this session, each small group are expected to analyze and summarize the strategies, issues and concerns presented by the different CHDs in the previous session. The purpose of this session is to identify the strengths and weaknesses of the CHD organization and the opportunities and threats coming from external stakeholders.

Objectives

1. At the end of the session, the individual small groups shall have analyzed and summarized the following aspects of CHD SS implementation:
 - a. Internal Strengths and Weaknesses
 - b. External Opportunities and Threats
2. At the end of the session, the individual small groups shall have presented their synthesis of strategies, issues and concerns during the plenary.

Methodology

Group Work
Plenary Presentation
Plenary Discussion/Open Forum

Duration

240 minutes
(120 minutes for the synthesis of strategies, issues and concerns; 120 minutes for the plenary presentation and open forum. Each group is given 10 minutes for the presentation and 20 minutes for the plenary discussion/open forum)

Reference Materials

Table 1. 2003 CHD SS Accomplishments
Table 2. CHD Summary of Challenges, Issues and Concerns
Table 3. Synthesis of Strategies, Issues and Concerns
Instructions in Accomplishing Table 3

Expected Output

Presentation of Synthesis of Strategies, Issues and Concerns by the 4 small groups.

Instructions in Accomplishing Table 3: Sentrong Sigla Synthesis of Strategies, Issues and Concerns

Using the data presented in Session IA (Table 1: 2003 Sentrong Sigla Accomplishments and Table 2: Sentrong Sigla Summary of Challenges, Issues and Concerns), each small group is tasked to identify the strengths and weaknesses of the CHD organization and the opportunities and threats coming from external stakeholders.

Internal environment refers to your organization, in our case the CHD. Under the Column of Internal Environment, write down the strengths and weaknesses of your organization based on the presented data in Session I (Tables 1 and 2). It is suggested that the following criteria be considered in when drawing the organization’s strengths and weaknesses:

1. Staff – how are they in the clinical, administrative, marketing and financial subsystems?
2. Information/intelligence – Does it support day to day activities? Is it capable of obtaining strategic information?
3. Technical capabilities – This refers to state of equipment, facilities and knowledge to accomplish task.
4. Synergy – Are the objectives of the functional areas appropriate to accomplish overall goals?

External environment refers to the other stakeholders in Sentrong Sigla outside the CHD. This includes LGUs, DOH Central Office, other GOs, NGOs, academe, etc. Under the Column of External Environment, write down the opportunities and threats posed by the stakeholders based on the data presented in Session IA (Tables 1 and 2). The categories wherein the external opportunities and threats can be drawn include:

1. Political
2. Technological/Technical
3. Competitive
4. Regulatory
5. Social
6. Economic

Example:

Table 3. SENTRONG SIGLA SYNTHESIS OF STRATEGIES, ISSUES AND CONCERNS

Group: 2
Member CHDs: Mercury, Venus, Earth and Saturn

Internal Environment		External Environment	
Strengths	Weaknesses	Opportunities	Threats
SS priority program of the CHD	Limited budget for SS	Partnership with PHOs/CHOs/MHOs	Resistant LGUs
Competent TA Team		Supportive NGOs	
DOH Reps enthusiasm in providing TA			

SESSION II: SENTRONG SIGLA UPDATES

SESSION IIA

STANDARDS AND PROCEDURES UPDATES: QUALITY STANDARDS LIST (QSL) AND ITS APPENDICES

Purpose and Content

After the series of trainings of the national and regional TA and assessment teams, substantial feedback and comments were gathered on the SS standards and tools. The Standards and Procedures Sub-Committee reviewed the information elicited and made the necessary adjustments/revisions. In this session, the participants are expected to be updated on the revisions to the SS standards and tools for purposes of CHD TA provision and assessment visits for certification. Also included in this session is an overview on the proposed framework on SS Phase II Level 2 standards.

Objectives

At the end of the session, the participants should have been updated on the following:

1. Revisions to the SS Phase II Level I Quality Standards List (QSL) and its Appendices.
2. Proposed Framework on SS Phase II Level II Standards.

Methodology

Plenary Presentation
Plenary Discussion/Open Forum

Duration

150 minutes

Reference Material/s

Revised QSL and Appendices
Handouts on Proposed Framework on SS Phase II Level 2 Standards
Administrative Order No. 100 series of 2003, Guidelines to Strengthen SS Certification

Expected Output

Participants updated on the following:

1. Revisions to the SS Phase II Level I Quality Standards List (QSL) and its Appendices
2. Proposed Framework on SS Phase II Level II Standards

SESSION IIB

TA AND MONITORING UPDATES: SS MONITORING TOOL

Purpose and Content

One of the management functions of the DOH in the implementation of the SS Phase II is monitoring. Monitoring allows the DOH to track the progress of achieving SS objectives and planned results. It also provides the DOH with valuable information for purposes of evaluation, planning and corresponding action. In this session, the participants are expected to be updated on the Monitoring Tool developed for SS.

Objectives

At the end of the session, the following features of the SS Monitoring Tool should have been presented to the participants:

1. Purpose and Objectives
2. Design and Organization
3. Content

Methodology

Plenary Presentation
Plenary Discussion/Open Forum

Duration

120 minutes

Reference Material/s

SS Monitoring Tool
Administrative Order No. 100 series of 2003, Guidelines to Strengthen SS Certification

Expected Output

SS Monitoring Tool presented to the participants.

SESSION IIC

ADVOCACY AND AWARDS UPDATES

Purpose and Content

Participation to the SS Phase II is voluntary. Thus, advocacy strategies are important to entice/convince LGUs and other stakeholders to join/participate in the certification. In this session, the participants are expected to be updated by the Advocacy and Awards Sub-Committee on SS advocacy strategies and activities and other issues pertaining to rewards and incentives under SS Certification.

Objectives

At the end of the session, the Sub-Committee on Awards and Advocacy shall have updated the participants on the following:

1. SS Media Advocacy Plan/Strategies
2. Other SS Advocacy Plan/Strategies
3. SS Seal
4. SS Sticker

Methodology

Plenary Presentation
Plenary Discussion/Open Forum

Duration

120 minutes

Reference Material/s

Handouts on SS Media Advocacy Plan/Strategies
Handouts on Other SS Advocacy Plan/Strategies
Prototype of SS Seal
Prototype of SS Sticker
Administrative Order No. 100 series of 2003, Guidelines to Strengthen SS Certification

Expected Output

Participants updated on the following:

1. SS Media Advocacy Plan/Strategies
2. Other SS Advocacy Plan/Strategies
3. SS Seal
4. SS Sticker

SESSION III **PROBLEM ANALYSIS AND SOLVING**

Purpose and Content

Using the accomplished Table 3 (Synthesis of Strategies, Issues and Concerns), the CHDs are expected to determine causes and formulate recommendations on the problems, issues and concerns affecting SS Phase II implementation in their respective regions.

Objectives

At the end of the session, the participants should have identified causes and come up with recommendations on how to address the identified challenges, issues and concerns by category:

1. TA and Monitoring
2. Assessment and Certification
3. Advocacy and Awards

Methodology

Group Work by CHD

Duration

75 minutes

Reference Material/s

Table 2. CHD Summary of Challenges, Issues and Concerns
Table 3. Synthesis of Strategies, Issues and Concerns
Instructions in Accomplishing Table 2

Expected Output

Accomplished Table 2 (CHD Summary of Challenges, Issues and Concerns)

Table 2. SENTRONG SIGLA SUMMARY OF CHALLENGES, ISSUES AND CONCERNS
Center for Health Development _____

Category	Challenges, Issues and Concerns	Causes	Recommendations
TA and Monitoring			
Assessment & Certification			
Advocacy and Awards			

Instructions in Accomplishing Table2: Sentrong Sigla Summary of Challenges, Issues and Concerns

Session III: Problem Analysis and Solving

After listing down the challenges, issues and concerns under the 3 components of the SS Phase 2 implementation, the CHDs are expected to identify what are its cause/s and formulate recommendations on how to address them. The identification of cause/s and formulation of recommendations shall be based on the internal strengths and weaknesses and external opportunities and threats summarized in Table 3.

Example:

**Table 2. SENTRONG SIGLA SUMMARY OF CHALLENGES, ISSUES AND CONCERNS
Center for Health Development: NEPTUNE**

Category	Challenges, Issues and Concerns	Cause/s	Recommendations
I. TA and Monitoring	- Limited CHD budget for TA activities	- Budget limitations of LHAD	LHAD is not the sole implementer of the SS; SS is a CHD activity. - Pooling of resources from the different divisions/offices. - Tap other funding sources (like grants) that have Quality Assurance (QA) components. - Establish partnerships with other GOs (like PHOs and CHOs) to augment limited resources.
II. Assessment & Certification			
III. Advocacy and Awards			

SESSION IV
DEVELOPMENT OF 2004 CHD SS WORK AND FINANCIAL PLAN

Purpose and Content

Based on the updates given in the previous sessions and on the recommendations on the challenges, issues and concerns in SS Phase II implementation, the CHD participants are expected to formulate their SS Work and Financial Plan for 2004. The plan developed during the session shall serve as a guide for the CHDs in the implementation of the SS Phase II for the year 2004.

Objectives

- A. At the end of the session, the CHDs shall have formulated their 2004 SS Work and Financial Plan that addresses concerns on the following (main sections of the plan):
 - 1. TA and Monitoring
 - 2. Assessment and Certification
 - 3. Advocacy and Awards
- B. At the end of the session, the submitted CHD Work and Financial Plan shall have reflected the following:
 - 1. Objectives
 - 2. Strategies and Activities
 - 3. Target/s
 - 4. Resource Requirements
 - 5. Time Frame
 - 6. Person/s Responsible
 - 7. Performance Indicators
- C. At the end of the session, three (3) CHDs (TBD - 1 per island group) shall have presented their 2004 CHD SS Work and Financial Plan.

Methodology

Group Work
Plenary Presentation
Plenary Discussion/Open Forum

Duration

105 minutes

Reference Material/s

Table 1. CHD Summary of Accomplishments 2003
Table 2. CHD Summary of Challenges, Issues and Concerns
Table 3. Accomplished Table of Synthesis of Strategies, Issues and Concerns
Table 4. CHD SS Work and Financial Plan
Instructions in Accomplishing Table 4: Development of 2004 CHD SS Work and Financial Plan

Expected Output

2004 CHD SS Work and Financial Plan

Instruction in Accomplishing Table 4: Development of 2004 CHD SS Work and Financial Plan

In this table, the individual CHDs are expected to formulate their SS Work and Financial Plan for 2004. It is recommended that the data summarized in Tables 2 and 3 serve as the basis in the formulation of CHD plan.

1. Objectives – write down what the CHD intends to achieve with the Work and Financial Plan. The objectives should be SMART – specific, measurable, attainable, realistic and time bound.
2. Strategies and Activities – write the strategies to be employed/activities to be undertaken to implement the different components of the SS certification:
 - a. TA and Monitoring;
 - b. Assessment and Certification; and
 - c. Advocacy and Awards.
3. For every activity, accomplish the following under the corresponding columns:
 - a. Target/s – write down for whom the activity is intended for.
 - b. Resource requirements – write the item, number and estimated cost of the needed resources for the activity. The indicated source should not be limited to the LHAD alone but should also include other CHD divisions/offices, other GOs, and NGOs when applicable.
 - c. Time Frame – write the duration of the activity, when the activity will start and when it will end.
 - d. Person/s Responsible – write where the locus of responsibility lies. The locus could be an individual, group/team or office/division/unit.
 - e. Performance Indicators – write down what will indicate the performance status of the activity.

Example:

**Table 4. 2004 SS Work and Financial Plan
Center for Health Development: MARS**

Objectives: By the end of 2004, all LGUs should have been oriented on Sentrong Sigla Phase II.

Strategies and Activities	Target/s	Resource Requirements				Time Frame	Person/s Responsible	Performance Indicators
		Item	Number	Estimated Cost	Source			
Advocacy - LGU orientation	Mars provincial and local chief executives and health staff	SS Handouts	50	P 5000.00	-LHAD -Mars PHO	February 2004	CHD SS TA Team CHD SS Advocacy Team	Mars provincial and local chief executives and health staff oriented on SS Phase 2

SESSION V

NEXT STEPS

Purpose and Content

In this session, the participants are expected to identify the immediate next steps for SS implementation.

Objectives

At the end of the session, the participants shall have:

1. Summarized the insights/lessons learned, agreements, issues and concerns discussed during the workshop
2. Identified the immediate next steps for SS implementation

Methodology

Plenary Presentation
Plenary Discussion/Open Forum

Duration

60 minutes

Reference Material/s

SS PIR and Planning Workshop Materials

Expected Output

Immediate next steps for SS Phase II implementation identified.