

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

**I. SUMMARY OF ACCOMPLISHMENTS**

**A. PROJECT MANAGEMENT**

1. Hiring of Capacity Building Specialist - Communication
2. Hiring of Local Area Coordinators (LAC)
3. Hiring of Procurement Specialist
4. Hiring of Executive Assistant
5. Workplan for 2004 Approved by USAID
6. Revised Annual Report as per USAID Comments submitted to USAID
7. Quarter 4, 2003 Benchmarks Reviewed and Quarter 1, 2004 Benchmarks Approved by USAID

**B. BEHAVIOR CHANGE COMMUNICATION COMPONENT**

1. Mass Media Campaign launched
  - 1.1. TV Advertising campaign launched
    - 1.1.1. Media Plan developed
    - 1.1.2. Quick Response Workshop for Heads of Co-Sponsors Conducted
    - 1.1.3. Press Conference Conducted
    - 1.1.4. Orientation of Health Providers in Metro Manila, Cebu and Davao
    - 1.1.5. TV ads aired
    - 1.1.6. Salute to Partners Event Conducted
    - 1.1.7. TV ads reproduced and distributed
    - 1.1.8. *Sigurado* song developed and popularized
  - 1.2. Radio Advertising campaign launched
    - 1.2.1. Radio ads finalized and produced
    - 1.2.2. Media Plan developed and finalized
  - 1.3. Print Ad published
  - 1.4. Monthly monitoring of reach and recall of ad campaign conducted
2. Reach of Advertising established through alternative media
  - 2.1. Campaign slogan and FP messages popularized through popular radio and TV broadcasters
  - 2.2. Campaign song aired

3. Use of Media and Technology Launched
  - 3.1. FP Hotline, which can be accessed via text, landline and email initiated
  - 3.2. Radio call-in programs on FP counseling aired
  - 3.3. Radio soap opera planned
4. Print IEC Materials Finalized for Production
  - 4.1. FP Wall Chart printed in Tagalog and Cebuano
  - 4.2. FP Flipchart printed in Tagalog and Cebuano
  - 4.3. Convert CATs to client-friendly form (IEC)
  - 4.4. Reprint FriendlyCare FP materials to carry *Sigurado* Message
  - 4.5. Reprint Truth About Series to carry *Sigurado* Message
  - 4.6. Research “Sketches” printed
  - 4.7. More editions of “Sketches” based on Baseline KAP
  - 4.8. More editions of “Sketches” based on post-KAP
  - 4.9. FP Flipchart for Informal Sector developed
  - 4.10. Assist Ad sponsors in developing materials to carry *Sigurado* Message to their constituents
5. ARMM Formative Research Conducted
6. Baseline KAP Survey Completed
7. Media support provided to TSAP-FP major activities
8. Media Relations activity for ARMM media conducted
9. Materials Development Planning Workshop for EnRICH Project Conducted
10. PR Plan Developed
11. Monthly publicity campaign conducted

## **C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT**

1. Three new sectoral advocacy networks mobilized for FP advocacy (organized labor, women, cause-oriented NGOs)
  - 1.1. Federation of Free Workers (FFW)
  - 1.2. FFW Women’s Network
  - 1.3. Foundation for the Philippine Environment
2. Informal Sector/Urban Poor advocacy network expanded and trained on FP advocacy
  - 2.1. Samar-Leyte
  - 2.2. Quezon City, Metro Manila
3. Five Sectoral and local advocacy networks actually advocating FP in their localities and within their sectors
  - 3.1. Metro Manila
  - 3.2. Metro Cebu

### 3.3. Cavite

4. Partnership with new Informal Sector and civic organizations explored
  - 4.1. NACTODAP
  - 4.2. ROTARACT
5. Partnerships meetings with multi-sectoral advocacy groups in TSAP-FP sites in Metro Cebu, Metro Davao, Samar/Leyte, Bicol and Pampanga conducted
  - 5.1. Partnership strengthening in Metro Cebu
  - 5.2. Initiation of partnership building in new areas for 2004
    - 5.2.1. Samar/Leyte (Region 8)
    - 5.2.2. Metro Davao
    - 5.2.3. Pampanga
    - 5.2.4. Bicol
6. Capacity building for FP Advocacy Training of Trainers for FP Advocacy
  - 6.1. Training of Trainers using TSAP-FP Advocacy Manual
  - 6.2. Advocacy Training for POPNET, Cebu
7. Eighteen small grant proposals reviewed and processed; 3 proposals approved
8. Process documentation plan of advocacy and community mobilization activities of TSAP-FP partners finalized
9. Twenty-two new FP champions identified and trained
10. Advocacy Activities in ARMM
  - 10.1. Observation Study Tour of Muslim Religious Leaders to Egypt
  - 10.2. National *Fatwah* on Reproductive Health and Family Planning proclaimed
11. Potential Advocates Reached by TSAP-FP

## **D. HEALTH PROVIDER COMPONENT**

1. Copies of recent Board Examination questions requested
2. Critically Appraised Topics Kits with 25 topics produced and Philippine Evidence Based Reproductive Medicine Network (PEBRMNet) launched
3. New topics for CATs development identified
4. PEBRMNet Expanded
5. Industry Based Health Providers in the Cavite, Laguna and Batangas areas oriented on EBM-FP
6. Industry Based Clinic Assessment Initiated
7. Finalization of the Terms of Reference for the Baseline KABP of Health Providers in ARMM in progress
8. Private Physicians in ARMM oriented on EBM-FP
9. Final Report of the Assessment of the DOH Clinical Standards Manual completed
10. Report on the Baseline Health Provider KAP Survey completed

## **II. DETAILED REPORT**

### **A. PROJECT MANAGEMENT**

#### **1. Hiring of Capacity Building Specialist - Communication**

On March 1, 2004, Ms. Alio Nolasco was hired by AED as the new Capacity-Building Specialist to replace Mr. Felix Bautista, who was promoted to Communication Advisor. Ms. Nolasco has many years of experience in IEC work on family planning.

#### **2. Hiring of Local Area Coordinators (LAC)**

In the previous quarter, approval was granted for CEDPA to hire Local Area Coordinators to coordinate the planning and implementation of advocacy and social mobilization activities in the project's geographic areas. During this quarter the following were hired : Mr. Jerome Zayas, LAC (fulltime) for Metro Manila, Ms. Fe Manapat, LAC (part-time) for Pampanga and Ms. Estrella Jolito, LAC (part-time) for Davao. In the next quarter, LACs will be recruited and hired for the other areas, including ARMM.

#### **3. Hiring of Procurement Specialist**

On January 20, 2004, Mr. Ramon Espiritu was hired as the Procurement Specialist. This new position was created as the project's contractual transactions have increased significantly and the Office Manager can no longer cope with both procurement and office management responsibilities.

#### **4. Hiring of Executive Assistant**

On January 6, 2004, Ms. Ma. Teresa Baniaga was hired as Executive Assistant to provide technical and administrative support to the Chief of Party and Deputy Chief of Party.

#### **5. Workplan for 2004 Approved by USAID**

On February 13, 2004, USAID approved the project's 2004 workplan (*attached as Annex 1*).

#### **6. Revised Annual Report as per USAID Comments submitted to USAID**

On January 12, 2003, TSAP-FP submitted its revised Annual Report for the period August 16, 2002 to September 30, 2003 which incorporates USAID comments as per email sent on December 23, 2003,

#### **7. Quarter 1, 2004 Benchmarks Approved by USAID**

In February, a meeting was held with USAID to review the 4<sup>th</sup> Quarter 2003 Benchmarks (*Annex 2*). In March, USAID approved the benchmarks for January to March 2004 (*Annex 2a*).

## **B. BEHAVIOR CHANGE COMMUNICATION (BCC) COMPONENT**

### **1. Mass Media Campaign launched**

#### **1.1. TV ADVERTISING CAMPAIGN LAUNCHED**

The TSAP-FP TV advertising campaign was officially launched on January 17, 2004 with the airing of the four TV ads in the country's top-rating programs. In the previous quarter, four TV ads were produced for this campaign which aims to popularize the use of modern family planning methods among Filipino males and females, ages 20-35 years old, married or sexually active, from the D&E socio-economic groups. The campaign's overarching theme and slogan is: "*Sa modern methods, sigurado ka, walang patsamba-tsamba (With modern methods you are sure, not taking chances).*" The four ads – "*Kasal,*" "*Gising,*" "*Oops,*" and "*Jeepney*" – are being aired until May 31, 2004. Nine organizations from various sectors serve as co-sponsors for this campaign. These are: the Cebu City United Vendors Association; Employers Confederation of the Philippines; FriendlyCare Foundation, Inc.; Inter-faith Partnership on the Promotion of RH/FP Services; Kalipunan ng Maraming Tinig ng Manggagawang Impormal; Philippine League of Government Midwives, Inc.; Philippine NGO Council on Population, Health and Welfare, Inc.; Trade Union Congress of the Philippines; and, Well-Family Midwife Clinics.

##### **1.1.1. Media Plan developed**

The media plan developed for this campaign has the following reach and frequency objectives: 78% of target audience would have seen the TV campaign materials at least three times from Jan. 16 to Feb. 26 and 85% of them would have seen any of the advertising materials at least three times from January 16 to May 31. The ads are aired at least three times daily in top-rating programs in ABS-CBN and GMA 7, the two top-rating TV stations, from January 16 to May 31.

##### **1.1.2. Quick Response Workshop for Heads of Co-Sponsors Conducted**

On January 9, 2004, a PR and Quick Response Workshop was organized with all the heads of the ad sponsors present to brief them on family planning issues and prepare them to respond to questions on the campaign from the media. A guide to answering questions about the campaign and family planning/population concerns (*Annex 3*) was developed and presented to co-sponsors at the workshop. To enhance their skills in handling media interviews, members of two of the co-sponsors, Katinig and CCUVA, participated in a media training for champions conducted by the Probe Team.

### **1.1.3. Press Conference Conducted**

A press conference to launch the advertising campaign was held on January 13, 2004 at the Manila Hotel. This was attended by 52 members of the print and broadcast media from Metro Manila, Cebu and Davao. USAID officials led by Deputy Mission Director Frank Donovan and OPHN Chief Carina Stover and US Embassy Public Affairs Office Chief Ronald Post also attended. The heads of the nine co-sponsoring organizations of the campaign – except for the ECOP – were presented and they responded to questions from the media.

Prior to the press conference, the project facilitated the release of various front page articles on family planning. This was intended to alert the media that something important in the family planning field was happening soon, and to push the concept of family planning among the reading public.

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. Representatives from the Cebu and Davao media, the two largest cities outside Metro Manila, were invited in order to demonstrate the national character and impact of the TSAP-FP advertising campaign, and the importance that the project places on the Cebu and Davao media. Following the press conference, members of the Cebu and Davao media were given a briefing/orientation on the state of the Philippine family planning and population program in the evening. A press kit containing articles regarding the campaign and the sponsors was distributed to the media (*Annex 4*).

TSAP-FP, through its PR Subcontractor, Corporate Image Dimensions, 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 (*Annex 5*).

### **1.1.4. Orientation of Health Providers in Metro Manila, Cebu and Davao**

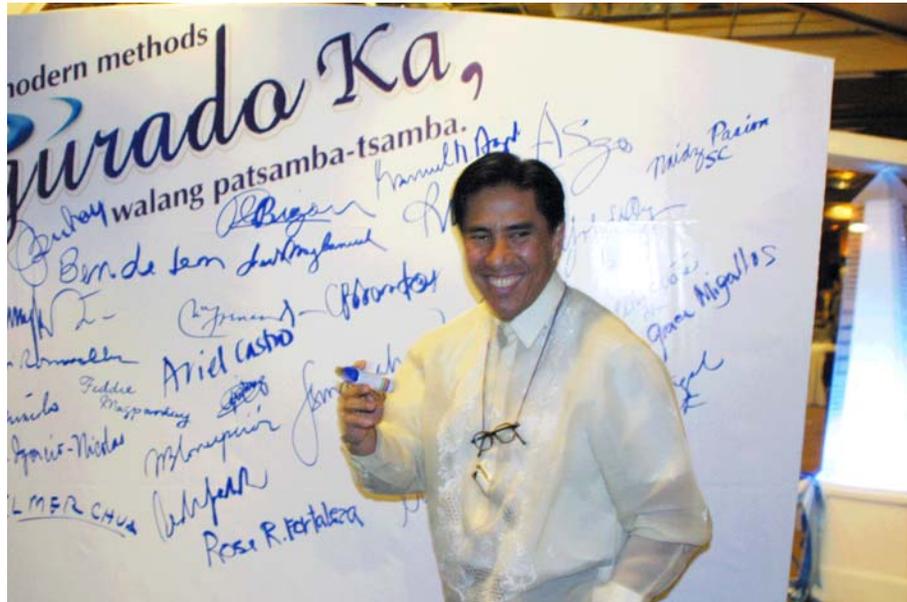
In anticipation of the possible increase in the number of clients seeking family planning information at various health facilities due to the advertising campaign, TSAP-FP conducted orientations on the campaign for a total of 83 health providers in Metro Manila (January 13 & 14), 119 in Cebu (January 15) and 85 in Davao (January 15). Two sessions were held in Manila, one for the city health officers and hospital directors, and the other, for NGOs involved in service delivery. One orientation each was held in Cebu and Davao for both government health personnel and NGOs. Numerous requests were received for VHS and CD copies of the advertising materials.

### **1.1.5. TV ads aired**

The TV ads for the campaign started airing on January 16, 2004 with the television break in popular day time and night time shows in the country's two most popular television channels. Placements were also done in two other channels broadcasting games of the Philippine Basketball Association (PBA) and the National Basketball Association (NBA) for the *Dyip* ad which targets males.

### 1.1.6. Salute to Partners Event Conducted

A *Salute to Partners* event was held on January 28, 2004 at the Westin Philippine Plaza to present the TSAP-FP advertising campaign to partners in the public and private sectors and funding organizations and give recognition to the FP campaign's co-sponsors. Some 200 partners from various agencies, including the Catholic Church, attended the event. Distinguished guests included Health Secretary Manuel M. Dayrit, Health Undersecretary Milagros Fernandez, POPCOM Executive Director Tomas Osias and USAID Mission Director Michael Yates and OPHN Chief Carina Stover and the heads of the ad co-sponsoring agencies.



*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.*

While the focus of the event was on the advertising campaign, the *Salute to Partners* was a night for and about TSAP-FP partners. It was an opportunity to recognize the sponsors. All activities -- the speeches, the exhibits highlighting the work of the partner organizations, and the entertainment numbers -- were integrated to deliver the powerful message that together the partners can best achieve their goals.

The partner organizations, particularly the advertising co-sponsors, were given the opportunity to showcase their achievements on FP in an exhibit which was mounted inside the venue. Their names were put in a special pylon which was lighted at a dramatic moment.

There was a signature wall where the partners affixed their signatures to affirm their continuing adherence to family planning and their affirmation of the principle of

partnership. The grand finale of the program introduced the *Sigurado* campaign song, and put partners on stage in a touching show of solidarity.

#### **1.1.7. TV ads reproduced and distributed**

Due to the demand from partner organizations and health center staff for copies of the advertising materials, TSAP-FP contracted the reproduction of 1,000 copies of the four TV commercials on VHS tapes and 2,000 copies on VCDs. The commercials were looped on the copies to facilitate easy viewing in waiting rooms of the clinics and health centers. These copies were mailed by TSAP-FP to NGOs, public health facilities and others. A copy of the Distribution Plan is provided in *Annex 6*.

#### **1.1.8. Sigurado Song developed and popularized**

To popularize the campaign slogan and complement the ad messages, a song (*lyrics and CD copy attached as Annex 7*) was developed for the ad campaign. The song is a novelty number similar in beat and tempo to the very popular *Otso-Otso* and *Spaghetti* songs. The song has been introduced in various TSAP-FP sponsored events and is now a standard “energizer” in its training activities. Copies of the song are now available in CD format for distribution to champions and partner organizations. An MTV of the song will also be produced.

### **1.2. RADIO ADVERTISING CAMPAIGN LAUNCHED**

The radio ad campaign was launched on February 9, 2004 with the airing of three radio ads in popular programs of top rating AM stations.

#### **1.2.1. Radio ads finalized and produced**

In the previous quarter, two radio ads, *Brake Muna* (putting brakes on sexual urges with the use of traditional methods) and *Putol* (focusing on vasectomy), were finalized after conduct of a pretest. These two ads were produced this quarter. A third ad, *Labs* (responsible sex), was developed and subsequently approved by USAID for airing. This ad was produced. All these radio ads were subjected to a pre-test prior to finalization. The following are the three radio ads produced for the campaign:

<b>Ad</b>	<b>Target Audience</b>	<b>Description</b>	<b>Message</b>
Putol	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
Brake Muna	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
Lab	Women and men	Intimate dialogue between husband and wife, narrator butting in urging the woman to love herself the way the husband loves her, by using modern FP methods	Women should have a say in decisions about pregnancy, use modern FP

On *Annex 8* are the radio ad scripts and CD copy.

### **1.2.2. Media Plan developed and finalized**

Based on the media plan developed by the ad agency and approved by the Project, the radio ads started to air daily in three top-rating AM and five FM stations in Manila and four AM and two FM stations in selected provinces on February 9.

### **1.3. PRINT AD PUBLISHED**

In the previous quarter, one print ad (archer) was approved. This ad broke on January 24 in three of Metro Manila's leading tabloids and two of Metro Cebu's leading tabloids. The final *Archer* ad is in *Annex 9*.

### **1.4. MONTHLY MONITORING OF REACH AND RECALL OF AD CAMPAIGN CONDUCTED**

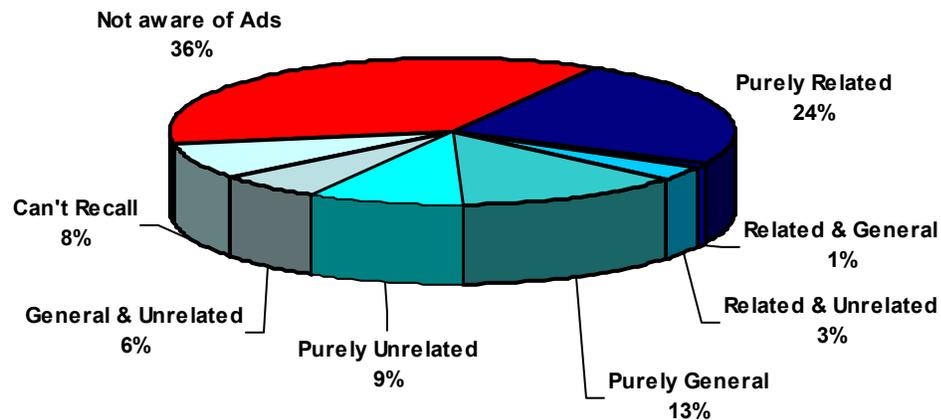
In order to determine reach and recall of the ad campaign while the ads are being aired, TSAP-FP commissioned a monthly ad tracking survey (from March to May 2004) through AsiaBus, a monthly omnibus survey in Metro Manila being run by Synovate, a private research agency. Respondents for the monthly ad tracking survey are 1000 males and females, 15 to 64 years old from all socio-economic classes residing within Metro Manila. The five key questions asked in the survey are:

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

Key findings from the results of the March survey are:

- Level of spontaneous recall of the campaign ads is good after six weeks of airing the TV ads. Based on the summary of spontaneous recall, 41% were able to remember at least one copy or visual elements of any of the four ads. Of this total, 24% are able to spontaneously playback copy or visual elements specific to the campaign ads.

**Ad Recall – Summary of Type of Recall: March reading**  
**Base: All Respondents, N=1000**



***Q3 : What do you remember seeing or hearing in the advertisement on family planning? What else? Anything else?***

***DEFINITIONS:***

*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*

- Among the four ads, “Gising” garnered the highest related spontaneous recall score (17%), followed by the “Oops” ad. The “Kasal” and “Dyip” ads came out with low spontaneous related recall scores.

**Ad Recall – Summary of Related Recall:**

**Base: All Respondents, N=1000**

<b>Total Related Recall (Nett)</b>	<b><u>27%</u></b>
“Gising” Ad	17%
“Oops” Ad	11%
“Kasal” Ad	3%
“Dyip” Ad	2%

The second and third readings will be conducted in April and May.

**2. Reach of Advertising established through alternative media**

**2.1. CAMPAIGN SLOGAN AND FP MESSAGES POPULARIZED THROUGH POPULAR RADIO AND TV BROADCASTERS**

Three popular radio personalities and one TV personality have been actively endorsing FP and the campaign messages in their radio and TV programs. TSAP-FP champion Angelo Palmones continues to promote modern FP in his *Para sa Inyong Kaalaman* (For Your Knowledge) segment (transcriptions are attached as *Annex 10*) of his popular news program from 7:00 to 7:30 every weekday morning over radio station DZMM, the top-rating national radio station. On February 24, Deo Macalma, popular radio commentator of DZRH, another top-rating national radio station, started his commentaries on family planning and modern methods as well as using the terms *sigurado* as opposed to the *patsamba-tsamba* methods in his discussion of modern versus traditional methods.

Korina Sanchez is the latest radio-TV personality whom the Project has influenced to discuss family planning on air. She comments on FP issues in her popular daily radio talk show on DZMM, *Tambalang Failon at Sanchez*. Another TSAP-FP champion, popular TV personality Ces Drilon featured the ad campaign in her TV show *Get Real with Ces* on January 23, 2004 and continues to endorse FP in her TV shows. As a result of this TV show, the popular *Cosmopolitan Magazine* featured the ad campaign in its March 2004 issue. A sister magazine of *Cosmopolitan*, *FHM*, also featured modern FP methods in its March 2004 issue.

**2.2. CAMPAIGN SONG AIRED**

Negotiations were started by the Project for the *Sigurado* song to be aired on popular FM stations as a song and not as a commercial jingle, and therefore not charged the full rate card. The TSAP-FP ad agency was successful in placing the song in 15 radio stations in Metro

Manila, Metro Cebu and Metro Davao. The song is scheduled to air in these stations starting April 12, 2004.

### **3. Use of Media and Technology Launched**

#### **3.1. FP HOTLINE, VIA LANDLINE AND EMAIL INITIATED**

As a result of the ad campaign, IEC materials distributed and endorsements by the radio and TV personalities, questions from the public about FP have been received by the Project. This brought about the need for a Family Planning hotline, which does not yet exist anywhere else. A Request for Proposal (RFP) was issued on March 17 for an NGO to operate the FP Hotline. Another RFP was issued on March 19 for the development of databases in support of the FP Hotline. Four organizations submitted proposals to operate the Hotline: Foundation for Adolescent Development, ReachOut Foundation, Remedios AIDS Foundation and FriendlyCare Foundation. Three proposals were received for the database development; these were received from DAXA, Dennis Russel Baldago and Soluzion. The proposals will be reviewed and a decision made this April.

#### **3.2. RADIO CALL-IN PROGRAMS ON FP COUNSELING AIRED**

To complement the hotline and respond to the public's need for FP information, a radio call-in program was launched on March 20 over radio station DZMM. The segment is part of the popular *Love Lines* radio program hosted by Joey Galvez which airs Monday to Saturday at 2:00 to 4:00 AM. The FP segment airs every Saturday at 2:00 am and is allotted an average of 20 minutes.

FP Counselor Cynthia Herce, segment resource person, receives an average of ten phoned-in questions and an equal number of text questions during this segment. The questions have been mostly on family planning methods, their mechanism of action, who should use the method and possible side effects. Even after the program, she receives as many as 50 text questions on her cellphone, and up to ten questions daily. During the next quarter, TSAP-FP will provide her a cellphone specifically for FP questions.

#### **3.3. RADIO SOAP OPERA PLANNED**

TSAP-FP started negotiations with CBS Productions of Cecile Banca Santos, president of the Philippine League of Government Midwives, to feature family planning on the radio program *Tambalan sa Kalusugan (Tandem on Health)*, aired from 11 to 12 noon on Radio Mindanao Network. During the 10-minute segment within the show, designed as a distance education on air for government midwives, a five minute soap opera dramatizing a family planning situation on a specific FP question will be aired. After the drama, the host, Ms. Santos, will discuss the situation and how it should be handled given the latest medical evidence (derived from EBM research). The segment is scheduled to air in the next quarter.

## **4. Print IEC Materials Finalized for Production**

### **4.1. FP WALL CHART PRINTED IN TAGALOG AND CEBUANO**

The camera-ready material of Tagalog version was completed in March. Bidding of said material was completed and the printer was selected. Translation and review of the Cebuano version has also been completed.

### **4.2. FP FLIPCHART PRINTED IN TAGALOG AND CEBUANO**

Camera ready material of the Tagalog version was completed. Bidding for printing of said material was also completed and the printer was selected. Translation and review of the Cebuano version has also been completed.

### **4.3. CONVERT CATs TO CLIENT-FRIENDLY FORM (IEC)**

Camera-ready materials for Critically-Appraised Topics (CATs) were finalized end March. Conversion into client-friendly form is awaiting hiring of the editorial firm by the HP component.

### **4.4. REPRINT FRIENDLYCARE FP MATERIALS TO CARRY *SIGURADO* MESSAGE**

No work has been done on this activity.

### **4.5. REPRINT TRUTH ABOUT SERIES TO CARRY *SIGURADO* MESSAGE**

Camera-ready materials of English version have been completed. Tagalog, Bicol, Cebuano, and Waray translations were also completed during the quarter. However, the materials are currently being revised to suit EBM findings.

### **4.6. RESEARCH “SKETCHES” PRINTED**

Camera-ready materials of seven issues were completed. Bidding was completed and the printer was selected.

### **4.7. MORE EDITIONS OF SKETCHES BASED ON BASELINE KAP**

This is still awaiting the final baseline report.

### **4.8. MORE EDITIONS OF SKETCHES BASED ON POST-KAP**

This is still awaiting the final Post-KAP results.

### **4.9. FP FLIPCHART FOR INFORMAL SECTOR DEVELOPED**

The prototype of the flipchart for the informal sector which was developed by Mercedes Nicolas of KATINIG, the informal sector advocacy network, was produced. This flipchart

has been effectively used by Ms. Nicolas in her community orientations on FP. The Project decided to produce this popular material. It was pretested during the quarter. The flipchart will be revised and printed based on pretest results in April.

#### **4.10. ASSIST AD SPONSORS IN DEVELOPING MATERIALS TO CARRY *SIGURADO* MESSAGE TO THEIR CONSTITUENTS**

The Project was not able to complete work on this activity.

### **5. ARMM Formative Research Conducted**

The contract to conduct the ARMM formative research was awarded to the Research Institute for Mindanao Culture (RIMCU), Xavier University in Cagayan de Oro. The research commenced with a briefing and orientation of the RIMCU research team by TSAP-FP held from February 6 to 10, 2004 at Xavier University. This activity included the conduct of practice interviews in Iligan City among a group of Maranao women, a single male and female youth and an Imam.

A debriefing on the results of the preliminary interviews in Marawi City and Lanao del Sur was done by RIMCU research team to TSAP-FP M&E Specialist on February 24, 2004 to assess the problems encountered in the field and to identify actions to resolve these before moving on to full scale interviewing. In total, 39 focus group discussions, 168 in-depth interviews among Muslim men, women and youth and 18 in-depth interviews among the Imams were conducted . Actual data gathering was completed on March 12, 2004.



*RIMCU data collector (seated far left) with a Yakan translator (seated in middle) conducting an in-depth interview with a Yakan male.*

To provide guidance on the preparation of the ARMM Formative research report, TSAP-FP conducted a data analysis workshop from March 25 to 27, 2004. Some preliminary insights gathered from the workshop were:

*Awareness of the term “family planning” is almost universal among Muslim respondents, which to them means to control, to limit, space or reduce the number of children. It is also understood to mean planning one’s family, raising children (responsibly) and spending time with children.*

- *Method awareness include a mix of several modern methods, traditional methods (such as herb, roots or bark of a tree referred as “pitawali”, “pasal”, “ugat” or “bunga sa sagbot”) and folkloric practices (such as Coke and Cortal, jumping or patting the buttocks after sexual intercourse, hard liquor and paracetamol to kill the sperm).*
- *Overall, the quality of knowledge of FP methods is poor, characterized by a mixture of correct and incorrect information, including myths and misperceptions, concerns and doubts.*
- *The underlying motivation to adopt a method of family planning is usually driven by either an economic consideration or by concern for the health of the wife/mother. Despite the widespread belief that Islam prohibits family planning, the economic and health concerns generally outweigh the religious consideration among all but the most conservative Muslims.*
- *Barriers for non-users include the perception that family planning methods are prohibited by Islam (“haram”) and fears or concerns about side-effects.*
- *While interactions with health providers were infrequent, doctors, midwives and nurses were felt to be trusted and preferred sources of information about FP.*
- *Although radio and, to a lesser extent, television were mentioned as good sources of information, interpersonal channels were the preferred medium, “so that a person can get their questions answered.”*
- *Religious leaders, such as the Imams are not felt to be an important influence on whether to practice FP, except among the conservative Muslim Maranaos. For the most part, respondents feel that “It is up to them (the couple).”*

A draft full report is expected by the middle of May 2004.

## **6. Baseline KAP Survey Completed**

The preliminary results of the baseline KAP survey report (topline was submitted in the previous quarter) were presented by the research agency to the TSAP-FP team and USAID staff on January 20, 2004. On the basis of the presentation, recommendations for refinements and enhancement of the final report were made. A draft full report was submitted on February 4, 2004 for review prior to finalization of the report (*Annex I I*).

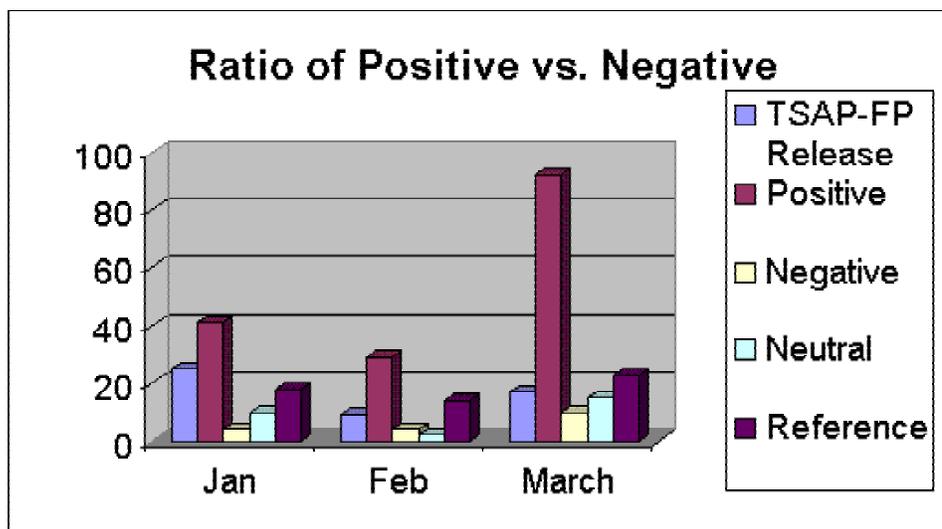
## 7. Media support provided to TSAP-FP major activities

Media monitoring, which is undertaken by sub-contractor Ketchum/Corporate Image Dimensions, was undertaken based on the following guidelines:

- On a daily basis, five (5) broadsheets and top ten (10) tabloids were scanned for FP related stories;
- On a weekly and monthly basis, magazines were also scanned for relevant stories;
- Radio and TV were also monitored daily but on a selective basis (Top two stations; ABS-CBN 2 & GMA 7 early evening and late evening news programs)
- For print media, a daily listing identifying the slant of the story, i.e. positive, negative or neutral was developed and implemented;
- For broadcast media, a dubbing system was undertaken to secure copies of important FP-related radio and TV programs.

For the period covering January 1 to March 31, 2004, the Project was able to pick up **313** FP related stories. Of the 313 articles, **51** were TSAP-FP Releases, **162** were positive, **18** were negative, **27** were neutral and **55** were reference materials.

Of the 313 articles monitored, **169** fell under the category of Family Planning, **15** under Adolescent Reproductive Health, **85** under Population and Development Issues, and the remaining **44** were on HIV/AIDS, VAW, etc.

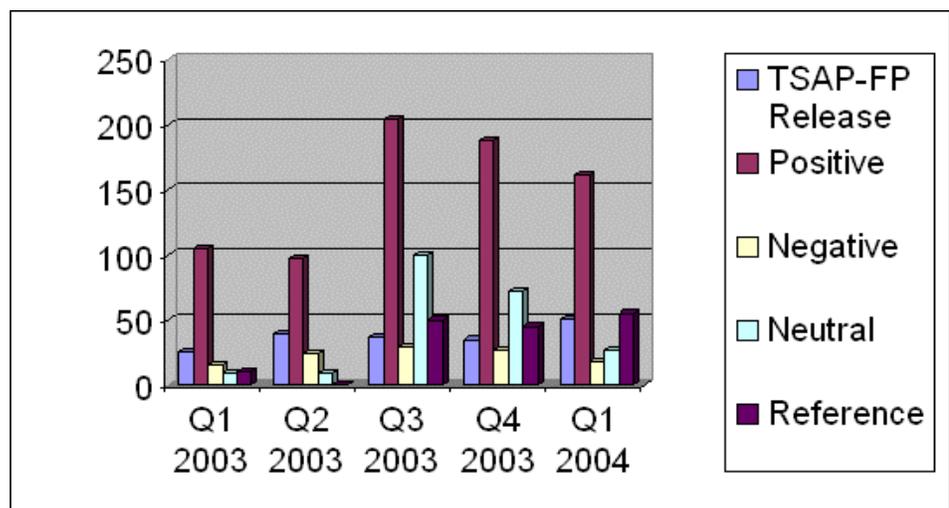


On a month to month basis, the following are the results.

Month	TSAP-FP Release	Positive	Negative	Neutral	Reference	
Jan	25	41	4	10	18	<b>98</b>
Feb	9	29	4	2	14	<b>58</b>
March	17	92	10	15	23	<b>157</b>
<b>Total</b>	<b>51</b>	<b>162</b>	<b>18</b>	<b>27</b>	<b>55</b>	<b>313</b>

Comparing this quarter to the previous quarters in 2003, the project sees an overall increase in news and reporting on family planning and a decrease in negative articles in printed media as follows :

Month	TSAP-FP Release	Positive	Negative	Neutral	Reference	
Q1 2003	26	105	15	9	10	<b>165</b>
Q2 2003	39	97	24	9	0	<b>169</b>
Q3 2003	37	204	29	100	50	<b>420</b>
Q4 2003	35	188	27	72	45	<b>367</b>
Q1 2004	51	162	18	27	55	<b>313</b>
<b>Totals</b>	<b>188</b>	<b>756</b>	<b>113</b>	<b>217</b>	<b>160</b>	



On *Annex12* is the CID Report.

## 8. Media relations activity for ARMM media conducted

A media relations/orientation activity for ARMM media was held last March 9 in Davao City. The orientation which was attended by 14 media personalities from Sulu, Tawi-Tawi, Zamboanga and General Santos accomplished the following.

1. Oriented the ARMM Media on the ARMM health situation, FP technology and safety and the health benefits of FP
2. Provided the media with uniform understanding of the issues affecting Family planning;
3. Presented TSAP-FP as the best source for FP information for use in their reports; and
4. Allowed TSAP-FP to get better acquainted with the local media and learn their attitudes on family planning, reproductive health and adolescent sexuality.

The oriented media attended the formal proclamation of the National Fatwah on March 10. During the press conference for the Fatwah, the oriented media asked the most number and best-informed questions.

The Fatwah proclamation on March 10 garnered extensive publicity mileage. This activity got several pickups in national newspapers including front page stories and a citation in the editorial of the Philippine Daily Inquirer, the largest circulating daily on March 16. It was also in two national television network news programs and two radio live reports.

## **9. Materials Development Planning Workshop for ENRICH project conducted.**

TSAP-FP organized a materials development workshop for USAID ENRICH grantees in ARMM (Hellen Keller International, Save the Children Fund, ACDI-VOCA, Christian Children's Fund, Catholic Relief Services) from March 31 to April 2 in Davao City. This is a follow-up to the Communication Planning workshops which the project conducted for ENRICH in late 2003. TSAP-FP's involvement in these workshops is a response to a request from USAID. During the Materials Development Workshop, the following were developed by participants - two materials to help popularize the Fatwah (the "Aprub ni Imam", a comics format publication to help low-literacy audiences to appreciate the major teachings of the fatwah and the "Primer on the Fatwa" which illustrates the major points of the *Fatwah* for MRLs), a brochure, billboard and comics on health.

## **10. PR Plan Developed**

An initial draft of the PR Plan was submitted to USAID informally in December 2003. After continuous revisions internally between TSAP-FP and AED in Washington, the plan will be submitted to USAID in the second quarter.

## **11. Monthly publicity campaign conducted**

For January to March, the monthly publicity campaign with monthly themes was not implemented since efforts were made to increase publicity for the ad campaign (January to February) and the National *Fatwah* on Family Planning (March).

For the month of April, publicity efforts will focus on the stand of local candidates on family planning. For May, news and features will seek to articulate the stand of newly elected officials on FP. In June, the plan is to generate interest in an FP Bill and to integrate statements supportive of FP in the State of the Nation Address (SONA) of the newly-elected president.

## **C. ADVOCACY AND SOCIAL MOBILIZATION (ASM) COMPONENT**

As of March 31, 2004, the Project has mobilized the following sectoral and multi-sectoral networks as new advocates for family planning. These are:

- Informal Sector: Katinig in Metro Manila, CCUVA in Cebu City, and WISER 8 in Samar-Leyte
- Labor: Federation of Free Workers (FFW) – NCR
- Women: FFW – Women’s Network, District 3 Women’s Coalition, Makatao Foundation, Federation of Lingkod Lingap sa Nayon
- Faith-based: Inter-faith, Society for Family Development and Education of the Philippines, Inc.
- Men: NACTODAP, AFP/PNP
- Socio-civic: Rotaract, Rotary Club of Cebu
- Professional: NAST
- Youth: YAN, Katinig Youth, CCUVA Youth
- Multi-sectoral: POPNET in Cebu, COFPRHA 8 in Capiz, Region 6, NeOFPRHAN in Negros Oriental
- Cause-oriented: Sagip Pasig Movement, Foundation for the Philippine Environment

### **1. Three new sectoral advocacy networks mobilized for FP advocacy (organized labor, women, cause-oriented NGOs)**

#### **1.1. FEDERATION OF FREE WORKERS (FFW)**

Formal engagement of the **Federation of Free Workers (FFW)** in FP/RH advocacy started on February 5, 2004. FFWs Philippine Social Institute (FFW-PSI) and TSAP-FP collaborated on the conduct of the Consultative Workshop on FP/RH involving trade union leaders from FFW affiliates in the National Capitol Region (NCR). In this workshop 40 trade union leaders from FFW-NCR were provided with an overview of the Philippine population situation *vis-a-vis* national development as well as the extent of implementation of family welfare programs (including family planning) in their respective company workplaces. Participants discussed the problems on family planning and reproductive health-related issues of FFW local unions and collectively agreed to mount an advocacy directed at their leaders and lobbying thru collective bargaining agreements (CBAs) in order to mainstream FP/RH in the FFWs program of action for its workers and in the workplaces.

#### **1.2. FFW WOMEN’S NETWORK**

Such collaboration with FFW and the **FFW Womens’ Network (FWN)** led to a national advocacy forum on FP/RH in the context of harmonizing family life and work life. The National Symposium on Integrating FP/RH in the Program of Action (POA) of the Federation of Free Workers (FFW) on March 8 at the Pearl Manila Hotel brought together 109 women and men from various trade federations, local unions and basic sectoral organizations across Luzon, Visayas and Mindanao. The FFW Women’s Network (FWN) organized the event with technical and funding assistance from TSAP-FP. As a result of the national symposium, leaders of the network’s dtrade federations, local unions and basic sectoral organizations signed a statement of commitment to integrate and implement FP/RH in FFW. The signed commitment, as will be discussed by FFWs Governing Board in April

for approval and adoption, will pave the way for a more vigorous gender-responsive FP/RH advocacy within the FFW.

### **1.3. FOUNDATION FOR THE PHILIPPINE ENVIRONMENT**

Recognizing the need to reach out untapped but crucial sectors in family planning advocacy, TSAP-FP collaborated with the Visayas Operations Group of the **Foundation for the Philippine Environment (FPE)**. FPE is a catalyst of cooperation among networks of environmental NGOs, people's organizations, local communities, government and business groups for biodiversity conservation and sustainable development.

TSAP-FPs engagement with FPE Visayas is a concrete response to the need to level off understanding of environmental NGOs and POs on population-related challenges, threats and issues that impinge on biodiversity conservation and sustainable development at the global, national, regional and local levels. TSAP-FP recognizes 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 and poverty. In collaboration with these NGOs, TSAP-FP envisions to mainstream family planning messages in the IEC campaigns for protection and sustainability of the natural resources and the environment.

TSAP-FP partly funded the FPE Visayas regional consultative group meetings in Central and Eastern Visayas. A total of 68 local environmental NGO/PO leaders and community resource managers participated in the Region 8 (Eastern Visayas) Consultative Meeting on March 24-26 in Tacloban City while 63 attended the Region 7 (Central Visayas) workshop on March 31 to April 1 in Cebu City. In these meetings, population, health and environment linkages were highlighted along with population and development challenges in the regions. Regional ecosystems agenda incorporating population management and need for family planning were drafted for endorsement to FPEs Regional Advisory Committee and FPE Board for action. Translation of such agenda into specific, doable activities for implementation is expected to pave the way for the Visayas-wide advocacy and networking on population/family planning and environment; ensure FPEs continued commitment to support the incorporation and implementation of population, health and environment linkages in its regional ecosystems agenda; and, increase social acceptance of family planning among community resource managers.

## **2. Informal Sector/Urban Poor advocacy network expanded and trained on advocacy**

### **2.1. SAMAR-LEYTE**

TSAP-FPs work with the informal sector/urban poor gained momentum in the first quarter as new community organizations from TSAP-FP sites were engaged in FP advocacy. KATINIG's advocacy for family planning as espoused by Ka Dedeng Nicolas, a TSAP-FP trained champion, was crucial in bringing in other informal sector/urban poor affiliates of KATINIG not only in Metro Cebu but also in Samar/Leyte.

TSAP-FP's partnership with the informal sector from Samar/Leyte started in January. In collaboration with POPCOM 8 and National Anti Poverty Commission (NAPC) regional coordinator for the informal sector in Samar/Leyte, TSAP-FP provided TA and fund support to the 1<sup>st</sup> Regional Assembly of the Workers in the Informal Sector (WIS). Held on January 13-15 at Hotel Alejandro in Tacloban City, the assembly was attended by 68 leaders of informal sector groups such as vendors' associations, cooperatives, small transport groups, and home-based workers from various parts of Samar and Leyte. Inputs from TSAP provided the informal sector leaders with the basic understanding of population and poverty relationships, various issues confronted by the informal sector in Region 8, FP in the context of current advocacy of the informal sector in general (as shared by Ka Dedeng Nicolas of KATINIG) and in Region 8 in particular, and other FP related issues and concerns of the informal sector. At the end of the assembly, leaders came up with a concrete plan for mobilizing workers in the informal sector in Eastern Visayas for FP/RH advocacy including in-depth discussions and orientation on FP/RH and network building. The FP orientation for informal sector leaders was held on March 2-4 at Hotel Alejandro. A total of 56 key leaders of informal sector groups attended the activity.

With technical assistance from TSAP-FP, the **Workers in the Informal Sector in Region 8** (WISER 8) with an estimated membership of 368 local POs and community organizations with more than 10,000 members, was formally organized on March 5-6 in Tacloban City. *Four sub-sectoral networks of informal sector workers* were also formed during the network building workshop. These are the Vendors Alliance of Region 8 (VAR), RECONTODA (Region 8 Confederation of Tricycle Operators and Drivers Associations from the cities of Ormoc, Calbayog and Tacloban), the Alliance of Home-based Workers in Region 8, and Region 8 WIS Youth. These sub-sectoral networks agreed to actively promote FP among their constituents and to engage their local leaders in dialogues regarding FP information and services in the communities. To push their sectors' advocacy, 4 working committees were formed: accreditation, education and training, project development, and social protection. A task force on FP/RH advocacy was also created to spearhead and coordinate their sectors' FP/RH advocacy and community mobilization activities. About 30 community advocates from WISER 8 network were also identified to attend TSAP-FPs Advocacy Training for Region 8 WIS tentatively scheduled in May.

## **2.2. QUEZON CITY, METRO MANILA**

Also through TSAP-FP assistance, the KATINIG (Kalipunan ng Maraming Tinig ng Manggagawang Impormal) and POPCOM-NCR convened 135 men and women leaders of urban poor community associations from various parts of Quezon City on March 23 at the Century Imperial Hotel for the Quezon City Community Advocates Forum on FP. This forum aptly titled "*Usapang Pampopulasyon at Family Planning*" took off from the results of TSAP-FPs *Bahaginan at Barangayan* advocacy forum for community advocates and local leaders from Metro Manila. A core group composed of eight leaders of major urban poor organizations in Quezon City was created to pursue the formation of the Quezon City Community Advocates Network on FP (QC CAN) in the next quarter. POPCOM-NCR and the Quezon City Health/Population Officer expressed great interest in bringing in this network of grassroots advocates into the Quezon City Population Council (QCCP), an existing multi-sectoral advocacy network dedicated to ensure people's access to quality FP/RH information and services.

As a prelude to the formation of the Metro Manila Community Advocates Network, an advocacy training in partnership with the Philippine NGO Council on Population, Health and Welfare (PNGOC) was conducted for Metro Manila community advocates on March 15-19 at the Forest Hills, Subic Freeport in Zambales. This was attended by 37 community leaders from various parts of Metro Manila, representing KATINIG, Sagip Pasig Movement (SPM) Women's Health Care Foundation (WHCF), and MAKATAO Foundation. A significant result of the training is the discovery of another male FP champion among the informal sector in the person of Restituto Lopez, Vice President of the Association of Pedicab Operators of Malabon (APOM).

### **3. Sectoral and local advocacy networks actually advocating FP in their localities and within their sectors**

#### **3.1. METRO MANILA**

##### Informal Sector

On their own initiative, TSAP-FP partners such as KATINIG, MAKATAO (Mga Kababaihan Para sa Tao Foundation), and Sagip Pasig Movement are actively participating in local advocacy and mobilization for FP/RH as part of electoral issues. They have mobilized their members primarily in the polling of local candidates, in the formation of multi-sectoral city advocacy networks in Caloocan, Malabon and Valenzuela organized by other NGOs such as the Philippine Rural Reconstruction Movement (PRRM), and in the mounting of candidates forum in their respective localities in collaboration with other FP/RH networks such as the Philippine NGO Council on Population, Health and Welfare (PNGOC) and the Philippine Legislators Conference on Population and Development (PLCPD).

##### Youth

The KATINIG-Youth and their theatre group, the Teatro KATINIG, were in full swing in their IEC campaign on responsible teen sexuality. They performed their TSAP-FP sponsored theatre production entitled "*Pasan Kong Daigdig, Carry Mo Ba?*" in Baranggay 3, Sangandaan, Caloocan City last February 22, 2004. Teatro KATINIG has become a well-sought after performance group in various TSAP-FP functions such as the "Salute to Partners" held on January 18 at the Westin Philippine Plaza Hotel, and at the launching of the Philippine EBRMnetwork at the Diamond Hotel on March 26. Their first quarter performances included programs for the Commission on Population-NCR during the launching of the State of the Philippine Population Report at Hotel Rembrandt (January 30), the Speech Choir Contest of International Association of Business Communicators (IABC) Philippines on February 23, and the planning meeting of the International Association of Business Communicators Asia Pacific Conference at the Makati Shangri-la Hotel on March 29.

##### Professional Associations

TSAP-FP also participated in at least two meetings of the National Academy of Science and Technology (NAST) on the draft FP Bill which the Academy plans to propose to the next Congress.

The Project was also part of efforts made by the Philippine NGO Council on Population, Health & Welfare (PNGOC), Inc. to make family planning an election issue.

### **3.2. METRO CEBU**

#### *Informal Sector*

As part of CCUVA's advocacy directed at leaders of other basic sector organizations, the Cebu City United Vendors Association (CCUVA) convened 22 leaders of 13 urban poor community organizations in Metro Cebu for a dialogue on FP and poverty issues of the urban poor. This meeting was held on January 31 at the Holiday Plaza in Cebu City. The urban poor leaders, one of whom is a member of the Basic Sector Council of the National Anti-Poverty Commission (NAPC), expressed the need for family planning information in their communities. They all agreed to collaborate with CCUVA and TSAP-FP in the future for more serious discussions on FP and more vigorous advocacy for FP at the local level. Follow-up orientation and coalition building for grassroots advocacy for FP in Metro Cebu are already scheduled in May.

In pursuit of FP as an electoral issue, CCUVA has been tapped by local networks in Cebu such as the Ramon Aboitiz Foundation, Inc. (RAFI), PLCPD and PNGOC to mobilize its sector during the sectoral consultations (already conducted in March) and the local candidates forum (for governors, vice governors, mayors, vice mayors, city councilors) scheduled in April in Cebu City. These advocacy fora provide CCUVA leverage in terms of advocating need for social protection and health including family planning of the informal sector and attesting CCUVA's strength as a grassroots network and voice of the poor.

### **3.3. CAVITE**

#### *Community Groups*

TSAP-FP provided TA and fund support to the Office of Congressman Gilbert Remulla, a TSAP-FP trained champion, for the promotion of effective methods of family planning in highly populated and poor barangays of Cavite. Through TSAP-FP, the FriendlyCare Foundation, Inc., conducted motivational lectures on modern methods of family planning in the following barangays Sampaloc IV in Dasmarinas, Brgy Upli in San Alfonso, Brgy. Bulihan and Brgy. Munting Ilog in Silang. FriendlyCare FP counselors and community relations officers also disseminated IEC materials on Modern FP Methods to women and men who participated in these activities. A total of 1,480 men and women of reproductive age attended the FP motivational lectures held in March and April.

## **4. Partnership with new Informal Sector and civic organizations explored**

### **4.1. NACTODAP**

Initial meetings with NACTODAP, National Confederation of Tricycle Operators and Drivers Association of the Philippines with a membership of 2.5 million tricycle drivers nationwide were explored.

## **4.2. ROTARACT**

Initial meetings with Rotaract, Quezon City, the youth arm of Rotary Club were held.

## **5. Partnerships meetings with multi-sectoral advocacy groups in TSAP-FP sites in Metro Cebu, Metro Davao, Samar/Leyte, Bicol and Pampanga conducted.**

### **5.1. PARTNERSHIP STRENGTHENING IN METRO CEBU**

The Metro Cebu Partnership Building Workshop was held on January 30 to 31 at the Holiday Plaza Hotel in Cebu City. Twenty six participants representing 13 local NGOs in Metro Cebu and the Regional Population Office (RPO)- 7 attended the workshop. NGOs represented include the SWU-College of Medicine, Youth Advocacy Network (YAN), UP Cebu, ALU-TUCP, University of San Carlos –SOAR, Rotary Club Mandaue East, BHW Federation of Cebu, VINE/Cebu Women’s Coalition, Nagpakabana Foundation, and YAC-University of Visayas Chapter, PBSP-Visayas and CCUVA.

POPCOM 7 viewed the workshop as an opportunity for better coordination and synergy among stakeholders and achieving better teamwork among partners in making family planning socially acceptable. This partnership reinforced TSAP-FPs work in Cebu in particular and in Central Visayas in general as it brought in and capacitate more groups for FP advocacy. This workshop sharply defined the need to reach out to the basic sector groups specifically the urban poor men, women and youth in Metro Cebu.

### **5.2. INITIATION OF PARTNERSHIP BUILDING IN NEW AREAS for 2004**

TSAP-FP conducted area scoping and initial meetings with potential partners in the new areas for 2004, Samar/Leyte and Metro Davao, Pampanga and Bicol. Partnership building workshops followed with the participation of NGOs, POs, civil society groups, LGUs and government agencies to build consensus and solicit commitment to a shared goal and unified direction for FP/RH advocacy and community mobilization in the target sites.

#### **5.2.1. Samar/Leyte (Region 8)**

The Region 8 Partnership Building Workshop was held on January 26 – 27 at the MacArthur Park Hotel in Palo, Leyte. It was attended by 26 local NGOs, POs and civil society groups in Region 8 and 25 local population and health workers from Samar, Leyte, and Ormoc and representatives from DOH-Center for Health Development in Eastern Visayas. 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 Childrens Fund-Redeemer Parents Association, CCF Hayag Family Development Center, Region 8 Workers in the Informal Sector, Beauticians Association of Samar/Leyte, Family Planning Organization of the Philippines (FPOP)- Catbalogan, Marie Stopes Clinic,

GABRIELA Eastern Visayas, PBSP-Visayas, Rotary Club of San Juanico, LEA Tacloban City, LABRADOR, , Movement for Responsible Parenthood-Leyte and Basey, The Church of Jesus Christ of Latter Day Saints, Bethany Hospital and the United Church of Christ of the Philippines-Tacloban. As an offshoot of the activity, the participants banded together into a loose network, the Coalition of FP/RH Advocates in Region 8 (COFPRHA 8) for information and resource sharing on FP/RH advocacy in Eastern Visayas. The group will do follow-up meetings on advocacy partnership among socio-civic groups, faith-based and basic sectors in Region 8.

### **5.2.2. Metro Davao**

The Davao City Partnership Building Workshop was participated in by 14 local NGOs/POs and 40 representatives from local population and health offices and government agencies. Held on March 25-26 at the Apo View Hotel in Davao City, the activity provided an opportunity to discuss ways to enhance institutional capability and partnerships for FP/RH advocacy and community mobilization for FP. The activity was attended by 64 population workers & officers, technical health staff and key officials of the City Health Department and technical staff of POPCOM Regional Office XI. The population workers come from 48 barangays of Davao City.

This was the result of earlier consultations with 25 member NGOs of the RH Network of Davao held on March 11-12 at the Apo View Hotel and orientation on Population, Family Planning and Reproductive Health for population workers in Davao City held on March 22-23 at the Davao Insular Hotel. Theses activities were organized by TSAP-FP in collaboration with POPCOM XI and the Davao City Health Department.

### **5.2.3. Pampanga**

In Pampanga, TSAP-FP met with officers of the Clark Development Corporation, a potential key partner for FP advocacy in the Clark Economic Zone. With CDCs network of companies, employees and managers, community extension, health service units, and media centers, convergence of TSAP-FP components will be most facilitated. Activities in the zone could be complemented with community advocacy targeting the informal sector in surrounding areas of Angeles City and Pampanga in collaboration with the regional offices of POPCOM, DOH, and DOLE, local NGOs and POs in the region.

### **5.2.4. Bicol**

In Bicol, the Media for Development and Integrated Advancement, Inc (MeDIA) was identified as a potential partner in popularizing the *Sigurado ka, walang Patsamba-tsamba* FP campaign. Orientation on family planning among officers and members of this organization was initially conducted.

## **6. Capacity building for FP Advocacy**

### **6.1. TRAINING OF TRAINERS USING TSAP-FP ADVOCACY MANUAL**

In preparation for the roll-out of FP advocacy trainings in TSAP-FP sites, the training of trainers on Advocacy for FP Social Acceptance was conducted on March 29 to April 3, 2004 at Bohol Plaza Hotel, Dauis, Bohol. Thirty one representatives from 22 major organizations from TSAP project sites in Luzon, Visayas and Mindanao participated actively and are now certified trainers of FP advocacy. This training also served as a pre-test of the TSAP-FP Advocacy Manual which was developed starting the previous quarter.

Sector-specific modules were developed out of the generic FP Advocacy Training Manual. Some of the sector specific modules that are already completed are those for the informal sector, for men and women, the labor sector, the youths, interfaith group, and the multi-sectoral or generic module. Finalization of the module for high level influentials is in progress. Several test runs of the module (for multisectoral audiences, informal sector audience, as well as training of trainers) had also been conducted.

The concept paper and scope of work for possible contractor of the Advocacy Tool Kit development was finalized for implementation in the next quarter. The development of an FP Advocacy Tool kit is a parallel effort to provide accurate and standards source materials for reference and guide of trained advocates. Among others, the kit will contain issue-specific briefs for priority target sectors, basic demographic statistics, and some presentation materials

Important outcomes of the training process are the organization of training teams according to geographical responsibilities. The training teams drafted their respective advocacy training plans per area with corresponding areas of responsibilities. Individually, they have also expressed their commitment to pursue FP advocacy work. It was also agreed that training teams, under specific institutions will conduct TSAP-FP advocacy training. These are: Partners International for Metro Manila, FFW for Region 4, Population, Reproductive Health, Environment Partnership (PRHEP) for Region 3, Visayas Reproductive Health Initiative for Region 7, Health Management Research Group for Davao, Runggian for Region 8 and Society for Family Education & Development for ARMM.

The draft Manual is on *Annex 13*.

### **6.2. ADVOCACY TRAINING FOR POPNET, CEBU**

In Region 7, TSAP-FP facilitated the conduct of the advocacy training for members of the Population and Development Network (POPNET). POPNET is a Cebu-based network newly-organized to advance population and development issues including gender and women's rights, reproductive health and rights, family planning, adolescent reproductive health, maternal and child health, and access as well as affordability of health services. It is a network open to all non-government organizations and the private sector organizations in Central Visayas. The training was held on January 19-22 at the Bethel Guest House, Dumaguete City and attended by 33 participants representing 24 academic and non-

governmental organizations spread out in the Central Visayas region which includes Cebu, Bohol, Negros Oriental and Siquijor. This advocacy training of POPNET members was also an opportunity to pre-test TSAP-FPs advocacy manual.

## **7. Eighteen small grant proposals reviewed and processed; 3 proposals approved**

As an offshoot of the small grants orientation conducted by TSAP-FP on January 22-23 in Davao City, 9 project proposals from local NGOs operating in ARMM were received and reviewed by Small Grants Review Committee. In addition, 9 project proposals from Cebu, Davao, Region 7, 8, and NCR were also reviewed. Of the 18 proposals, 14 are undergoing revision, 1 was endorsed to USAID for technical concurrence, and 3 were funded under the direct payment scheme. Small grants contracts of 3 partners (KATINIG, CCUVA and MAKATAO) were approved by TSAP-FP and USAID. Fund release of first tranche payments to PBSP-Olango, CCUVA, KATINIG and Makatao were also made during the period. Project start-up meetings with CCUVA, PBSP-Olango and Makatao were already conducted in March. On *Annex 14* is a list of grants reviewed and approved.

## **8. Process documentation plan of advocacy and community mobilization activities of TSAP-FP partners finalized**

Request for proposal (RFP) to solicit bids for documentation of success stories and best practices was drafted and issued. Initially, the documentation will cover KATINIG, CCUVA, and Muslim religious leaders. Among others, the documentation aims to capture the factors that facilitate and hinder the partnerships as well as the lessons learned.

## **9. Twenty two new FP champions identified and trained**

TSAP-FP identified 22 potential FP champions from the roster of participants who took part in various FP advocacy trainings. These new potential champions are enumerated in the attached list (*Annex 15*). They were identified on the basis of their understanding of FP issues, ability to articulate, outgoing personality, and appreciation of the TSAP project goals.

Plans for training, continuing education, and sustainability of champions have been developed and will be put together in a champions' strategy in the next quarter. In this area, the ASM staff benefited from the inputs of Imelda Feranil, CEDPA Senior Technical Advisor who visited the country towards the end of this quarter. The inputs from Ms. Nilda Perez of USAID also helped in systematizing the work with individual champions and advocates. The final concept paper will include the criteria for selection and guidelines for approaching potential FP champions.

## 10. Advocacy Activities in ARMM

### 10.1. OBSERVATION STUDY TOUR OF MUSLIM RELIGIOUS LEADERS TO EGYPT

In the previous quarter, a national *fatwah* on family planning was drafted by Muslim Religious Leaders (MRLs) from Maguindanao, Davao City, North Cotabato, Sultan Kudarat, Davao del Norte, Lanao del Norte, Sarangani, Zamboanga Peninsula, Basilan, Sulu & Tawi-Tawi.

For January, nine representatives from this select group of scholars joined the observation study tour organized by the Project to Egypt to present the draft *fatwah* to the Grand Mufti of Egypt, deepen their understanding and appreciation of reproductive health and family planning in the context of Islam and gain insights and learnings from experiences of Egypt in the successful dissemination of an official ruling on family planning. The group had an audience with the Grand Mufti Ali Gomaa of Egypt, who expressed his endorsement of the Philippine *fatwah* on reproductive health and family planning.

The participants visited the International Islamic Center for Population at the Al-Azhar University. The center was established in 1974 with initial support from UNFPA to strengthen Al-Azhar University's role in addressing population issues of 105 Muslim countries all over the globe. They also visited the USAID and UNFPA Cairo offices, the Ministry of Health and Population and the Egyptian Family Planning Association (EFPA) Clinic in downtown Cairo and other pertinent institutions with the end in view of enhancing and reinforcing the learnings of the participants. The full Travel Report is appended as *Annex 16*.

The study tour was followed by two consultation sessions on the draft *fatwah* among MRLs and some *Madrasah* teachers in ARMM. The first consultation was held last Feb. 23-25 in Zamboanga City participated in by 32 representatives. The second meeting was held on March 3-5 in Davao City and attended by 31 participants.

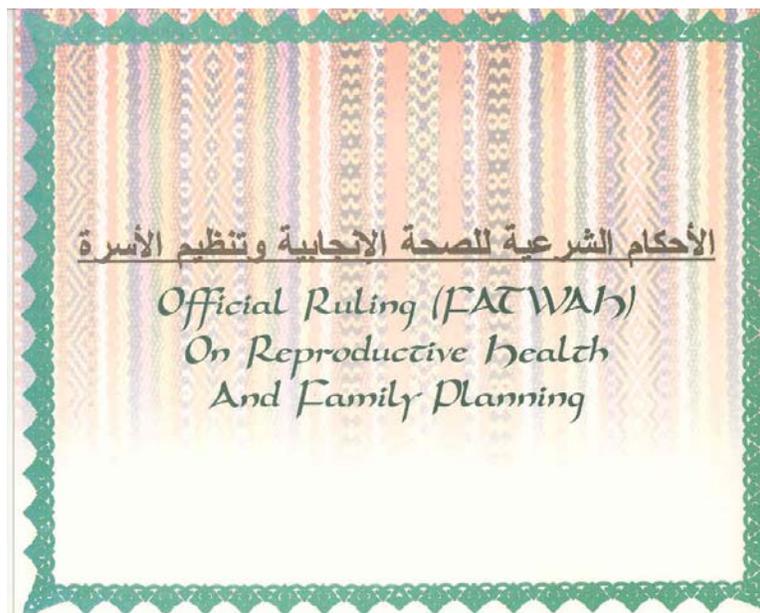
*The OST delegation poses  
With Dr. Hussein, Dr. Tantawey,  
and Dr. Imbabi*



## 10.2. NATIONAL FATWAH ON REPRODUCTIVE HEALTH AND FAMILY PLANNING PROCLAIMED

The quarter culminated in the grand and successful launch of the national *fatwah* on family planning on March 10 at Marco Polo Hotel, Davao City. The multi-media event focused on the theme “*Tanzim Al-Uzra: A Call to Greatness.*” The audio visual presentation featured the history of ARMM, process of development of the *fatwah*, the MRLs’ visit to Egypt and audience with the Grand Mufti and sections of the Koran which are favorable to the practice of family planning. Messages from key ARMM local officials, leaders including women were interspersed in a seamless program punctuated by cultural performances of Muslim youth and children.

The highlight of the program was the announcement and acceptance of the *fatwah* done by the Grand Mufti of Central Mindanao. About 200 MRLs from ARMM, Regions 9, 10, 11, and 12, and the National Capital Region attended. High ranking government officials from ARMM, including the ARMM Governor, ARMM Health Secretary, POPCOM Executive Director, the Department of Health central office and national and local media personalities graced the event. A lot of publicity was generated by the event. The National *fatwah* was cited in several news articles and columns as a significant step in the promotion of family planning in Muslim areas. An editorial in the largest circulating newspaper, Philippine Daily Inquirer, on March 16, 2004, cited the *fatwah* as an example to follow by the Catholic Church which was noted as a factor in the lack of progress of the country’s family planning program. On *Annex 17* is the *fatwah* and on *Annex 18* are articles on this.



*The National Fatwah on FP*

## 11. Potential Advocates Reached by TSAP-FP

As of end of March 2004 a total of 12, 679 individuals have been reached by the project (ASM, BCC & HP Components) through TSAP-FP organized FP orientations, advocacy trainings, events and other channels (excluding mass media). The following is a breakdown of these potential advocates.

<b>Sector</b>	<b>No.</b>
Academe	198
Board Examiners	10
Champions	17
Community	1715
Faith-based	58
Government	73
Health Provider	453
Labor	210
Legislator	3188
LGU	504
LGU-ARMM	221
Media	56
Men-in-Uniform	32
Midwives	416
Midwives-ARMM	73
MRL	159
Multisectoral	873
NGO	888
Private Physician-ARMM	31
Professional Groups	87
Urban Poor/Informal Sector	1672
Women	30
Youth	1715
<b>Grand Total:</b>	<b>12,679</b>

A monitoring tool to track down public endorsements of FP by champions was developed with technical assistance from CEDPA Senior Advocacy Advisor. This was pre-tested last quarter among a small group of champions from NCR and the results helped in finalizing the instrument. Regular polling of champions will be conducted beginning next quarter.

## **D. HEALTH PROVIDER (HP) COMPONENT**

### **1. Copies of Recent Board Examination Questions Requested**

The project sent a letter to Honorable Antonieta Fortuna-Ebi, Chairperson of the Professional Regulations Commission to coordinate the project's access to the recent board examinations syllabi and board examination questions of medicine, nursing and midwifery. A meeting was set between the TSAP-FP Medical Advisor and the Honorable Chairperson. However as the Chairperson was not available on the scheduled date, the Medical Advisor was left to meet with representative Commissioner Avelina de La Rea-Tan. To date, the TSAP-FP request has not been acted upon.

### **2. Critically Appraised Topics (CATs) Kit with 25 topics produced and PEBRMNet launched**

The CATKits containing 25 CATs on specific Family Planning methods questions is presented in a binder form that will allow health workers to add updates and discard obsolete articles. It will respond to the needs of the health providers for updated research findings needed in family planning consultations. Copies of the CATKit were turned over to the Department of Health and the Philippine Obstetrical and Gynecological Society on March 26, 2004 in simple ceremonies held at the Manila Diamond Hotel in Manila. The 25 CATs are as follows:

#### ***Oral Contraceptives:***

- Use of oral contraceptive pills does not lead to an increased risk of breast cancer
- Women with migraine who use oral contraceptives have an increased risk of stroke
- Short-term oral contraceptive use (< 5 years) does not increase the risk of cervical cancer in women with human papilloma virus infection, but long term use (> 5 years) does increase the risk
- There is no increased risk of Down syndrome in pregnancies that follow previous use of oral contraceptives
- OC pills and short-term IUD use offer quicker return to fertility for nulliparous women compared to long-term IUD use
- The use of third generation oral contraceptives is not associated with myocardial infarction
- The use of combined oral contraceptives is not associated with weight changes in users
- Women who have taken oral contraceptives have a lower risk of epithelial ovarian cancer than those who have never taken oral contraceptives
- Oral contraceptive users experience less mood changes and negative affect during the menstrual cycle
- Oral contraceptives do not increase the risk of liver cancer
- Low dose oral contraceptive use can improve moderate acne

#### ***Injectable Contraceptives***

- Women who use DMPA are not at increased risk of cervical cancer
- Compared to non-lactating women, breastfeeding women on DMPA are more likely to continue using the method for fertility control, and their side effects are less frequent
- There is no overall increased risk of getting breast cancer from the use of DMPA for contraception, including long term use (> 5 years use)
- DMPA reduces the number of hot flashes in menopausal women
- DMPA causes a reversible decrease in bone mineral density

#### ***Intrauterine Devices***

- The primary mechanism of action of various intrauterine devices (IUDs) are due to pre-fertilization effects
- There are higher rates of anemia among IUD users compared to OCP users

### ***Barrier Methods***

- The condom remains the only contraceptive method that offers an overall decreased risk of acquiring a sexually transmitted disease (STD). The use of OCPs or DMPA is associated with a decrease in the risk of some STDs

### ***Natural Family Planning***

- The probability of pregnancy using the Standard Days Method is 5% with perfect use and 12% with typical use

### ***Surgical Methods***

- The risk of ectopic pregnancy after tubal sterilization is lowest when using bipolar salpingectomy and methods other than bipolar coagulation
- Vasectomy does not affect sexual and marital satisfaction among married men
- Tubal ligation reduces the risk of abnormal menstrual bleeding
- Interval tubal sterilization has no effect on sexual interest and pleasure
- There is no likely increased risk for prostate cancer among patients who have had vasectomies

The PEBRMNet, authors of the CATs, was launched on March 26, 2004 at the Manila Diamond Hotel. The launching was witnessed by more than 100 guests composed of representatives from the Department of Health, the Philippine Obstetrics and Gynecological Society, USAID, National Institutes of Health of which the PEBRMNet is one of the Study Groups, members of the “second generation” PEBRMNet and the media. On *Annex 19* is a copy of the CATs Kit.

## **3. New topics for CATs Development Identified**

A list of topics for CATs development is currently being finalized by the PEBRMNet Team Leader. To date, the following are clinical questions previously listed but have not been made a CAT:

1. *Would prolonged use of OCPs reduce the method's efficacy over time?*
2. *Does pill use shrink women's breasts?*
3. *Do OCPs cause migraine?*
4. *Do OCPs increase cardiovascular/myocardial infarction risk?*
5. *Does OCP increase coital dryness?*
6. *Does DMPA increase coital dryness?*
7. *Does DMPA affect fertility?*
8. *Does DMPA cause liver cancer?*
9. *Does DMPA have any effect on future offsprings?*

The following are recent topics that may be developed into CATs:

1. *Can OCPs cause hypertension?*
2. *Can DMPAs cause migraine?*
3. *Can IUDs cause pelvic inflammatory disease?*
4. *Can a BTL cause a myoma?*

## **4. PEBRMNet Expanded**

On March 25-28, 2004, the TSAP-FP in collaboration with the Asia Pacific Center for Evidence Based Medicine led by Dr. Antonio Dans, conducted an EBM-FP workshop for 59 clinicians and public health practitioners who will form the “second generation” PEBRMNet. The participants represented 19 DOH retained hospitals, two LGU hospitals, six university hospitals, two LGU health facilities, two DOH-Centers for Health Development, one City Health Office and the DOH Central Office.

The “second generation” members of the PEBRMNet are now capable of generating CATs on Family Planning and teach during EBM orientation trainings.



*The second generation members of the PEBRMNet after their training.*

## **5. Industry Based Health Providers in the Cavite, Laguna and Batangas (CALABA) areas oriented on EBM**

On February 23-24, 2004, an EBM-FP orientation was conducted for 37 industry-based health providers in the CaLaBa area. This was a first collaborative effort between TSAP-FP and the Responsible Parenthood, Maternal and Child Health Associations of the Philippines (RPMCHAP). The participants were composed of company physicians, company nurses, production operator, benefits assistant and RPMCHAP personnel. The participants represented 23 companies from Cavite, Laguna and Batangas industrial zone. As result of the orientation, the doctors presented plans for FP promotion in their corporation. They were encouraged to exert more effort advocating for administration support for the institutionalization of a family planning service program in their respective companies.

## **6. Industry Based Clinic Assessment Initiated**

Based on the RFP sent to six firms, two institutions submitted proposals for the conduct of the Industry Based Clinics Assessment. These are the Yuchengco Center and the Demographic Research and Development Foundation. The Contract was awarded to the former on April 2, 2004. The scope of work included conduct of secondary review to provide information on employment in the CaLaBa and Metro Cebu Industrial sector, industry clinic provider and their KABP and industry-based FP services. Other tasks include analysis of past and current industry-based FP programs, conduct of TNAs to address needs in skills training, FP promotion support and advocacy, identification of potential partners in industry program implementation and recommendations for a TSAP-FP industry-based program.

## **7. Finalization of Terms of Reference for the Baseline KABP of Health Providers in ARMM in progress**

The TOR is currently being finalized by the Monitoring and Evaluation Specialist. Timeframe for this activity is moved to end of April.

## **8. Private Physicians in ARMM Oriented on EBM-FP**

In collaboration with the Cotabato Medical Society, an EBM-FP orientation was conducted for public health and private practitioners of Cotabato City on March 17-18, 2004. There were 30 participants, 26 of whom were doctors and 4 were nurses. Most of the doctors were a little daunted by the statistics presented in the CATs but they later showed interest in the practice of EBM. At least three doctors inquired about technical assistance in the conduct of research.

## **9. Final Report of the Assessment of the DOH Clinical Standards Manual Completed**

The final report was submitted by the contractor Yuchengco Center, to TSAP-FP on January 15, 2004. The research center recommends the following:

### ***a. Those related to the adoption of the manual***

- Launch a large scale information campaign on Reproductive Health, in general and Family Planning.
- Operationalize the modalities in the National Family Planning Strategy particularly the integration with various services in a holistic fashion.
- Develop a plan for the enhancement of knowledge and awareness of the key influencers of the importance and relevance of the manual (IEC campaign).

### ***b. Those related to the dissemination and distribution of the manual***

- Develop a modality for large scale dissemination and distribution of the manual to ensure that the service delivery points receive the manual at the same time. Ensure its implementation.

### ***c. Those related to the improvement of the manual***

- Review and rationalize the current manuals being used by various agencies to ensure that the manual responds appropriately to current and emerging concerns is produced and adopted.
- Improve the manual on the basis of the following recommendations:
  - Ensure clarity in presentation through
    - use of colored illustrations and pictures particularly in the presentation of pathologic conditions such as STIs and discussion of topics
    - use of larger fonts
    - use of bullets to summarize key points
    - use of checklists for each method's medical eligibility
    - precise, concise and simple words
    - presentation of the anatomy and physiology of the reproductive system

- Improve contents by:
  - addressing emerging concerns such as adolescent FP needs, male involvement in FP, and gender sensitivity in service provision
  - Updating and expanding service provision
  - integrating quality dimensions in FP service provision
  - revision of counseling procedures to adapt GATHER to the local situation of clients
  - use of local case studies and situationers
  - inclusion of the eligibility criteria from WHO standards
  - provide a separate chapter for NFP comprising LAM, BBT, SDM, cervical mucus method, and symptothermal method.
- Provide algorithms and flowcharts for sequencing of actions in provision of each FP method
- Revise reports, records and forms to conform to the Sentrong Sigla standards.
- Ensure uniformity in service provision standards in GO and NGO clinics as well as hospitals since client segmentation based on affordability is planned.
- Prepare summary tables for every chapter.
- Ensure congruence between training and service delivery Monitoring
- Institute a monitoring mechanism for tracking the utilization of the manual and providing backstopping in its use.
- Continually update the manual
- Maintain continuous dialogue with the end users and program planners

## **10. Report on Baseline Health Provider KABP Survey Completed**

The survey was commissioned to look into the prevailing knowledge, attitudes, beliefs and practices among 750 family planning health care providers in the public health facilities/hospitals and industry clinics. Prior to the survey, a census of public health facilities and industry based clinics was done which defined the sampling frame for the survey. Census results showed an estimated total of 3,250 health providers in the project sites. Midwives have the biggest number (1,280), followed by the nurses (1,152) and doctors (818).

The preliminary results of the survey were presented to TSAP-FP team, some key AED Washington staff, and USAID staff on January 29, 2004. Based on the presentation, recommendations for enhancement of the final report were made. Among the key findings which surfaced were:

### ***Knowledge***

A little more than half (65%) of the respondents have post-licensure training on family planning. Of the trainings, majority have attended the Basic Comprehensive Family Planning (FP) Training Course (44%), the Basic FP Training Course on all Methods except IUD insertion (27%), the Basic FP Counseling Skills Trainings (19%) and the General FP Orientation (18%).

### ***Attitudes***

Majority of the health providers (91%) do not think they project a negative image by offering family planning services. Ninety-nine percent agree that they should tell their clients about the advantages and disadvantages of the various FP methods and 87% feel it is important to make the modern FP products readily available.

### ***Beliefs***

More than half (68%) of the health providers believe pregnancy occurs during fertilization. Majority (70%) say none of the FP methods cause abortion. Of those who say the contrary, they believe IUDs (20%) and pills (12%) cause abortion. The most common beliefs among the methods are: pills cause weight gain (71%), pills cause migraines (55%), pills cause or aggravate hypertension, injectables (DMPA) cause amenorrhea that aggravates hypertension (43%) and IUDs cause pelvic infection (47%).

### ***Practices***

The most recommended FP methods are the pill (97%), LAM (94%), injectables (93%), condom (93%) and IUD (92%). The same methods are recommended for birth spacing. For limiting the number of children, tubal ligation is preferred (92%).

On *Annex 20* is the draft Baseline HP KAP Survey Report.

### **III. IMPLEMENTATION ISSUES AND ACTIONS TAKEN**

#### **1. Family Planning as an Election Issue for Advocacy**

National and local elections will be held on May 10, 2004. The national campaign started on February 10, 2004 while the local campaign started on March 25, 2004. In terms of advocacy, this campaign period presents opportunities for FP advocates to pressure candidates to incorporate family planning in their respective agendas. Activities by sectoral and local networks towards this goal were conducted by the networks themselves, as reported in the ASM section. However, since the project is funded by a foreign donor, TSAP-FP has been very cautious in its support of activities related to the elections since it may be misconstrued as foreign donor interference in political matters. Rather than supporting specific candidates who have strong stands on FP, TSAP-FP supported activities which aim to open public discussion on the importance of family planning in candidates' platforms, educate the public on the importance of getting candidates to reveal their stand on family planning and select candidates who support family planning without citing specific candidates. Support for the policy conferences on FP/RH conducted by the Philippine Legislative Committee for Population and Development (PLCPD) during the last quarter of 2003 and related IEC materials for these conference as well as activities of the consortium of PNGOC, FriendlyCare, PLCPD and FAD were provided to achieve these goals. Articles on these issues like the Philippine Daily Inquirer editorial on March 16, front-page article on Ping Lacson's two-child family program on March 11 and front page article on Fernando Poe Jr.'s love child on February 6 were also successfully influenced to incorporate TSAP-FP messages (*Annex 21*).

Since the process followed by the project in the development of advocates and champions is participatory, it is careful not to impose activities on its networks and advocates, especially activities related to election advocacy. To illustrate the validity of the TSAP-FP stand, many participants during the Training of Trainers conducted in Bohol in March expressed apprehension at the idea of campaigning for certain candidates only on the basis of their support for or opposition to family planning, maintaining that other factors like economic platform and personal integrity and honesty are equally important. They stated that it is more prudent to advocate for FP among the winners because they would, then, be in a better position to implement FP programs or effect policy or programmatic changes.

#### **2. Strengthening Focus on the Repositioned Family Planning Messages**

Since the advertising campaign has been launched, it is important that TSAP-FP messages targeting advocates and the public at large be harmonized around core messages on the repositioned family planning messages as a way of life. The value-added of TSAP-FP is its focus not on the demographic argument of population and family planning but also on relating family planning to a healthy lifestyle. To this end, the project is consolidating all the messages communicated in its training of advocates and health providers as well as the IEC materials and, in the next quarter, core messages will be developed and communicated.

### **3. Need to Consolidate Champions' Strategy**

There is need to consolidate the TSAP-FP strategy for champions. All the three components have been involved in the development of champions. ASM identifies and provides advocacy training to champions, BCC provides media training and media exposure to champions while HP provides champions with orientations on EBM-FP. In the past, some champions have undergone media training without being trained on advocacy. In the next quarter, a more convergent approach will be developed and implemented.

### **4. Increasing Convergence of BCC, ASM and HP**

As the project progresses, an increasing convergence of communication, advocacy and health provider interventions become evident. The previous section on champions is one aspect of this convergence. In the development of sectoral and advocacy networks, this convergence is also apparent. ASM develops the networks, HP provides them with content knowledge on EBM-FP while BCC provides media training and exposure. The next quarters will aim for more organizational convergence.

### **5. Slow Pace of Grants Approvals**

The slow pace of approval of grants is a concern but should be taken in the context of the total number of proposals received and total number actually funded by the project. Since the implementation of the grants mechanism in the third quarter of 2003, the project has received a total of 46 proposals of which 13 were directly funded by the project i.e., they were not funded as grants but the activities were directly paid for by the project and seven were approved grants. For the proposals which are eligible for grants, the delay is attributed to factors related to quality and turn-around of comments. So far, only the informal sector and ARMM groups have received a formal small grants orientation. The rest, bereft of any formal orientation on the small grants program, submitted proposals that have no clear objectives, are not related to TSAP-FP benchmarks or have no solid justification of the budget request. Given these, many proposals are screened out and returned to the proponents for revision. By experience, the proponents do not return their comments in a timely manner, sometimes taking more than a month to submit revised proposals. In order to expedite the process, TSAP-FP has developed a system for grants monitoring and follow-up of proposal revisions. USAID is also now included in the proposal review process. Small grants orientations are also scheduled for the remaining areas in the succeeding quarter. These interventions will hopefully speed up the process.

### **6. Communication Support for the Health Provider Component**

A key activity of the HP strategy is the development of CATS and distribution to health providers. The production of the CATS was delayed by time taken in editing and actual printing. Considering this, and the fact that the BCC component also has several print materials it is developing both for ASM and BCC, a separate communication support will be procured for the HP component. This separate support is also deemed necessary because health provider communication requires specific medical orientation and expertise.

## **IV. ACTIVITIES FOR NEXT REPORTING PERIOD**

### **A. PROJECT MANAGEMENT**

1. Hiring of Local Area Coordinators for Metro Cebu, Bicol and Samar-Leyte
2. Hiring of Finance and Procurement Assistant
3. Rental of Additional Office Space and Procurement of Equipment

### **B. BEHAVIOR CHANGE COMMUNICATION COMPONENT**

1. Track monthly omnibus survey (March, April, May) to monitor reach and recall of advertising campaign
2. Launch game show to popularize the slogan on national television
3. Produce and air *Sigurado* Song MTV
4. Finalize contract for FP Hotline
5. Launch radio call in counseling program in Cebu
6. Produce distance education on the air for government midwives (segment on *Tambalan sa Kalusugan*)
7. Monitor *Lovenotes* call-in program
8. Air daily FP messages in radio news program on DZMM
9. Print and distribute the following materials:
  - FriendlyCare FP leaflets reprinted to carry *Sigurado* message
  - Modern Methods Matrix desk reference
  - Core Messages Booklet
  - Tagalog & Cebuano version on FP Flipchart
  - Tagalog & Cebuano version of FP wall chart
  - Informal Sector flipchart
  - Ad campaign poster
10. Expand counseling on adolescent responsible sexuality in five schools to include school clinicians and NSTP coordinators through the FAD
11. Award Terms of Reference for Post KAP in project sites outside of ARMM
12. Conduct Post-KAP fieldwork
13. Complete the media training for Cebu champions
14. Conduct Public Relations training for Partner organizations
15. Conduct follow up orientation on FP for Bicol Media
16. Conduct Research Disseminations Forum on KAP survey among media members
17. Conduct monthly publicity campaign (at least six newspaper pickups on FP themes per month)
18. Finalize ARMM Public Relations Plan
19. Launch public relations campaign to popularize the *fatwah*
20. Submit ARMM communication strategy to USAID
21. Develop and print the following materials:
  - Comic book on contents of *fatwah* in several ARMM dialects for Muslim men and women
  - Primer on *fatwah* for MRLs
  - Guide for MRLs who solemnize weddings
22. Finalize ARMM formative research report
23. Conduct Research Dissemination Forum on ARMM Formative Research
24. Award Terms of Reference on ARMM Baseline KAP

25. Initiate fieldwork on ARMM Baseline KAP

### **C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT**

1. Orient NACTODAP small transport group leaders on popdev/FP
2. Expand CCUVA-FP network to involve 2 major urban poor groups in Metro Cebu; form the Metro Cebu Community Advocates Network (CAN)
3. Orient community advocates in Capiz on popdev/FP
4. Train WISER 8, Metro Cebu CAN and QC CAN on FP advocacy
5. Orient FFW advocates on FP and train on FP advocacy
6. Establish partnerships with local NGOs/POs, local population and health workers in Pampanga and Bicol
7. Engage local NGOs/POs and community organizations in Metro Davao in FP advocacy
8. Finalize monitoring mechanism for local and sectoral advocacy activities
9. Support and monitor local advocacy activities of ARMM partners led by MRLs; Katinig, Makatao and QC CAN in Metro Manila; CCUVA-FP including PBSP-Olango in Metro Cebu; WISER 8 in Samar/Leyte, and inter-Faith group
10. Approve at least five Small Grants projects on community-initiated FP IEC or advocacy
11. Finalize Concept Paper for capacity building of FP champions
12. Conduct one technical/skills building event for champions
13. Draft materials for advocacy tool kit
14. Conduct FP advocacy forum/training for MRLs of Basilan, Sulu, and Tawi-Tawi
15. Conduct community education activities on the *fatwah* by ARMM MRLs with community/sector leaders as participants
16. Develop and finalize pre-marriage counseling guides for Muslims
17. Conduct consultative meeting with Madrasah school administrators
18. Champions to actually promote and publicly endorse FP on the media or during community events

### **D. HEALTH PROVIDER COMPONENT**

1. Consultative Meeting with Cebu City Health Officer to set schedule of EBM, EBM Counseling trainings
2. EBM Orientation for Industry-based Health Providers in Cebu City
3. Research Dissemination Forum: Results of the KABP of Health Providers in Urban Project Areas
4. Research Dissemination Forum: Results of the KABP of Health Providers in Urban Project Areas
5. Albay and Camarines Sur LGU meeting to set schedule of EBM, EBM Counseling trainings
6. Davao LGU meeting to set schedule of EBM and EBM Counseling trainings
7. Negros Oriental LGU meeting to set schedule of EBM, EBM Counseling trainings
8. Bulacan LGU meeting to set schedule of EBM and EBM Counseling trainings
9. Capiz LGU meeting to set schedule of EBM, EBM Counseling trainings
10. First DOH-TWG meeting

## V. TECHNICAL ASSISTANCE

Name of Consultant/s	Date of Visit/s	Tasks Completed
Mark Miebach	Jan 19-28	<ul style="list-style-type: none"> <li>➤ Trained the new TSAP-FP Procurement Specialist on AED procurement regulations and grants guidelines</li> <li>➤ Conducted an orientation of prospective small grants applicants in MM</li> <li>➤ Discussed issues w/ AED lawyer on registration and other legal matters</li> <li>➤ Followed up other contractual issues as required</li> </ul>
Dee Bennett (co-funded by the MOST Project)	Jan 20-31	<ul style="list-style-type: none"> <li>➤ Worked w/ CID/Ketchum to finalize PR &amp; Quick Response plans for social acceptance of FP including positioning, strategies &amp; activities</li> <li>➤ Assisted w/ PR &amp; logistical preparations for the Ad Campaign Launch/Salute to Partners Event</li> <li>➤ Participated in the Salute to Partners event/Ad Launch</li> <li>➤ Worked with the COP, DCOP &amp; Advisors to harmonize messages &amp; strategies as per the 2004 workplan</li> </ul>
Margaret Parlato (funded by AED)	Jan 26-31	<ul style="list-style-type: none"> <li>➤ Attended Salute to Partners/Ad Launch</li> <li>➤ Worked w/ COP, DCOP &amp; Advisors to enhance integration of the 3 Project Components &amp; Workplans</li> </ul>
Anton Schneider	Jan 31- Feb 13	<ul style="list-style-type: none"> <li>➤ Reviewed the Research proposals, TOR, background “situationer”, and other relevant documents, strategies, and workplans</li> <li>➤ Provided an orientation to the research firm</li> <li>➤ Worked with the research firm and the project team to:               <ul style="list-style-type: none"> <li>○ Clarify &amp; refine the research plan, including objectives of the research, methodology, target audiences and locations</li> <li>○ Develop the research instruments, screeners, topic guidelines, materials, techniques, etc.</li> <li>○ Pre-test and finalize the research instruments and protocols</li> </ul> </li> <li>➤ Developed an analytical framework for the research results and/or an outline for the final report</li> </ul>
Imelda Zosa-Feranil	March 17 – April 6	<ul style="list-style-type: none"> <li>➤ Worked with the Deputy COP, Advocacy Advisor and Advocacy and Social Mobilization and capacity building teams to:               <ul style="list-style-type: none"> <li>○ Review and revise the draft generic advocacy manual based on recent pre-tests and TSAP staff inputs</li> <li>○ Review sectoral advocacy and social mobilization training modules</li> <li>○ Finalize the curriculum and conduct the training of trainers (TOT) for advocacy</li> </ul> </li> <li>➤ Worked with ARMM influentials and data experts to develop a RAPID application for ARMM and use RAPID results for advocacy.</li> <li>➤ Worked with the Advocacy Advisor and evaluation specialist to finalize ASM monitoring/evaluation instruments.</li> <li>➤ Assisted in developing messages that will be used by TSAP advocacy partners in the various sectors</li> <li>➤ Facilitated ASM staff discussion on sustainability objectives for TSAP partners, as a step towards clarifying strategic partnership goals</li> <li>➤ Briefed newly hired Local Advocacy Coordinators on CEDPA rules and procedures.</li> </ul>
Reed Ramlow,	March 21 – April 2	<ul style="list-style-type: none"> <li>➤ Provided Technical and management support to the PEBRMNet expansion training, pharmaceutical company workshop and health provider training module development activities</li> <li>➤ Oversaw and provided technical support to the PEBRMNet launch event scheduled for March 26</li> <li>➤ Met and briefed the new Health Provider program consultant (expected hire) on her/his scope of work (focusing on</li> </ul>

		<p>communications and expectations/deliverables</p> <ul style="list-style-type: none"> <li>➤ 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 curricula and licensure examination modifications, and the Philippine Obstetrical and Gynecological Society (POGS) subcontract proposal for performing evidence-based Clinical Practice Guidelines (CPGs)</li> <li>➤ Reviewed ongoing Advocacy and Social Mobilization (ASM) component activities.</li> </ul>
Dr. Fred Tudiver	March 21 – April 2	<ul style="list-style-type: none"> <li>➤ <b>Philippines Evidence-Based Reproductive Medicine Network (PEBRMNet) New Members Training:</b> 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"> <li>a) What is Evidence Based Medicine?</li> <li>b) Preparing a Critically Appraised Topic</li> </ul> In addition, Dr. Tudiver helped facilitate group work and served as a resource person. </li> <li>➤ <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.</li> <li>➤ <u>Health Provider Training Modules:</u> Dr. Tudiver worked with Dr. Mario Festin, the TSAP-FP Health Provider and the (HP) program management team to finalize health provider training modules that will focus on building skills in evidence-based counseling for family planning.</li> </ul>
Anton Schneider,	March 23 – April 6	<ul style="list-style-type: none"> <li>➤ 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"> <li>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;</li> <li>2. Finalization of the research analysis workshop design with project team</li> <li>3. Conduct of a research analysis workshop with the research firm, RIMCU;</li> <li>4. Collaborate with the research firm and the project team to: <ol style="list-style-type: none"> <li>a. Debrief the interviewers thoroughly to ensure that important insights are not missed (for instance, non-verbal cues, etc.);</li> <li>b. Develop the analytical framework for the research report;</li> <li>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.</li> </ol> </li> </ol> </li> <li>➤ Technical assistance was also provided in developing the Terms of Reference for the subsequent ARMM KAP survey.</li> </ul>
Mr. Reed Ramlow	March 22 – April 2, 2004	<ul style="list-style-type: none"> <li>➤ Provided technical and management support for the PEBRMNet expansion training, pharmaceutical EBM workshop, CATs Kit printing and health provider training module development</li> </ul>

		<ul style="list-style-type: none"><li>➤ Provided technical support for the PEBRMNet launch done on March 26, 2004</li><li>➤ Met with applicants for certain HPC positions and discussed scopes of work, expectations/deliverable</li></ul>
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