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First Quarterly Report for FY 2009

October 1 - December 31, 2008

Health Promotion and Communication Project (HealthPRO)

Quarterly Report

October 2008 – December 2008

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University Research CO., LLC

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List of Abbreviations

A2Z	A to Z Project (The USAID Micronutrient and Child Blindness Project)
BCC	Behavior Change Communication
CA	Cooperating Agency
CHD	Centers for Health Development
CPR	Contraceptive Prevalence Rate
COTR	Contracting Officer's Technical Representative
DCOP	Deputy Chief of Party
DOH	Department of Health
DOTS	Directly Observed Therapy Short-Course
FC	Field Coordinator
FP	Family Planning
HEALTHGOV	A USAID Project on Strengthening of Health Systems
HEPO	Health Promotions Officer
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
HPC	Health Promotion and Communication
HPDP	Health Policy Development Project
IPC/C	Interpersonal Communication and Counseling
IR	Intermediate Results
LCE	Local Chief Executive
LGU	Local Government Unit
LOP	Life-Of-Project
M&E	Monitoring and Evaluation
MCH/N	Maternal and Child Health, Nutrition
NCHP	National Center for Health Promotion
NGO	Nongovernmental Organization
PHO	Provincial Health Office/Officer
PIO	Provincial Information Officer
PIPH	Provincial Investment Plan for Health
PMP	Performance Management Plan

PMEP	Performance Monitoring and Evaluation Plan
PRISM	Private Sector Mobilization for FP and MCH
RTI	Research Triangle Institute
SO	Strategic Objective
SHIELD	Sustainable Health Improvement through Empowerment and Local Development
STTA	Short-Term Technical Assistance
TA	Technical Assistance
TB	Tuberculosis
TB-DOTS	Tuberculosis-Directly Observed Therapy Short-Course
TB Linc	Linking Initiatives and Networking to Control TB
TWG	Technical Working Group
URC	University Research Corporation
USAID	United States Agency for International Development

1 EXECUTIVE SUMMARY

HealthPRO, a project designed to assist LGUs in the Philippines through the Department of Health (DOH), conducted activities in the first quarter towards broadening the reach, improving quality and sustaining efforts to increase the adoption of healthy behaviors and practices in order to improve the health status of the people. During this period, major strategies and activities were developed and implemented to mobilize and capacitate appropriate institutions that can assist in promoting healthy practices among target groups.

1.1 Finalize Strategic Communication Plans

HealthPRO provided technical assistance to the following LGUs in finalizing their Strategic Communication Plans: the HIV/AIDS sentinel sites of Angeles City, Pasay City, Davao City, and Quezon City, and the provinces of Bulacan, Pangasinan, Capiz, Negros Oriental, Negros Occidental, Sarangani, and South Cotabato. The plans were products of the Strategic Communications Planning (SCP) workshops conducted by HealthPRO, in collaboration with NCHP, LGUs, and USAID CAs, as a part of developing local institutional capacities. The SCP workshop was a three-day activity specifically intended to equip LGU health providers with basic skills on health promotion and communication (HPC) and planning.

After each SCP, HealthPRO, together with other CAs, held follow-up consultative meetings with each of the LGUs in order to refine HPC plans, prioritize activities across health programs (i.e., MNCHN, FP, TB, HIV/AIDS, etc.), and carefully review budgets and resources for HPC. The meetings were also intended to a) identify specific requests for technical assistance from HealthPRO on using interpersonal communication, group mobilization, and mass media for behavior change communication; and b) create the local health promotion and communication mentoring team composed of PHO program staff, HEPO, provincial information officers and NGO partners. The narrative sections of the SCP plans were also developed during this quarter. The DOH-ARMM held its Strategic Communication Planning workshop in November 10-13, 2008.

1.2 Identification of LRAs and othe partners

The URC held discussions with various local replicating agencies in the USG-assisted sites to for possible partnerships with LGUs in carrying out BCC and other health promotion activities on MNCHN, FP, TB, and HIV/AIDS.

1.3 Developing effective health messages and job aids

HealthPRO helped LGUs in crafting health messages that are locally and culturally appropriate, technically accurate, and responsive to the health information needs of target audiences. In the province of Compostela Valley, it conducted workshops on how to develop effective messages on breastfeeding practices and immediate newborn care. In Sarangani province, HealthPRO held a similar workshop to develop the MNCHN and FP storybook primarily for the use of indigenous people (IP) communities and based on field observations of IP communities in the province. In Zamboanga del Sur, it conducted a message development workshop in preparation for the Garantisadong Pambata (Pre-Schoolers' week) event. In Capiz, HealthPRO held workshops for the PHO on writing radio plugs, public service announcements, radio plays, copywriting for print materials, and writing press releases on MNCHN, FP, TB and other health concerns.

HealthPRO also developed job aids on IPC skills in FP, MNCH and for conducting social mobilizations activities.

1.4 Developing the provincial and LGU behavioral profiles on health

Based on the new data presented in the SCPs and the program implementation reviews of USG-assisted LGUs in Luzon, Visayas, Mindanao, and ARMM, HealthPRO updated the behavioral profiles of USG-assisted provinces and cities and ARMM for use and easy reference of project staff and other USAID CAs, particularly in developing BCC interventions.

1.5 Engagements in the PIR, PIPH and AIPH

HealthPRO actively participated in the preparations and actual conduct of the USAID-OH Project Implementation Reviews in Luzon, Mindanao and ARMM. Likewise, the team was engaged in the subsequent PIR follow up meetings among USAID CAs. Based on the PIR discussions, HealthPRO noted the critical areas that required health promotion interventions, particularly in relation to the provincial handles.

HealthPRO also worked with other USAID CAs in reviewing the PIPH appraisal tools developed by HealthGov which will be used by the CAs during the joint development of MIPHS and PIPHS spearheaded by HealthGov (for non-ARMM areas).

1.6 Planning and development of TA products

HealthPRO started to develop and produce TA products in response to needs and requests of LGUs. It produced the first draft of *Guide for Organizing Local Health Events* and *Guide for Organizing Groups for Health*. In drafting these two guides, HealthPRO drew from existing templates such as the DOH's *Organizing Women's Health Teams*.

In Capiz province, HealthPRO provided technical assistance in the conduct of a workshop called *Strategies for Engaging Media*. As a result of this TA, the Provincial Health Office conducted the following health promotion and communication activities in October:

- a) Developed and aired Garantisadong Pambata (Pre-Schooler's Week) radio plugs in a local radio station;
- b) Developed, printed and distributed GP streamers for Roxas City and all municipalities that were strategically posted during the month of October in markets and near churches; and
- c) Guested on radio on the day of the GP launch to announce the event and discuss details of the GP.

HealthPRO provided a video documentation of the GP activity which would then be used to produce an educational video. The PHO committed to reproducing and distributing the educational videos to rural health units which will in turn show the material to mothers in the waiting areas of rural health units (RHUs).

Consultative meetings were conducted in the following provinces to discuss and/or follow up on TA requests and plans:

- a) Bulacan: Discussion on the *Basic Messages Development Workshop* for newly designated HEPOs, and to include as part of the workshop a session about basic principles of health promotion.
- b) Tarlac: Discussion about an earlier request by the provincial health office for HealthPRO to extend assistance in helping an Aeta community by helping promote basic hygiene practices. Although Tarlac has yet to develop its SCP, the province requested HealthPRO to extend technical assistance in developing basic messages for the aetas, taking into account the latter's culture, literacy level, norms and local dialect.
- c) Negros Oriental: Discussion about the following technical assistance requirements
 - 1st priority – TA on counseling for Women's Health Team (WHT) members;
 - 2nd priority – TA for rural health midwives on conduct of social mobilization to promote proper child health care practices; and
 - 3rd priority – TA for rural health midwives on message development (HealthPRO), after the conduct of maternal death review (HealthGov)

HealthPRO's technical assistance on Women's Health Team was initiated this quarter. In coordination with HealthPRO MNCHN Specialist, field visits were done on November 25-27 to two municipalities (Bindoy & Zamboangita) and two cities (Tanjay and Bais) to observe

Women's Health Team status and to explore ways of enhancing WHT as health promotion and communication channel.

Technical assistance was also provided to the province through the conduct of a workshop on *Message Development* on November 18-19. Workshop participants developed messages using as a guide the continuum of pre-pregnancy to post-pregnancy framework. These messages were subsequently used as the core talking points by the PHO at radio guesting and TV program appearances. The messages would also be used in posters, IPC, and couples classes.

- d) Bohol: Discussion and presentation to the PHO through the Provincial Governor's Media Affairs Office the five family planning public service announcements (PSAs), which were culled from a previous USAID project. For the month of October, the PSAs were played once a day for ten (10) days in DYTR's "Governor's Action Line" radio program 4:00-5:00pm.
- e) Compostela Valley: Roll out of the second part of workshop on *Message Development on Breastfeeding and Immediate Newborn Care*. Sessions centered on a) assessing feedbacks on the message tests; b) identification of a feasible and appropriate communication strategy mix and formulation of messages for each of the strategies; and c) development of a detailed plan to implement and monitor the strategy mix identified. Based on the reports of the midwives, nurses, day care teachers and BHWs a total of 1,024 clients were provided the messages. Difficulties encountered and good practice in the delivery of the messages were noted and taken into consideration in the crafting of the strategy mix.
- f) Zamboanga Sur: Conduct of an orientation (jointly with A2Z project) to Garantisadong Pambata and a workshop on Message Development for the Provincial HPC Mentoring Team, DSWD-ECCD, CHD-DOH Reps, and representatives of the Municipal BHW Federation. The workshop reviewed the technical basis for Vitamin A supplementation and inclusion of zinc in the management of diarrheal diseases, newborn and breastfeeding. It identified specific messages for specific target audience to promote the 8 child survival interventions based on evidence. It provided participants with an opportunity to plan for long-term health promotion interventions on GP. The Provincial HPC Mentoring Team took the responsibility of finalizing the messages after the orientation workshop. The messages were refined by A2Z and HealthPRO. The messages were then translated into the Visayan language. The BHWs and the Barangay Nutrition Scholars were tasked to disseminate the messages to the mothers and caregivers. A total of 108 BHWs and 287 mothers were provided the messages in October. The Provincial HEPO would send a report by the end of March 2009.

1.7 Capacity-Building

HealthPRO started to develop a number of innovative training modules on interpersonal communication and counseling skills for health service providers, health workers and local champions (e.g., satisfied users/patients) on MNCHN, FP, TB and HIV/AIDS.

Currently, HealthPRO is developing two job aids namely:

a) IPC Guide to Promoting Family Planning Methods: the guide is an important tool in reaching the target for number of individuals counselled for FP/RH which is pegged at more than 780,000 for the year 2009. It will also strengthen the efforts to meet the target to reduce the women citing fear of side-effects as reason for non-contraceptive use; to increase couples who discuss the use of contraceptives; and who endorse the practice of family planning to others; and

b) The Five-Minute Encounter: An IPC Tool for Effective Client Engagement: a job aid for service providers responding to their needs to convey key messages while saddled with multiple tasks and without sufficient time for longer sessions. Likewise, the job aid ensures that clients receive key messages and important information to support behavior change while providing a productive exchange between them and the service provider. Opportunities for brief "encounters" abound and

can help improve access to health services and information thru integration of message delivery across health themes. For example the 5-minute encounter can also be used as an opportunity for a mother waiting for her child's pneumonia check-up to be educated on TB messages. This TA package will help HealthPRO pursue targets across health themes for increasing knowledge among women on where to access basic health services.

1.8 Media Monitoring

URC distributed daily media monitoring reports covering family planning, MNCHN, TB, and HIV/AIDS to USAID-OH, CAs, and other implementing partners.

1.9 Coordination with DOH-National Center for Health Promotion

HealthPRO continued to work very closely with the National Center for Health Promotion through regular meetings and consultations. The NCHP had worked with HealthPRO on designing and conducting the GP orientation workshops, and participated at the Family Health Day event in Albay province.

In collaboration with the DOH-National Center for Health Promotion (NCHP), HealthPRO helped in designing and facilitating a three-day workshop to develop a BCC Strategy for MNCHN and FP. Workshop resource persons included a) Dr. Honorata L. Catibog (*The Family Health Program in the Philippines: Where are we now and where do we go from here?*), b) Dr. Ricardo B. Gonzales (*The programmatic thrusts on Maternal and Child Health and Family Planning: Implications on the Philippines*), c) Ramon Tuazon of Asian Institute of Journalism and Communication (*An inventory and review and of BCC/HPC Initiatives in the Philippines on MNCHN and FP, 2004-2008*), d) Dr. Imelda Villar (*Interpersonal Communication: Its Role in Health Information Seeking and Behavior Change*), e) Corazon Juliano Soliman (*Mobilizing Groups and Communities for Health Behavior Change*), f) Emily Abrera (*Strategic Use of Mass Media for Behavior Change Communication*), and g) Fernando Villar (*Developing Effective Health Messages*).

The workshop had six modules which were carried out through interactive small group discussions and exercises.

Module 1, REVISITING BCC/HPC INITIATIVES focused on lessons learned and insights gained from past HPC or BCC initiatives.

Module 2, IDENTIFYING THE DESIRED BEHAVIORS, translated the programmatic directions on MNCHN and FP into desired behaviors and actions.

Module 3, IDENTIFYING THE AUDIENCES/ACTORS, provided participants the chance to look in-depth into the following questions: a) who do we have to talk to? b) whose knowledge, attitudes and behaviors do we have to change in order to achieve the desired behaviors, such as: clients, institutions, service providers, influentials (e.g., LCEs, community leaders, opinion makers), and social support network (family, friends, neighbors)? and c) who and what are their sources of information?

Module 4, IDENTIFYING THE MESSAGES, focused on WHAT should be conveyed to each of these actors/target audiences.

Module 5, CONVEYING THE MESSAGES, centered on message development and identifying appropriate channels of communication. Lectures, discussions and exercises were conducted on developing effective health messages, and how should we talk about these messages to each of the identified actors. Participants were asked to examine the role of interpersonal communication in health information seeking and behavior change, strategic use of mass media for behavior change communication;

Module 6, SETTING MILESTONES and MONITORING BEHAVIOR CHANGE, took participants through discussions on: a) What are the tools we can use in order to monitor change among the target audience? b) What is the realistic timeline for the planned activities in order to achieve the desired behaviors? c) What are the possible resources we can tap in order to actualize the planned activities?

and d) what specific guidelines should we recommend to provinces in implementing or customizing the BCC plans on MNCHN and FP?

Together with other data, the outputs from the plenary presentations from various resource persons, group discussions and exercises would be used in jointly crafting with the NCHP the national BCC strategy for MNCHN and FP in the first quarter of 2009.

1.10 Grants/sub-contracts for supporting local TA for IPC and social mobilization

Initial consultations were held with national intermediaries (Probe Media Foundation, Gerry Roxas Foundation and Ateneo de Manila School of Medicine and Public Health) and local partners to announce HealthPRO's sub-grant program on behavior change communication in FP, MNCHN, TB and HIV/AIDS. The Gerry Roxas Foundation was invited to explore possibilities of working with selected LGUs on IPC/Counseling and Group Mobilization interventions for BCC. Probe Media Foundation was asked to look into enabling LGUs to mobilize media support for health programs and providing LGUs with skills on writing press releases and public service announcements for radio and TV, organizing press conferences and media forums, and media events. Ateneo de Manila School of Medicine and Public Health was asked to design modules on IPC/Counseling, provide technical updates on MNCHN-FP, TB, & HIV/AIDS for health service providers, and develop guidelines for generating support for health programs from local chief executives.

In addition, URC met with potential local partners for providing technical assistance to project sites. For Albay, the group MIDAS, which had worked with the PHO on UNFPA and Global Fund projects, was identified as a potential partner and was invited to submit a proposal based on the initial discussions. This proposal is currently being reviewed for consideration in 2009 technical assistance to Albay.

In Mindanao, the Mahintana Foundation, a non-government organization established in 1972 initially to carry out Dole Philippines Inc.'s social responsibility in South Cotabato, was identified as a possible local replicating agency to provide assistance to the provinces of Sarangani and South Cotabato in Region XII in the implementation of its health promotion and communication activities. Specifically, Mahintana will be tasked to organize and mobilize groups in target municipalities of the two provinces to support the IPC activities at the facility level conducted by the service providers and those at the household level implemented by the BHWs.

Other local partners that attended the initial discussions on sub-grant partnership included Process-Bohol, ACDI/VOCA, and Kinasang-an Foundation.

HealthPRO also finalized guidelines for procuring services to support HPC interventions competitively.

1.11 Technical Working Group Engagements

As lead CA for BCC, HealthPRO organized the BCC TWG meeting in November 28, 2008 to finalize the curriculum and design of the NCHP workshop on BCC Strategy Development for MNCHN and FP.

HealthPRO continued to be an active member of various inter-CA TWGs: M&E, CSR-FP, MNCHN, PhilHealth Benefit Delivery, HIV, Service Delivery, and TB.

In the CSR-FP and MNCHN TWGs, HealthPRO, with the help of HPDP, provided an easy-to-use template and instructions for health promotion and communication planning and suggested a menu of HPC activities in relation to the P150-Million Congressional funds for MNCHN/FP. The MNCHN and FP funds can be used by LGUs for the following purposes: (1) information dissemination, IEC and counseling, referral, including informed choice and volunteerism orientations; (2) service delivery by procuring FP commodities and ensuring that FP services are available in different cost levels, that is, free FP commodities for the poor, subsidized FP commodities for those who want to avail of lower prices, and FP commodities area available in commercial outlets and private clinics; (3) linking FP with other health services; and (4) data and information management.

1.12 Staff recruitment

URC continued to recruit for the Grants Manager and BCC Advisor positions during this period. For Luzon, Ms. Rose Ann Gaffud has been recruited as the Luzon Provincial Coordinator and Mr. Robert Baguno, completes the Luzon team as Luzon project Administrative Assistant. Although not physically a standalone office like the Mindanao and Visayas office, Luzon has also established administrative policies for the office and also maintains a separate bank account for minor expenses.

In the Visayas, Dr. Jovette Guinal came on board as Provincial Coordinator and Ms. Karen Engracia as project Administrative Assistant. In Mindanao, Ms. Estrella Jolita joined URC as Provincial Coordinator.

1.13 Support for Major Health Events

HealthPRO assisted several LGUs in staging major health events like Garantisadong Pambata (Pre-Schoolers' Week) and World AIDS Day. It provided technical assistance to Albay province in holding a Family Health Day as a culminating activity of Garantisadong Pambata. The activity was a vehicle for assisting the province and the municipalities of Camalig and Guinobatan in providing basic MNCHN and FP information and health services (e.g., weighing, feeding, and vitamin A supplementation) to 1000 families in relocation sites who continued to reel from the devastating effects of Typhoon Reming and volcanic landslides. During the same activity, the US Ambassador, Hon. Kirstie Kenney, also turned over shelter homes donated by the U.S. government to the families in the relocation areas

During the World AIDS Day, HealthPRO, together with other donors and HealthGov, participated in LGU organized activities in Angeles City, Cebu City, Quezon City and Pasay City. HealthPRO also supported Pasay City and Quezon City during their AIDS Council activities, ensuring that the council members were aware of the need to support the HIV/AIDS program in these LGUs.

In Mindanao, technical assistance was provided to the cities of Davao, General Santos and Zamboanga in their observance of the World AIDS Day which aimed to create awareness by gathering people from different sectors to respond to the HIV epidemic and empower the Local AIDS Council to lead in the response and deliver the universal access to HIV prevention, treatment, care and support.

In Zamboanga City, the activity was organized by the Zamboanga City Multisectoral AIDS Council. The highlight of the commemoration included the showing of the Zamboanga City testimonial video on AIDS, interpretative dance contest, on-air trivia questions, ceremonial lighting of the bonfire, IEC materials distribution, and singing of the Hawak-Kamay song to symbolize unity and solidarity in HIV prevention, treatment, care and support. Three hundred people attended the program.

HealthPRO supported the week-long on-air trivia questions via Radio Mindanao Network-Radio Agong in Zamboanga City. The program generated 110 callers. 21 were declared winners. Estimated listenership in Zamboanga City is 465,000. The program also reached the provinces of Zamboanga Sibugay, Zamboanga Norte and Zamboanga Sur. Davao City held the program in three different areas in Davao City. The commemoration in General Santos City was focused on the youth and featured a concert among local show bands. A total of 976 people attended.

1.14 M&E

The period was spent for data collection and reporting (preparations through actual gathering) for the 2008 annual reporting on the OP indicators. HealthPRO participated in two regional inter-CA M&E meetings with field personnel, one for Luzon and Visayas, and the other for Mindanao and ARMM to discuss the draft data gathering manual. As a result of both meetings, indicator definitions were clarified, sources of data were identified, and protocols for data gathering were agreed upon. Data on the OP indicators in all provinces were gathered from the area managers and were consolidated by the M&E specialist before it was submitted to the respective lead CA.

OP indicator targets for both 2009 and 21010 were also revisited and recalibrated based on the 2008 results. At the HealthPRO level, national targets were calculated for allocation to set provincial targets for all 4 health themes and were submitted to the lead CAs for the health themes and to USAID.

1.15 Collaborations with other CAs

HealthPRO collaborated with other CAs in several activities at the LGU level. These include:

- TB Rapid Assessment in Regions 1 and 2
- CBEWS (Community based Early Warning System) training for Isabela, Bulacan and Isabela (Avian flu sites)
- CHLSS Planning in Isabela Province
- ICV Monitoring of technical staff

Together with HealthGov, HealthPRO set up the photo exhibit at the Leagues of Municipalities (LMP) General Assembly.

1.16 Management

Management and organization related activities during the first quarter included the regular monthly staff meetings, weekly meetings between the COP, DCOP and Finance Director, and periodic technical staff meetings.

1.17 URC Headquarters support

HealthPRO provided consistent and effective administrative services and support to the URC Headquarters in Bethesda, via planning and executing a comprehensive range of administrative services related to project components.

The following program areas continue to be addressed during the mentioned period:

Personnel Management & Human Resources

URC had continued to provide human resource support for the project by recruiting and hiring a productive work force, implementing effective policies on all personnel management levels, while providing accurate, timely and helpful information and assistance to both the USAID and our HQ.

In the areas of human resources management, URC coordinated with the field office on facilitating salary approvals for full time positions applicants, as well as providing necessary documentation in support of consultant concurrences. In addition, URC Headquarters had continued to provide assistance to the field office on the issues of human and physical resources, on administrative policies, procedures, and practices, and with physical presence of the Corporate Monitor during this time period.

Financial Management

In terms of the financial management, the project coordinated with URC Headquarters in supplying necessary financial information in a timely, effective and efficient manner, providing guidance and insight on the financial management issues, as needed. This included monitoring of the office budgets, prompt payments of invoices and travel advances/reimbursements, as well as providing the documentation that supports all expenditures of project funds, while ensuring management oversight over the funds and allocation of resources.

1.18 Field operating manual and personnel handbook

HealthPRO management conducted personnel evaluation for local staff, namely Area Managers and Health Specialists, as a systematic assessment of their performance as it relates to their professional role as a part of the project.

Additionally, URC continued to prepare materials for updating and enhancing the Operations Manual containing policy, procedures, and guidelines that assist HealthPRO with effective and efficient project management.

1.19 Project offices

The project identified potential Regional offices in Cebu and Davao and the selection of final office space and plans for establishing regional offices are on-going. It also had consultations with the DOH-ARMM, SHIELD and other CAs regarding opening of the HealthPRO ARMM field office. These consultations resulted in a selection of Cotabato City as site for the ARMM field office.

1.20 Office and data processing equipment

Throughout this quarter, the project followed-up with URC in regard to acquiring additional data processing equipment, related software, and services in order to increase the computing capability of Manila and regional offices. The process of acquiring new equipment, in accordance with purchasing regulations for the acquisition of data processing equipment, software, supplies, and services.

1.21 Staff recruitment for vacant positions

HealthPRO team went through a recruitment process for the position of the BCC Specialist during this quarter. The evaluation committee has interviewed and evaluated three candidates: Mr. Randy Jay Solis, Mr. Fernando Esguerra, and Ms. Gilda Custodio. Based on the relevant and postgraduate educational background, experience in Behavior Change Communication for health programs, background on research, participatory learning and strategic communication planning, as well as solid working knowledge on integrated MNCH and AI, and an exposure to community-based program planning and implementation, the team had selected Mr. Randy Solis for the above position and have met with USAID-COTR for initial round of discussions on receiving his concurrence.

1.22 Internal Communication

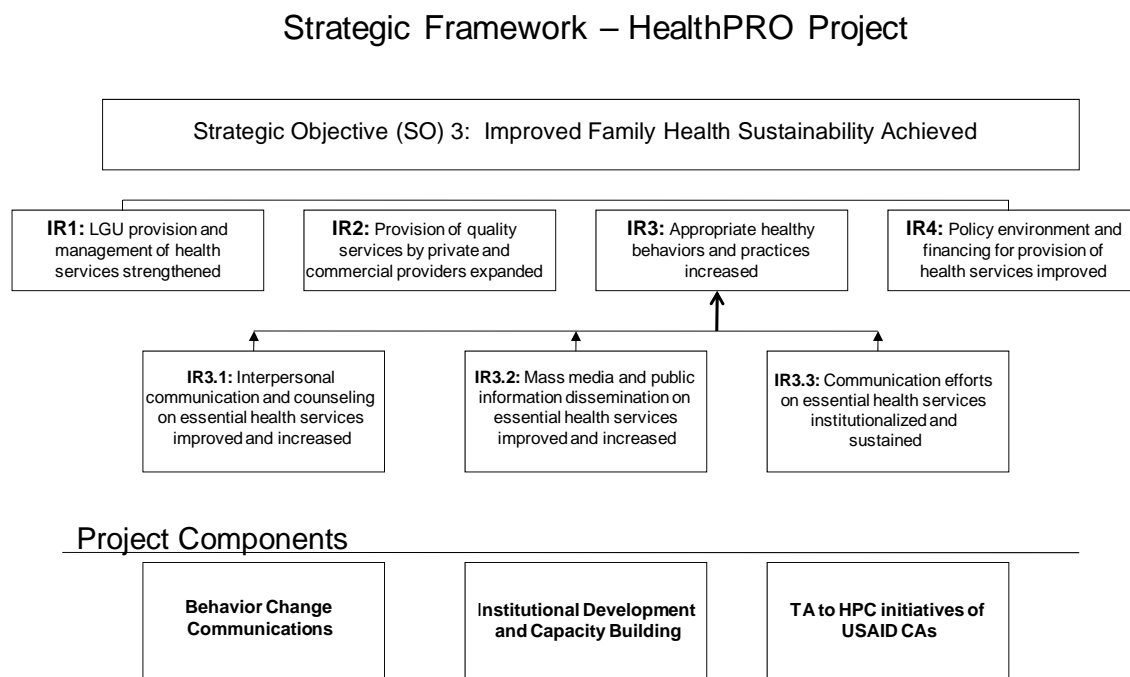
HealthPRO email addresses had been in place and mobile phones were been distributed to all of the staff.

First general staff meeting was held last December 15, 2008 to gather all field staff and discuss policies – technical, administration and finance. A separate technical consultation was conducted to review accomplishments and set future directions.

2 INTRODUCTION

The Health Promotion and Communication Project or HealthPRO is the lead health promotion and communication project supporting USAID Strategic Objective 3. Its primary area of focus is the third intermediate result (IR3), “appropriate healthy behaviors and practices increased”. Although HealthPRO will contribute in some ways to the other three intermediate results, the overall objective of HealthPRO is **to assist local government units (LGUs) LGUs in improving, expanding, and strengthening the quality and sustainability of health promotion and communication efforts.** Three sub-results will support the achievement of the overall objective. These are (1) to increase the reach and impact of Behavior Change Communication (BCC) interventions, (2) to develop institutional capacity and sustainability of those efforts and (3) to assist USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development. These results form the three major components of the HealthPRO Project.

Figure 1: Results Framework



The expected outcomes of the HealthPRO Project are: substantial behavioral results among individuals and care givers. In brief, the results will be in improved awareness and changed behavior related to the specific results targeted in USAID’s strategy of support to the country in Maternal and Child Health (MCH), Family Planning (FP), Tuberculosis - Directly Observed Treatment Short Course (TB-DOTS), and Human Immuno Deficiency Virus-Acquired Immune Deficiency Syndrome (HIV-AIDS) as well as other infectious diseases like Avian Influenza (AI). Local institutions, supported by USAID’s partners, will know how to conduct high quality, cost-effective health promotion interventions using multiple approaches in interpersonal communications/counseling (IPC/C) supplemented with mass media and other promotional materials and tools. The capacity of the local institutions to carry on this work will be demonstrated by their ability to either budget for or mobilize the requisite resources to carry out the health promotion activities.

The main strategy of HealthPRO is to work closely with the Department of Health (DOH) and LGU staff to review the lessons learned and best practices from previous investments in health promotion, and expand and improve upon them. The emphasis is on mobilizing existing community organizations, volunteers and NGOs to support the health promotion work of the LGUs and their health staff. This includes improving skills and strategic coordination of programs. The project will

continue collaborating with partners that are already engaged in innovative and successful health promotion strategies to assess and expand such strategies. New partnering arrangements will allow the LGUs to make the most of the resources and creative talents in media to support and reinforce the critical IPC/C work at the local level. At the forefront of all activity will be the effort to develop institutional capacity to sustain such programs beyond the period of support from USAID. The DOH, particularly the National Center for Health Promotion (NCHP), will be the project's main partner at the national level and will coordinate closely with this office as early as the pre-implementation phase to ensure a smooth implementation of activities from the national, regional and LGU levels.

The report describes each component's objectives, PMP indicators and results, activities implemented during the quarter, and limitations and challenges. Planned activities for the next quarter are also part of the report. Finally the report presents administrative issues and budgetary status.

2.1 Component 1: Behavior Change Communication

HealthPRO continued to work closely with the DOH-National Center for Health Promotion, particularly on ways to enhance behavior change communication initiatives. In December 3-5, 2008, HealthPRO and NCHP worked jointly on a BCC workshop participated by provincial HEPOs, CHDs, and NCDPC program managers to develop a national BCC strategy and plan for MNCHN and FP. Generally, the participants gave high ratings to the process and content of the workshop. Indeed, after the workshop, the NCHP team met with HealthPRO in order to flesh out some of the critical BCC interventions as well as administrative prerequisites that came out of the group discussions and which needed technical assistance from HealthPRO such as:

- a) Revision of DOH-AO 58, including implementing guidelines, based on the "new" NCHP framework that emphasizes behavior change communication;
- b) Development/refinement of HPC monitoring instrument (to be accomplished quarterly by provincial HEPOs);
- c) Development of tool/ protocol in evaluating health campaigns/special health events. The last two items will be incorporated in the revised version of AO 58;
- d) Review of existing DOH job aids on HealthPRO program themes;
- e) Development/refinement of job aids for service providers, e.g., Household Teaching Manual, Family Health Guide, and Flipchart for MDG priority programs;
- f) Conduct of "HEROs for Health" training, by province. This will be 2-day training on the basics of interpersonal communication, something like a training on enhanced relational skills for service providers, specifically midwives. NCHP shall sub-allot the training funds to the concerned DOH regional offices, which shall in turn disburse the funds during the provincial training.

2.1.1 Family Planning/RH

Available materials on FP/RH were inventoried and analyzed in terms of their content, availability at the LGU level and usefulness as reference materials for IP/C, group communication, and community and mass media mobilization. The existing FP/RH materials were also used in planning out activities and in preparing job aids, fact sheets, and presentation materials, among others, according to the technical assistance needs of the USG-assisted provinces.

Provincial behavioral profiles on FP/RH were also prepared based on the SCP and PIR results. The behavioral profiles were used as reference in crafting specific BCC strategies on family planning for the 10 provinces and ARMM.

The province of Bohol, through the Provincial Governor's Media Affairs Office, continued to play the five family planning public service announcements (PSAs), which were culled from a previous USAID project. For the month of October, it was played once a day for ten (10) days in DYTR's "Governor's Action Line" radio program 4:00-5:00PM.

2.1.2 Maternal, Neonatal, Child Health and Nutrition

HealthPRO's engagement with LGUs on a number of MNCHN concerns included the following:

- a) Situational/Needs Assessment of HPC priority Group/clients such as the Women's Health Team in Negros Oriental, BHWs and selected IP groups in Sarangani.
- b) Launch of Garantisadong Pambata (GP) on October 10 at the Dadivas Civic Center in Municipality of Panit-an, Capiz led by the municipal mayor and attended by the Governor, key staff of the Department of Health-Western Visayas, barangay officials, and community volunteer health workers.

Accompanied by their parents, two hundred fifty (250) children aged 0-5 years old were provided GP services. The theme for the celebration was "GP8 Essential Child Survival Strategies, KIDS CAN'T WAIT". These strategies were vitamin A supplementation, immunization, deworming, and information dissemination on maternal care, breastfeeding, complementary feeding, birth spacing, and child injury prevention. Other related services were also provided, such as dental health care, salt testing, and distribution of health & nutrition information materials.

The Panit-An mayor rallied the community and local leaders to support and ensure the success of Garantisadong Pambata. She mentioned the benefits that can be derived from the GP package, among which are reduction of deaths and illnesses among infants and children. She also stressed the gains of improved health care system, among which are reduced health care cost, healthy citizenry and improved economic condition of the municipality.

- c) Conduct of Strategies for Engaging Media workshop on September 2008 resulting in the following PHO-initiated health promotion and communication activities in October: 1) development and broadcasting of GP radio plugs in a local radio station, 2) development, printing and distribution of GP streamers for all municipalities and a city in the province, and 3) guesting on radio on the day of the GP launch to announce the event and discuss details of the GP.
- d) Workshop on *Message Development on Breastfeeding and Immediate Newborn Care* in Compostela Valley. Sessions centered on a) assessing feedbacks on the message tests; b) identification of a feasible and appropriate communication strategy mix and formulation of messages for each of the strategies; and c) development of a detailed plan to implement and monitor the strategy mix identified. Based on the reports of the midwives, nurses, day care teachers and BHWs a total of 1,024 clients were provided the messages. Difficulties encountered and good practice in the delivery of the messages were noted and taken into consideration in the crafting of the strategy mix.
- e) In collaboration with the A2Z project, conduct of an orientation workshop on Garantisadong Pambata and Message Development for the Provincial HPC Mentoring Team, DSWD-ECCD, CHD-DOH Reps and representatives of the Municipal BHW Federation in Zamboanga Sur. The workshop reviewed the technical basis for Vitamin A supplementation and inclusion of zinc in the management of diarrheal diseases, newborn and breastfeeding. It identified specific messages for specific target audience to promote the 8 child survival interventions based on evidence. It provided participants with an opportunity to plan for long-term health promotion interventions on GP. The Provincial HPC Mentoring Team took the responsibility of finalizing the messages after the orientation workshop. The messages were refined by A2Z and HealthPRO. The messages were then translated to the Visayan language. The BHWs and the Barangay Nutrition Scholars were tasked to disseminate the messages to the mothers and caregivers. A total of 108 BHWs and 287 mothers were provided the messages in October. The Provincial HEPO will send a report end of March 2009.

2.1.3 HIV/AIDS

In the cities of Angeles, Davao, Zamboanga, Pasay and Quezon), the SCPs provided the framework for health communication activities aimed at keeping HIV prevalence rates below 1% among the MARPs. Planning for these activities was conducted among City Health Office/Social Hygiene Clinic staff, NGO representatives and other local government participants such as the Department of

Education, Department of Social Welfare and Development, Philippine National Police who developed a common agenda on HIV/AIDS prevention education.

HealthPRO helped develop the behavioral profiles on HIV/AIDS for Pasay, Iloilo and Zamboanga cities and provided technical assistance to the cities of Davao, General Santos and Zamboanga for health promotion activities during the World AIDS Day. The World AIDS Day observance is aimed to create awareness by gathering people from different sectors to respond to the HIV epidemic and empower the Local AIDS Council to lead in the response and deliver the universal access to HIV prevention, treatment, care and support.

In Zamboanga City the activity was organized by the Zamboanga City Multisectoral AIDS Council. Highlight of the commemoration included the showing of the video documentary of Zamboanga City, interpretative dance contest, on-air trivia questions, ceremonial lighting of the bonfire, IEC materials distribution, and singing of the Hawak-Kamay song to symbolize unity and solidarity in HIV prevention, treatment, care and support. Three hundred people attended the program.

HealthPRO supported the week-long on-air trivia questions via Radio Mindanao Network-Radio Agong in Zamboanga City. The program generated 110 callers. 21 were declared winners. Approximate listeners in Zamboanga City is 465, 000. The program also reached the provinces of Zamboanga Sibugay, Zamboanga Norte and Zamboanga Sur.

Davao City held the program in three different areas in Davao City. The commemoration in General Santos City was focused on the youth and featured a concert among show bands. A total of 976 people attended.

In Bacolod, the City Health Office participated in the World AIDS Month celebration by putting up a mall exhibit. A news article featuring HIV/AIDS, and citing the exhibit, was prepared and disseminated by the City Information Office to local dailies. The article came out on December 18, the day after the exhibit opened, in the following major local dailies: a) SunSTAR Bacolod with a circulation of 10,000 Negros Occidental and 10,000 Negros Oriental; and b) Daily Star with a circulation of 9,400 Negros Occidental, 300 Iloilo City and 500 Negros Oriental

In Cebu City, the city Government, through the Cebu City Local AIDS Council and the Cebu City Sanggunian Kabataan, held a concert on November 30, the eve of World AIDS Day, entitled “Tambayayong 2008 Youth Concert”. There were one thousand five hundred (1,500) adolescents and young adults who participated in this activity at the Cebu City Sports Complex. HealthPRO provided the audio-visual presentation on HIV/AIDS, to which the city weaved in the Cebuano sub-title in the AVP. The AVP was repeatedly shown during the three-hour concert. The emcee was provided with a spiel on HIV/AIDS, which she mentioned during the concert.

As part of the city’s World AIDS month-long celebration, the local government also conducted a Ms.Gay Pageant at the Plaza sa Sugbu on December 10. It was part of the local government’s Pasku sa Sugbu celebration. This was attended by an audience of about one thousand three hundred (1,300). HealthPRO provided a four-paged basic guide for the question and answer portion of the pageant, which dealt with HIV/AIDS trivia.

The Cebu City Social Hygiene Clinic also produced six (6) 30-second radio public service announcements on HIV/AIDS general information, three in Cebuano dialect and three in English. This was distributed by the city to local radio stations so as to generate/increase awareness on the disease and its prevention.

The City Health Office continued to show a 20-minuter educational video during their education rounds in the city. In collaboration with the city’s Social Hygiene Clinic Physician, HealthPRO’s coverage of the Cebu City Candlelight Memorial in May 2008 was developed into a 20-minuter educational video, which included the testimony of a male Cebuano who has been living with the disease for eighteen (18) years. About seventy (70) MSMs and eighty (80) male and female high school students viewed the video during trainings/symposia conducted by the Social Hygiene Clinic from October to December 2008.

2.1.4 TB and other Infectious Diseases

HealthPRO provided the Regional HEPO of DOH-CHD Western Visayas with a radio public service announcement on TB-DOTS produced by a previous USAID project (PhilTIPS). The Regional HEPO facilitated the complimentary airing of the PSA in one radio station in Iloilo City. This was played on prime time twice a day for eleven days; and once a day for five days. The radio broadcast reached some municipalities of Negros Occidental that are near Iloilo City.

2.2 Component 2: Institutional Development and Capacity Building

2.2.1 Finalization of the SCPs of the provinces of Capiz, Negros Occidental, Zamboanga del Sur, Compostela Valley, Sarangani and South Cotabato and TA Planning

A follow-up SCP session was conducted in Capiz on October 28-29 attended by nineteen (19) participants from the Provincial Health Office, from DOH-CHD (HEPO & Provincial Health Team Leader), Office of the Governor, Provincial Information Office and Provincial Information Agency.

This resulted in the identification of the following technical assistance needs:

- a) TA on development of billboard (message and layout) for maternal health, family planning and tuberculosis control programs
- b) TA on development of print communication materials for family planning, child health, avian influenza and HIV/AIDS programs
- c) TA to identify/develop/enhance a creative supplier who can assist the PHO in crafting the materials (billboard, print, etc.)
- d) TA on translation in local dialect of FP wall chart
- e) TA on development of radio plugs for maternal health program
- f) TA on health service provider research
- g) TA for CVHWs and RHMs on interpersonal communication for family planning, maternal/child health, avian influenza and HIV/AIDS programs
- h) TA on monitoring & evaluation of target clients reached via radio plugs, billboards and print materials

In Negros Occidental, the follow-up SCP session conducted on November 18-19 was attended by twenty-four (24) participants from the Provincial Health Office, DOH-CHD (HEPO and DOH Rep), HEPOs of the component cities of the province and the Provincial Information Office. This resulted in the identification of the following technical assistance needs:

- a) Development of audio visual presentation for TV, and for showing in RHUs, and development of radio plugs that can also include success stories;
- b) Development of billboards and tarpaulins;
- c) Packaging of Buntis Congress (around Quarter 2);
- d) Development of an integrated advocacy kit for LCEs/local officials; and
- e) Evaluation mechanics for health promotion and communication activities

In Sarangani and South Cotabato, the SCP closeout workshops were conducted among members of the Provincial HPC Mentoring Teams. Data revalidation, including budget allocation, was made to modify the SCP worksheets. The mentoring teams then came up with the list of priority activities for FP, MNCHN and TB for 2009. The HealthPRO team helped reconcile the lists with their respective SCPs, PIR results, PIPs and budgets. Both provinces identified FP & MNCHN as their priority programs for HPC. South Cotabato is performing well in TB having been a part of the World Vision Program. TB LINC is currently implementing its BCC program in Sarangani. While International AID is operating in Sarangani, its coverage is limited to 3 municipalities only.

Since nearly half (47%) of the population of Sarangani are Indigenous People (IPs) and South Cotabato has about 40% IPs, the HPC on MNCHN and FP in Sarangani and South Cotabato would need to carefully consider the culture, language, and social norms of the indigenous communities. The other technical assistance requirements that had been identified in the SCPs of the two provinces include: a) IPCC Skills Training/Refresher, b) IPCC Job Aids for BHWs, c) Strengthening of the

provincial NGO Network for Social Mobilization in IP communities, d) Engaging the Provincial and Municipal Information Officers in HPC, e) Mobilization of Tricycle and Habalhabal Drivers as Information Messengers (South Cotabato), and f) Operationalization of the Provincial Health Resource and Information Center (South Cotabato).

2.2.2 Conduct of Message Development on MNCHN (Breastfeeding and Immediate Newborn Care)

In Compostela Valley, HealthPRO conducted a workshop on *Message Development on Breastfeeding and Immediate Newborn Care*. The sessions centered on a) assessing feedbacks on the message tests; b) identification of a feasible and appropriate communication strategy mix and formulation of messages for each of the strategies; and c) development of a detailed plan to implement and monitor the strategy mix identified. Based on the reports of the midwives, nurses, day care teachers and BHWs a total of 1,024 clients were provided the messages. Difficulties encountered and good practice in the delivery of the messages were noted and taken into consideration in the crafting of the strategy mix.

In collaboration with the A2Z project, conduct of an orientation workshop on Garantisadong Pambata and Message Development for the Provincial HPC Mentoring Team, DSWD-ECCD, CHD-DOH Reps and representatives of the Municipal BHW Federation in Zamboanga Sur. The workshop reviewed the technical basis for Vitamin A supplementation and inclusion of zinc in the management of diarrheal diseases, newborn and breastfeeding. It identified specific messages for specific target audience to promote the 8 child survival interventions based on evidence. It provided participants with an opportunity to plan for long-term health promotion interventions on GP. The Provincial HPC Mentoring Team took the responsibility of finalizing the messages after the orientation workshop. The messages were refined by A2Z and HealthPRO. The messages were then translated to the Visayan language. The BHWs and the Barangay Nutrition Scholars were tasked to disseminate the messages to the mothers and caregivers. A total of 108 BHWs and 287 mothers were provided the messages in October. The Provincial HEPO will send a report end of March 2009.

2.2.3 Conduct of Field Observation in the IP communities of Sarangani

HealthPRO, in collaboration with the Provincial HPC Mentoring Team, conducted field observations in the IP communities of Sarangani province. The field visits aimed to determine the health practices of the IP communities in Sarangani (T'boli, B'laan, Tagakaolo, and Muslim) and to use the information as basis for developing MNCHN & FP messages and materials. The information was gathered thru focus group discussions, key informant interviews and informal discussions. The respondents were: a) mothers b) TBAs, c) BHWs, d) Care Leaders, e) tribal leaders, and f) religious leaders in the municipalities of Kiamba, Malungon and Maasim.

Among the key results from the FGDs and field observations were:

- a) Most member of the tribes marry at age 13. The tribal chieftain officiates the marriage regardless of the age of the couple provided they come in their own will. No marriage certificate is issued.
- b) In Barangay Talus in Malungon, an ordinance was passed requiring the families to submit their children for immunization and the pregnant woman for prenatal. Should they fail to do so both husband and wife will be served with a summon from the barangay captain.
- c) In Barangay Daliao, Maasim where most of the residents are Muslims, the hilots are trained to attend to deliveries and patients are referred to them by the health center. This barangay also has “ no prenatal, no immunization policy”
- d) In Barangay Tambilil, Kiamba, where most of the T'boli tribes reside, the most respected and trusted persons are the tribal leaders and the TBAs.
- e) In Barangay Lamlifew, Malungon, a B'laan community, the residents look up to a 105 year old TBA said to be the oldest traditional healer who can still cross the rivers and climb hills to provide the service. There is no BHW operating in this community. There are women tribal leaders who were trained to do first aid by a Canadian group. There is a

supposed health center but not in use due to lack of manpower. The midwife comes here every other month and the doctor once in 4 months. There are also no Care Leaders in the area.

- f) In all the tribes the husband is the decision maker in the family. Women have to defer to their husbands for any decision related to her health and that of the children.
- g) On informational materials referred language is Cebuano and they can easily understand if there are pictures with colors. Most families listen to the radio.
- h) Most of the residents in the area have completed only the primary grades
- i) The usual practice among the Muslims here is to throw away the colostrum for fear of their baby getting sick or the growth stunted with the “yellow milk”. Most mothers start breastfeeding their babies only after 3 days. The baby is given first drops of honey intended to release the impurities in the baby’s body.
- j) Babies are only given solid food when they are 6 months old. This they learn from during Mothers Classes.

2.2.4 Garantisadong Pambata Orientation and Message Development in Zamboanga Sur

HealthPRO, in collaboration with the A2Z project, provided an orientation to the GP8-Child Survival interventions upon request by the provincial health office of Zamboanga Sur. The GP8 orientation aimed at a) reviewing the technical basis for Vitamin A supplementation and inclusion of zinc in the management of diarrheal diseases, newborn and breastfeeding b) determining audience-specific messages to promote the 8 child survival interventions based on a clear analysis of audience, and c) planning on how to communicate the GP8 messages to the identified audiences, and how evaluate the GP health promotion activities. The 35 participants to the Zamboanga Sur GP8 orientation included the Provincial HPC Mentoring Team, DSWD-ECCD, CHD-DOH Reps, and representatives of the Municipal BHW Federation.

The Provincial HPC Mentoring Team took the responsibility of finalizing the messages after the orientation workshop. The messages, which were refined by A2Z and HealthPRO, were subsequently translated into the Visayan language. The BHWs and the Barangay Nutrition Scholars were tasked to disseminate the messages to the mothers and caregivers. A total of 108 BHWs and 287 mothers were provided the messages in October. The Provincial HEPO will send a report end of March 2009.

2.2.5 Message and Materials Development for the MNCHN Storybook in Sarangani

Based on the findings from the field observations and FGDs and the recommendations of the IPHO and the Center for Indigenous people, it was decided that the different messages on FP and MNCHN should be communicated using a “storytelling” format. Although the messages were anchored on the five elements of MNCHN Continuum of Care framework, i.e., a) the mother during pregnancy, b) the mother during delivery and immediate post partum, c) the mother during post partum period, d) the newborn and e) the child at 1 month- 5 years old, the channel to be used would that of a “storybook.”

Thus, the workshop output was a storybook tentatively titled “Juanita” in 5 series following the 5 elements. Each of the 5 groups of participants conceptualized a story of the life of Juanita in each of the 5 stages. This concept was inspired by a popular advertisement on TV of a detergent soap- “The story of Lumen.”

This storybook was designed for use by BHWs and other community volunteers working in IP communities. HealthPRO provided guidance on to present or deliver health messages in high stress and low stress situations. A critiquing among workshop participants on the delivery of the story in each of the series was conducted.

HealthPRO would further provide assistance to the province in refining and illustrating the storybook. Both text and illustrations would then be pretested in selected IP communities. The packaging of the

storybooks would also take into account the physical handling of the storybook by the BHWs as they conduct their visits to the IP communities.

2.2.6 Assistance to the cities of Davao, General Santos and Zamboanga in their observance of World's AIDS Day

The World AIDS Day was aimed to create awareness by gathering people from different sectors to respond to the HIV epidemic and empower the Local AIDS Council to lead in the response and deliver the universal access to HIV prevention, treatment, care and support.

In Zamboanga City, HealthPRO worked with the Zamboanga City Multisectoral AIDS Council in organizing the event. Some of the important highlights of event included the showing of the video documentary of Zamboanga City, interpretative dance contest, on-air trivia questions, ceremonial lighting of the bonfire, IEC materials distribution, and singing of the Hawak-Kamay song to symbolize unity and solidarity in HIV prevention, treatment, care and support. Three hundred people attended the program.

HealthPRO supported the week-long on-air trivia questions via Radio Mindanao Network-Radio Agong in Zamboanga City. The program, which generated 110 callers and declared 21 winners, had an approximate listenership of 465,000. The program also reached the provinces of Zamboanga Sibugay, Zamboanga Norte and Zamboanga Sur. Davao City held the program in three different areas in Davao City.

In General Santos, the World AIDS Day focused on the youth, and held a concert of local showbands. A total of 976 people attended the event.

2.2.7 Increase in amount of LGU budgetary allocations for health promotion activity

In finalizing the Strategic Communication Plans of the provinces and cities, PHOs/CHOs included requests for additional appropriation for health promotion and communication activities, and expressed commitment to lobby for support and approval by their local chief executives. These were linked with initial investments that have been included in LGUs with approved PIPH like Pangasinan and Albay, and in Angeles City, where the city mayor attended and articulated his support in terms of funds indicated in the plan.

2.2.8 Increase in private sector institutions involved in LGU health promotion activities

In the development of the provinces and cities, private sector involvement is tapped in health promotion activities. Part of the situation analysis is looking into partnerships and links with the private sector. This is particularly true in LGUs also assisted by PRISM like Bulacan and Pangasinan.

2.2.9 Increased and strategic implementation by communities and LGUs of health promotional activities using their own resources

HealthPRO assisted the province of Albay in organizing and mobilizing resources for the GP+ Family Health Fair in Bungkaras Village, Barangay Tagaytay on Oct. 24. This activity was a vehicle for assisting the Albay PHO and the municipalities of Camalig and Guinobatan in providing basic information and health services under the DOH GP+ Program. Specifically, it was aimed at increasing vaccination of children under 5 and the number of pregnant women on importance of pre and post natal care, newborn screening & care. It also served as an occasion to celebrate the World Food Day in the province. The Fair targeted families of both municipalities (but mostly those in Camalig) who were affected by the 2006 Typhoon Reming.

In Sarangani, the SCP generated interest in and value for localized and culturally appropriate health messages on MNCHN, hence the local initiatives to develop such messages through low-cost communication channels and using their own resources. Similar initiatives could be noted in Capiz, Bulacan, Compostela Valley, Negros Occidental where PHOs had become much more confident about planning and implementing their own BCC and HPC activities.

2.2.10 Health promotion strategies and tools shared and utilized by LGUs and other local partners

The NCHP BCC workshop on MNCHN-FP introduced to NCHP a BCC framework and health promotion and communication planning process that generated significant interest from the DOH-NCHP & NCDPC. As a result of the national workshop, NCHP specifically requested for HealthPRO's assistance in incorporating BCC into the revised AO58, providing specific mechanisms and guidelines on how to seamlessly integrate national BCC plans with the provincial level BCC campaigns through the CHDs. The NCHP would also use the HPC planning template introduced by HealthPRO.

The GP orientation and message development workshops that HealthPRO introduced are widely used by A2Z and NCHP.

The SCP is also being used now by LGUs that have gone through the SCP workshops. CHD5 voluntarily attended the SCP in Albay province and expressed commitment to cascade the technology to other provinces in Region 5. TBLinc, A2Z, and HealthGov communication specialists use the SCP as the overarching framework for their HPC interventions.

2.3 Component 3: Technical Cooperation between HealthPRO with CAs and Program Partners

2.3.1 Participation in the Program Implementation Review of the USAID-Office of Health

HealthPRO participated in the USAID-OH PIRs in Tarlac (Luzon), Bacolod (Visayas), Dapitan, Zamboanga del Norte (non-ARMM Mindanao), and Butuan City, Agusan Norte (ARMM). HealthPRO collaborated with USAID CAs in developing the provincial and municipal profiles and the provincial presentations, not to mention the assistance in logistical arrangements.

2.3.2 High quality health promotion tools are being used across USAID health projects

TBLinc, A2Z, and HealthGov communication specialists use the SCP as the overarching framework for their HPC interventions. The family health fair, which HealthPRO introduced, is now an oft-repeated request from USAID-OH and other CAs whenever there is a need for a vehicle that can integrate health themes, disseminate health information to a wide audience, and provide health services.

3 ACTIVITIES THIS QUARTER

SUMMARY OF TECHNICAL MEETINGS HELD DURING THE QUARTER

Name/Institution	Purpose	HealthPRO Staff
HealthPRO, all CAs	Attended the Monitoring and Evaluation Workshop and meetings on &E Indicators	Dr. Cecile Manuel, Agnes Suggang, Rhona Montebon, Rose Ann Gaffud
HealthPRO	Inter CA meeting for PIR Development – Luzon	Dr. Cecile L. Manuel
HealthGOV, other CAs	Inter CA meetings to discuss the PIR dry run	Dr. Cecile L. Manuel
	PIR presentation, conducted at La Maja Rica, Tarlac	Dr. Cecile L. Manuel, Dr. Carmina Aquino, Dr. Nap K. Juanillo and Rose Ann Gaffud
HealthPRO	Bulacan HEPO Training	Dr. Cecile Manuel, Phoebe Maata, George Belardo, Dr. Nap Juanillo, Rhona Montebon
HealthPRO	Meeting regarding Strategic Communication Planning – Close Out of Pangasinan	Dr. Cecile Manuel, Dr. Jeanne Valderama, Rose Ann Gaffud
Department of Health, HealthPRO	Meeting with facilitators on the DOH BCC workshop	Dr. Cecile, Dr. Mina Aquino, George Belardo and Dr. Nap Juanillo
Department of Health, HealthPRO	Meeting with NCHP for the DOH funds sub-allotment to regions and provinces	Dr. Cecile Manuel and Dr. Nap Juanillo
TBLinc, HealthPRO	Rapid Assessment of TB Program, Bulacan	Rose Ann Gaffud
HealthGOV, HealthPRO	Inter CA Technical Review of MIPH Tarlac	Rose Ann Gaffud
HealthGOV, HealthPRO	Inter CA Meeting for ICV Compliance Monitoring	Rose Ann Gaffud, Agnes Suggang, Amin Abubhakar, Dr. Jeanne Valderama, Rhona Montebon
HealthGOV, HealthPRO	Orientation on CBEWS for Isabela, Cagayan, Bulacan & Nueva Ecija	Rose Ann Gaffud
HealthGOV, HealthPRO	Post Health Summit Meeting, Pangasinan	Rose Ann Gaffud
Inter-CA	ICV Compliance and Monitoring	Lydio Espanol, Carmina Aquino
USAID	MNCHN / FP Grant Facility for LGUs	Lydio Espanol, Jr.
1. M&E Regional Meeting/USAID CAs (Angeles City, October 1, 2008)	To discuss and understand USAID OH OP and other indicators/theme	Carmina Aquino
2. SCP Finalization & TA Planning/Angeles City CHO, SHC, AIDS Council (Angeles City, October 2-3, 2008)	To finalize SCP plan, validate findings and develop priority TA activities	Carmina Aquino
3. SCP Finalization & TA Planning/Davao City CHO, SHC, AIDS Council (Davao City, October 14-15, 2008)	To finalize SCP plan, validate findings and develop priority TA activities	Carmina Aquino

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Name/Institution	Purpose	HealthPRO Staff
4. COP Meeting/USAID CAs, OH Staff (Pasay City, October 20, 2008)	To update USAID OH and COPs on inter CA progress towards achieving SO3 goal	Carmina Aquino
5. Consultative meeting with potential HealthPRO subgrantees/Probe Foundation, Gerry Roxas Foundation, Ateneo School of Medicine (HealthPRO Office, October 24, 2008)	To orient potential subgrantees on HealthPRO's subgrant procedures and technical guidelines	Carmina Aquino
6. Program Implementation Review- Luzon/USAID CAs (Tarlac City, October 27-29, 2008)	To review program accomplishments per province and priority activities at the provincial level	Carmina Aquino
7. ARMM Strategic Communication Planning Workshop/DOH ARMM Staff, USAID CAs (Davao City, Nov 10-11, 2008)	To conduct SCP and consolidate communication efforts through better understanding of needs and appropriate approaches	Carmina Aquino
8. TA for WAD 2008/Cebu City Health Office, LGU staff (Cebu City, Nov 20-21, 2008)	To provide TA for the coordinated health events on WAD: concert, radio PSAs, beauty pageant, TV appearances	Carmina Aquino
9. Program Implementation Review 2- Mindanao/USAID CAs (Butuan City, November 23-26, 2008)	To review program accomplishments per province and priority activities at the provincial level	Carmina Aquino
10. Participation in WAD 2008/Cebu City Health Office, LGU, SK (Cebu City, November 30-Dec 1, 2008)	To support and participate in WAD activities	Carmina Aquino
11. HIV/AIDS TWG/USAID CAs, OH Staff (HealthGOV Ortigas, December 11, 2008)	To discuss priority BCC activities for HIV/AIDS as reflected in the PIRs	Carmina Aquino
12. HealthPRO First General Staff and Technical Meeting/HealthPRO staff (HealthPRO office, December 15, 2008)	To discuss technical directions, review accomplishments and recommend appropriate actions	Carmina Aquino

SUMMARY OF FIELDS VISITS HELD DURING THE QUARTER

Place	Purpose	HealthPRO Staff
Tuguegarao, Cagayan	Gathered reports of health education and promotion activities	Rose Ann Gaffud
Legazpi, Albay	Follow-up preparation needed for the Family Health Fair	Rose Ann Gaffud
Lingayen, Pangasinan	Completion of SCP worksheets	Rose Ann Gaffud
Angeles City, Pampanga	Attended the review of PIPH appraisal tools for Tarlac PIPH	Rose Ann Gaffud
Tarlac, Tarlac	To discuss the TA needs for the IPs of Tarlac	Rose Ann Gaffud
Malolos, Bulacan	Finalization of SCP worksheets	Rose Ann Gaffud
Angeles City, Pampanga	Attended the WAD celebration and Stigma Reduction Orientation of the LGU	Rose Ann Gaffud
Isabela	Met with LCE and PHO regarding TA provision to the province	Rose Ann Gaffud
Family Health Fair, Albay	Conduct of Family Health Fair – GP	Dr. Cecile L. Manuel, Rose Ann Gaffud, Ronald, Jabal
Luzon PIR	Conduct review of status of program implementation in project sites	Dr. Cecile L. Manuel, Rose Ann Gaffud
Sarangani – Lamlifew, Kiamba,	To learn about the maternal and child health-related behaviors among the selected Indigenous Peoples - B'laans, Tagakaulo, T'boli & Muslims (part of TA process agreed with IPHO) Note: IPHO wanted that BHW be developed as the main vehicle for HPC and focus population were selected IPs	MCH HS with Mindanao AM and PCs
Negros Oriental – Bindoy, Tanjay II, Bais City, Zambongita	To assess status of WHT in selected municipalities (preparation for TA) Note: IPHO identified the WHT as the main HPC vehicle to address maternal deaths	MCH HS with Visayas AM and PC
Indigenous People (IP) Communities in Sarangani Province (T'boli, B'laan, Tagacaolo, and Muslim Community)	Conducted field observation on MCH and FP practices of IPs	Phoebe Maata, MCH Specialist Lydio Espanol, FP Specialist Anita Bonsubre, Are Manager for Mindanao
1. Angeles City	Participate in TA Planning and SCP finalization	Carmina Aquino
2. Davao City	Participate in TA Planning and SCP finalization	Carmina Aquino
3. Cebu City	Provide TA in organizing WAD event	Carmina Aquino
4. Cebu City	Participate and monitor WAD activities	Carmina Aquino

4 PLANNED ACTIVITIES FOR THE UPCOMING QUARTER

Activity	Responsible Project Staff/Consultant	Timeframe/Comments
HealthPRO Technical Assistance to LGUs		
Basic Message Development – Bulacan	Dr. Cecile Manuel, Phoebe Maata, Rhona Montebon, Dr. Nap Juanillo, Dr. Jeanne Valderama	January 2009
Revision of Midwife Info kit pre Buntis Congress	Rose Ann Gaffud, Phoebe Maata	February 2009
Buntis Congress	Rose Ann Gaffud, Phoebe Maata	February 2009
Preparatory Meeting pre-FGD training	Dr. Cecile Manuel	January 2009
Focus Group Discussion Training – HIV Pasay City	Dr. Cecile Manuel and Dr. Mina Aquino	February 2009
Revision of SCP Design	Dr. Nap Juanillo and other technical staff	February 2009
Pre-Basic Message Development visit – Albay	Rose Ann Gaffud	February 2009
Basic Message Development (BMD) – Albay	Dr. Cecile Manuel, Rose Ann Gaffud and Phoebe Maata	March 2009
Pre-Basic Message Development visit – Pangasinan	Rose Ann Gaffud	March 2009
Basic Message Development – Pangasinan	Dr. Cecile Manuel and Phoebe Maata	March 2009
Pre-SCP visits to Isabela and Tarlac	Rose Ann Gaffud	March 2009
Strategic Communication Planning – Isabela and Tarlac	Dr. Cecile Manuel, Phoebe Maata, Dr. Jeanne Valderama, Rhona Montebon, Lydio Espanol	April 2009
Other Regular Activities		
Inter CA Meetings - Luzon	Dr. Cecile Manuel	January 2009, as scheduled
BCC TWG Meetings	HealthPRO staff	February 2009
Develop orientation module for BHWs on their roles on health promotion and communication for FP/RH	FP Specialist	February
Develop training module for Midwives on HPC and FP Counseling for FP/RH	FP Specialist	February to March
Prepare job aids for FP counseling and group communication	FP Specialist	February to March
Prepare IEC materials for dissemination during the Family Planning Month (August)	FP Specialist	March
Review radio plugs and coordinate with Area Managers in the distribution of radio plugs on FP to local radio stations	FP Specialist	March
Prepare concept papers for all materials that need clearance from USAID	FP Specialist	February

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Activity	Responsible Project Staff/Consultant	Timeframe/Comments
Develop BCC strategies on FP for 10 provinces and ARMM	FP Specialist	January
Prepare implementation plans for 10 provinces and ARMM	FP Specialist	January to February
Provide TA to provinces during SCPs, development of FP messages for TV and radio, and mobilizing communities for FP/RH	FP Specialist	March
Development of an Inter CA TA Plan for HIV/AIDS	Carmina Aquino	January – February 2009
Provide TA on Qualitative Data Research for Pasay City CHO/SHC staff as part of message development program	Carmina Aquino	January 2009
Participate in on-site ARMM Inter CA BCC TWG and determine complimentary activities with SHIELD	Carmina Aquino	January – February 2009
Finalize ARMM SCP Narrative to provide inputs to SHIELD Regional Communication Plan	Amin Abubakar	January – March 2009
Finalize space requirements to set-up and make ARMM field office operational	Amin Abubakar Carmina Aquino	January – February 2009
Post ad for Mass Media and Grants Manager, identify, interview and participate in selection process	Carmina Aquino	January – March 2009
Finalize BCC Specialist hiring process and secure USAID approval	Carmina Aquino	January – February 2009
Develop individual technical workplan for HIV/AIDS, FP, MCH, TB	Health Specialists	January 2009

5 MANAGEMENT AND ADMINISTRATION

5.1 Work plan and project indicators

During the quarter the project has worked in reporting Operational Plan and PMP indicators. The following table is a summary list of the PMP indicators that are also listed and interpreted under each component section. Below is the PMP list of indicators with direct bearing on health promotion and communication. However, data on these indicators will be only available on six-monthly basis.

- ✓ Number of people trained in FP/RH with USG funds
- ✓ Number of people that have seen or heard a specific USG-supported FP/RH message
- ✓ Number of individuals counselled for FP/RH as a result of USG assistance
- ✓ Number of people trained in maternal/newborn and child health through USG-supported programs
- ✓ Number of deliveries with a skilled birth attendant (SBA) in USG-assisted programs
- ✓ Amount of PhilHealth reimbursements under MCP for USG-assisted LGUs
- ✓ Number of people trained in DOTS with USG funding
- ✓ Number of provinces with written social mobilization plan (SCP)
- ✓ Number of individuals reached thru community outreach that promotes HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful
- ✓ Number of individuals trained to promote HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful
- ✓ Number of individuals trained in HIV- related community mobilization for prevention care and/or treatment