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# Health Promotion and Communication Project (HealthPRO)

**Quarterly Report**

**April 2009 – June 2009**

**Contract No. GHS-I-00-07-00010**

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Health Promotion and Communications (HealthPRO) Project

## **Quarterly Report**

**April 1 – June 30, 2009**

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## Table of Contents

<b>I. Executive Summary</b> .....	<b>6</b>
<b>II. Component 1: Behavior Change Communications</b> .....	<b>8</b>
A. Strategy: Identify Behavior and Program Gaps .....	11
B. Strategy: Inventory of Behavior Change Communication Materials.....	11
C. Strategy: Develop BCC Strategies with NCHP .....	12
D. Strategy: Technical Assistance to LGUs to develop BCC campaigns.....	14
E. Engage LRA to support HPC interventions at LGU and provincial levels.....	15
F. Expand mass media and traditional communication channels for BCC and media advocates in LGUs.....	16
<b>III. Component 2: Institutional Development and Capacity Building</b> .....	<b>17</b>
<b>IV. Component 3: Technical Cooperation on health promotion with cooperating agencies (CAs) and other Program Partners</b> .....	<b>25</b>
<b>V. Monitoring and evaluation</b> .....	<b>29</b>
<b>VI. Major Implementation Issues/Strategies for Resolving Issues</b> .....	<b>32</b>
<b>VII. Plans for the Next Quarter</b> .....	<b>33</b>
<b>VIII. Program Management</b> .....	<b>34</b>
<b>IX. Financial Management (Status of Expenditure)</b> .....	<b>37</b>
<b>Annexes</b>	
<b>Annex 1: Planned Activities for the Next Quarter</b> .....	<b>38</b>
<b>Annex 2: Media Tracking Form</b> .....	<b>40</b>
<b>Annex 3: Assessment and Review of HIV/AIDS Behavior Change Communication: Interventions/Activities in the Philippines (2003 – Till Date)</b> .....	<b>45</b>

## List of Abbreviations

A2Z	A to Z Project (The USAID Micronutrient and Child Blindness Project)
AOP	Annual Operations Plan
BCC	Behavior Change Communication
CA	Cooperating Agency
CHD	Centers for Health Development
CIPH	City Investment Plan for Health
COP	Chief of Party
COTR	Contracting Officer's Technical Representative
DOH	Department of Health
DOTS	Directly Observed Therapy Short-Course
DQA	Data Quality Assessment
FP	Family Planning
GP	Garantisadong Pambata
HealthGov	A USAID Project on Strengthening Local Governance for Health
HEPO	Health Education Promotions Officer
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
HPC	Health Promotion and Communication
HPDP	Health Policy Development Project
ICV	Informed Choice and Volunteerism
ILHZ	Inter-local Health Zone
IPC/C	Interpersonal Communication and Counseling
IPHO	Integrated Provincial Health Office

IR	Intermediate Results
LGU	Local Government Unit
LRA	Local Replicating Agency
MNCHN	Maternal, Neonatal and Child Health and Nutrition
NCHP	National Center for Health Promotion
OP	Operational Plan
PHO	Provincial Health Officer
PIO	Provincial Information Officer
PIP	Provincial Investment Plan
PIPH	Provincial Investment Plan for Health
PMP	Performance Management Plan
PMEP	Performance Monitoring and Evaluation Plan
RFP	Request for Proposals
SOW	Scope of Work
SHIELD	Sustainable Health Improvement through Empowerment and Local Development
STTA	Short-Term Technical Assistance
TA	Technical Assistance
TB	Tuberculosis
TB Linc	Linking Initiatives and Networking to Control TB
TOT	Training of Trainers
TWG	Technical Working Group
URC	University Research Corporation, LLC.
USAID	United States Agency for International Development

## **I. Executive Summary**

The Health Promotion and Communication Project (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”. The overall objective of HealthPRO is to assist local government units (LGUs) in improving, expanding, and strengthening the quality and sustainability of health promotion and communication efforts.

HealthPRO’s activities are grouped under three components, namely: behavior change communications (BCC), institutional development and capacity building and technical cooperation on health promotion with cooperating agencies (CAs) and other program partners.

Component 1 increases the reach and impact of Behavior Change Communication (BCC) interventions in the HealthPRO-covered provinces and HIV/AIDS zones. During the quarter HealthPRO achieved most of the milestones it set while preparatory activities are ongoing in order to achieve the other milestones. HealthPRO produced the report on lessons learned from past health promotion and communication activities; developed bulletins for service providers; finalized BCC plan for maternal, neonatal and child health and nutrition (MNCHN); developed the prototype wall poster for HIV/AIDS and family planning (FP); developed technical assistance plans for 11 provinces; developed BCC plans for 5 provinces; conducted initial internal assessment of the proposals for interpersonal communication and counseling from prospective local replicating agencies (LRAs); and, finalized the request for proposal (RFP) for mass media LRA.

Component 2 develops institutional capacity and sustainability of related efforts. During the quarter HealthPRO achieved most of the milestones it set while preparatory activities are ongoing in order to achieve the other milestones. HealthPRO health personnel in health message development; supported Philhealth’s benefit Delivery Review; supported LGUs with their radio plugs, provided technical assistance to LGUs in conducting health events; developed a tool for assessing health promotion and communication materials and job aids; and, provided technical assistance in the development of the local government units’ (LGUs) annual operational plan (AOP) and annual investment plans (AIPs).

Component 3 assists USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development. During the quarter, HealthPRO convened monthly BCC technical working group (TWG) meetings; disseminated monthly BCC TWG reports; provided inputs to other USAID cooperating agencies in monitoring and evaluating HPC components;

developed the Guide to Planning and Staging of Health Events; and, drafted the HPC guidelines for MNCHN grants.

HealthPRO's Monitoring and Evaluation finalized the revision for the Performance Monitoring and Evaluation Plan (PMEP); updated the results framework; developed the media tracking form and accomplished HealthPRO's gender assessment and Gender Action Plan. HealthPRO sent out a daily media monitor to USAID and other cooperating agencies covering news on family planning, MNCHN, tuberculosis, HIV/AIDS and avian and AH1N1 influenza.

During the quarter, the Chief of Party and Autonomous Region for Muslim Mindanao (ARMM) provincial coordinator resigned while two personnel, the Documentation Specialist and the Grants Manager, joined HealthPRO. Recruitment to fill the positions of HIV/AIDS Specialist, COP, and ARMM coordinator is ongoing. The HealthPRO Visayas Office moved to its designated space while the contract for HealthPRO ARMM's office was finalized.

HealthPRO is in the final stages of evaluation of the proposals for primary health care. The proposals cover the provinces of Albay, Bulacan, Pangasinan, Capiz, Negros Oriental, Negros Occidental, Compostela Valley, Davao del Sur, South Cotabato, Sarangani and Zamboanga del Sur.

## II. Component 1: Behavior Change Communications

HealthPRO has 22 project indicators for Component 1 which guides the Project in tracking its accomplishments. A target corresponds to a specific indicator which HealthPRO is mandated to reach in 2009. All project activities were conducted with the goal of achieving the 2009 targets. HealthPRO will be able to determine its success in achieving the targets by utilizing different sources such as reports from the local government units (LGUs), other cooperating agencies (CAs), service providers, MediaBanc and the end of project survey. The benchmarks are HealthPRO's accomplishments during the quarter in relation to accomplishing the 2009 targets.

Project Indicators	2009 Target	Source	Benchmarks
Number of individuals counseled in FP as a result of USG assistance	735,218	To be collected from HEPO reports	IPC/C monitoring tools drafted and submitted to NCHP for approval
Number of individuals reached thru community outreach that promotes HIV/AIDS prevention through other behavior changes beyond abstinence and/or being faithful (MARPs)	13,403	c/o HealthGov	ACM health event in Angeles City was designed with community outreach education session.
5% increase annually among most-at-risk individuals for STIs, who are able to cite at least two ways of avoiding HIV infection		IHBSS	
Number of people that have seen or heard a specific USG-supported FP/RH message	5,335,000	To be collected via Media Banc	Media tracking forms submitted to Media Banc
Number of people that have seen or heard a specific USG-supported MNCHN message	2,857,952		
Women who know where they can access basic health services increased by at least 5% annually			
Number of people that have seen or heard a specific USG-supported TB DOTS message	2,931,952	To be collected via Media Banc	Media tracking forms submitted to Media Banc
5% increase annually among		End of project	



Project Indicators	2009 Target	Source	Benchmarks
individuals who know that TB is transmitted through the air when coughing		survey	
Number of prototype IEC materials developed	1 per province		FP ICV wall chart developed in Tagalog and Cebuano  HIV/AIDS wall posters distributed to 100 establishments in the cities of Cebu, Mandaue and Lapu Lapu
Number of job aids developed	1 per province		8 Safe Motherhood Bulletins drafted
Reduction to 6% (from 13.4% in 2004) <sup>1</sup> of women citing fear of side-effects as reason for non-contraceptive use by year 2011	569,678	End of project survey	Communication Plans drafted for 5 provinces
Number of couples that discuss the use of contraceptives increased by at least 5% annually		End of project survey	Family Health Fair in Zamboanga Sur included booths for FP and Safe Motherhood  Health Events on Safe Motherhood reached pregnant women in Albay and Negros Occidental and included birth planning
Men and women endorsing the practice of family planning to others increased from 30% in 2006 to 55% in 2011		End of project survey	
Pregnant women who are able to cite at least 1 danger sign of pregnancy increased from 49% (DHS 2003) to 62% in 2011	89,278	End of project survey	
Pregnant women who know where to go in case of pregnancy complications increased from 57% (DHS 2003) to 70% in 2011		End of project survey	
Pregnant women with birthing plan increased by at least 3% annually	29,759	End of project survey	
Pregnant women who are able to cite at least 1 benefit of a facility-based delivery increased by at least 5% annually		End of project survey	

Project Indicators	2009 Target	Source	Benchmarks
Mothers who are able to cite the benefits and timing of Vitamin A supplementation increased by at least 5% annually	212,567	End of project survey	TA provided for GP orientation in 4 provinces
Mothers who are able to cite 2 samples of fortified food products increased by at least 5% annually		End of project survey	
Mothers who are able to identify at least 1 vaccine required by an infant following birth and the correct timing for its administration increased by at least 5% annually		End of project survey	
Mothers who are able to cite at least 2 benefits of exclusive breastfeeding increased by at least 5% annually		End of project survey	
Mothers who are able to cite the importance of increased fluid intake during child diarrheal episodes increased by at least 5% annually		End of project survey	

During the quarter, HealthPRO accomplished activities corresponding to the indicators/group of indicators that contributed to the 2009 targets. The accomplishments covered the drafting of interpersonal communications and counseling monitoring tools, engagement of MediaBanc’s services, development of prototype IEC materials, drafting of communication plans, and technical assistance during health events.

**Component 1** is focused on increasing the reach and impact of behavior change communication (BCC) interventions by:

- Mobilizing and training service providers and community volunteers to regularly conduct IPC/C and peer counseling activities in communities and health facilities;
- Improving quantity and quality of provider-to-client communications and peer-to-client communications;

- Disseminating and implementing more effective and high quality interpersonal communication and counseling(IPC/C) approaches and support tools;
- Scaling-up mass media promotion of desired healthy practices and health services for maximum public health impact; and,
- Developing effective and responsive mass media materials that are audience-centered, integrate appropriate health messages and supportive of IPC strategies.

#### **A. Strategy: Identify Behavior and Program Gaps**

##### **Milestone: 11 LGU profiles developed**

The key activities in reaching the above milestone are: reviewing health data of local government units (LGUs); conducting focused group discussions (FGDs) with stakeholders; analyzing data and develop health profiles; compiling profiles on LGU providers (status and gaps); and coordinating with other USAID coordinating agencies to finalize the profiles.

HealthPRO's accomplishments relative to the above milestone are as follows:

- 11 LGU profiles were completed which served as inputs for the behavior change communication (BCC) plans.
- Focused group discussions in Sarangani, South Cotabato, Negros Occidental, Lanao del Sur, Albay, Bulacan, Capiz, Compostela Valley, Negros Occidental, Negros Oriental, Zamboanga del Sur, and Tawi-Tawi enhanced the information on clients' behavior and practices.

#### **B. Strategy: Inventory of Behavior Change Communication Materials**

##### **Milestone: Report of lessons learned from past health promotion and communication activities**

The key activities in reaching the above milestone are: developing the scope of work for a local group to conduct the review; conducting the review; and presenting the result to the National Center for Health Promotions (NCHP) and other stakeholders.

HealthPRO contracted the Asian Institute of Journalism and Communication (AIJC) to inventory, review, analyze and document behavior change communication and other health promotion and communication initiatives on maternal, newborn and child health and nutrition, and family planning. AIJC also conducted a secondary data analysis on the Filipino audience and a review of the health promotion framework of

the Department of Health (DOH)-National Center for Health Promotions (NCHP). The results were presented during the NCHP work shop in December 2008.

### **C. Strategy: Develop BCC Strategies with NCHP**

#### **1. Milestone: National Health Promotion and Communication (HPC) Dialogue**

HealthPRO achieved this milestone in 2008.

#### **2. Milestone: Six or more bulletins for service providers and community workers**

The key activities in reaching the above milestone are: developing health communication bulletins with NCHP/NCDPC, and CAs and providing technical assistance to NCHP for the conduct of media forum.

HealthPRO has drafted eight Safe Motherhood bulletins which are being reviewed by the DOH Maternal Neonatal and Child Health and Nutrition (MNCHN) Task Force. The eight bulletins covered the topics on pregnancy tracking and prenatal care, immunization, newborn care and birth registration, post partum care, birth spacing, birth and emergency planning, exclusive breastfeeding, early detection and management of danger signs.

#### **3. Milestone: BCC Plans for MNCHN, FP, TB, HIV AIDS finalized and submitted to DOH**

HealthPRO's accomplishments relative to the above milestone are as follows:

- The draft MNCHN BCC Plan was developed as a result of the NCHP BCC workshop in December 2008. The BCC Plan will be reviewed and endorsed to DOH-NCHP.
- The Family Planning (FP) BCC Plan will be developed by HealthPRO's short-term technical assistant (STTA) in August 2009.
- The TB BCC Plan of TB Linc was approved by the USAID-Office of Health (OH). HealthPRO will hire an STTA to develop an operational plan in September 2009.
- An assessment review of HIV/AIDS BCC interventions (2003-2009) was conducted. The final report came out in May 2009 (See Annex 3). There is a need to further understand the dynamics of peer education among the most-at-

risk-populations (MARPs) and determine approaches to effect behaviour change.

**4. Milestone: TOT for HEROs (Health Relations Officers)**

The HERO training is a collaborative activity between HealthPRO and the DOH-NCHP. The training will be conducted once training plans and materials are finalized in September 2009.

**5. Milestone: Training of Trainers (TOT) for Interpersonal Communication and Counseling (IPC /C) - to include 30 HEPOs with at least 2 TOTs per region**

The key activities in reaching the above milestone are: documenting, filing, inventory/scanning, reviewing and recommending IPC best practices and IPC/C materials at the CHD and provincial levels; and, coordinating with other USAID cooperating agencies (CAs) to ensure IPC/C skills integration in clinical provider training.

HealthPRO has not conducted the TOT yet pending completion and approval of IPC/C training modules.

**6. Milestone: Operations Research with the National Center for Disease Prevention and Control (NCDPC)**

A concept paper and scope of work for the STTA on the HIV/AIDS Operations Research was drafted by HealthPRO in April 2009 and is being reviewed by the USAID/OH activity manager. The Operations Research aims to provide directions and provide tested models for BCC interventions which will be used by local government units in carrying out functional and sustainable health promotion activities for HIV/AIDS.

**7. Milestone: Prototype of IPC/C job aids**

HealthPRO's accomplishments relative to the above milestone are as follows:

- The HIV/AIDS prototype wall poster was distributed to establishment-based female sex workers during the AIDS Candlelight Memorial through the social hygiene clinics of Cebu City, Mandaue City and Lapu Lapu City. The poster reached at least 100 establishments and 1,400 female sex workers.

- The Tagalog and Cebuano prototypes of the FP Informed Choice and Volunteerism (ICV) wall chart were developed and pretested.
- Eight Safe Motherhood bulletins were developed in cooperation with the NCHP and UNICEF. The bulletins are being reviewed by the DOH-NCHP.

## **8. Roll-out BCC Campaigns**

This milestone was not accomplished during the quarter. Activities necessary to achieve this milestone will commence in August, when the Local Replicating Agencies (LRAs) have been engaged.

### **D. Strategy: Technical Assistance to LGUs to develop BCC campaigns**

#### **Milestone: Work plans for 11 provinces**

The key activity in reaching the above milestone is developing LGU specific work plans with other USAID cooperating agencies (CAs).

HealthPRO's accomplishments relative to the above milestone are as follows:

- Technical Assistance (TA) plans for the 11 provinces (Albay, Bulacan, Pangasinan, Negros Oriental, Negros Occidental, Capiz, Compostela Valley, Sarangani, South Cotabato, Zamboanga del Sur, and ARMM) are available as a result of the Strategic Communication Plans.
- A series of meetings with the provincial health office staff and members of the Health Promotion and Communication (HPC) mentoring teams were conducted in Albay, Pangasinan and Bulacan to gather information needed for the development of the BCC Campaign Plans in these project sites.
- Some priority activities in the work plan were conducted such as Designing for Behavior Change Interventions, which was conducted for the Provincial HPC Mentoring Team, LGU officials and selected service providers.
- Validation meetings and focused group discussions were conducted in the provinces of Sarangani and South Cotabato to gather additional information for their BCC Plans and solicit suggestions to enhance the plans.
- The BCC plans for Compostela Valley, Sarangani, Albay, Capiz, and Bulacan were developed. BCC Strategies have been completed for another five provinces.

## **E. Engage LRA to support HPC interventions at LGU and provincial levels**

### **1. Milestone: 2 LRAs operational in each region (4 regions)**

The key activities in reaching the above milestone are: developing TA package; developing request for proposals (RFP) with the scope of work (SOW) for the LRAs; selecting LRAs; and, providing technical assistance to LRAs implement HPC.

HealthPRO's accomplishments relative to the above milestone are as follows:

- The RFP for IPC/Social Mobilization LRAs was advertised in May 2009 in two major broadsheets with national circulation.
- Thirteen proposals were received. Ten proposals are for Primary Health Care (PHC) and three for HIV/AIDS. Copies of the PHC proposals were sent to the concerned Centers for Health Development (CHDs) and Integrated Provincial Health Offices (IPHOs) for their technical review.
- LRAs will be selected in July 2009 and the grants executed in August 2009.
- The initial technical assistance for LRAs will be a training of trainers (TOT) on IPC/C (FP, MCH, TB)

### **2. Milestone: 40 received Training of Trainers (OT) in IPC and Soc Mob**

The initial TOT in IPC and social mobilization will be conducted in September 2009.

### **3. Milestone: 2,000 service providers and community volunteers received training**

This milestone will be reached in December 2009 when LRAs would have been fully operational. However, in some sites, training on health promotion was conducted to respond to requests from LGUs. In South Cotabato, 30 tricycle drivers from Koronadal City were assisted in organizing themselves as Drivers-Advocates for Health and were provided with basic information on FP, TB, MNCHN & STI & HIV & AIDS. In Capiz, an IPC/C training for TB Task Force, with 19 members, was conducted.

### **4. Milestone: Agencies to support mass media at local and national levels (including radio)**

The RFP for mass media will be advertised in July for mass media sub-contracts.

**F. Expand mass media and traditional communication channels for BCC and media advocates in LGUs**

**Milestone: 50 LGU staff trained in development of mass media messages and selection of channels**

The key activities in reaching the above milestone are: identifying local mass media support agency; establishing guidelines for request HPRO mass media interventions; and, providing limited funds for LGU/DOH mass media interventions.

Once the mass media LRA is contracted, the TOT for media engagement and related trainings on mass media will be conducted.



### III. Component 2: Institutional Development and Capacity Building

Under this component, HealthPRO works on building institutional capacity at national and LGU levels for health promotion activities. The project indicators specify what HealthPRO needs to accomplish for Component 2. HealthPRO will be able to determine its success in achieving the targets by using the information from training reports, activity reports and reports from other cooperating agencies (CAs). The benchmarks provide information on HealthPRO's achievements in relation to the 2009 targets.

Project Indicators	2009 Target	Source	Benchmarks
Number of LGUs with written TB social mobilization plan	29	c/o TBLINC	SCP for 11 provinces enhanced with Soc Mob Plan
Number of people trained in FP/RH with USG funds	745	Training Reports	30 Drivers for Health trained in South Cotabato
Number of people trained in MNCHN with USG funds	1000	Training Reports	19 TB task force members in Capiz trained on IPC/C
Number of people trained in DOTS with USG funds	396	Training Reports	95 health service providers trained on MNCHN message development conducted in 3 provinces.
Number of individuals trained to promote HIV/AIDS prevention through other behavior changes beyond abstinence and/or being faithful (MARPs)	436	c/o HealthGov	
Number of individuals trained in HIV-related community mobilization for prevention care and/or treatment	1,131	c/o HealthGov	
Number of LGUs implementing an SCP	11	Activity Reports	TA to integrate HPC into AOP and PIPH done for 15 provinces
Number of LGUs implementing communication programs through mass media			Assistance for media plug materials, scripts, educational videos and press releases provided as part of TA for health events.
Number of LGUs celebrating special events			AIDS Candlelight – 7 cities Family Health Fair – Zamboanga del Sur Safe Motherhood – Albay, Negros Occidental GP – 14 provinces

During the quarter, HealthPRO accomplished activities corresponding to the indicators/group of indicators that contributed to the 2009 targets. The accomplishments covered technical assistance in the: enhancement of the strategic communication plans (SCPs) of 11 provinces; training of volunteers and service providers; integrating Health Promotion and Communication (HPC) in the Annual Operational Plan (AOP) and Provincial Investment Plan for Health (PIPH) of 15 provinces; and, conduct of health events by the local government units (LGUs) including assistance in developing media plug materials, scripts, educational videos and press releases.

**Component 2** is focused on developing institutional capacity and ensuring sustainability by:

- Generating public and private resources for IPC/C at community and facility levels;
- Mobilizing communities and LGUs to implement sustainable community-based health promotion and communication activities;
- Integrating IPC/C services in public and private health facilities; and
- Partnering with local institutions and individuals to provide technical assistance to LGUs and other local partners in implementing and monitoring effective IPC/C and mass media interventions.

**1. Milestone: 120 provincial, ILHZ/LGU health personnel trained in health message development**

The key activities in reaching the above milestone are: developing TA plans for CHD and LGUs with community-based strategies; assisting Compostela Valley, with HPDP, implement family health book; and, assisting LGUs, with HealthGov, update/implement CSR plans.

HealthPRO trained 95 public and private health service providers on message development for breastfeeding and immediate newborn care in South Cotabato, Zamboanga del Sur and Compostela Valley. The training was evaluated and good/effective behaviors were observed.

**2. Milestone: Increased utilization of health services by target groups**

This milestone was not reached during the quarter.

### **3. Milestone: Increased use of Philhealth outpatient packages**

The key activity in reaching the above milestone is supporting Philhealth, with HPDP, increase the use of its outpatient benefit package.

HealthPRO provided support through the hiring of a Social Marketing Analyst, who will write an assessment and recommendation report on Philhealth's social marketing system, as an inter-CA technical assistance for the Philhealth Benefit Delivery Review which aims to generate recommendations to improve delivery of benefits by assessing messages, medium and social marketing activities in 1) membership payment, 2) accessing benefits, and 3) claiming reimbursements.

### **4. Milestone: 50 HEPOs trained in message development**

The key activity in reaching the above milestone is training the Health Education Promotion Officers (HEPOs) in target provinces. This milestone was not accomplished during the quarter although four HEPOs joined the training for service providers on message development for breastfeeding and immediate newborn care in South Cotabato, Zamboanga del Sur and Compostela Valley.

### **5. Milestone: 5 LGUs supported with radio plugs**

HealthPRO assisted two LGUs develop radio plugs for the AIDS Candlelight Memorial and one LGU for the Family Health Fair. All events were conducted in May 2009.

During the AIDS Candlelight Memorial, HealthPRO assisted the following LGUs:

- Angeles City: The radio plug/radio guesting reached 57,000 people.
- Cebu City: Developed Six 30-second HIV radio plugs aired on DYKC (Super Daloydoy radio program Monday to Friday 8:30-9:30 AM) and DYLM SMASH radio (Rated Youth radio program Monday to Friday 1:00-3:00 PM).

During the Family Health Fair, HealthPRO assisted Zamboanga del Sur with a radio plug which was aired in DXBC (Radyo Bagting) and DXCA-FM which reached 143,000 people and DXWO, DXKV, Radyo Natin, DXLN-FM and RPN-DXKC which reached 291,000 people.

### **6. Milestone: Technical Assistance to 20 LGUs conduct special health events**

HealthPRO provided technical assistance to 26 LGUs in conducting special health events and in writing press releases for the health events.

- AIDS Candlelight Memorial and AIDS Awareness Month
  1. Angeles City: The activities in Angeles City included local social hygiene clinic commemoration, radio and TV public service announcements (PSAs) and guestings and community forum. These activities reached the following number of people:
    - During the day celebration - 170;
    - Radio plugs/radio guestings - 57,000;
    - Movie theater plugs - 817;
    - Newspaper - 3,500;
    - Flyers - 500;
    - Condoms distributed - 432; and
    - Community level group discussions - 28.
  2. Quezon City and Pasay City: The joint celebration of the two cities mobilized 1,500 people.
  3. Cebu City, Mandaue City and Lapu Lapu City: The tri-city celebration mobilized 1,435 establishment-based female sex workers who participated in the public awareness event and commitment signing where they pledged to practice the ABCDE (Abstain from sex; Be mutually faithful; use Condom consistently and correctly; Don't inject drugs and don't share needles; and be Educated and know about HIV & AIDS) of HIV/AIDS prevention.
  4. Zamboanga City: Mobilized 800 people.
  5. Davao City- Mobilized 325 people
  6. General Santos City- Mobilized 235 people.
- Gay Congers
  7. Zamboanga City: Was able to mobilize 200 people.
- Buntis Congress
  8. Albay Province: Was able to mobilize 142 pregnant women and service providers.

9. Albay (Polangui): Was able to mobilize 250 pregnant women and service providers.
  10. Negros Occidental: Was able to mobilize 88 pregnant women.
- Garantisadong Pambata (GP)
    11. Bulacan Post GP Workshop: Was able to mobilize 40 people.
    12. Negros Occidental GP Launching: Was able to mobilize 300 people .
  - Family Health Fair
    13. Zamboanga del Sur: The province conducted several education sessions on various topics. The sessions reached the following number of people:
      - Child Health and Nutrition - 683;
      - Food Fortification - 576;
      - Maternal Health - 311;
      - Family Planning - 369;
      - TB - 782;
      - STD/HIV/AIDS - 789;
      - Avian Flu - 500;
      - Hand washing - 566;
      - Ecological Sanitation - 332;
      - Healthy Lifestyle - 539;
      - Malaria, Dengue and Schisto - 344;
      - Philhealth - 385; and,
      - Medical Consultation - 290.

HealthPRO also provided technical assistance in the preparatory work for the upcoming health events in the following provinces: Bulacan for Family Week; Pangasinan for Family Planning Month; Nueva Ecija, Misamis Oriental, Zamboanga del Norte and Davao del Sur for Nutrition Month; and Tarlac and Agusan del Norte for World Population Day.

In addition to the health events, HealthPRO provided technical assistance in the development of health events materials.

- Press releases: HealthPRO assisted in drafting press releases for the LGUs.
  14. Negros Oriental: The Health Education and Promotion Officer (HEPO) used the press release on safe motherhood as a discussion guide for radio guesting in DYEZ
  15. Bacolod City: The safe motherhood press release was published in Sunstar Bacolod with readership of 20,000, Agila Weekly and Visayan Daily Star with readership 13,500.
  16. Zamboanga del Sur: The Family Health Fair press release was published in Pagadian Times with circulation of 500 copies and Zambo Peninsula with circulation of 500 copies
  17. Zamboanga City: The AIDS Candlelight Memorial press release was published in Daily Zamboanga Times which circulated of 30,000 copies, Zamboanga Today which circulated of 25,000 copies and Sun Star Zamboanga which circulated 35,000 copies.
- Education Video: HealthPRO helped develop videos from the documentation of special health events.
  18. Negros Occidental (Hinigaran): Garantisadong Pambata (GP) launch
  19. Negros occidental (Moises Padilla): Buntis Party
  20. Negros Occidental (Don Salvador Benedicto): World TB Day

**7. Milestone: A system of assessing/evaluating health promotion and communication materials and job aids submitted to NCHP**

HealthPRO developed a monitoring and evaluation plan to measure the impact of Health Promotion and Communication (HPC) interventions. HealthPRO has done the following activities:

- Submitted the draft HPC tracking tool in May 2009 to NCHP for review;
- Field tested the tool in Tarlac, Bohol, Sarangani and South Cotabato; and
- Conducted orientation of ARMM HEPOs on draft HPC tracking tool in June 2009.

**8. Milestone: TOTs for local NGOs on four packages of assistance and LGU staff trained on four (4) packages of assistance**

The activity for this milestone, 17 TOTs to LRAs evaluated, will be carried out as soon as LRAs are contracted during July 2009.

**9. Milestone: Functional HPC mentoring teams in LGUs/provinces with SCPs**

The key activity in reaching the above milestone is assisting the provincial/municipal LGUs develop HPC components of Annual Operation Plans (AOPs)/Annual Investment Plans (AIPs).

HealthPRO provided technical assistance in organizing functional HPC mentoring teams in provinces where SCP was conducted.

- Technical assistance was provided in the development of the Annual Operation Plan (AOP) of the following provinces: Pangasinan with 20 participants, Bulacan with 50 participants, Negros Oriental, Compostela Valley, Sarangani, Zamboanga del Sur, Zamboanga del Norte, Zamboanga Sibugay, and Capiz.
- Technical assistance was provided in the development of the Provincial Investment Plan for Health (PIPH) of Davao del Sur, Agusan del Norte and Nueva Ecija with 160 participants and the City Investment Plan for Health (CIPH) of General Santos City.
- Technical assistance was also provided in the development of Bulacan's Municipal Investment Plan for Health where 73 health service providers and LGU officials attended, Tarlac's CHD Appraisal with 38 participants and Zamboanga del Sur's Family Health Fair.

**10. Milestone: Thirteen (13) provinces and four (4) HIV AIDS sites assisted in CHD SCPs (Wave 2)**

The key activities in reaching the above milestone are: providing technical assistance, with HealthGov, to provinces and inter-local health zones (ILHZ) to develop strategic communication plans (SCPs), and implement with provincial health office (PHO), ILHZ and LGU; and assisting LGUs forge partnership with community groups and others organizations working at the local level.

HealthPRO did not assist in the development of new SCPs during the quarter, pending completion of BCC plans in provinces and cities in Wave 1.

### **11. Milestone: Roster of local champions developed**

This milestone was not achieved during the quarter.

### **12. Milestone: At least one (1) promising practice identified and documented per province**

HealthPRO has not reached this milestone yet. However, HealthPRO has provided technical assistance to Alicia, Zamboanga Sibugay in documenting their good practice in the procurement of medicines which was used as the LGU's entry to the World Health Organization's (WHO) search for Good Governance in Medicine Award.

### **13. Others**

HealthPRO carried out several other activities in support of the LGUs during the quarter:

- Provided technical assistance to the Center of Health Development(CHD) Region 5 to roll out the Strategic Communication Planning in all Region 5 provinces;
- Assisted in assessing service providers and barangay health workers' IPC training and information needs on FP and TB through focused group discussions which covered 76 barangay health workers in Tarlac and 78 barangay health workers in Isabela;
- Conducted IPC Training in Tarlac covering 70 barangay health workers; and
- Provided information, education and communication (IEC) materials in compact discs (CDs) on AH1N1, hand washing, World TB Day and Family Planning radio plugs from DOH-NCHP.



#### IV. Component 3: Technical Cooperation on health promotion with cooperating agencies (CAs) and other Program Partners

Under this component, HealthPRO aims to provide technical assistance to USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development. It has four project indicators for Component 3 which guides the Project in identifying its activities. The 2009 target does not specify any number because the indicators refer to activities which must be continuously carried out during the year. The benchmarks are HealthPRO’s accomplishments during the quarter in relation to the project indicators.

Project Indicators	2009 Target	Benchmarks
<p>TA to CAs on FHB, ACSM, Philhealth Benefit Delivery, and CSR.</p> <p>Guidelines and tools developed for USAID CAs for efficacy and standardization in developing and evaluating HPC materials.</p> <p>Monthly media updates, monitoring and analysis</p> <p>Tracking cataloguing and packaging of media and health events.</p>	<p>Continuing activities*</p>	<p>Finalized draft of Health events planning, monitoring and assessment guide.</p> <p>Regular and active involvement in various TWGs, including the newly formed Gender Task Force</p> <p>Coordination with TBLINC for the TB social mobilization TA package.</p> <p>Media Banc engaged for continued media monitoring.</p> <p>Video documentation of all health events in preparation for packaging.</p>

During the quarter, HealthPRO accomplished activities supporting the indicators. The accomplishments covered the finalization of the Guide to Planning and Staging of Health Events, active participation in various TWGs, coordination with other cooperating agencies, and continued monitoring and documentation of health events.

**Component 3** is focused on inter-CA coordination towards:

- Holistic assessment and integrated delivery of health information and services based on client’s needs;
- Effective programming of BCC interventions; and

- High quality HPC interventions implemented by USAID CAs and program partners.

**1. Milestone: Monthly BCC TWG meeting**

HealthPRO convened the monthly BCC TWG meetings in April, May and June which focused on Health Events Planning Guide, Health Events Calendar and roles and responsibilities of CAs in health events.

**2. Milestone: Disseminate BCC TWG reports**

HealthPRO disseminated monthly BCC TWG reports electronically.

**3. Monitor print and electronic media**

HealthPRO sends out a daily media monitor to USAID and other USAID cooperating agencies covering news on family planning and reproductive health, maternal, neonatal and child health and nutrition, tuberculosis, HIV/AIDS, and avian and AH1N1 influenza. A large number of news articles in April and May were related to the Reproductive Health Bill pending in Congress while news articles in June were mostly on the AH1N1 virus.

In May 2009, HealthPRO engaged MediaBanc Manila Monitoring Services, Inc., to monitor selected TV/print/radio and online news related to maternal and child health news, HIV/AIDS, tuberculosis, family planning and avian influenza. TV monitoring includes selected news program from ABS-CBN, GMA 7, TV 5, RPN 9, IBC 13, NBN 4, Studio 23, ANC 21 and QTV 11. Radio monitoring includes selected news programs from DZMM, DZBB, DZRH, DZXL, DWIZ, and DZEC. Print monitoring covers broadsheets (Manila Bulletin, Philippine Daily Inquirer, The Philippine Star, Malaya, The Daily Tribune, manila Times, manila Standard Today, Business World and Business Mirror), major tabloids (People's Journal, Balita, Tempo, People's Tonite, Pilipino Star Ngayon, Taliba, Abante and Abante Tonite), and selected magazines on business, entertainment, home decors and IT/Technology. Online monitoring include the following websites: <http://www.sunstar.com.ph/pangasinan>, <http://www.centrolluzondaily.com>, <http://www.sunstar.com.ph/iloilo>, <http://www.sunstar.com.ph/cebu>, <http://www.mindanaotimes.com.ph>, and <http://www.sunstar.com.ph/davao>. With this engagement with MediaBanc, the daily media monitor tracked more newspapers and radio and TV news programs.

The Project also contributed weekly highlights to the USAID-OH which aims to share program accomplishments and impact on health. HealthPRO submitted nine articles during the quarter. Of these, 3 were selected for circulation to USAID Washington.

**4. Milestone: Provide inputs to CAs on monitoring and evaluation for HPC components**

The key activities in reaching the above milestone are: assisting A2Z in communication plan; assisting HealthGov develop communication plan, including materials for high risk communities, and general public awareness campaigns; participating in other TWGs and provide inputs on BCC; providing HPC inputs to CAs on their work plans; and, working with TB Link, SHIELD and others to support HPC components.

HealthPRO accomplished the following activities to reach the milestone stated above:

- Finalized the Health Events tracking form and shared it with the BCC TWG and Monitoring and Evaluation TWG.
- Provided HPC input for the training of Social Hygiene Clinic staff on their Manual of Operations in April, 2009.
- Participated in the meetings and activities of the following TWGs: Regional Capacity Building Initiative (RCBI), Family Planning (FP), Maternal and Child Health (MCH), HIV/AIDS, Tuberculosis (TB), Contraceptive Self Reliance (CSR), Gender Task Force with HealthPRO as lead cooperating agency, and Regional TWGs (Luzon, Visayas, Mindanao, ARMM).

**5. Milestone: Guidelines in evaluating special health events developed and tested**

HealthPRO developed the Guide to Planning and Staging of Health Events. The final draft incorporating comments from other cooperating agencies and USAID is available.

**6. Milestone: HPC Guidelines for MNCHN grants**

HealthPRO drafted the guidelines and forwarded it to HPDP for comments. HealthPRO also provided HPC inputs to the new MNCHN Manual of Procedures (MOP) which was also forwarded to HPDP.

## V. Monitoring and evaluation

### A. Updates

The Performance Monitoring and Evaluation Plan (PMEP) revision was submitted to the Contracting Officer's Technical Representative (COTR) for approval. The Project provided inputs to the Monitoring and Evaluation Inter-CA Manual and data quality assessment (DQA) reports. HealthPRO has updated its results framework with the operational plan (OP) and the University Research Corporation (URC) indicators plugged in, which will be streamlined with LRA and LGU outputs and targets. The consolidation of training data for all sites including ARMM is ongoing.

The coordination with MediaBanc for Media Indices of mass media efforts to track the OP indicator on reach is also ongoing. At the same time, the Media Tracking Form has been developed and distributed to the team.

### B. Gender Task Force

HealthPRO accomplished its gender assessment and Gender Action Plan. It has also coordinated Gender Task Force meetings for Inter-CA plan of action to integrate gender in the 2010 annual work plans.

### C. Summary of Accomplishments for April to June 2009

The table below summarizes HealthPRO's accomplishments at the national and regional levels during the quarter. The accomplishments are categorized by the number of people trained, number of people mobilized, BCC materials supported, health events assisted and technical assistance to local government units. Each category is further subcategorized by themes.

	NATIONAL	LUZON	VISAYAS	MINDANAO	ARMM	3Q Total
Number of people trained						
MNCHN		(40) Bulacan		(95) SoCot, ComVal, Zambo Sur		135
TB			(19) Capiz			19
HIV/AIDS	(on SHC MOP)	(5) QC; (3) Pasay; (2) Angeles	(2) Cebu; (3) Mandaue; (3) Lapu; (4) Iloilo; (3) Bacolod	(4) Zambo; (3) GenSan; (3) Davao;		35
Cross-cutting		(70) Tarlac		(30) SoCot		100

	NATIONAL	LUZON	VISAYAS	MINDANAO	ARMM	3Q Total
Number of People Mobilized						
FP				(369) ZDS Hfair		369
MNCHN		(392) Albay Buntis Congress;	Neg Occ Buntis Congress (88), GP (300)	(683) ZDS Hfair		1463
TB				(782) ZDS Hfair		782
HIV/AIDS		(198) Angeles; (1500) QC&Pasay	(1435) Cebu, Mandaue&Lap ulapu	(1000) Zamboanga; (235) GenSan; (325) Davao; (789) ZDS Hfair		5482
BCC Materials						
FP		Wall Chart (Tag)	Wall Chart (Vis)			2 translatio ns
MNCHN	8 draft SM bulletins		NegOr &Neg OccSM Press release; Neg Occ Videos (GP, TB, SM)	ZDS Health Fair Press release		8 bulletins 2 event press releases 3 educ videos
TB	Radio Plug (TB, H1N1,Hand washing)					1 radio plug prototype
HIV/AIDS			Wall Poster	Zambo City ACM press release		1 poster 1 press release
HEALTH EVENTS						
MNCHN		Albay (SM)	Neg Occ (SM&GP)			2 LGUs
HIV/AIDS		3 cities	3 cities	3 cities		9 cities
Cross-cutting				ZamboSUR (health fair)		1 LGU
LGU Technical Assistance						
BCC Plans- LGU Profiles		Albay, Bulacan, Pangasinan	Capiz, N. Oriental, N. Occidental	ComVal, SoCot, ZamSUR,Sara	1 regional (5 provinces)	11 LGUs

	NATIONAL	LUZON	VISAYAS	MINDANAO	ARMM	3Q Total
				ngani		
BCC Plans- Client FGDs		Albay, Bulacan	Capiz, N. Oriental, N. Occidental	ComVal, SoCot, ZamSUR, Sara ngani	Lanao Sur, Tawi-tawi	11 LGUs
IPC/C Training Needs FGD		Tarlac, Isabela				2 LGUs
TA Plans (from SCP)		Albay, Bulacan, Pangasinan	Capiz, N. Oriental, N. Occidental	ComVal, SoCot, ZamSUR, Sara ngani	1 regional (5 provinces)	11 LGUs
BCC MNCHN	(1) draft BCC Plan; (1) MNCHN grant draft guideline (1) HPC input to MNCHN MOP					3 draft papers
BCC HIV	1 evaluation report 1 SOW for OR					1 BCC eval 1 OR SOW
LRA Engagement		Albay, Bulacan, Pangasinan	Capiz, N. Oriental, N. Occidental	ComVal, SoCot, ZamSur Sarangani Davao Sur	Basilan	13 proposals
Philhealth Social Marketing	1 STTA hired					1 STTA service
HPC tracking tool	1 health event 1 IPC/C					2 tools
AOP/PIPH HPC assistance		Bulacan, Pangasinan, Nueva Ecija, Tarlac	Capiz, N. Oriental	ComVal, Sarangani, ZamSur, Zam Norte, ZamboSibugay, Davao Sur, Agusan Norte, GenSan City		14 LGUs
CHD SCP Roll Out		CHD V				1 CHD

\* Number of people reached - See Annex 2

## VI. Major Implementation Issues/Strategies for Resolving Issues

With the aim of efficiently and effectively carrying out the activities, HealthPRO identified the following major implementation issues and strategies for resolving issues.

1. *Lack of manpower* - To address this issue, the hiring of STTAs for Philhealth and IPC/C training manual is suggested. The hiring of an in-house IEC specialist should also be taken into consideration.
2. *Postponement of IPC/C trainings because of the absence of IPC/C design* - To address this issue, the hiring of an IPC/C training consultant to focus on the creation of design and manual is being considered.
3. *The process of conducting SCP before the actual BCC planning* - To address this issue, redesign the process for succeeding provinces where a BCC planning will take place instead of an SCP. This would entail including the BCC Plan in the LRAs scope of work (SOW) and contract.
4. *Engagement of LRAs prior to BCC planning in order that the LRAs conduct FGD in the next 13 provinces* - Considering that there are only two communication staff who will conduct IPC/C and Social Mobilization training in 10 provinces starting August, the feasibility of completing the BCC plans for the next 13 provinces by in-house staff is not feasible.
5. *Fast tracking the conduct of the SCPs* - In Mindanao, the development of SCP has been requested by the non-SCP provinces and the city of General Santos. To start engaging the provinces without SCPs, activities such as the GP HPC planning and assistance to the LGUs in the observance of health events were provided directly by the project. The Mindanao team also assisted the PHOs and the CHDs in the development of the following: Annual Operation Plans (AOPs) of the F1 roll out sites; Provincial Investment Plans for Health (PIPH) for the remaining provinces; and City Investment Plans for Health (CIPH) for Isabela City of Region IX and the HIV/AIDS sentinel sites.
6. Although there will be LRAs to assist the provinces in IPC and social mobilization activities, there is still a need to provide capability building activities for the Provincial HPC Mentoring Team to make them effective providers of technical assistance.



7. The role of the Provincial HPC Mentoring Team has to be clarified as soon as the LRAs are engaged.

## **VII. Plans for the Next Quarter**

Outlined in Annex 1 are HealthPRO's major activities for the next quarter, covering the months of July, August and September. These are grouped under Component 1, Component 2, Component 3, Monitoring and Evaluation, and Program Management. The activities are based on the Year 2 work plan and address the accomplishment of the Year 2 targets. Please see Annex 1 on page 38, "Planned Activities for the Next Quarter."

## **VIII. Program Management**

### **1. Key personnel/recruitment**

Dr. Napoleon Juanillo, Chief of Party, tendered his resignation in April, 2009 effective May 31, 2009. During this transition period, pending reports and other deliverables were accomplished for the project in compliance with USAID regulations such as the annual work plan, the quarterly report, the provincial BCC Plans and the BCC MCH plan. In June 2009, URC designated an interim Chief of Party, Dr. Paul Richardson, to assist HealthPRO while the search for a new Chief of Party is ongoing.

ARMM Provincial Coordinator, Mr. Armin Hautea, resigned in June 2009 to attend to personal issues. Local recruitment is being conducted to fill up the vacancy.

Ms. Rowena Bernal joined HealthPRO as Documentation Specialist in May 2009. She is responsible for the media monitor, the weekly highlights, BCC TWG and other important TWG meetings documentation, and assistance in the preparation of project reports.

After screening applicants for the Grants Manager position, Mr. Mateo de Guzman was hired in June 2009. He will provide oversight for the LRA proposal review and evaluation.

The job advertisement for the Chief of Party (COP) and the HIV/AIDS Specialist positions were advertised in May 2009 in Manila Bulletin and the Philippine Daily Inquirer. Of the 11 individuals applying for the COP position, four were shortlisted and interviewed. Negotiations are ongoing for the final selection.

Eighteen applications for the HIV/AIDS Specialist position were received, five were short listed and three were invited for interviews. Of the 3 candidates, only 2 candidates were interviewed. A final candidate is being considered.

### **2. Field operations (setting office, others)**

The HealthPRO Visayas office moved to the designated space at the 3<sup>rd</sup> floor of the Avon Building in Cebu City during the last week of June 2009. Architectural and structural arrangements including procurement of furniture and equipment were finalized to maintain full operations.

The contract for the HealthPRO ARMM office was finalized in May 2009. Furniture and equipment are being purchased to make the office fully operational.

### 3. Grant Management

The RFP for IPC/C was advertised in May 2009 in Manila Bulletin and the Philippine Daily Inquirer. To date, 10 proposals for Primary Health Care (PHC) and 3 proposals for HIV/AIDS were received. The evaluation of proposals on PHC was prioritized, and copies were sent to the CHDs and PHOs for their review and ratings. As soon as the evaluation of the PHC proposals is done, the evaluation of the HIV/AIDS proposal will commence.

Below is the summary of provinces and LRAs with proposals for PHC:

Province	LRA Proposals for Review
Albay	Lingap Para sa Kalusugan ng Sambayanan (Likas) Gerry Roxas Foundation (GRF) Philippine Business for Social Progress (PBSP)
Bulacan	Gerry Roxas Foundation (GRF) Field Epidemiology Training Program Alumni Association (FETPAFI) Nutrition Center of the Philippines (NCP)
Pangasinan	Philippine Business for Social Progress (PBSP) Philippine Rural Reconstruction Movement (PRRM) Field Epidemiology Training Program Alumni Association (FETPAFI) Nutrition Center of the Philippines (NCP)
Capiz	Gerry Roxas Foundation (GRF) Nutrition Center of the Philippines (NCP)
Negros Oriental	Gerry Roxas Foundation (GRF) Nutrition Center of the Philippines (NCP)

	Negros Oriental Family Planning Reproductive Health Advocacy Network (NeoFPRHAN)
Negros Occidental	Gerry Roxas Foundation (GRF) Nutrition Center of the Philippines (NCP)
Compostela Valley	Davao Medical School Foundation (DMSF) Gerry Roxas Foundation (GRF) Nutrition Center of the Philippines (NCP)
Davao del Sur	Davao Medical School Foundation (DMSF)
South Cotabato	Mahintana Foundation Inc.(Mahintana)
Sarangani	Mahintana Foundation Inc. (Mahintana)
Zamboanga del Sur	Human Development Empowerment Services (HDES)

## Annex 1: Planned Activities for the Next Quarter

Activities		July				August				September			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
<b>COMPONENT 1</b>													
1	Conduct final inventory of new IEC materials												
2	Development of BCC Plan for MNCHN												
3	Development of BCC Plan for FP												
4	Develop Operational Plan for BCC on TB												
5	Develop HIV/AIDS Operation Research Plan												
6	Develop prototype IPC/C materials for MNCHN												
7	Finalize BCC Plan for Wave 1 SCP provinces												
8	Present BCC Plan to Wave 1 SCP provinces												
9	Develop ARMM Communication Plan												
10	Conduct internal and external review of IPC and social mobilization proposals												
11	Award PO for LRA on IPC and social mobilization												
12	Conduct orientation for LRA												
13	Develop IPC Training Manual and Materials for LRAs												
14	Conduct TOT on IPC for LRA												
15	Release RFP for mass media												
16	Conduct internal and external review of mass media proposals												
17	Award PO for LRA on mass media												
18	Develop and finalize SM bulletins-MNCHN materials												
<b>COMPONENT 2</b>													
19	Meet with NCHP for AO 58 revision												
20	Finalize/Discuss guidelines for health events (CA)												
21	Develop guidelines for health events (LGU)												
22	Disseminate guidelines for health events (LGU)												
23	Finalize monitoring/evaluation form for health events												
24	Collaborate with USAID CASs for Philhealth Review												
25	Assist CHD/PHO/CHO in review of PIPH/AIPH												
26	Conduct rapid appraisal for IPs												

Activities		July				August				September			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
27	Disseminate results of rapid appraisal for IPs												
28	Provide TA for health events												
	FP Month (Pangasinan, Bulacan, Negros Oriental)												
	World Population Day (Tarlac, Bohol, Agusan del Norte, Misamis Occidental, Metro Manila)												
	Nutrition month (Nueva Ecija, Aklan, Misamis Oriental, Zamboanga del Norte, Davao del Sur)												
	Breastfeeding Week (Albay, Bulacan, Bohol, Zamboanga Sibugay)												
	Lung Month (Albay, Isabela, Aklan, Capiz, Zamboanga del Norte)												
	Family Health Fair (Compostela Valley)												
	ARMM Health Summit												
	Post GP Assessment (Bukidnon, Misamis Occidental, South Cotabato, Zamboanga del Norte)												
	Post WTD (Bukidnon)												
	Pre-GP (Luzon)												
29	Update Trainet Database												
<b>COMPONENT 3</b>													
30	Provide TA to USAID CASs on HPC activities												
31	Participate in inter-CA TWG meetings												
32	Monitor media for news and press releases												
33	Organize BCC TWG meetings												
34	Organize Gender Task Force meetings												
<b>MONITORING AND EVALUATION</b>													
35	Assist LGUs measure impact of HPC activities												
36	Develop and disseminate HPC Tracking Tool (15 sites)												
<b>PROGRAM MANAGEMENT</b>													
37	Prepare and submit supplemental work plan												
38	prepare and submit Quarter Report												
39	Prepare and submit Y3 work plan												
40	Set up ARMM office												
41	Recruit ARMM PC												
42	Recruit COP												
43	Recruit HIV/AIDS Specialist												

## Annex 2: Media Tracking Form

### MEDIA Tracking Form

**TRACKING Dates: FROM March 01 2009 TO: JUNE 30, 2009**

AREA 1. NATIONAL	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation acquired	Audience REACH
<b>Radio Plugs</b> <b>World TB Day</b>	March 11, 2009 6:30-7:30 pm Wednesday	Katauhan Kalahatan Kalikasan at Kaunlaran DZRH-AM	WTD radio plug	Station email notice re: airing	
	March 18, 2009 6:30-7:30 pm Wednesday				
<b>TV</b> <b>Guesting/Coverage</b>  <b>WTD</b>	March 25, 2009 Wednesday	24 ORAS GMA-7	WTD feature with Sec. Duque	GMA stats=2.3 M	
AREA 2. Zamboanga del Sur	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation Acquired by locals	Audience REACH
<b>Radio Plugs</b>  <b>Family Health Fair</b>	May 11-15, 2009	Monday-Friday on DXBZ Radyo Bagting (7:30- 8:00 AM) with simulcast on DXCA-FM;	Conduct of Family Health Fair promoting services under the Safe Motherhood and Garantisadong Pambata program, among others (DXBZ Radyo Bagting – about 33% of ZDS pop'n listeners; DXCA-FM, DXWO, DXKV, Radyo Natin, DXLN-FM, RPN-DXKC – these radio station share approx. 67% of ZDS pop'n listeners)	Copy of Radio Plug/ Announcement drafted by IPHO	
		at least twice during week – DXWO, DXKV, Radyo Natin, DXLN-FM, RPN-DXKC			
<b>Radio Guestings</b>	May 17, 2009	Sunday – “Pakisayod sa Alindahaw” on DXBZ Radyo Bagting (8-10 AM);	Conduct of Family Health Fair promoting services under the Safe Motherhood and Garantisadong Pambata program, among others		

AREA 1. NATIONAL	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation acquired	Audience REACH
TV Plugs	May 19 and 20 (30 mins.)	ITV8 (cable TV); RTVN (former affiliate of ABS-CBN)	Conduct of Family Health Fair... (ITV8 cable TV – 300 estimated cable subscribers within Pagadian City only)	Video clip of footage during health fair taken by Provincial Press Bureau	
Print/Newspaper Coverage	May 22-28	Pagadian Express (est 500 copies)	Healthy family leads to a progressive province, Vit. A supplementation, proper handwashing, generate awareness and promote use of various health services that the family can avail at the health centers	<input checked="" type="checkbox"/> Clipping <input checked="" type="checkbox"/> Photocopy	
		Zambo Pen (est 500 copies)			
AREA 3. ANGELES CITY	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation acquired	Audience REACH
Radio Plugs	May 15, 2009	GVFM 99.1	STI, HIV/AIDS Prevention	<input checked="" type="checkbox"/> Station report <input checked="" type="checkbox"/> Audio record	57,000 Angeles City
AIDS Candlelight					
Radio Guestings	May 15, 2009 8:00-9:00 A.M.	GVFM 99.1 USAPANG KAUNLARAN	AIDS Awareness Month Activities, City Ordinance 106, Angeles City STI, HIV/AIDS Program	Radio Research Council Survey	57,000 Angeles City
AIDS Candlelight					
Print/Newspaper Coverage	May 15, 2009	Central Luzon Times	STI, HIV/AIDS		3,500 Angeles City
OTHERS : MovieHouse Plugs	May 15, 2009	Jade Cinema 1,2,3&4 at Jenra Mall, Sto. Rosario	Audio CD on STI/HIV/AIDS	Copy of audio CD	441
AIDS Candlelight		Cinema 1,2,3 & 4 Robinson Mall, Balibago		Ticket sales	376
AREA 3. CEBU	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation acquired	Audience REACH
Print/Newspaper Coverage	May 20, 2009 Wednesday	Sunstar Cebu (Neighborhood pA23)	ACM program, InterLGU cooperation, Sexual intercourse as leading mode of transmission	Photocopy/scanned	
AIDS Candlelight					



<b>AREA 1. NATIONAL</b>	<b>Dates and Time Aired or Published</b>	<b>Title of Program or Publication</b>	<b>Health Theme/ Key message covered</b>	<b>Documentation acquired</b>	<b>Audience REACH</b>
<b>Memorial</b>	May 21, 2009 Thursday	Cebu Daily News (Community section )	ACM program in Cebu Iloilo Bacolod Inter LGU cooperation	Photocopy/scanned	
	May 21, 2009 Thursday	The Freeman (News, p 10)	Cebu infected cases; ACM; transmission through sexual contact without condoms and sharing needles; negotiating condoms during commercial sex.	Photocopy/scanned	
<b>Radio Plugs</b>	May 4-29 - (Monday to Friday) 8:30-9:30 AM	Super Daloydoy radio program- DYKC	ABCD's of HIV prevention(30- seconder HIV radio plugs recorded by the Cebu City Social Hygiene Clinic Physician)	Media monitor	
	May 7-29 - (Monday to Friday) 1:00-3:00 PM	Rated Youth radio program- DYLM SMASH radio			
<b>AREA 4. ILOILO</b>	<b>Dates and Time Aired or Published</b>	<b>Title of Program or Publication</b>	<b>Health Theme/ Key message covered</b>	<b>Documentation acquired</b>	<b>Audience REACH</b>
<b>TV Guesting/Coverage</b>	May 28 and 29 6:00 PM	Local TV news program Ratsada -GMA7 Iloilo	ACM program, Key messages in the prevention and control of HIV/AIDS	Media monitor	
	May 29 in 6:00 PM	Local TV Patrol newscast ABS- CBN Iloilo			
<b>AREA 5. SULU</b>	<b>Dates and Time Aired or Published</b>	<b>Title of Program or Publication</b>	<b>Health Theme/ Key message covered</b>	<b>Documentation acquired</b>	<b>Audience REACH</b>
<b>Print/Newspaper Coverage</b>	May 26, 2009 Tuesday	Manila Bulletin page 9	(article) Enforcement of reproductive health code in Sulu asked	Media Monitor	
<b>AREA 6. NEGROS OCCIDENTAL</b>	<b>Dates and Time Aired or Published</b>	<b>Title of Program or Publication</b>	<b>Health Theme/ Key message covered</b>	<b>Documentation Acquired by locals</b>	<b>Audience REACH</b>

AREA 1. NATIONAL	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation acquired	Audience REACH
<b>Radio Guestings World TB Day</b>	March 23, 2009, Monday, 2-2:30PM	Program: This is my life Segment: Health tips	World TB Celebration in DSB and UNO-R	Media monitor	
<b>Print/Newspaper Coverage  World TB Day</b>	March 26, 2009 Thursday	The Visayan Daily Star	World TB Day Marked in Don Salvador Benedicto, Negros Occidental	clippings	Readership: 13,500
	March 26, 2009 Thursday	Sunstar Bacolod	World TB Day in Negros Occidental, Neg Oc. Notes 89% TB Cure rate	clippings	Readership: 20,000
<b>Print/Newspaper Coverage Garantisadong Pambata Round 1</b>	April 3, 2009 Friday	The Visayan Daily Star (People & Events section)	DOH to launch health program – Garantisadong Pambata - in Negros Occidental,	clippings	Readership: 13,500
	April 17, 2009 Friday	The Visayan Daily Star (People & Events section)	Bago Children avail of free vitamin drops	Clippings	Readership: 13,500
<b>Radio Guestings  Safe Motherhood Week</b>	May 11, 2009, Monday, 2-2:30PM	Program: This is my life Segment: Health tips	Safe delivery first, deliver only in the health center or hospital	Media monitor	

AREA 1. NATIONAL	Dates and Time Aired or Published	Title of Program or Publication	Health Theme/ Key message covered	Documentation acquired	Audience REACH
<b>Print/Newspaper Coverage</b>  <b>Safe Motherhood Week</b>	May 13, 2009, Wednesday	Sunstar Bacolod (Community event section p7)	Neg. Occ celebrates safe motherhood week; encourage all pregnant women to go to a health facility as soon as they know they are pregnant and have birth and emergency plan w/c they can prepare with the assistance of health center staff; prenatal check-ups should be done at least once during the first 3 months, at least once during second 3 months, and at least twice during the last 3 months; pregnant mothers need to look out for danger signs of pregnancy such as edema, spotting or bleeding, & high blood pressure w/c can lead to risky pregnancy & delivery	Clippings	Readership: 20,000
	May 13, 2009 Wednesday	Agila (Community Bulletin section p7)	NegOcc celebrates safe motherhood week; to be pregnant, one must always be healthy and safe	clippings	

**Annex 3: Assessment and Review of HIV/AIDS Behavior Change  
Communication: Interventions/Activities in the Philippines (2003 – Till  
Date)**

**Please click to read the report: [Annex 3 Final AB BCC Assess PH  
USAID.doc](#)**