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HEALTH PROMOTION AND COMMUNICATION PROJECT

Year Five: Quarterly Narrative Report

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EXECUTIVE SUMMARY

As the lead USAID's health promotion and communication vehicle, Health Promotion and Communication Project (HealthPRO), is working closely with the Philippine Department of Health (DOH) and Local Government Units (LGUs) in their efforts to improve health outcomes through behavioral changes primarily among patients or clients as well as their communities, including families, community members, care givers, health providers, program managers, local chief executives, policy makers, and the private sector. University Research Co., LLC (URC) is the primary organization responsible for implementing the program in close partnership with governmental and non-governmental organizations in the country. The HealthPRO team, comprising of communication experts, research specialists and public health professionals, is working in close collaboration and coordination with the DOH, LGUs, and other stakeholders to provide the needed technical assistance to:

- Increase the impact of strategic behavioral change communication interventions;
- Strengthen the national institutional capacity of government and non-government agencies in designing, implementing and assessing the impact of different health promotion and communication interventions; and
- Assist USAID's CAs and other organizations to support the communication element of their programs.

HealthPRO communication activities are addressing the following health services: Maternal, Neonatal, Child Health and Nutrition (MNCHN), Family Planning (FP), Tuberculosis (TB) and HIV-AIDS.

The expected outcomes of the HealthPRO are:

- Positive behavioral changes among individuals and caregivers, including adoption of behaviors that prevent diseases and contribute to the reduction of morbidity and mortality;
- Increased capacity of national and local institutions in carrying out effective health promotion strategies and activities; and
- Improved coordination and integration of governmental and non-governmental health promotion activities funded by USAID and other donors.

Geographical locations in which the program is currently working on are in 30 provinces in Luzon, Visayas and Mindanao (including the Autonomous Region in Muslim Mindanao [ARMM]) and select cities for HIV/AIDS.

All HealthPRO central and field level activities are in full swing and are implemented in accordance with the Year 5 Annual Workplan. The accomplishments of HealthPRO for the reporting quarter ending on December 31, 2011 (Year 5, Quarter 1) are clustered under the following components:

- Behavior change communication (BCC) planning
 - National level
 - Local level
- Behavior change communication implementation and support.

Under communications planning, HealthPRO continued providing technical assistance to national and local counterparts and partners. At the national level, HealthPRO developed the Sustainability Plan Templates to ensure that BCC technical assistance will be sustainable beyond the life of the project. For the different health communication campaigns, HealthPRO continued to support the DOH in the planning of future LBK implementation, Family Planning Wave 3 activities, Family Planning Wave 2 campaign for ARMM, the completion of the “Am I” communication package for HIV/AIDS, and continuation and improvement of the *Suara Kalusugan* radio program in the ARMM.

HealthPRO also continued to strengthen its linkage with other partners as it collaborated with the Commission on Population (POPCOM) in the IPC/C TOT, supported HEPO national convention and provided technical updates to HEPOs, conceptualized and helped develop materials for CHTs, and contributed articles to the DOH’s HealthBEAT journal. HealthPRO also lent its expertise to other organizations that requested for technical assistance such as SHIELD, HPDP, the United Nations Millennium Campaign, Zuellig Foundation, Children International and Globe Telecom/Ayala Foundation.

At the local level, this quarter alone, HealthPRO successfully leveraged more than nine and a half million pesos from the public and private sector. Collaboration with the League of Municipalities of the Philippines shifted from the national level to the local level as most activities were at the field level. Provincial HEPO conferences were conducted where municipal and city HEPOs were provided with technical updates on various topics.

Identification, orientation and mobilization of resource persons, community groups and POCs were scaled up during the quarter and more materials were distributed, reaching more people with key health messages. HealthPRO also conducted media training and supported the development and implementation of media plans.

Under BCC implementation and support, IPC/C trainings and rollouts continued both for 1-day and 3-day modules. POPCOM also rolled out the IPC/C training provided by HealthPRO to its trainers. In furthering sustainability and improvement of IPC/C counselling, supportive supervision sessions and client exit interviews were conducted. Integrated health messages job aids were also introduced and distributed. Health classes in all areas were scaled up and reached even those in remote and impoverished communities.

While the Wave 2 FP campaign continued its rollout in all project-supported areas, preparations for Wave 3 FP activities were carried out, including focus group discussions to gather insights from the proposed campaign’s target audience (those with unmet need for limiting) and ensure appropriateness of materials and messages. At the same time, HealthPRO ARMM provided technical assistance to DOH ARMM in pretesting Wave 2 FP campaign materials.

Moreover, health events for Safe Motherhood (SM), Garantisadong Pambata (GP), HIV/AIDS, and Lakbay Buhay Kalusugan (LBK) continued and received extensive local media coverage. HealthPRO also provided technical assistance to MEDCAPs Medical Mission by conducted health classes and the Philippine Nurses Association Capiz Chapter Nurse-Leaders’ Summit by providing communication materials.

HealthPRO continued to guide and monitor its LRAs, where the focus is in ensuring that they meet deliverables especially since many of them will see their contracts end early next quarter. HealthPRO also continued to actively participate in inter-CA and USAID activities, sent weekly media monitoring, and regularly submitted weekly highlights and 2-month calendars. Under monitoring and evaluation, HealthPRO continued to track HPC data, monitor ICV compliance and carried out field work for the omnibus survey, including pretesting of the survey questionnaire.

Throughout the quarter, HealthPRO continued to innovate and find ways to ensure continuation and improvement of its technical assistance even when faced with challenges.

INTRODUCTION

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”. 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) 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:

- Increase the reach and impact of Behavior Change Communication (BCC) interventions,
- Develop institutional capacity and sustainability of those efforts, and
- Assist USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development.

The expected outcomes of the HealthPRO Project are substantial behavioral results among individuals and caregivers. In brief, the results will be seen 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 (TB DOTS) course, and Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS) as well as other emerging infectious diseases like Avian Influenza (AI) and H1N1. 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 and counseling (IPC/C) supplemented with 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), is 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.

TANGIBLE RESULTS

Building upon its accomplishments in the last four years, HealthPRO continued to channel its efforts in supporting the Department of Health (DOH) and Local Government Units (LGUs) in delivering appropriate health messages, creating demand for needed health services and delivering services in the first quarter of Year 5.

HealthPRO's technical assistance were categorized under two areas – behaviour change communication planning and behaviour change implementation and support.

BEHAVIOR CHANGE COMMUNICATION PLANNING

NATIONAL LEVEL

TECHNICAL ASSISTANCE TO PARTNERS

HealthPRO continued its collaboration with national partners, keeping in mind that all technical assistance must be sustainable. A major step towards sustainability was the development of LGU Sustainability Plan Templates which will be rolled out to LGUs in 2012.

To complete DOH's FP communication strategy, which was developed with technical assistance from HealthPRO, HealthPRO assisted NCHP in developing the creative brief for Wave 3 FP Campaign. The primary intended audience are men and women who are 25-40 years old, residing primarily in rural

areas in households from lower economic status, with elementary or some high school education, and with at least three children and have achieved their desired family size. To increase the reach and maximize the impact, Wave 3 Family Planning activities will focus on seven provinces that were identified by using key family planning indicators, such as Total Fertility Rate, modern family planning methods use, population size, absolute number of limiters, availability of long-acting and permanent family planning services, political stand on family planning, and the DOH geographical priorities known as twelve breakthrough areas. The seven provinces are Negros Occidental, Northern Leyte, Albay, Zamboanga del Sur, Western Samar, Zamboanga del Norte, and Davao del Sur.

During the quarter, HealthPRO completed the “Am I?” communication package for the prevention of HIV infection among men having sex with men (MSM), especially in Quezon City. The package includes four posters and a postcard (English and Tagalog), intended to be displayed and distributed in entertainment establishments. Some 4,000 posters and 13,000 postcards were printed with USAID funding. A Facebook community page was created and launched in December. Developed with the Quezon City Health Department, the “Am I?” communication package has received positive feedback among health officials and peer educators, even outside Quezon City.

In the ARMM, HealthPRO saw the success in reaching out and providing appropriate health messages to ARMM residents through radios. With positive feedback and support from the DOH ARMM, HealthPRO continued to provide technical assistance to *Suara Kalusugan* (Voice of Health), a Cotabato City-based one hour radio program in the development of episode, format, collaterals and scripts. Preparatory activities were also conducted prior to the synchronization of the IPHO Hour radio program for 5 ARMM provinces with *Suara Kalusugan* by January 2012. Local media personnel, trained with technical assistance from HealthPRO, were tapped to participate in the synchronized and improved *Suara Kalusugan* radio program for 2012. HealthPRO ARMM will work closely with DOH ARMM HEPOs in monitoring *Suara Kalusugan* synchronization of topics. As agreed upon during the HEPO Conference in December 2011, the Provincial HEPOs will submit a monthly documentation to the DOH-ARMM HEPO – recorded episodes, guests, number of callers and their specific locations, and estimated reach of their respective radio programs.

HealthPRO also continued its collaboration with the Commission on Population (POPCOM) where additional 25 Population Workers from regions with high unmet need for family planning attended IPC/C Training of Trainers (TOT). All trained population staff, in turn, continue to conduct roll-out trainings to local Population Workers.

HealthPRO supported the HEPO national convention, where NCHP gathered over 200 health education and promotion officers (HEPO) from local health offices in two batches of a week-long convention to improve their communication skills, through technical updates. HealthPRO assisted NCHP in holding breakout learning sessions covering topics on effective presentation and interpersonal skills, supportive supervision, using the health promotion and communication tracking tool, advocating with local leaders, producing health stories for the mass media, and implementing the DOH Lakbay Buhay Kalusugan (Journey to a Healthy Life) health promotion caravan. The HEPO are expected to use these skills in planning and implementing health promotion and communication activities in their respective areas.

They were also provided a quick brief on the HPC tracking tool that they can use in monitoring their HPC efforts.

In support of the Department of Health's (DOH) Universal Health Care agenda that includes among many others strengthening Community Health Teams (CHTs), HealthPRO provided technical assistance in the development of a job aid for use by volunteers of the CHTs. DOH banks on the organization and deployment of CHT volunteers to visit poor families and bring critical health information. At the request from NCHP, HealthPRO conceptualized a set of cards that a CHT member can use during discussions with household members. When CHTs were launched nationwide, HealthPRO also conceptualized a set of advocacy materials for local leaders to position CHT with a tagline: "Bringing health closer to home."

In order to close existing knowledge gap when it comes to modern contraceptive technology, and to better equip health workers with the evidence to address existing myths and misconceptions, HealthPRO also provided technical assistance to DOH NCHP in its HealthBeat November/December 2011 issue by contributing a research brief on contraceptive pills - Oral Contraception Offers Long-term Protection Against Ovarian Cancer, and Oral Contraception and Cervical Cancer: The Recent Evidence.

TECHNICAL ASSISTANCE TO OTHER ORGANIZATIONS

Several organizations also requested for HealthPRO's technical assistance. In October, HealthPRO assisted the United Nations Millennium Campaign (UNMC) in its Tingog Project, a citizen's monitoring/feedback platform on health care service delivery in order to fast track achievement of MDGs 4, 5, and 6, by providing technical assistance in the development of key health messages which will serve as auto-replies to text messages sent to the Tingog platform. The feedback will be carried out via SMS and on-line communication. To ensure consistency, the key health messages were based on previously approved messages for the Community Health Teams. Moreover, HealthPRO was instrumental in linking DOH NCHP with UNMC. As a result, the UNMC has expressed interest in reproducing the safe motherhood materials that were developed with technical assistance from HealthPRO.

USAID's Office of Health also referred Children International (CI), an international child-focused organization, to HealthPRO to explore possible collaboration on a nationwide TB campaign involving children. HealthPRO provided technical assistance by providing inputs on the preparations for conducting the "Kick TB campaign" launch of CI.

Globe Telecoms, one of the biggest telecommunications company in the Philippines, and Ayala Foundation invited HealthPRO to submit project ideas using information communication technologies (ICT) for health promotion. HealthPRO presented three ideas at a conference attended by ICT students and professionals. The ideas include the use of tablets for Community Health Team members, a mobile game application on child health and nutrition, and a virtual health service provider using the interactive voice response platform. The presentation led to meetings with ICT start-up agencies that are interested to develop the ideas as actual ICT projects and jumpstart public-private partnerships.

LOCAL LEVEL

During the quarter, HealthPRO continued its scaling up and rollout activities at the local level. For instance, while HealthPRO's central office was developing the sustainability planning guidelines, local HealthPRO offices updated Centers for Health Development (CHD) 2, 3, 5, 9, 10, 11, 12 and CARAGA, and the provinces of Aklan, Bohol, Negros Occidental, Leyte, and Samar on the technical assistance HealthPRO can provide from October 2011 to March 2012.

LEVERAGING OF RESOURCES

HealthPRO continued to work towards leveraging additional resources from public and private partners, including the media. HealthPRO field offices in Luzon, Visayas and Mindanao continued to assist LGUs in organizing and conducting provincial level meetings to discuss funding for HPC activities and materials. From the regional and provincial levels, HealthPRO's field offices leveraged resources that were used in various activities amounting to more than PhP 9,500,000.

Reproduction of Wave 2 FP Materials in CARAGA Region is also underway as the DOH Regional Director requested PBSP, another NGO operating in the province, to reproduce the materials developed by HealthPRO. All the birthing centers in the region are required to post the material. HKI, a nongovernment organization, and SHIELD, another USAID CA, committed to allocate a combined total of two million pesos for the reproduction of FP Wave 2 communication materials in ARMM.

| Area | Amount (in PhP) |
|--------------|-----------------------|
| Luzon | Over 1,000,000 |
| Visayas | Over 2,500,000 |
| Mindanao | Over 6,000,000 |
| TOTAL | Over 9,500,000 |

LEAGUE OF MUNICIPALITIES OF THE PHILIPPINES (LMP)

HealthPRO field staff worked with PHO counterparts to continue League of Municipalities of the Philippines (LMP) meetings to update local chief executives (LCEs) on FP/MNCHN and work on leveraging funds for HPC.

- In Luzon, HealthPRO provided technical assistance to the PHO in preparing for a meeting with Tarlac Province's LMP President and planned meeting with the Governor.
- In the Visayas, a special LMP meeting was held in Bohol with 25 Mayors in attendance. The Chapter President advised the Secretariat to facilitate signing of the proposed manifesto of support to HPC, particularly on family health. In Northern Leyte, 95% of Mayors already signed the Manifesto of Commitment. Aside from the LMP, HealthPRO tapped the support of the Negros Association of Chief Executives (ACE) and was allowed to participate during the group's regular meeting. As a result, the members will discuss the proposed ordinance and resolutions with their respective *Sangguniang Bayan* (Municipal Council) for possible approval.
- In Mindanao, HealthPRO assisted the PHO in a meeting with Zamboanga del Norte's Chapter President in preparation for the provincial health summit. This resulted in an invitation for the

PHO and HealthPRO to participate in the regular chapter meeting where the Manifesto of Support to HPC and family health was adopted and signed. The event was then used as a basis for planning sessions for Zamboanga del Norte's provincial health summit with the Director of DOH's Bureau of Local Health Development who stated that they will only recognize events that will be implemented in coordination with LMP. HealthPRO also attended the LMP meeting of Zamboanga del Sur where the Manifesto of Support to FP was adopted. Preliminary meetings were also conducted in Agusan del Norte and Misamis Occidental.

HEPO CONFERENCES

To further enhance the skills of municipal/city level health service providers, HealthPRO supported HEPOs Quarterly Conferences in 17 provinces reaching more than 411 participants. In addition to the regular HEPO subjects, in Visayas and Mindanao HealthPRO provided technical updates covering different topics such as advocacy to support health promotion and education, healthy timing and spacing of pregnancies using the materials developed with technical assistance from HealthPRO (i.e. flip tarps for health classes on FP and GP, FP/MNCHN health messages integration job aid, Quick Operational Guide on Radio Guesting for HEPOs, FP Coordinators, Population Workers and Other Resource Persons; IPC/C training manual and supervision supervision guide, etc).

COMMUNITY MOBILIZATION



Community mobilization planning activities picked up speed in the field with the continuing activities to identify and eventually mobilize resource persons for health classes, mobilization of points of contact (POCs) for distribution of FP flyers and stickers, and mobilization of community-based groups for local health events. In Luzon, an additional 117 resource persons were identified and oriented, 15 community groups were mobilized for health classes, and 155 POCs distributed more than 61,000 FP flyers and 360 FP stickers. In the Visayas, 43 resource persons were identified, oriented, and mobilized; 165 community support groups and non-traditional partners were identified, of which 10 were oriented on community mobilization; and 454 POCs distributed more than 108,000 FP flyers. In Mindanao 132 resource persons were identified in the priority municipalities and POCs distributed more than 78,000 FP flyers. In ARMM, the LRAs continued to mobilize the 155 trained MRLs (30-32 from each province) in providing health classes on FP, SM, MCH, and TB. The Mabrouk booklet, a congratulatory package for newlyweds

containing FP messages, is currently being finalized and discussion for a feasible and realistic monitoring and evaluation and pretesting have commenced.

MASS MEDIA

In Visayas, HealthPRO conducted “Facing the Media” training in Region 6 with 18 participants from the health offices, whereas, in Mindanao HealthPRO supported “Facing the Media” training follow-up where it assisted 11 IPHOs in the orientation and press briefings to update media members on family planning, safe motherhood and Garantisadong Pambata health campaigns. In Zamboanga del Sur, Misamis Occidental and South Cotabato, the PHOs continue with their regular radio programs.

HealthPRO continued to help monitor media plan implementation of LGU partners. BCC plans in Luzon were reviewed and will incorporate a media plan utilizing guide from HealthPRO; while in Mindanao, media plans developed by the media partners and the provincial health offices were integrated in the BCC plan.

BEHAVIOR CHANGE COMMUNICATION IMPLEMENTATION AND SUPPORT

INTERPERSONAL COMMUNICATION AND COUNSELING (IPC/C)

HealthPRO-developed one-day IPC/C training and rollout trainings of regular IPC/C module also continued during the quarter. The table below provides the summary for IPC/C rollout trainings conducted.

Centers for Health Development (CHDs) also funded IPC/C training for provinces that are not covered by USAID assistance. CHD 2 supported two batches of the 3-day IPC/C module for HSPs reaching 50 HSPs. CHD 6 conducted two batches of 3-day IPC/C training for HSPs 84 HSPs and three batches of 2-day IPC training for BHWs reaching a total of 72 BHWs. Similarly, CHD 8 conducted two batches of 2-day IPC/C training which integrated FP technical updates to HSPs reaching 58 HSPs. Rollout and scaling up of trainings are all ongoing.

| Area | BHWs trained | HSPs trained |
|--------------|---------------|--------------|
| Luzon | 2,366 | 77 |
| Visayas | 3,457 | 176 |
| Mindanao | 6,255 | 129 |
| TOTAL | 12,078 | 382 |

The Commission on Population (POPCOM) has been an active partner of HealthPRO since it requested technical assistance in the IPC/C training of trainers year 2011. For this quarter, POPCOM rolled out IPC/C trainings conducted by HealthPRO-trained master trainers to additional 97 population and health workers from Luzon and 66 in the Visayas. Funds for next year’s IPC/C roll out for population workers of CARAGA and Davao regions are already allocated. Based on partial reports from the Regional Population Offices (RPOs) and their counterpart LGUs, POPCOM was able to reach more than 170,000 couples with family planning messages during Responsible Parenting Movement (RPM) and Family Development

Session (FDS) classes from January to November 2011. These RPM and FDS classes were conducted mostly by IPC/C-trained staff.

To sustain the monitoring and evaluation of the quality of IPC/C of LGUs, HealthPRO continued to roll out supportive supervision guide during this reporting quarter with more than 188 sessions conducted in Luzon, Visayas and Mindanao. As part of the supportive supervision activities, 342 client exit interviews were conducted to serve as a “reality check” for supervisors and supervisees on the quality of family planning counseling offered to clients. Client exit interviews data will be used to further help LGUs in improving the quality of IPC/C for FP, but will be also aggregated by HealthPRO for more in-depth analysis.

COMMUNITY MOBILIZATION

FP/ MNCHN health messages integration job aid was reproduced and disseminated during this reporting quarter. In Luzon, HealthPRO introduced the job aid and the FP interactive comics to HEPOs/HEPO-designates during the HEPO Quarterly Meetings, while in Visayas, health message integration job aid was introduced during HEPO meetings and distributed along with the interactive comics at the provincial and regional levels. In Mindanao, HealthPRO not only distributed FP/MNCHN messages integration job aid and inter-active comics, but also solicited feedback on the interactive comics – new community education tool. Generally, the results showed that the health service providers like the colors and found it very informative and useful for their clients; they also requested more copies for the rural health units (RHUs). Other suggestions included developing an animated version of interactive comics for TV/DVD and a Cebuano translation, printing it on a fan, and enlargement of the materials.

At the same time, HealthPRO continued to reproduce low-cost Point-of-Contact (POC) flyers for the distribution in municipalities, cities and among non-traditional partners through LRAs and LGUs. In Luzon, Visayas and Mindanao more than two hundred thousand POC flyers were distributed.

Health classes in Luzon, Visayas, Mindanao and ARMM mobilized existing traditional partners and non-traditional partners in reaching over 68,000 participants.

| Area | Participants reached October 1 – December 31, 2011 |
|--------------|--|
| Luzon | 7,719 |
| Visayas | 22,056 |
| Mindanao | 19,148 |
| ARMM | 19,400 |
| TOTAL | 68,323 |

FAMILY PLANNING



During the quarter, HealthPRO provided technical assistance to the local counterparts in the continuing scale up of Wave 2 FP and FP Wave 1 campaigns, reaching many couples, women and men with motivational family planning messages delivered through a variety of different channels – from mass health events and broadcasting of radio spots and spiels to interpersonal family planning counseling sessions. At the same time, preparations were carried out for the FP Wave 3 activities, including focus group discussions conducted in Albay, Negros Occidental and Zamboanga del Sur, to develop more concrete profile of its target audience, identify more specific barriers for FP methods use and develop targeted communication solutions and appeals.

This quarter, in collaboration with NCHP, NCDPC, POPCOM and CAs, HealthPRO led the development and conceptualization of FP Wave 3 communication activities, focusing on couples who have already achieved their desired family size. HealthPRO held brainstorming sessions with DOH NCHP, NCDPC, POPCOM, HealthGOV, HPDP, and PRISM2. A formative research was undertaken to generate insights from the proposed campaign's target audience. HealthPRO held focus group discussions with a total of 149 women and men in the provinces of Albay, Negros Occidental, and Zamboanga del Norte. The FGDs showed strong misconceptions on the effects of LA/PM on health, sex and physical strength, the tipping point on the use of LA/PM is a combination of family size and concern for the health of the women, the husband's consent to use a method is important. Interpersonal communication is perceived by FGD participants as the best way to communicate FP use: women speak of better quality of life in terms of aspirations, while men speak -- in terms of economics. The FGD results are used in developing concepts and messages for the campaign. HealthPRO also collaborated with PRISM2 project for the mapping of LA/PM services in the 7 provinces earlier identified for FP W3 interventions.

In ARMM, a complete set of Wave 2 FP campaign outdoor print materials, radio spots and radio spiels were pretested. Also, RHUs in the ARMM provinces received and used FP Wave 1 Materials for their health classes. MRLs facilitating health classes also used these materials.

HEALTH EVENTS



Most health events conducted at the community level with technical assistance from HealthPRO during this reporting quarter integrated various messages focusing primarily on family planning. As a result of continued linkage and partnership with the media and more empowered health administrators that overcame the fear of “facing the media”, many health events received extensive local media coverage either by print, radio, TV or online to expand the reach. (Please refer to Annex 2 for a more detailed presentation of health events conducted during the quarter.) All health events were led by local counterparts in order to develop stronger ownership, accountability, and sustainability of future health promotion and communication events as a means to improve overall health literacy and promote healthy behaviors.

SAFE MOTHERHOOD AND GARANTISADONG PAMBATA

A total of twenty six Safe Motherhood health events, many with integrated family planning and healthy timing and spacing of pregnancies messages, were conducted in Luzon, Visayas and Mindanao, reaching more than 2,400 participants, mostly pregnant women and their spouses. In addition, newly developed package of safe motherhood materials, which includes four posters and a flyer, were exhibited during the Health Summits in Zamboanga Sur and Zamboanga Norte. HealthPRO’s Safe Motherhood posters are well received by its audience, are being reproduced by Zelling Foundation, World Vision, and UN.

A total of eighteen Garantisadong Pambata (GP) health events, some of them integrated into other health campaigns, were conducted in Visayas and Mindanao, reaching more than 3,200 participants – mothers, fathers, caregivers and children – with key child health messages. In the ARMM, the GP Coordinator oriented its five provinces and two cities on the Expanded GP and provided deworming and Vitamin A supplementation in the different provinces.

HIV/AIDS



The “Am I” HIV prevention intervention was implemented in Quezon City through communication materials which focused on promoting condoms, knowing HIV status and marketing Social Hygiene Clinics (SHC) as referral centers for Voluntary Counseling and Testing (VCT) for Males who have Sex with Males (MSM). These were made available in Filipino and English for posting in SHCs and entertainment establishments. Postcards containing SHC information were distributed in strategic areas where MSM congregate and other cruising sites. All ten HIV sites were provided sample copies with Quezon City receiving the bulk of the materials.

HIV/AIDS intervention targeting Males who have Sex with Males (MSM) using innovative communication technology continued with the MSM clans. The Short Messaging Service for MSM (SMS4MSM) cumulatively reached 20,700 MSM with over 2,800 prevention messages. Health classes were conducted by the Quezon City Health Department peer educators among 372 MSM. Of these, 46 received Voluntary Counseling and Testing services and 16 tested positive for HIV and were referred for Anti-Retroviral Therapy and counseling.

Metro Cebu celebrated the World AIDS Day (WAD) on with a photo exhibit, indie film showing of “Positive” and setting-up of booth for voluntary and counselling testing area. It was initiated and participated by NGOs in Cebu and Mandaue cities. HIV/AIDS communication materials such as banners and posters were mounted at the exhibit area and outside the cinema at the film showing event. Three hundred postcards were distributed to clients at the voluntary and counselling testing area. The event was covered by two local TV stations.

LAKBAY BUHAY KALUSUGAN (LBK)



In October, the Lakbay Buhay Kalusugan (LBK) bus made four stops in South Cotabato, Maguindanao, Zamboanga del Norte and Metro Manila.

| Area | Reach | | |
|---|---------------|----------------|--------------|
| | Individuals | Pregnant women | Children |
| South Cotabato, T'boli | 3,182 | 81 | 1,247 |
| Maguindanao, Buluan | 3,740 | 361 | 722 |
| Zamboanga del Norte, Gutalac | 8,417 | 215 | 1,506 |
| Metro Manila, Pasay, Manila, Parañaque | 204 | 99 | 35 |
| Total | 15,543 | 756 | 3,510 |

Nearly 16,000 people, including 756 pregnant women and 3,510 children, participated in these festive LBK events. Zamboanga del Norte recorded the highest number of attendees at 8,417. Funds leveraged for these LBK events amounted to US\$ 56,000. Approximately 4.7 million people were reached with health messages through local and national media stories. These news stories have a publicity value of US\$ 18,700.

In November, LBK was featured during the 50th Year Anniversary of USAID at the SM Mall of Asia in Pasay, Manila. At the anniversary event, HealthPRO showcased its various communication materials, provided prenatal and child check-up services, conducted health classes on child health and safe motherhood, led participants through an interactive health exhibit, and hosted a storytelling and videoke session. The Center for Health Development of the National Capital Region (NCR) mobilized 40 health workers and volunteers to serve 99 pregnant women and 35 children. Additional communication materials, such as GP bookmark, SM bookmark, and LBK fan, were produced and distributed during the anniversary event to display key healthy behaviors in maternal and child health, and to promote health as “everyone’s business and responsibility.”

In December, together with DOH-NCHP, HealthPRO organized “Round Trip: Lessons Learned from LBK” workshop. In addition to NCHP, over thirty local partners – representatives of CHDs and LGUs – from

across the country where LBK bus made its stops attended the workshop. By the end of the workshop, the participants were able to:

1. Identify and summarize key lessons learned during LBK's first year on a road;
2. Share observable outcomes from the local public health system and communities;
3. Develop concrete recommendations to enhance LBK's implementation in the future that will serve as a springboard for action for NCHP.

Participants shared their unique LBK experiences. Common themes are the strong partnerships among local chief executives, health workers, and community leaders; observable changes in health-seeking behaviors of clients; and potential of the LBK model to be adapted and instituted by local governments.

After the conference, HealthPRO helped DOH in preparing an **institutionalization plan**. This led to the programming of LBK as a major component of DOH NCHP. DOH allotted PhP 7.5 million for the implementation of LBK in 2012. Twelve LGUs have already signified intention to host LBK. Coordination meetings are currently ongoing with the local governments of Albay for LBK event in March 2012. DOH is also planning to replicate the LBK model in support of the deployment of eight additional mobile health vehicles to selected Centers for Health Development. In December, DOH NCHP presented to Secretary Ona LBK's 2012 plan. HealthPRO and NCHP will revise the institutionalization plan in light of this latest development.

OTHER TECHNICAL ASSISTANCE

At the request from USAID, HealthPRO supported the 2-day US and Philippine Marine Corps' Medical Civic Action Programs (MEDCAPS) Medical Mission which benefitted 1,197 children and adults from Ternate, Cavite. In partnership with Ternate's nurses and HealthPRO, this Medical Mission not only provided medical and dental care to its participants, but also focused on preventative measures by introducing and encouraging healthy behaviour for children among parents and caregivers through interactive health classes. The health classes utilized Garantisadong Pambata flipchart, a practical job aid developed by HealthPRO in 2011, reaching a total of 500 participants over a two-day period with key health messages on exclusive breastfeeding, complementary feeding, complete and timely immunization, Vitamin A supplementation, handwashing, deworming, toothbrushing, proper waste disposal and much more. Aimed to stimulate friendly and informal atmosphere between facilitators and participants, health classes reinforced healthy behaviors and clarified and corrected misconceptions and unhealthy practices.

In the Visayas, HealthPRO supported the Philippine Nurses Association Capiz Chapter Nurse-Leaders' Summit which aims to commit Filipino nurses in the region to take initiative and active role in achieving the targets of UN Millennium Development Goals. FP, SM and GP materials were displayed at the venue while 2,000 FP and SM leaflets were distributed to the participants.

HP Visayas assisted USAID OH and CHD8 in the preparation of the Ambassador's visit during the celebration of Leyte Landing in the province. HealthPRO ensured that all communication materials

distributed to the province were displayed properly and appropriately in the venue where the activity was done.

In response to the flooding in Cagayan de Oro and Iligan mid-December 2011, Ten Four affiliated with a professional group, the Philippine Guidance and Counseling Association (PGCA), helped flood victims of Typhoon Sendong in Cagayan de Oro and Iligan Cities. Both PGCA and Ten Four have linked with the Department of Social Welfare and Development (DSWD) to coordinate stress debriefing efforts. Realizing the opportunity to provide health information to victims in evacuation centers, HealthPRO partnered with PGCA and Ten Four by developing a simple, user-friendly job aid for non-health personnel who will conduct individual trauma counseling. Dubbed “Say and Save: Life-saving Tips after a Disaster”, this job aid focuses on infection control/hand washing, water and sanitation and maternal and child health messages. DOH NCHP and USAID approved the job aid, which was immediately reproduced and shared with the counselors.

PROJECT MANAGEMENT

LOCAL REPLICATING AGENCIES

HealthPRO reviewed LRA reports and conducted close-out meetings throughout the quarter, in preparation for the end of contract of several LRAs and possible no-cost extension. They also continued providing assistance and guidance to LRA activities. The table below provides the list of LRAs and the end of their contracts with HealthPRO.

| Province | LRA | Term of contract |
|-------------------|-----------|-----------------------------|
| LUZON | | |
| Bulacan | FETPAFI | Apr 1, 2011 - Jan 31,2012 |
| Pangasinan | FETPAFI | Apr 1, 2011 - Jan 31,2012 |
| Albay | MIDAS | Sep 2, 2011 - Apr 1, 2012 |
| Tarlac | FETPAFI | Oct 3, 2011 - Apr 2, 2012 |
| Nueva Ecija | FETPAFI | Sep 20, 2011 - Apr 4, 2012 |
| VISAYAS | | |
| Capiz | GRF | Apr 1, 2011 - Jan 31,2012 |
| Neg. Oriental | NeoFPRHAN | Apr 1, 2011 - Jan 31,2012 |
| Neg. Occ. | NCP | Apr 1, 2011 - Jan 31,2012 |
| Aklan | GRF | Sep 20, 2011 - Apr 4, 2012 |
| Samar | NCP | Apr 15, 2011 - Apr 14, 2012 |
| Leyte | NCP | Apr 15, 2011 - Apr 14, 2012 |
| MINDANAO | | |
| Compostela Valley | IPHC-DMSF | Mar 16,2011 - Jan 15, 2012 |
| Davao del Sur | IPHC-DMSF | Mar 16,2011 - Jan 15, 2012 |
| Sarangani | MFI | Mar 16,2011 - Jan 15, 2012 |

| Province | LRA | Term of contract |
|---------------------|------------|-----------------------------|
| South Cotabato | MFI | Mar 16,2011 - Jan 15, 2012 |
| Zamboanga del Sur | MUCEP- | Mar 21, 2011 - Jan 20, 2012 |
| Misamis Oriental | GRF | Sep 16, 2011 - Mar 31, 2012 |
| Zamboanga del Norte | GRF | Sep 16, 2011 - Mar 31, 2012 |
| Zamboanga Sibugay | GRF | Sep 16, 2011 - Mar 31, 2012 |
| Bukidnon | IPHC-DMSF | Sep 2, 2011 - Apr 1, 2012 |
| Misamis Occ. | MUCEP | Sep 2, 2011 - Apr 1, 2012 |
| Agusan del Norte | EDCADs | Sep 20, 2011 - Apr 4, 2012 |
| ARMM | | |
| Maguindanao | UNIPHYL | Mar 7, 2011 - Mar 6, 2012 |
| Lanao del Sur | AMDF | Mar 7, 2011 - Mar 6, 2012 |
| Basilan | HDES | Mar 7, 2011 - Mar 6, 2012 |
| Tawi-Tawi | Nisa UHFBI | Mar 28, 2011 - Mar 27, 2012 |
| Sulu | WAQAF | Mar 28, 2011 - Mar 27, 2012 |

STRATEGIC COORDINATION

HealthPRO prepared and sent out the weekly media monitoring report to other CAs and DOH throughout the quarter. HealthPRO also attended COTR meetings, COP meetings and other inter-CA meetings, including the MDG Strategic Breakthrough Strategic Planning and DOH meetings. HealthPRO also provided TA to breakthrough provinces and regional counterparts in the completion of their Kalusugan Pangkalahatan (KP) plans.

HealthPRO regularly submitted weekly highlights and three of these were included in the weekly Philippine Report during this reporting quarter: 1) Health Promotion Caravan Reaches Over 30,000 Beneficiaries in its First Year, 2) USAID supports initiative to fight HIV/AIDS, and 3) Reaching Indigenous Couples with Birth Spacing Messages in Mindanao. In addition, HealthPRO prepared technical write-ups on male involvement for family planning, maternal and child health, and World AIDS Day as themes of the month for USAID/Philippines website.

MONITORING AND EVALUATION

HealthPRO continued to track HPC data through monitoring visits and HEPO Quarterly Conferences. Initial data gathered showed the following. More than 232,000 individuals were counselled mostly on FP, and a few on MNCHN and TB. (Please refer to Annex 3 for a more detailed presentation of people counselled.)

In line and in compliance with the ICV principles, HealthPRO conducted 87 ICV monitoring visits in Visayas, Mindanao and ARMM. No vulnerabilities were noted.

alternative avenues to reach its goals. This is also partly influenced of late, with the ongoing high profile discussions on the Reproductive Health Bill.

- The provincial HEPO position is a crucial role in HPC implementation, yet in some provinces, the persons assigned to the position do not have the necessary skills to enable them to deliver their tasks while in some provinces, the municipality or city have no definite HEPO-designates where different persons attend the HQM, upsetting the continuity of participation, representation and skill building.
- In some municipalities, new guidelines on the use of the 20% Development Fund has been cited as limiting the LGUs participation in HPC activities, as this is where they usually charge their transportation to attend training and for supplies for health events.
- At the LGU level, HPC activities sometimes conflict or overlap with other activities of the C/MHO and the PHO team which resulted to postponement of some major activities including training of HSPs and BHWs, and holding of health classes. HealthPRO is working at fast tracking implementation of activities in the provinces.

ANNEXES

ANNEX 1: PROGRESS INDICATORS

| Component Activities | Indicators for Reporting | FY 2012 Target | Quarter 1 (Oct 1, 2011 – Dec 31, 2011) Target | Quarter 1 (Oct 1, 2011 – Dec 31, 2011) Accomplishment |
|--|--|---|---|---|
| Area 1 - BCC IMPLEMENTATION AND SUPPORT | | | | |
| IPC/C and Community Mobilization | (OP) Number of people counselled in FP | 700,000 individuals counselled on FP for OP report + 250,000 counselled under scale up of FP counseling through POS-OTC counseling sessions | 200,000 counselled + 125,000 POS OTC | Data to be collected |
| | (OP) Number of individuals (MSMs, IDUs) reached with community outreach that HIV/AIDS prevention programs that are focused beyond abstinence and/or being faithful | 100 IDUs 3000 MSMs (w/HGOV) | 1000 MSMs | Data to be collected |
| | (LRA) Number of individuals mobilized by community groups for IPC | 23,420 | 8,000 | Data for consolidation |
| Local Media Mobilization and Health Campaigns | (OP) Number of people that have seen or heard a USG supported FP/RH message | 6,000,000 | 1,000,000 | Data for consolidation |
| | (non-OP) Number of people that have seen or heard a USG supported MCH message | 3,000,000 | 500,000 | Data for consolidation |
| | (non-OP) Number of people that have | 3,800,000 | (to begin in Q2) | - |

| | | | | |
|-------------------------------------|---|----------------------------|------------|--|
| | heard or seen a DOTS-related message | | | |
| | (non-OP)Number of LGUs celebrating MCH special events | 25 LGUs and ARMM | 3 LGUs | For validation (3 Luzon; 5 Visayas; 3 Mindanao) |
| | (non-OP)Number of LGUs celebrating HIV/AIDS special events | 4 sentinel sites | 2 sites | 2 sites (QC, Cebu) |
| Enhancing Competency of HSPs | (LRA) No. of HPS provided technical update | Actual | Actual | Data for consolidation |
| | (LRA) No. of group mentoring sessions conducted by nurses/HEPO designates provided technical assistance. | 110 sessions | 50 | Data for consolidation |
| Area 2 - CAPACITY BUILDING | | | | |
| IPC/C | (OP) Number of people trained in FP, MH, CH and DOTS | 1,000 HSPs (HealthPRO) | 500 (HPRO) | For validation (77 Luzon 77 Visayas 105 Mindanao) |
| | (LRA) Number of community volunteers trained in IPC | 13,920 BHWs | 7000 | For validation (2366 Luzon 2252 Visayas 5181 Mindanao) |
| Community Mobilization | (non-OP) Number of individuals trained to promote HIV/AIDS prevention | 539 | - | Data to be collected |
| | (non-OP) Number of individuals trained in HIV-related community mobilization for prevention care and/or treatment | 387 (among MARPs, w/ HGOV) | - | Data to be collected |
| | (LRA) LRA) Number of staff of LRA, PHO, CHD and community groups oriented/trained in | 100 | 50 | Data for consolidation |

| | | | | |
|-------------------------|---|----|----|--|
| | community mobilization | | | |
| Health Campaigns | (LRA) Number of provincial and municipal special health events assisted | 42 | 22 | For validation (11 Luzon 12 Visayas 11 Mindanao) 2 LBK |

ANNEX 2: SUMMARY OF HEALTH EVENTS CONDUCTED DURING THIS QUARTER

| LGU | Campaign and Event Title | People attended (some data TBC) | Additional media coverage |
|---------------------------------|---|-----------------------------------|---|
| LUZON | | | |
| Angat, Bulacan | Safe Motherhood (Pabingo) | 50 mothers | Coverage by a local cable in Malolos (Pop. Base: 2,826,926) |
| Angat, Bulacan | Pabingo sa Kalusugan | 102 mothers and fathers | No media coverage |
| Malolos, Bulacan | Safe Motherhood | 59 mothers | Coverage by a local cable in Malolos (Pop. Base: 2,826,926) |
| Bamban, Tarlac | Buntis Christmas Party | 43 mothers | No media coverage |
| Capas, Tarlac | Buntis Christmas Party | 42 mothers | No media coverage |
| Pantabangan, Nueva Ecija | 3-5 Taong Agwat Dapat, and Pagsugpo sa TB | 64 participants with 15 partners | No media coverage |
| Talugtug, Nueva Ecija | Bantay Kalusugan Karaban (SM/FP) | 150 participants with 10 partners | No media coverage |
| Llanera, Nueva Ecija | Balik Tanaw sa Kalusugan | 132 participants with 9 partners | No media coverage |
| Licab, Nueva Ecija | Safe Motherhood and Family Planning | 79 participants with 7 partners | No media coverage |
| San Pablo, Isabela | Safe Motherhood | 82 participants | No media coverage |
| VISAYAS | | | |
| Banga, Aklan | Launch of E-GP “Lakad Buhay Kalusugan” | 211 participants | PIA |
| Tangalan, Aklan | Launch of E-GP “Lakad Buhay Kalusugan” | 114 participants | No media coverage |
| Malay, Aklan | GP (with integration of MNCHN including health class on FP) | 66 participants | No media coverage |
| Nabas, Aklan | “Hot Mama, Cool Papa Day” Buntis Congress | 123 participants | No media coverage |
| Kalibo, Aklan | Health Advocacy Week | | TV- ACTV Aklan Cable |

| | | | |
|---|--|----------------------------|---|
| | 2011 | 1,706 | TV, Aklan Headlines Cable TV Print-Aklan Reporter, PIA, Madyaas Pen, Panay News Radio-Bombo Radyo, IBC Radio,CDIS Radyo Est. 300,000 |
| Balete, Aklan | “Hot Mama, Cool Papa Day, Love ko si Mister, Love ko si Misis” | 94 participants | No media coverage |
| Getafe, Bohol | Health Event on Responsible Parenting and Family Planning | 100 | No media coverage |
| Antequerra, Bohol | Regional e-GP launch | 195 adults 220 children | Radio guestings in DYSS Super Radyo Cebu (est. reach- 500,000) DYAR Sunshine Radio- (est. reach- 100,00) |
| Dumalag, Capiz | E-GP launching | 217 participants | PIA (online) Radio guesting in DYOW Bombo radyo (est. reach 679, 220) |
| Cuartero, Capiz | E-GP launching | 185 participants | PIA online |
| Roxas City, Capiz | E-GP launching | 160 participants | PIA online |
| Maayon, Capiz | E-GP launching | 185 participants | PIA online |
| Mambusao, Capiz | E-GP launching | 230 participants | PIA online |
| Dao, Capiz | Buntis Congress integrating FP | 45 males 105 females | No media coverage |
| San Carlos City, Negros Occidental | Buntis party | 47 pregnant women | No media coverage |
| Escalante City, Negros Occidental | Buntis party | 41 pregnant women | No media coverage |
| Toboso, Negros Occidental | Buntis party | 62 pregnant women | No media coverage |
| Sipalay City, Negros Occidental | E-GP launching | 150 participants | No media coverage |
| Hinoba-an, Negros Occidental | E-GP launching | TBC | PIA, Sunstar, Visayas Daily Star |
| Kabankalan, Negros Occidental | E-GP launching integrating FP | 350 participants | PIA, Sunstar, Visayas Daily Star |
| Cauayan, Negros Occidental | E-GP launching | 317 participants | No media coverage |
| Basay, Negros Oriental | EGP launching | 83 participants | No media coverage |

| | | | |
|--|---|------------------------------------|---|
| Carigara, North Leyte | Municipal EGP launching | 131 adults 185 children | No media coverage |
| Abuyog, North Leyte | Buntis Party integrating FP | 75 pregnant women 7 male spouse | PIA, Leyte Samar Daily Express |
| Tanauan, North Leyte | Search for Healthy Mama 2011 | 71 participants | No media coverage |
| Julita, North Leyte | Couples Day out | 49 female spouse 12 male spouse | No media coverage |
| Paranas, Samar | Buntis Congress party (integrating FP) | 75 participants | PIA region 8, Samar news zamboanga.com, Samar weekly express |
| Basey, Samar | Buntis Party integrating FP | 94 pregnant women | PIA region 8, Samar news zamboanga.com, Samar weekly express |
| Daram, Samar | Buntis Congress | 122 pregnant women | PIA region 8, Samar news zamboanga.com, Samar weekly express |
| Cebu City | World AIDS Day | 3,000 people | ABS-CBN, TV 5, Sunstar Cebu |
| MINDANAO | | | |
| Ipil, Zamboanga Sibugay | Buntis Bonanza | 127 participants | No media coverage |
| Ipil, Zamboanga Sibugay | Provincial Nutrition Fair/ GP Launch | 253 participants | No media coverage |
| Imapsug-ong, Bukidnon | FP Health fair | 92 participants | No media coverage |
| Dipolog City, Zamboanga del Norte | Buntis Congress | 69 pregnant | No media coverage |
| Dipolog City, Zamboanga del Norte | 1 st Provincial Health Summit | 432 participants | Playing of radio plugs and spots before and during the event on the actual day (est reach: 400,000) DXFL-FM, DXAA-FM,DXAQ,DXKD (est reach: 500,000) |
| Gutalac, Zamboanga del Norte | LBK | TBC | No media coverage |
| Surigao, Agusan del Norte | Regional Launching of FP Wave 2 Materials | 74 participants | TV: ABS-CBN (local, Butuan-based) |
| Butuan City, Agusan del Norte | FP/Healthy Lifestyle/Centennial Fun Run | 1,200 participants | ABC 5 : (local, Butuan-based) (Base population: 2,293,480) |
| Butuan City, Agusan del Norte | FP/KP Launching and Orientation | 71 participants | |
| RTR, Agusan del Norte | FP/MNCHN/SM Launching | 186 participants | |

| | | | |
|--|---|---|---|
| Dona Telesfora, Tubay, Agusan del Norte | GP health event | 168 participants | No media coverage |
| Nasipit, Agusan del Norte | FP/ SM Buntis Forum Advocacy | 116 participants | No media coverage |
| Alabel, Sarangani | Provincial Launching of FP Wave 2 Communication Materials | 159 4Ps beneficiaries | No media coverage |
| Kiamba, Sarangani | Municipal Launching of FP Wave 2 Communication Materials | 300 4Ps beneficiaries | Local cable operator reached Poblacion area only (base population is 53,040) |
| Tampakan, South Cotabato | Safe Motherhood: “ First Buntis Congress” | 280 participants | DXKI (est reach: 100,000) Radyo Rapido (est reach: 750,000) DXKI (including the playing of FP Wave 2 radio spots and plugs) DXKI (est reach: 100,000) |
| Nabunturan, Compostela Valley | GP Launching | 100 pre-schoolers and grade school pupils | No media coverage |
| Mt. Diwata, Monkayo, Compostela Valley | Safe Motherhood | 128 pregnant women | No media coverage |
| Malalag, Davao del Sur | Launching of Family Planning | 194 individuals | Charm Radio (est reach: 100,000) Charm Radio (including the playing of FP Wave 2 radio spots and plugs – twice a day) (est reach: 100,000) |
| Sulop, Davao del Sur | Safe Motherhood | 214 individuals | Charm Radio (est reach: 100,000) Charm Radio (including the playing of FP Wave 2 radio spots and plugs – twice a day) (est reach: 100,000) |
| Sta. Cruz, Davao del Sur | Buntis Congress | 96 pregnant women | No media coverage |
| ARMM | | | |
| Maguindanao | LBK | 3,700 individuals | Coverage by TV Patrol Central Mindanao (3 consecutive days) |

ANNEX 3: NUMBER OF PEOPLE COUNSELLED

| Province | Counselled on | Number of people counselled (partial, data gathering ongoing) |
|--------------------------|---------------|--|
| Albay | FP | Data being collected |
| Bulacan | FP | 6,881 |
| Pangasinan | FP | 7,223 |
| Tarlac | FP | 7,495 |
| Nueva Ecija | FP | 3,233 |
| Cagayan | FP | Data being collected |
| Isabela | FP | Data being collected |
| Aklan | FP | 3,519 |
| Bohol | FP | 1,835 |
| Capiz | FP | 294 |
| Negros Occidental | FP | 1,578 |
| Negros Oriental | FP | 14,281 |
| Leyte | FP | Data being collected |
| Samar | FP | 284 |
| Agusan Norte | FP | 3,284 |
| Misamis Oriental | FP | 3,410 |
| Zamboanga Norte | FP | 786 |
| Zamboanga Sibugay | FP | 1,330 |
| Sarangani | FP | 8,752 |
| South Cotabato | FP | 14,465 |
| Zamboanga Sur | FP | 13,058 - LRA sites; 7,843 - Non-LRA Sites |
| Davao Sur | FP | 13,433 |
| Compostela Valley | FP | 41,035 |
| Zamboanga Sur | MNCHN and TB | LRA sites: 18,111 Non-LRA sites: 25,470 |
| Davao Sur | MNCHN and TB | 3,965 |
| Compostela Valley | MNCHN and TB | 43,594 |