

SUCCESSFUL COMMUNITIES FROM RIDGE TO REEF

World Wildlife Fund

**SEMI-ANNUAL REPORT
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Acronyms

ALT-Energy	Andrew Lees Trust-Energy
AMREF	African Medical and Research Foundation
ANGAP	<i>Association Nationale pour la Gestion des Aires Protégées</i>
ASOS	<i>Action Santé Organisation Secours</i>
BHWs	Barangay Health Workers
CBD	Community Based Distribution Agent (for FP/RH & PHE)
CC	Champion Commune Approach (in Madagascar)
CHW	Community Health Worker (in the Philippines)
CIREEF	<i>Circonscription de l'Environnement et des Eaux et Forêts</i>
CSB	<i>Centre de Santé de Base</i>
DCM	Community Pharmacy Depot Agents
DOH	Department of Health
ESU	Endangered Spaces Unit, World Wildlife Fund
FPAS	Family Planning Action Session (a FP/RH community mobilization technique supported by Save the Children Philippines)
FP/RH	Family Planning/Reproductive Health
FY	Fiscal Year
IEC/ICEC	Information, Education, and Communication
IUD	Intra Uterine Device
KMNR	Kiunga Marine National Reserve
LGU	Local Government Unit
M&E	Monitoring and Evaluation
MOA	Memorandum of Agreement
MoH	Ministry of Health
NSV	Non-Surgical Vasectomy
PCD	Communal Development Plans
PE	Population and Environment
PHE	Population, Health and Environment
PHE-TWG	PHE Technical Working Group
PSI	Population Services International
RHU	Reproductive Health Unit
RMMRCG	Roxas Marine Mammal Rescue and Conservation Group
SAGE	<i>Service d'Appui à la Gestion de l'Environnement (Fampandrosoana Maharitra)</i>
TAFa	<i>TAny sy FAmpanandrosoana</i>
TBA	Traditional Birth Attendant
VS	Voahary Salama
WWF	World Wildlife Fund

1 Introduction

This is the fifth semi-annual report for World Wildlife Fund (WWF) 's project Successful Communities from Ridge to Reef, funded under cooperative agreement GPO-A-00-03-00008-00 by the Office of Population and Reproductive Health in USAID's Global Health Bureau.

In FY08, WWF and partners Action Santé Organisation Secours (ASOS), Family Health International (FHI) and the Ministry of Health (MoH) in Lamu District, Kenya continued to carry out integrated population and environment activities in two Africa/Madagascar project sites established in FY04 – the Spiny Forest of Madagascar and the Kiunga Marine National Reserve (KMNR) of Kenya, respectively. The project in Palawan, Philippines in the Coral Triangle, established in FY05, has also continued to facilitate expanded access to family planning and reproductive health while improving management of marine resources, in collaboration with the Local Government Unit of Roxas District, and following technical assistance from Save the Children.

During the first half of FY08, the Spiny Forest, Madagascar PHE Project successfully coped with the challenge of a new national policy that provides free contraceptives and showed excellent progress on institutionalizing changes that improve access to FP for remote communities. The Project successfully advocated relevant Ministries to enable CBDs to continue selling commodities and maintain motivation; brought improved official recognition to CBDs; and ensured adequate supplies of commodities will continue to be available to them. Increases can already be seen in estimated CPR, adoption of fuel saving stoves, and tree planting. In one project area, more than 3000 trees were planted by motivated households, representing an area of 3 ha of reforested land.

In Kiunga, Kenya the PHE Project of Coastal East Africa made notable progress with the launching of the Project's new partnership with Family Health International (FHI). Through an FHI- supported survey and increased capacity building, a refined sustainability plan is now in place that aims not only to maintain the improved flow of FP supplies to communities, but also to maintain and improve the flow of maternal, child, and general health supplies and services (note that this site receives funding from both USAID and Johnson & Johnson, so there is a broad-based health program). Local stakeholders are feeling more confident than ever that WWF and the Kenyan Wildlife Service- a key partner in effective reserve management- are helping to sustain communities' long term health, ensuring that marine reserve management efforts will continue to be successful.

In Palawan, Philippines in the Coral Triangle, in collaboration with the Local Government Unit, the PHE Project has now established seven marine protected areas in the municipal waters of Green Island Bay- all with management plans, budget allocations and legislation from barangay and municipal councils. The financial statement for the first year of operation of the FP commodity distribution system was marked by positive indications of a sustainable system: barangay incomes increased by 4%, and community-based distributors' incomes increased by 10%.

The population analysis component is now well-advanced. In the first half of FY08, evaluation visits were made to Kenya, Philippines and Madagascar as well as five other countries with PHE projects funded by Johnson & Johnson. A draft evaluation report was completed by the consultant, a workshop was held with Africa/Madagascar WWF PHE practitioners in which lessons were shared, the communications strategy was refined and advances were made on WWF's health and conservation manual. The Madagascar scaling up case study was disseminated to key participants in the East African PHE conference. The conference was a valuable networking and capacity building occasion for WWF project staff.

Following is a summary of project status and highlights from the first half of FY08.

2 Madagascar

Overview and Highlights

After the reorientation of WWF's PHE project strategy that followed WWF Madagascar's June 2006 internal evaluation of PHE, WWF has made substantial progress on mobilizing Spiny Forest communities to achieve the "small doable actions" (as described in previous PHE reports) of their Champion Commune (CC) plans.

Through the first half of FY08, communities continued to implement the CC process initiated at the end of 2006. ASOS agents continue to carry out monthly monitoring of participating Communes, noting successes and challenges. Two of these visits are considered formal follow-up monitoring visits (at 100 days and 200 days after inception), and in these visits it was noted that health and FP results have already surpassed anticipated outcomes in almost all of the communes. Progress on other CC objectives was positive, and environmental outcomes were keeping pace with achievement of other CC objectives.

WWF and several regional partners joined efforts to conduct a participatory audit of ASOS. The purpose of this audit was to improve ASOS's capacity to manage field operations and to contribute to the NGO's long-term viability as a leading local provider of non-governmental social services in this vast, remote, and deeply marginalized part of the country. WWF mobilized a large group of ASOS donors and partners to develop the scope of work for the audit, and is now working to sensitize ASOS to the results and help the NGO to make necessary changes. The audit proposed project portfolio management standards, and recommended strategies for implementing them. Although the report has only recently been finalized, as a result of the audit WWF has noted improvements in ASOS's monitoring of health, family planning and integrated activities during this period.

Strategic Objectives

Objective 1: To internalise PHE at all levels (community, commune, region, national level and amongst WWF Projects/programs)

Objective 2: To improve family planning and reproductive health knowledge, services, and use in priority areas of the ecoregion

Objective 3: To increase capacity and responsibility of communities to effectively manage natural resources in priority areas of the ecoregion

Objective 4: To improve sustainability of operations in priority areas of the ecoregion

Activity Status

Activity No.	Status	Comments
<i>Activity 1.1 Improve coordination of PHE programs</i>	On Track	Sub-regional coordination meetings were held on a bi-monthly basis between WWF and ASOS, and with regional partners Santenet, Care, USAID, and PSI. The meetings have helped better coordinate activities, motivate project volunteers and improve reporting. No of new PHE policies implemented: 0 No. of new PHE partnerships formed: 1 (ASOS partners Santenet, CI, CARE, Alliance USAID Anosy/JARIALA were actively involved in the ASOS Audit led by the PHE project)
<i>Activity 1.2: Implement Champion Commune (CC) approach</i>	On Track	In the 4 target Communes, the 100 and 200 day monitoring visits were carried out in August and December respectively. Good progress has been made: For example, in one of the Tular sites, at the 100 day visit, 97% of the 3347 children targeted for Vitamin A had already been reached and 120 of 201 households were using fuel saving stoves.
<i>Activity 1.2.1: Facilitate participatory identification of priority actions/objectives</i>	Completed	100% of PHE communes and sites defined health and environmental objectives and relevant indicators as part of the CC process.
<i>Activity 1.2.2: Identify/train local actors in PHE tools & CC process</i>	On Track	Last year all CC monitoring committees received training. During this period, refresher trainings were provided to them monthly.
<i>Activity 1.2.3: Provide CC volunteers with PHE communications/M&E</i>	On Track	100% of volunteers are using communication tools on health provided by Santenet, and monitoring and social marketing tools provided with training given by the Project. The Project is now developing and reproducing

		environmental communication tools. Volunteers are also using management tools such as the FP check list obtained through the USAID-funded Info Project.
<i>Activity 1.2.4: Facilitate creation of and support M&E committees for CC</i>	Completed	100% of PHE communes now have operational CC monitoring committees. All members have been provided with CC and IEC tools. Two M&E trainings also held for all CBDs and Animators.
<i>Activity 1.2.5: Support communities in follow-up</i>	On Track	Monthly monitoring and coordination meetings held in each commune. All Communes have so far reached 50 to 75% achievement of their CC objectives (the process is not yet complete).
<i>Activity 2.1: Enhance targeting of FP/PHE in communities</i>	On Track	FP early adopter testimonies organized. Folkloric songs and poems are increasingly used for communicating messages.
<i>Activity 2.2: Strengthen PHE CBD Capacity</i>	On Track	Initial training held in May 2007. Monthly visits used to provide refresher training to CBDs.
<i>Activity 2.2.1: Provide refresher training to CBDs</i>	On Track	100% of volunteers trained or given refresher training in using early adopter testimony " as an awareness raising technique, FP/RH select topics, use of IEC tools, management, and activity planning.
<i>Activity 2.2.2: Help CBDs recruit new users</i>	On Track	Social mobilization days organized to help raise awareness. In August, collaboration between Santenet and Minsa led to use of a new approach in which new FP users invite 3 potential new clients each to monthly meetings. No. of new users: 240 to 510 Estimated CPR: 19% (11.5% in June 2007) CYP: 65.4 (54.4 in June 07)
<i>Activity 2.2.3: Monitor/mentor CBDs</i>	On Track	At the beginning of the new phase, 100% of CBDs were regularly monitored by supervisors and doctors. Once they achieved sufficient skill levels frequency of visits was brought down to once per month.
<i>Activity 2.2.4: Facilitate CBD/MoH collaboration</i>	On Track	In addition to formal lists of CBDs now being managed by MoH-funded clinics, CBDs now have badges provided by the MoH- in recognition of their new official

		capacity as government-supported outreach workers. Joint missions on awareness and monitoring have also been organized that include government health staff and CBD volunteers.
<i>Activity 2.3: Improve access to FP commodities/ health supplies</i>	On Track	At the beginning of the project, start-up kits for CBDs were provided by PSI and CBDs earned a small profit from sales of FP commodities. In August, the national government passed a policy that all FP products shall be provided free of charge through government health centers. Now, CBDs receive free products in exchange for reports, but through Project negotiations at the Ministry level, they are able to continue selling products at half the price. This ensures continuous motivation and access for remote communities.
<i>Activity 2.4: Improve FP/RH Quality of Care</i>	On Track	A variety of FP products are available to CBDs through health centers. Stockouts are being prevented through maintenance of “security” stock at the District level. In Dec. 07, the Project signed an agreement through Voahary Salama/USAID that will allow distribution of depo-provera through CBDs, starting in Feb. 08.
<i>Activity 3.1: Promote energy saving stoves among rural households</i>	On Track	Demonstration sessions have been increased to promote repair of old stoves and new construction; 21 PHE radio shows sponsored promoting the stoves and including testimonies from users; hundreds of fliers distributed to promote benefits of stoves; adoption rates have increased from 6% in Feb. 07 to 16% in Dec. 07.
<i>Activity 3.2: Encourage and support tree planting</i>	On Track	In Fort Dauphin (FTU), community-based reforestation efforts have led to 150 households planting more than 3000 indigenous trees (almost 3 ha. area); this process will continue through appointed reforestation managers in each site. In Tulear (TLE), radio shows and provision of seedlings continues to promote success of tree nurseries. The Project provides pots for seedlings, GTZ provides seedlings.

<i>Activity 3.3: Support set up and/or with local authorities enforce community system to protect from bush-fires</i>	On Track	60 forest guards trained in fire-fighting and given official badges from the forest administration; pre-existing but defunct local development committees were revived and also trained in fire fighting. Tools developed/ provided to give all the ability to monitor.
<i>Activity 3.4: Continue promotion of CBNRM/ establishment of System of Protected Areas (SAPM)</i>	On Track	There are now 9 community-based natural resource management (CBNRM) processes in 10 sites of FTU, and in TLE, 1 contract was signed on Oct. 06. Several sites are not progressing because of disputes about the limits of particular zones; the Project facilitated consensus building by organizing meetings among relevant stakeholders, and now the processes are progressing again. Volunteers continue to promote CBNRM.
<i>Activity 3.5: Use population-health awareness sessions to promote conservation</i>	On Track	2 skits organized in 2 communes to show interdependence of human health and biodiversity, and was sent for broadcasting by the radio program; 3 folkloric songs also used to promote linked messages; WWF and ASOS also conducted joint missions to several sites to disseminate linked messages
<i>Activity 3.6: Promote use of bricks in house construction</i>	On Track	10 farmers trained in brick-making and masonry, to serve as models; association formed to generate income from the activity; 2 brick houses now built
<i>Activity 4.1: Ensure continuous motivation of FP/RH CBDs</i>	On Track	Mentioned above, CBDs can still sell FP commodities for a small profit, however the Project deemed this insufficient as motivation. Trainings and provision of IEC materials is helpful, but the Project is also exploring other income generating activities for CBDs.
<i>Activity 4.2: Facilitate collaboration with public institutions (See 2.2.4)</i>	On Track	Proportion of MoH clinics within project area for which certified lists of CBDs are available: 100% No. of times that CBDs and MoH agents contact each other per month: 1
<i>Activity 4.3: With MoH coordinate supply of contraceptives/basic medicines to CBDs (See 2.3)</i>	On Track	The flow of supplies has generally been good since the change in national policy that made contraceptives free. However the project had to advocate the Ministry to increase commodity quotas for health

		centers in the project area so that CBDs would have sufficient supplies.
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Challenges and Lessons Learned

Sustainability is a major challenge. It is evident that behavior change on FP, health and environmental issues promoted by the project is still in the early stages. The communities are highly traditional, often lack basic health care, and still experience high levels of instability and risk in their daily lives. As a result the project is not yet sustainable; a large challenge is to find continued funding.

In the coming months WWF will intensify communication efforts on successes and best practices of the project. Success stories will be collected, monitoring will be strengthened, recommendations of the ASOS assessment will be prioritized, and WWF will make every effort to identify partners for moving forward. One example of such a partnership is that the PHE project will form an alliance with the WWF Explore program. Through the program, international volunteers will visit PHE sites, support awareness-raising, and produce quality communication tools that can be used for advocacy.

Lessons have included:

- The benefits that CBDs derive from distributing FP commodities are insignificant compared to the challenges they face in everyday life. If the project is scaled up, the PHE project needs to find more substantial forms of motivation for them. This includes gathering more data on how income generating activities have benefited CBDs.
- The participatory approach and a win-win partnership with implementing partners are keys to successful achievement of anticipated outcomes. This was demonstrated by the participatory nature of the organizational assessment of ASOS recently conducted. ASOS and its partners were actively engaged in the process, and as a result all partners felt that the assessment had a greater effect on ASOS ability to self-reflect.

3 Kenya

Overview

This year the Kiunga PHE project continued to improve access to quality family planning, reproductive health, and general health care for the remote communities in and around the KMNR. From the beginning of the project, WWF worked closely with the Kenyan Ministry of Health (MoH) and African Medical and Research Foundation (AMREF) to provide this care, complementing the USAID-supported activities with general health resources provided by Johnson and Johnson. The partnership with AMREF ended after the third year (due to AMREF’s high operational costs and continuing fears of insecurity), but throughout FY07, the project’s mobile clinic and other PHE activities proceeded uninterrupted. WWF’s strong partnership with the MoH, the project-trained community-based distributors (CBDs), and a new relationship with Family Health International (FHI) made this possible. WWF’s new partnership with FHI has led to

significant improvements in capacity. It is clear that FHI is committed to overcoming the challenges experienced by AMREF. (FHI is the consortium lead in the USAID-funded Kenya Coast Province AIDS, Population, and Health Integrated Assistance Program (APHIA II)).

At the beginning of FY08, when the WWF-FHI partnership was just being launched, FHI advised the project to carry out a health facility and community needs assessment. FHI provided a needs assessment tool that the project partners tailored to the Kiunga area. As a result of the assessment, WWF and FHI have now been able to strengthen and refine the project's sustainability plan.

The assessment confirmed that existing government-supported health infrastructure in 3 of the larger target areas - in Kiunga, Kizingitini and Faza - should be further developed to provide a full range of general health care, including family planning and reproductive health. WWF and FHI agreed to support additional capacity building of staff at these facilities, with the goal of helping them reduce the cost of providing outreach services to the project's more remote target communities in and around the Reserve. The partners also agreed that this support will be reflected in the Annual Operational Plan of the MoH in the local headquarters of Lamu. This will allow the MoH to plan and forecast service provision for all facilities within their budgetary allocation if or when external funding from the project ends.

The USAID and Johnson & Johnson supported work continues to facilitate WWF's relationship with local communities and stakeholders as WWF works towards building an effective co-management structure for the Kiunga Marine National Reserve.

Strategic Objectives

Objective 1: To increase awareness and adoption of family planning and reproductive health

Objective 2: To improve institutional and infrastructural capacity for provision of quality curative and preventative health care

Objective 3: To improve community capacity for reproductive health by changing behavior and practices

Objective 4: To promote the sustainable use of natural resources, and to secure the long-term welfare of the area's habitats, species and communities.

Activity Status /

Activity No.	Status	Comments
<i>Activity 1.1: Promote RH education</i>	On Track	<ul style="list-style-type: none"> ➤ The 17 FP community based distributors (CBDs) continued to provide FP commodities to communities, with support from MoH facility staff ➤ WWF has been able to follow up on delivery of FP commodities through CBDs who were quick to complain about stockouts ➤ MoH facilities within the project catchments recorded 48 new FP users
<i>Activity 1.2: Provide integrated FP/RH</i>	On Track	<ul style="list-style-type: none"> ➤ MoH staff continued providing integrated FP/RH through mobile clinics, CBD's and Traditional Birth Attendants
<i>Activity 1.3: Provide/promote ante-natal care</i>	On Track	<ul style="list-style-type: none"> ➤ WWF/FHI is facilitating outreach clinics providing FP/RH and HIV/AIDS counseling and testing services for vulnerable target groups such as expectant mothers and youth
<i>Activity 2.1: Improve RH infrastructure</i>	On Track	<ul style="list-style-type: none"> ➤ WWF has purchased two refrigerators for storage of medicines including Oxytocin for 2 health facilities: in Kiunga and Kizingitini. This is one step towards ensuring sustainability, by helping the partners reduce costs associated with conducting outreach clinics. ➤ MoH has agreed to extend a full range of health services to the villages reached by the monthly outreach clinics (who previously were only receiving FP/RH and a limited set of health services)
<i>Activity 2.2: Continue mobile RH clinic to Boni</i>	On Track	<ul style="list-style-type: none"> ➤ WWF continued to provide facilitation for integrated outreach services by MoH to the Boni communities; this year was unusually dry which allowed the clinics to proceed uninterrupted; rains at this time of year usually make roads impassable
<i>Activity 2.3: Improve transport of contraceptives</i>	On Track	<ul style="list-style-type: none"> ➤ Through project support, the MoH has now ensured that the new Mkokoni dispensary - constructed with the project's support - is on the official list

		<p>of dispensaries to receive medical supplies from the Government</p> <ul style="list-style-type: none"> ➤ Through project capacity building, CBDs now have improved capacity to advise health facility staff on estimated quantities of FP supplies required for their respective villages
<i>Activity 3.1: Continue training community based workers/ volunteers</i>	On Track	<ul style="list-style-type: none"> ➤ More than seventeen (17) CBDs were trained in provision of youth friendly FP
<i>Activity 3.2: Provide FP/RH training to health personnel</i>	On Track	<ul style="list-style-type: none"> ➤ Five MoH staff were trained in improving access of FP to youth ➤ Many materials produced by the PHE project were shared with MoH staff during the evaluation, which helped increase MoH interest in ensuring quality health care services and access FP/RH and other general health care for the remote communities in and around the KMNR
<i>Activity 3.3: Train gender and youth groups</i>	On Track	<ul style="list-style-type: none"> ➤ WWF gender based youth meetings for over eighty (80) youth in six villages on FP/RH and environment
<i>Activity 4.1: Sensitize/mobilize communities on environmental issues</i>	On Track	<ul style="list-style-type: none"> ➤ WWF held several meetings and took fishermen representatives from the project area for an exchange and exposure tour on fisheries management in the Lake Victoria region ➤ Several meetings have been held on the importance of turtle conservation and fishermen have produced several proposals to reduce turtle nest predation in the upcoming nesting season
<i>Activity 4.2: Support/expand long term welfare of KMNR</i>	On Track	<ul style="list-style-type: none"> ➤ The involvement of the Kenya Wildlife Service (KWS) in implementation of health care activities has also improved their image as a friendlier government conservation agency. Communities' improved image of them is greatly facilitating the effectiveness of the co-management plan for the Kiunga Marine National Reserve.

Challenges and Lessons Learned

Challenges have included:

- WWF relies on the MoH to collect most of the project's FP/RH and general health monitoring data. However, due to low capacity of health staff in the remote areas served by the project, the data provided has not been as reliable as anticipated. It is believed that the error has tended to underestimate project successes. WWF had hoped that the early partnership with AMREF would improve this situation, and after AMREF's departure, WWF's PHE technical officer worked directly on this issue. This continues to be a challenge, but FHI is committed to helping the project overcome this challenge.
- WWF-Kiunga continues to experience high staff turnover. In early FY08, the PHE project coordinator departed after seven months, citing the remoteness of the area as the reason for departure. WWF is making every effort to select staff that is prepared to cope with the realities of life in the remotely situated WWF camp.

The most important lesson WWF has learned since the inception of the new partnership is that health services are more reliable and sustainability is most assured when: the project works in cooperation with the MoH to plan and execute health activities; WWF plays a coordination role; and FHI provides technical expertise and supervision.

4 Philippines

Overview

During the first half of FY08, the project made significant advances towards sustainability of project efforts.

Two accomplishments from this period are noteworthy. First, following the first year of operation of the family planning commodity distribution system established through the project, there is evidence that the system is likely to be sustainable: the system's Financial Statement showed a 4% increase in income for Barangays and a 10% increase in the incomes of CBDs. Second, as a result of PHE project inputs, seven marine protected areas in the municipal waters of Green Island Bay have now been established – with management plans, budget allocations and legislation supporting their establishment from all of the respective barangays and municipal councils.

Strategic Objectives

Objective 1: To improve FP, RH, coastal resources management and PHE knowledge and awareness among coastal communities, and build capacity

Objective 2: To improve access and infrastructure promoting FP/RH commodities and service delivery

Objective 3: To promote sustainable fishing practices and techniques among fisherfolk families and policy makers

Objective 4: To identify and develop sustainability measures to promote PHE in the municipality of Roxas

Activity Status

Activity-	Status	Comments
<i>Activity 1.1 Update household database</i>	On Track	Household database was updated last June 2007 with a CPR of 33%. Another household survey will be conducted in May-June 2008 to measure change. PMP Indicator 1.2d: 58 new FP acceptors from July-Dec 2007
<i>Activity 1.2 Identify/ recruit & train additional PHE workers for FP/RH mobilization and coastal resources monitoring</i>	Completed	Additional PHE workers - who are deputized fish wardens - were provided with paralegal training in November 2007, to improve their ability to monitor the new marine protected areas. PMP Indicator 1.2c: 32 deputized fish wardens
<i>Activity 1.3 Conduct FPAS and house visits for FP counseling</i>	On Track	In addition to inviting couples to attend Family Planning Action Session (FPAS) meetings- where they are sensitized on family planning and environmental issues- the project team and project-trained Barangay Health Worker's (BHWs) decided to conduct home visits. There are many couples with unmet need for FP who have not attended FPAS meetings, even when invited; the project hopes to achieve 100% coverage in this way. Voluntary Indicator PMP 1.1a4: 480 house visits for FP counseling were conducted during this period; 17 FPAS were conducted. Voluntary Indicator PMP 1.1a5: An additional 13% of the target population or 152 persons were reached during this period through FPAS (to date a total of 980 clients or 80% of target population) in the 7 target barangays. Only 20% more clients need to be reached for the project to reach 100% by the end of the project. 71 couples reached through FPAS conducted at the Roxas district headquarters - some of them from barangays outside of the target area.
<i>Activity 1.4 IEC materials development</i>	Completed	A brochure (Tagalog & English versions) on the Roxas PHE project was developed – canvassing for printing done. Copies of PHE studies were also ready for printing in

Activity-	Status	Comments
		December 2007. Both sets of materials will be disseminated in the second half of FY08.
<i>Activity 2.1 Forge partnership agreements with LGU, the private sector, NGOs</i>	On Track	Captains of the 7 target barangays are working with the project to share their lessons with captains in non-target barangays so that the FP commodity distribution system can be scaled up. Captains can buy-in to the system if they are willing to allocate part of their budgets to the system (it may then be matched by the LGU). This effort was launched during the December 2007 meeting of the PHE Technical Working Group.
<i>Activity 2.2 Attend meetings of the Municipal Health Board</i>	On Track	No municipal health board meetings were convened during this period.
<i>Activity 2.3 Technical assistance to FP Coordinator & CBDs for the FP commodity distribution system (FP-CDS)</i>	On Track	Financial Statement as of November 2007 for the first year of operation of FP-CDS showed 4% increase in income for the 7 target barangays and 10% increase in income for the CBDs. PMP Indicator 1.4b2: 1,517 FP commodities dispensed within the period July-Dec 2007 (1,105 cycles oral contraceptives, 195 injectables and 217 packs of condoms).
<i>Activity 2.4 Facilitate medical outreach missions in partnership with RHU & Provincial Health Office (PHO)</i>	Delayed	A medical outreach mission for permanent methods was scheduled for October 2007 but was postponed until May 08 because the medical team/NGO who conducts them was not available. The RHU, through the BHWs, is compiling a list of women/ men who would like permanent methods. PMP Indicator 1.4b1: No IUD and BTL for this period. Total new FP acceptors for this period of 58 (1.2d) is for temporary methods only
<i>Activity 3.1 Update biological information through monitoring surveys (seagrass, dugongs, and fisheries) and assessment of other habitats</i>	On Track	Fisheries data-gathering ended December 2007. Data still being analyzed. Voluntary Indicator PMP 1.1a3: 1 presentation on PHE conducted at the Philippine Human Ecology Conference in UP Los Baños, Laguna; Publications & documents: Compilation of PHE reports finalized for printing and distribution to partners; PHE brochure finalized for printing; MPA Management Plan for each of

Activity-	Status	Comments
		the 5 barangays printed and submitted to the municipal council.
<i>Activity 3.2 Develop/ distribute communication materials of previous surveys</i>	Mixed Performance	Biological reports have been reviewed/ edited and are now being laid-out for printing; printing of the popular version (brochure form) is expected by 1st quarter, 2008. MPA Management Plans (the basis for the MPAs are the biological reports) have already been printed and copies have been distributed to members of the municipal council.
<i>Activity 3.3 Draw out management actions/ policy through a planning workshop</i>	Completed	A presentation was conducted in August 2007 with all stakeholders present. Results of all project studies, surveys and GIS maps produced by the project and stakeholders were presented and discussed. PMP Indicator 1.3b4: 7 Marine Protected Areas (MPAs) in 5 barangays have been established. (the other 2 did not have areas suitable for MPAs)
<i>Activity 3.4 Support communities for improved management and protection of natural resources</i>	On Track	Patrolling of municipal waters- to protect MPAs and surrounding waters from illegal activities- conducted by the community-based fishermen's association (MMCP) and Bantay Dagat (supported by the LGU). PMP Indicator 1.3b1: Total of 172 days of patrolling by boat conducted in the municipal waters of Roxas from July-Dec 2007 (Bantay Dagat = 156 days & MMCP = 16 days) PMP Indicator 1.3b2: 17 apprehensions done by Bantay Dagat (violations: use of active gear; fishing without permit; use of fine mesh net; use of compressor). Violators will be required to pay fines and gear confiscation.
<i>Activity 3.5 Technical/ IEC support to marine mammal stranding network</i>	On Track	One (1) dugong and (1) dolphin found through reporting by communities (cause of death unknown in both cases, but communities report that strandings/ death seem to be decreasing due to improvements in community awareness of PHE linkages).
<i>Activity 4.1 Mainstreaming PHE in local development planning</i>	On Track	Presentations about the PHE accomplishments of the project for 2007 and the plan for 2008 have been presented to the Mayor and the PHE Technical Working

Activity-	Status	Comments
		<p>Group. Project trained community volunteers regularly conduct FPAS at district and barangay levels. As a result of the project, FPAS is a legal prerequisite for marriage and, for other couples with unmet FP needs, it is provided free of charge. Volunteers are prepared and motivated to train future cadres of volunteers to continue FPAS indefinitely. In previous periods, the project ensured that budgetary mechanisms in support of the FP-CDS exist at multiple levels of governance. To ensure sustainability, the Project is still discussing ideas for additional motivation for CBD and FPAS volunteers. Maps generated from studies conducted by the project, including MPAs, are now being used by the provincial government office in generating the Coastal Land Use and Water Plan (CLUWP) - a plan that integrates population and coastal resource management.</p> <p>PMP Indicator 1.4b3: (in addition to resolutions passed previously to institutionalize the FP-CDS) 5 Barangay Resolutions and 1 Municipal Ordinance have been passed on MPA establishment (includes budget allocation and adoption of Management Body and Plan).</p>
<i>Activity 4.2 Work with LGUs in allocating annual LGU budget supporting PHE</i>	On Track	<p>Environment activities of the project were allocated funds in the 2008 Annual Investment Plan of the LGU: MPA guardhouses, buoys and boats.</p> <p>Voluntary Indicator PMP 1.4: Counterpart contribution recorded from July-Dec 2007 = \$ 50,288.18</p>
<i>Activity 4.3 Support the attendance to PHE conference, national or international</i>	Still to be done	<p>Project will bring 6 partners/ individuals from Roxas to attend the PHE conference in March 2008. Paper will be presented.</p>
<i>Activity 4.4 Link LGU/MPA management bodies with other organizations & institutions</i>	On Track	<p>Voluntary Indicator SOB (USAID SO2): Roxas MPAs/ LGU networked with the MPA Support Network (MSN), a national organization which aids MPAs. A workshop on MPAs was attended by project staff and one member of the LGU during this period.</p>

Challenges and Lessons Learned

Challenges have included:

- Changes in the barangay leadership in some of the target barangays which has entailed re-orienting newly-elected officers about the project. It is still difficult for barangays to institutionalize this retraining because of the political nature of the officers.
- Delays in the passing the MPA Ordinance. It took a long time for the municipal council to conduct committee meetings about the proposed MPA ordinance, and almost half a year after the preparation of the Ordinance before it was approved and signed.

Lessons learned have included:

- Self-esteem and confidence of volunteers increases when they are constantly involved in FPAS and community or household meetings on PHE. This can be used to achieve even more for institutionalization of PHE at local levels. Some of them - including a few previously shy female volunteers - have even run for public office in the local/ barangay elections and won; they have cited their roles in PHE as the key to their increase in self-esteem. Now they are making other barangay officers and captains aware of the importance of PHE issues.
- Always be patient when dealing with partners and stakeholders even when they make it really difficult to implement project activities on time. Continuously be on the lookout for new opportunities that may help advance project goals.

5 Population Analysis of PHE Approaches and Linkages, and Capacity Building

Overview and Highlights

Work is almost complete on several of the PHE Analysis priorities that were selected at the beginning of the Project and in consultation with population and population-environment partners (the first four items below), and on the new activities that were added at the end of FY06 as a result of matching funding from Johnson & Johnson and requests from the field (the last two items below):

- Determining the value added for conservation organizations of combining FP and RH with ongoing conservation activities. This includes: documenting the current status of knowledge about PHE and creating a framework of benefits.
- Creating decision-making tool/s for conservation managers to decide when and how to integrate FP/RH into planning and program/project design. This includes an analysis of basic population trends for the WWF priority ecoregions.
- Documenting how to make PE partnerships work most effectively.
- Undertaking an analysis on how to scale up PE interventions, in which the lessons learned by WWF and other organizations doing PE projects will be considered.

- Conducting an evaluation of WWF's USAID-funded PHE projects within the context of a larger scale evaluation of all WWF's general health and conservation projects, including those funded by Johnson & Johnson.
- Producing a PHE manual for conservation practitioners that will be based on all of the above analytical results and the global evaluation.

Value-added and partnerships analysis: In the first half of FY08, an interim report from the PHE partnerships analysis was disseminated among additional selected audiences - based on demand among WWF and non-WWF conservation practitioners (full dissemination will take place once the results are integrated into more user-friendly PHE communication pieces and the manual). The value-added interviews were completed in previous periods and the analysis was almost completed during the current period. Results will be presented as a PowerPoint at the PHE conference in the Philippines in March 2008, will be integrated into the manual, and may also be used to develop further targeted communication pieces.

Tools: The final draft of the Population Trends Analysis for WWF-US's 19 new priority places- completed in the first half of FY07- was utilized in internal WWF network communications: advocating for PHE within WWF-US; responding to WWF Board members and the general public on queries about WWF's work on population issues; in a presentation to WWF US National Council members; and communicating with potential donors to the PHE program. This was the first draft to take into account the new boundaries of the WWF-US Priority Places, because those boundaries were finalized only one year prior. It is anticipated that this analysis will also be included as part of a package of final products produced by the Project's PHE Analysis component for external audiences, and will continue to build support for PHE and help prioritize PHE efforts for WWF and other actors within the conservation and health sectors.

Scaling up: substantial progress has been made on scaling up PHE. The Madagascar case study on scaling up has been disseminated to select audiences (including at the East Africa PHE conference in Addis Ababa in November 2007) and is undergoing final edits before broader dissemination. The Philippines case study was being finalized at the end of 2007 and will be disseminated at the March 2008 PHE conference in the Philippines. The findings of these case studies will be integrated into the final set of learning products WWF will finalize by the end of this year, and into WWF's PHE manual for conservation practitioners.

WWF has continued to work closely with the Population Reference Bureau (PRB) on scaling up PHE in East Africa, a regional 'living case study' where we are learning as we go. We collaborated closely in the planning of the PHE conference in Addis Ababa, played an active role in the conference, and are now utilizing the outputs and outcomes of the conference and country assessments facilitated by PRB to scale up PHE in various places.

In the US we have co-facilitated the establishment of the Policy and Practice PHE Coalition which brings together domestic and international PHE organizations. Domestic NGOs are keen to use our PHE results from the field in their advocacy work, and the coalition provides an excellent forum for exchange of results, ideas and approaches. We

hope through the coalition to be able to influence policy and fundraising for PHE. We are also trying to identify possible roles for WWF with other donors and governments, and in the global population arena (where we see our role as one of providing information and collaborating with leaders in this field). In late 2007 the group was preparing for a session on PHE and climate change at the National Council for Science and Environment's annual meeting.

Funding leveraged from J&J for the evaluation and manual (\$30,000 for each of these components during FY07 and FY08 respectively) has better equipped WWF and other conservation organizations to scale up PHE.

WWF's new PHE project in the Terai Arc of Nepal, which started in FY07 with USAID Nepal Mission funding under the Environmental Health Integrated Program task order, is already showing successful results. These include: increase in contraceptive prevalence rate (CPR) from 43 to 50%, increase in households using improved energy from 11 to 13%; and decline in acute respiratory infections referral rate from 30 to 26% in a year. The carefully designed project is complementing very effectively the existing health/livelihoods/environment work funded by Johnson & Johnson, and is helping to magnify and build on its work to reach a scale not previously possible with Johnson & Johnson funding alone. The project has smoothly integrated into the existing WWF portfolio of PHE projects, feeding lessons into the learning component and benefiting from some technical assistance from WWF-US, as well as from ADRA in Nepal. WWF Nepal is very keen to expand PHE efforts to other project sites and landscapes, and this in-country pilot experience will be very valuable.

We have now received requests from WWF offices to help replicate/scale up PHE in the Galapagos, Nepal, Cambodia, Democratic Republic of Congo, Kenya, Mozambique and the Philippines.

WWF PHE Evaluation: The WWF PHE Evaluation was carried out in the first half of FY08 by consultant David Carr of the University of California Santa Barbara, and involved meeting with 754 people and 3 regional trips to visit most of the USAID and Johnson & Johnson-funded project sites. The first trip of the Evaluation was taken in August, the second in September, and the final trip in late October and November—coinciding with the East Africa PHE Conference in Addis Ababa. Just before the conference WWF held a one-day workshop for WWF PHE staff in Africa/Madagascar, in which results of the evaluation were reviewed, an outline for the manual was discussed, the communications strategy was refined, and results and lessons were exchanged across WWF projects. The report is currently being finalized. In early 2008 work will begin on writing the manual and integrating these results into other PHE learning materials.

Capacity building: Capacity for management and for M&E in WWF's USAID-funded PHE sites continued to improve during this period, with assistance from WWF-US and newer staff.

In Madagascar, WWF-US worked closely with M&E Specialist and PHE Project Coordinator, Voahanginirina Rasoarinoro, who as manager of the PHE project, is now able to dedicate most of her time to the project. Given her M&E expertise and a

demonstrated record of success in improving field coordination of this project, this is a real asset to the project. Also, the efforts of WWF-Madagascar's newest PHE project staff, Fidy Raobelison, who is based in Ft. Dauphin rather than the capital of Madagascar, are continuing to yield substantial improvements in the quality of monitoring and communication among project staff across the vast Spiny Forest and between WWF and partner ASOS. An indicator of this success is that PMP results this year are more reliable.

The organizational audit of ASOS was implemented in the first half of FY08 as mentioned above, in order to increase ASOS's capacity.

In Kenya, WWF-US continues to work closely with the KMNR PHE project- particularly in ensuring the sustainability of FP/RH care - as WWF-KMNR recently developed a new PHE partnership with Family Health International. Our partnership with the Ministry of Health in Lamu District continues to thrive.

The evaluation provided a good opportunity for capacity building and outreach to WWF PHE projects, particularly those funded by Johnson & Johnson which had not received much support from WWF US previously. As a result of the evaluation we established a communication network of WWF PHE projects through which information, experiences and PHE materials are exchanged. A francophone subgroup enables the francophone projects to exchange news and materials such as radio program scripts, posters and health videos.

Outreach: events included:

- Presentation to WWF-US's National Council on poverty and environment in Africa with a heavy focus on population pressures and our PHE work, which was followed by lively discussion
- Distribution of WWF position paper on population to the National Council, PHE partners and others
- Plenary presentation on population, health and development issues for the environment in East Africa by Amani Ngusaru (East Africa Marine Ecoregion Coordinator) at the East Africa PHE conference; presentation of the Kiunga project PHE work at the pre-conference journalists' training session and in the conference; poster of WWF's PHE project in Madagascar at the East Africa PHE conference
- Presentation of results from *People on the Move* at the Woodrow Wilson Center, East Africa PHE conference and WWF US brown bag

Strategic Objectives

Objective 1: To analyze the value of reproductive health work in biodiversity conservation, evaluating the effectiveness of different approaches

Objective 2: To build capacity for population-environment work, especially in the conservation sector

Activity Status /

Activity No.	Status	Comments
<i>Activity 1.1: To undertake participatory strategic planning for the learning program and establishment/refinement of M&E for WWF PE sites</i>	On Track	Learning strategy completed in FY05; Ongoing M&E support provided to all existing and potential WWF PHE sites to refine PHE M&E indicators, quality, and capacity.
<i>Activity 1.2: To undertake activities to implement the population analysis strategy</i>	On Track	Partnerships review interim report disseminated to selected target audiences; value added analysis ongoing; two scaling up case studies completed; communications strategy refined; worked closely with Population Reference Bureau to organize and carry out PHE conference in East Africa.
<i>Activity 1.3: To develop a population decision-making framework and tools for field practitioners</i>	On Track	PHE manual outline drafted and refined. Tool indicating population growth rates and other factors, has continued to help prioritize WWF Ecoregions for PHE approach in the future; publication still under discussion.
<i>Activity 1.4: To continue and refine project PHE monitoring</i>	On Track	PHE M&E system developed in FY05 and being applied & continuously refined.
<i>Activity 1.5: To conduct an evaluation of all WWF's PHE projects</i>	On Track	Evaluation undertaken; final report will be available by April 2008.
<i>Activity 2.1: To support population-environment projects in WWF field sites</i>	On Track	Technical assistance, including US legal compliance guidance, provided to the 4 USAID-funded field sites (this includes the new site in Nepal). Technical guidance notes provided to field on a regular basis.
<i>Activity 2.2: To undertake networking and outreach on population/health-environment issues</i>	On Track	We have continued to raise awareness of PHE issues within WWF and beyond, with several presentations listed above.

Challenges and Lessons Learned

A continuing challenge has been that the PHE technical advisor, Cara Honzak, works only part-time. Meanwhile the size of the project portfolio supported by our two-person team increased to include the USAID-funded project in Nepal, as well as the Johnson & Johnson funded projects (due to a transfer of responsibilities within WWF US). This situation will be partly relieved when we receive a PHE Fellow for Nepal/Asia.

The evaluation has resulted in a rich set of lessons, which will be reported shortly once the report is finalized.