BIRTH AND THE NATION
USAID ASSISTANCE TO THE PHILIPPINE POPULATION PROGRAM 1973
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In the middle of March 1973, ECAFE, the United Nations Economic Commission for Asia and the Far East, warned that unless effective measures are taken now, Asia’s population will have increased by over 500 million to 2.5 billion by 1980. The Philippines is contributing its share to this population crisis. With an annual growth rate of over 3% the country faces a population increase of more than 1 million every year, an increase which economically it will have great difficulty in supporting. Population control NOW is felt to be vital. This booklet attempts to show how USAID is helping the Philippines meet this challenge.
* More than 40 million people are living in the Philippines today.

* The population is believed to be increasing by about 3.01% every year — one of the highest growth rates in the world.

* If this rate of growth is allowed to continue, there may be as many as 111 million people in the Philippines by the year 2000.

* Overcrowding, which is already a problem in some areas of the country, will become more of a problem nationwide. Already the Philippines is the 15th most populated country in the world, although only 57th in territorial size.

* Overpopulation in the Philippines will mean increased poverty, overcrowded living, malnutrition and unemployment.
HOW THE PHILIPPINES STARTED TO ESTABLISH A POPULATION PROGRAM

1965 The mid-sixties saw the formation of several private Family Planning organizations.

1967 USAID began assisting some of these organizations by providing funds for staff training.

1968 The Project Office for Maternal and Child Health (POMCH) was organized by the DOH under the leadership of family planning pioneer Dr. Flora Bayan. The office was established to act as a central coordinating and planning body for future family planning services.

Dr. Flora Bayan
1969  The big breakthrough. President Marcos set up the Commission on Population, POPCOM, to study population problems and to recommend a national policy.

1970  The President directed POPCOM to implement newly established national population policies and to take over POMCH's function as the central coordinating and planning body.

1971  POPCOM was formally established by an Act of Congress in which policies established by Presidential Decree were strongly endorsed.
USAID and POPCOM Working Together

USAID funds for Family Planning are channelled through POPCOM.

POPCOM then allocates these funds to the participating agencies.

United States Government Funds are administered by 7 contract and direct hire Americans and 7 Filipinos in the office of the Assistant Director for Health and Public Services. Substantial assistance also comes from the Office of the Director of the Mission, the Controller's Office and the Program Office.

However, the main administrative burden for program implementation falls on POPCOM and the agencies who plan and execute projects.

Through POPCOM, USAID assists 17 government and 10 private agencies in all aspects of the Population Program.

All assisted agencies are subject to regular audit by professional accounting firms and research companies. These include management, fiscal and acceptor verification audits.
Director Niblock signs a POPCOM sub-agreement with Dr. Gerardo Sicat, Director General of NEDA.

USAID staff meeting discusses work in progress.

USAID/POPCOM joint staff lecture on new developments.

USAID staffers visit rural family planning clinic.
<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>AMOUNT OF ASSISTANCE IN $000</th>
<th>AGENCIES ASSISTED (CUM)</th>
<th>CLINICS SUPPORTED (CUM)</th>
<th>NO. OF NEW ACCEPTORS (in 000)</th>
<th>NO. OF WORKERS TRAINED</th>
<th>ITEMS OF MOTIVATIONAL MATERIALS (in 000)</th>
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N.B. For overall assistance figures for the Philippine Population Program please turn to page 31.
CLINICAL SERVICES

USAID supports the work of seven agencies providing Clinical Services. These include the Department of Health’s clinics in Rural Health facilities and also private agencies.

Cafeteria System

Most of the USAID supported agencies operate the "Cafeteria System". Under this system all approved methods of contraception are explained and offered, allowing acceptors to make their own choice.
Post Partum Program

One of the most successful clinical services projects to date, has been the Post Partum Program run by Dr. Ruben Apelo, noted gynaecologist, obstetrician and pioneer family planner.

Dr. Apelo operates USAID funded clinics in two large hospitals though most notably at the Fabella Memorial Hospital in downtown Manila.

The Fabella Hospital which averages 90 births every day is an excellent venue for a family program aimed at women immediately after childbirth.

During ante-natal sessions the women have methods of contraception explained to them. When they have given birth and are still in hospital, these talks are continued, often when their husbands are present.
Institute of Maternal and Child Health

Another of the major organizations providing clinical services and funded by USAID is the Institute of Maternal and Child Health run by its founder, Dr. Fe Del Mundo.

IMCH operates more than 300 family planning clinics throughout the Philippines.

Now Dr. del Mundo is also organizing Mobile Family Planning Units for the remoter regions of the country.

In addition, IMCH is one of the leading training centers for family planning workers, and organizes the Information, Education, Motivation teams who travel around the Philippines.
Laguna Province

USAID provides funds for family planning to several provincial governments.

In 1968, Governor Felicissimo San Luis of Laguna became one of the first Filipinos to study family planning abroad with USAID sponsorship.

On this return to Laguna, he started a Family Planning Program which has achieved much success and has brought about a noticeable drop in birthrate in his province.
Rhythm Method

Responsible Parenthood Council

A smaller scale family planning program is operated by the Responsible Parenthood Council (RPC).

With the full backing of the Roman Catholic Church and supported by USAID, RPC urges "responsible parenthood" to the many thousands of barrio couples it contacts.

USAID has been funding RPC operations in eight or more provinces.

Asian Social Institute.

The Asian Social Institute, though primarily a graduate school, runs a family planning program through its 25 Family Centers.

Although these centers offer advice on all methods of contraception, only the Rhythm Method is administered. Those wanting other types of contraceptive are referred to the most appropriate clinics.

USAID is supporting the family planning activities of these Family Centers.
WHAT WE HAVE ACHIEVED SO FAR

1,776 clinics all over the Philippines. Eventually it is hoped there will be a clinic within commuting distance of every eligible woman.

85% of all registered acceptors have come through USAID funded clinics.

K.A.P. and National Demographic surveys which take into consideration non-registered acceptors, estimate that 1.3 million women or 26% of those eligible are now practising some form of contraception.

POPCOM’S present target is to have 3 million out of the 5 million eligible couples practising family planning by 1976.
TARGET FOR NEW ACCEPTORS
Per Year 1972-76

1000
900
800
700
600
500
400
300
200
100
0

Information Education Motivation Teams

Starting in 1968, USAID began funding the production of family planning comics, magazines and radio soap operas to increase family planning awareness nationwide. This part of the program is still funded by USAID and is now handled by the National Media Production Center (N.M.P.C.). Officials of this organization serve as the liason between POPCOM and the agencies requiring material. In addition to providing funds for local production costs, USAID also supplies paper and film and assists in color film processing and printing work.
FILMS

USAID ASSISTANCE TO
THE PHILIPPINE POPULATION PROGRAM 1973

DI NAMODA
ANG BAHALA NA

PROMOTIONAL ITEMS

POSTERS

RADIO SOAP OPERAS

BROCHURES

MAGAZINES
Information Education Motivation Teams

USAID supports 11 Information Education Motivation (IEM) teams operating throughout the Philippines.

Travelling by jeep they go from barrio to barrio, bringing with them in each area, doctors and nurses from Rural Health Units and private clinics.

The teams give talks, show films and hand out family planning literature, often in the evenings when the men also attend.
Training

Trained personnel are vitally necessary to the Philippine Population Program.

USAID supports training programs within many organizations including The Office of Health, Education and Personnel Training, The Institute of Maternal and Child Health, the Family Planning Organization of the Philippines, the University of the Philippines College of Medicine and the Department of Social Welfare.

The curriculum of all of these agencies is now being standardized and President Marcos has instructed the Department of Education to make Family Planning instruction a prerequisite for licensing in all schools of medicine, nursing and midwifery.

Some medical schools already have pilot clinics where students learn how to administer family planning services.
400 people have been trained abroad to receive population program instruction which was not previously available in the Philippines.

This type of training is becoming less necessary as local organizations have become able to provide quality training.
Research

The most important USAID supported research project is the population research and evaluation program being carried out by the University of the Philippines Population Institute under Dr. Mercedes Concepcion.

This program includes research on the efficiency of clinics and possible alternatives to the current program.

USAID is also supporting POPCOM's research on Motivator Experiments, the Bureau of Census and Statistics KAP surveys and the population control reporting work of the National Computer Center.
Here are some of the steps towards improving future operations that are being taken by POPCOM with USAID assistance:

* More clinics and greater efficiency of clinical services.
* Making some types of contraceptives available through drugstores and other commercial outlets.
* Experimental incentive programs for motivators and other family planning workers.
* Improving coordination and administration of inputs through the establishment of regional centers that will be staffed and supervised by POPCOM.
* Encouraging continued use of the most effective methods of contraception among acceptors.
The Population Center Foundation Building

One of the most important elements in the Population Program's success so far has been the outspoken support shown by President and Mrs. Marcos.

Mrs. Marcos made the establishment of a Population Center one of her personal projects and she herself is credited with the idea of the construction of a building to house the foundation.
The Population Center Foundation Building is now under construction on a site just outside Manila.

The Center will be the administrative headquarters of the Population Foundation and POPCOM and will also house representatives of other support activities.

Facilities will include library and distribution center for books, films, photographs and population studies to be conducted under the auspices of both the Population Foundation and POPCOM. There will also be a computer data bank, research laboratory and facilities for conferences, seminars and workshops. In future years support for private sector population programs are expected to be financed largely through the private foundation that is constructing the Center.

Funding for the Center has come from the Rockefeller Foundation — $1.5 million; the Government of the Philippines — $800,000 in pesos for construction costs; and USAID — $800,000 towards the costs of off-shore procurement requirements for equipment and supplies.
Paramedics
One of the provisions made in President Marcos’ revision of the Population Act allows for the extended use of Paramedics in the Population Program.

As a result, nurses and midwives are now being trained to prescribe contraceptives. Later this may be extended to include other work previously carried out only by doctors such as physical examinations and IUD insertions.

This is a dramatic step forward for the program, especially in doctorless areas.
With increased program efficiency and gradual reduction in the Philippines' exceptionally high population growth rate seems reasonably assured. However, nothing less than a determined national effort will be adequate.
In addition to the AID funds channelled through POPCOM and support provided by multilateral organizations, a number of private agencies and foundations are operating population control and related services in the Philippines. These include the United Nations Fund for Population Assistance (UNFPA) Family Planning International Assistance (FPIA), The Pathfinder Fund, and the Ford Foundation. More recently the International Bank for Reconstruction and Development (IBRD) has offered substantial funding in the form of long-term, low interest loans to help stimulate improved integrated health services, including family planning training, motivation and clinic services.

Careful planning and close coordination will make it possible for all of these organizations to make constructive contributions to the herculean tasks that lie ahead.

Also, rapidly expanding inputs from the Philippine Government are an essential element to program success.

The dominant role played by USAID contributions up to the present time should diminish somewhat as assistance from other sources becomes a more concrete reality. However, for the immediate future the program cannot continue its forward thrust without substantial U.S. assistance.

*Includes 17.7M (25.7%) in-kind contribution;
47% of the Philippine population is under 15 years of age. For the sake of these children and the future of the Republic of the Philippines, the Population Program must succeed.
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TO THE
PHILIPPINE POPULATION PROGRAM
1973

DESIGN GRAFIKA/SUPERVISION UNIT