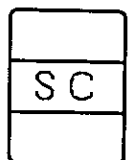


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Final Report

**THE JOHNS HOPKINS UNIVERSITY/
POPULATION COMMUNICATION SERVICES**

**INFORMATION, EDUCATION,
COMMUNICATION (IEC)
PROJECT IN THE PHILIPPINES**

A CASE STUDY

Prepared by:

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**for the
Japan International Cooperation Agency**

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**A BRIEF SUMMARY OF THE
JOHNS HOPKINS UNIVERSITY/
POPULATION COMMUNICATION SERVICES
IEC PROJECT IN THE PHILIPPINES**

A. THE PHILIPPINE SITUATION

- The Philippines is characterized by high population growth rate (2.35%) and one of the highest fertility rates in the Asia-Pacific (4.1)
- Urbanization is also very high at 48.7%
- Infant mortality rate is estimated at 34 deaths per 1,000 live births and maternal mortality rate is at 209 per 100,000 births
- Family planning awareness is high (90%) but practice is relatively low. Contraceptive prevalence rate was estimated at 40% in 1993.

B. THE JHU/PCS PROJECT-A BRIEF HISTORY

- The JHU/PCS Project first came to the Philippines in 1987.
- In 1989, it was part of a bilateral agreement between the Philippine and US governments. This project was called the Family Planning Assistance Project (FPAP).

Under the FPAP, JHU/PCS was tasked to provide technical assistance in the information, education, and communication (IEC) component of the Philippine Family Planning Program (PFPP).

- In 1994, USAID expanded its cooperative agreement with JHU/PCS to include the National AIDS Program in its provision of technical assistance in IEC.

C. GOALS OF THE PROJECT

- The mandate of the JHU/PCS Project in the Philippines is to provide technical assistance to the IEC component of the PFPP spearheaded by the Department of Health. It has likewise been tasked to provide the same assistance in the national campaign on AIDS. Hence, JHU/PCS draws its goals from the health programs it has been tasked to assist.

For PFPP:

- The general goal of the Project is to enhance the freedom of individuals to choose the number and spacing of their children. Specifically, the Project will strengthen the IEC component of the PFPP so that individual couples will have the information they need to make informed choices about their desired family size and follow through on their decisions.
- For HIV/AIDS, it is to promote behavioral changes which will reduce the likelihood of rapid spread of HIV through the development and implementation of appropriate mass media and public relations activities.

D. STRATEGIES FOR IMPLEMENTATION

- The general approach to the IEC strategy formulated by JHU/PCS for the PFPP concentrates on presenting the positive image of FP. Such concepts as:
 - FP being a measure that reduces the risks to women's health when they become pregnant;
 - FP saves children's lives;
 - FP it improves the overall well-being of the community.

To attain maximum effectiveness, various audience segments are addressed based on their specific needs.

- Use of low cost materials with clear, simple texts that carry effective messages will be produced
- Multi-media channels will be used whenever available. The use of the tri-media approach, i.e., radio, TV, and newspapers/ magazines will be maximized. Print materials such as posters, flyers, leaflets, comics, flip charts, manuals, etc.; film and video; traditional media (e.g. community theaters) will likewise be utilized.

E. TARGET GROUPS AND OBSTACLES

- For the PFPP, the FP clients, service and information providers (SIPs), and the influentials or the government officials both on the national and local levels have been identified as the main focus of the IEC thrust.
- For HIV/AIDS, clients of commercial sex workers, men with multiple sex partners, commercial sex workers, homosexual males, young unmarried females, and intravenous drug users have been identified as the target audiences.
- Obstacles include the negative image of FP, negative image of the FP service providers and the Catholic Church's active criticism against FP. The implementation of the Local Government Code that devolved health services delivery (including FP) from the DOH to the local government units has also affected the strategies and activities of the IEC program.

F. PROJECT ACTIVITIES

- At the start of the project, several researches were conducted to measure the FP knowledge, attitude and practice of the target clients including their exposure to several types of media, influences in terms of religious and cultural beliefs, socio-economic status, etc.
- A nationwide multi-media and mass media campaign was implemented starting in 1993 dubbed the National Communication Campaign, 1993 (NCC '93) which was geared towards: 1. promoting a better image of family planning; 2. improving the image and morale of FP SIPs; 3. promoting/ desensitizing people regarding the contraceptive methods.
- Several advocacy campaigns were also undertaken as well as development of IEC materials for nationwide distribution.
- JHU/PCS also collaborated with the DOH for special events like the observation of World AIDS Day, FP Day, Population and Development (POPDEV) Week, etc.
- JHU/PCS is also working as a member of the advisory group in the USAID project called AIDS Surveillance and Education Program (ASEP).

G. EVALUATION OF THE PROJECT

- **Based on evaluation of the activities of the project, specifically the NCC of 1993, there have been substantial gains in the awareness of the public as far as the FP program is concerned. It was also estimated that the NCC has contributed to the increase of the CPR from 40% in 1993 to approximately 53.1% in 1995.**
- **It was recommended that in order to maximize the benefits already derived from these efforts, activities of the project should be continued but will deal on other concepts such as production of materials which are culture and gender sensitive, and encouragement of male participation in the FP decision-making process.**

MAIN REPORT

**The Johns Hopkins University/
Population Communication Services (JHU/PCS)**

**Information, Education, and Communication (IEC)
Project, Philippines**

A Case Study

I. BACKGROUND INFORMATION

Demographic trends

The Philippines is the 14th most populated country in the world and the third in Southeast Asia. The 1993 National Demographic Survey (NDS) placed the country's total fertility rate at 4.1, among the highest in the Asia-Pacific region. With a growth rate of 2.35 percent, the Philippine population reached 60.5 million in 1990 ; is estimated at 68 million today; and, based on medium assumptions, is projected to increase to 78 million at the turn of the century.

The Philippines has a land size of approximately 300,000 square kilometers, which theoretically squeezes in about 229 inhabitants per square kilometer. The level of urbanization or the proportion of urban population to the total population, based on the 1990 Census of Population and Housing was estimated at 48.7 percent. There are almost as many Filipinos living in the urban areas as there are in the rural areas.

Literacy rate is high, especially among women. The 1993 NDS reported that about 92 percent of Filipino women have had some formal education, with 45 percent of them completing secondary education.

On the average, each household is composed of 5.3 persons. Philippine households enjoy some amenities, with 2 out of 3 having electricity, 4 in 10 with television, 1 out of 4 with refrigerator and 1 in 6 with gas or electric range. In terms of access to mass media, 66.43% of households have radio sets and 32.76% have television.

Filipino women marry at a relatively young age. The median age at first marriage is 21.6 years. Urban women have, on the average, 1.3 fewer children than rural women. Women with no education have one child more than women with secondary education and 2 children more than those who have reached college.

Infant and child mortality rates are high. In the five years preceding the 1993 NDS, infant mortality was 34 deaths per 1,000 live births. For the same period, under-five mortality was 54 deaths per 1,000 live births. The probability of dying is considerably higher for infants born less than two years after the preceding birth than for those born after a birth interval of more than two years (54 vs. 33 per 1,000 live births, respectively).

A major cause of death for women of childbearing age is pregnancy- or childbirth-related. Maternal mortality rate (MMR) was estimated at 209 deaths per 100,000 births between 1987 and 1993, a slight decrease from the MMR of 1980-1986 which was 213. In 1992, a Johns Hopkins University report said that pregnancy/childbirth complication was the No. 6 leading cause of death among women of reproductive age.

Family planning situation

The Philippines is a predominantly Catholic country. 83 percent of its population are Roman Catholics. The Roman Catholic Church has openly criticized the family planning program of the government. However, studies have shown that the church's stand has little influence as far as a couple's decision to practice and seek knowledge on family planning. The primary reason cited for non-practice of FP, based on the 1993 NDS, was the desire for more children (20.1%). Religious beliefs was cited as a reason for non-practice of FP by only 4.8% of the respondents.

Family planning (FP) awareness is high, but practice is relatively low. In 1993, FP awareness was more than 90 percent, while contraceptive prevalence rate (CPR) was reported at only 40 percent: 25 percent are using modern methods (pills, IUD, injection, diaphragm/foam/jelly, condom, male and female sterilization) while 15 percent are using traditional methods (natural family planning or NFP, withdrawal, and all other methods not previously mentioned).

Of the estimated 9 million married women of reproductive age (MWRA), only about 3 million practice FP. Around 6 million MWRAs are considered in the high health-risk group, meaning pregnancy may put their lives in danger. These are the women who:

- Are below 20 or above 35 years old;
- Have had four or more deliveries;
- Don't space their pregnancies properly (there should be at least 2 years difference between the previous and the succeeding pregnancy); and
- Have medical conditions that contraindicate pregnancy.

The Philippines' FP program promotes a "cafeteria" approach to providing information and services on FP. This means that the FP program adopts the policy of informed choice. The policy of the Philippine government is that the FP program is non-coercive and respects the right of couples to determine the size of their family and choose voluntarily the means of family planning which conform with their moral convictions and religious beliefs. All medically approved FP methods -- both artificial and natural -- are given equal emphasis in the provision of information and services. Abortion, however, is rejected by the government program.

Several interventions, many of them taking place in mid-1993, improved the FP situation in the country. Massive training of FP information and service providers, improving the availability and accessibility of contraceptives and the conduct of a nationwide communication campaign made FP awareness reach almost saturation point in some areas. In 1994, an evaluation of the communication campaign conducted in 1993 estimated that contraceptive prevalence increased by 8.93 percentage points. A 1995 study commissioned by USAID validated this finding as its results showed that CPR was around 53.1 percent at the time of the survey.

Despite this development, however, there is still much demand (or "unmet need") for contraception which the Philippine Family Planning Program (PFPP) has to address. Research shows that more than one quarter of married women in the country have an unmet need for FP. This includes women who are not using any method but want to delay their next pregnancy for two or more years. Unmet need for FP is highest among rural women and women who have had elementary education or less.

It has been estimated that the demand for limiting childbearing is about double the demand for spacing (45 percent and 23 percent, respectively). Satisfying this potential demand for FP could increase CPR to 69 percent.

AIDS in the Philippines

The AIDS phenomenon is relatively new in the Philippines. Unlike in other countries such as the United States, AIDS awareness campaigns have already provided information to majority of their population. Here, the AIDS program is at a much earlier stage. In terms of awareness, Filipinos are only starting to know the concept of AIDS. Facilities for both testing and health care are inadequate.

Health officials believe there are thousands of cases of HIV infection that go unreported in the Philippines. There were only 483 reported cases of HIV infection in 1994. Of these, 343 were asymptomatic, 128 had AIDS and 12 were unclassified. Of the seropositive cases, 230 were females; 249 were males.

Among females, 155 were between the ages of 15 and 29 while for the males, 223 were in the 30-40 years age bracket. For both sexes, the concentration of HIV infection was on the age bracket of 15-29.

There are several modes of HIV transmission. In the Philippines, having unprotected sex with infected persons is the main cause of spread of the virus. Of the reported 483 cases, those infected through heterosexual contact numbered 249 (52 percent), 86 were infected through homosexual or bisexual means, while 132 were infected through unknown means. Other reported modes of infection were mother to child (8), blood transfusion (5), and sharing of needles and syringes (3).

The groups that are at high risk of getting infected are commercial sex workers, homosexuals and bisexuals, and overseas workers.

USAID's Population/HIV-AIDS Policy of Assistance

The United States Agency for International Development (USAID) has always extended assistance to the Philippines to support the country's population and family planning objectives. In recent years, USAID has also poured millions of dollars to help the Philippines in its efforts to combat HIV-AIDS.

For FP, USAID provides the country technical assistance and commodities in the areas of training, logistics, contraceptives, research, policy analysis as well as information/education/communication (IEC). USAID's policy of assistance translates into helping the Department of Health reduce the national unmet need for FP due to high risk births or expressed desire, and increase the PFPP's chances for sustainability through the expansion and improvement of information and services across the board. To do this, participation of different sectors is strongly encouraged, including the non-government organizations and private sector as well as the government sector like the local government units.

For HIV-AIDS prevention, USAID is involved in surveillance and education project assistance, which include training of counselors and other communication interventions.

USAID recognizes the vital and crucial role of IEC in both programs and has invested heavily on communication initiatives to support FP and HIV-AIDS plans of action. Playing a key role in the conceptualization and implementation of IEC efforts in USAID-assisted FP and HIV-AIDS projects is the Johns Hopkins University/Population Communication Services headquartered in Baltimore, Maryland, USA. (Please consult Annex D: USAID Framework of Assistance in FP/MCH

II. THE JHU/PCS EXPERIENCE (AN EXECUTIVE SUMMARY)

The Johns Hopkins University/Population Communication Services first came to the Philippines in 1987 under a project funded by the United States Agency for International Development (USAID) as part of its worldwide effort on population and family planning information dissemination. This endeavor, however, was limited to selected project sites like Cebu and Bicol. It provided technical assistance initially to the NGOs (such as the Population Center Foundation now known as the Philippine Center for Population and Development for its "Demand Generation Campaign", the Family Planning Organization of the Philippines or FPOP, etc.) and other government organizations (GOs) like the Commission on Population (POPCOM) under the Population Program II. (In 1987, POPCOM was still the lead agency of the Family Planning Program.)

In 1989, USAID and the Philippine government entered into a bilateral agreement. This project was called the Family Planning Assistance Project (FPAP). JHU/PCS was selected by USAID to be one of the cooperating agencies that will provide the technical assistance on for the implementation of the Family Planning Assistance Project (FPAP). It was primarily mandated to provide technical assistance on the information, education, and communication (IEC) component of the Philippine Family Planning Program (PFPP). As the FPAP expired in 1993, the continuation project (known as the Integrated Family Planning Maternal Health Program or IFPMHP which started in 1994 end will end by the year 2000) continues to support the IEC activities of JHU/PCS for the PFPP.

The JHU/PCS Philippine team, composed of Filipino staff and headed by a Senior Resident Advisor, Mr. Patrick L. Coleman, collaborated with the Department of Health or DOH (PFPP's lead agency) in preparing and implementing communication plans. (The Filipino staff is composed of 3 Program Officers, 2 Accountants, an Administrative Assistant, an Audio-Visual Technician, a Secretary, and a Utility/Messenger.) The JHU/PCS Project designed IEC strategies, both short and long term, for the PFPP, the maternal and child health program and the Sexually Transmitted Disease (STD)/AIDS programs of the DOH.

The Project also collaborated with other funding agencies, like the United Nations Population Fund (UNFPA), in developing and mass producing millions of copies of IEC print materials. Using its vast experience in "Enter-Educate" [which was derived from the term "Entertain-Educate" the concept of which is, as one artist stated it "... the power to use my art not only to entertain but to educate as well."], JHU/PCS also assisted the PFPP and the DOH in coming up with audio-visual materials, which included TV dramas.

In October 1994, the task of the JHU/PCS Project was expanded to include assisting the National AIDS/STD Prevention and Control Program.

The design and conduct of communication campaigns using mass media is an expertise of JHU/PCS. With the Project providing assistance in drawing up implementation plans and communication strategies, as well as in actual development of campaign materials, the DOH spearheaded special campaigns, e.g. NCC '93, NCC '95, "Alay sa Pamilya" (Offering for the Family), Family Planning Day, etc., dealing with population, family planning and maternal and child health as well as STD/AIDS.

One notable, large-scale activity assisted by JHU/PCS in 1993 was the National Communication Campaign (NCC). This campaign was designed to improve the image of:

1. The FP Concept - broadened its definition to include spacing and health benefits of FP;
2. Service and Information Providers (SIPs) - to project that they are well trained and ready to help people;
3. The FP Methods - that they are safe, effective and healthy.

An evaluation of the NCC '93 showed that the campaign has had significant impact on its target audience. Primarily geared towards the married couples of reproductive age (MCRAs), NCC '93 was able to reach about two-thirds of the MCRAs. Furthermore, the NCC '93 has contributed to increasing the contraceptive prevalence rate (CPR) by 8.9 percent. Such accomplishments have led to the continuance of the NCC onto 1995.

To ensure maximum impact of its campaigns, JHU/PCS first studied the target clients of each program by conducting researches and preparing profiles of the target audiences. These studies try to determine the demographic, socio-economic, and psychographic profile of the populace, their knowledge, attitude and practice towards a program (i.e. family planning) as well as which type of media they are mostly exposed to. These researches then become the bases for their implementation plans and communications strategies. Researches are also conducted before communication campaigns to establish the baseline data and after campaigns and materials production to assess their effectiveness and acceptability.

JHU/PCS is likewise involved in another USAID-assisted project called AIDS Surveillance and Education Project (ASEP). JHU/PCS has collaborated with the DOH in their HIV counseling training of trainers workshop and reviewing the draft of mass media strategies and materials. The JHU/PCS project also provided assistance in networking with the NGOs to assist their efforts in AIDS prevention.

JHU/PCS also provides IEC technical assistance to the local government units (LGUs). In 1993, Project staff, along with personnel from another funding agency, helped the DOH in establishing IEC teams in 7 regions and 10 LGUs (namely Baguio City, Pangasinan, Quezon City, Laguna, Iloilo Province, Cebu Province, Surigao Sur, Davao City, Davao Sur, and South Cotabato). The Project also provided small grants to the LGU-IEC teams in implementing their communication plans which LGU personnel developed in collaboration with the DOH Family Planning Service IEC staff. In 1994, JHU/PCS started to provide technical assistance in drawing up the IEC plans of the local government units (LGUs) being supported by USAID under its FP/MCH project called the LGU Performance Program (LPP). On the same year, JHU/PCS put up FP billboards in selected LGUs to complement their local IEC activities. Last year, the Project conducted strategic communication planning workshops for IEC personnel of 20 LGUs to enable them to plan and develop their own IEC projects.

This experience in working with LGUs will serve the Project well as it gears toward a decentralized IEC strategy that aims at transferring more communication knowledge and skills to local FP personnel.

III. GOALS OF THE PROJECT

The JHU/PCS draws its goals from the health programs it has been tasked to assist primarily the Philippine Family Planning Program, and later, also the AIDS program.

The general goal of the Project is to enhance the freedom of individuals to choose the number and spacing of their children. Specifically, the Project will strengthen the IEC component of the PFPP so that individual couples will have the information they need to make informed choices about their desired family size and follow through on their decisions.

Objectives of the Project include, but are not limited to:

- To ensure that all men and women of reproductive age have available to them accurate and understandable information on FP and a wide range of FP methods.
- To insure that both FP clients and service providers understand the principle of informed choice regarding FP and FP methods.
- To increase the acceptability of the concept of FP in the Philippines.
- To reduce the taboo of discussing FP at the level of the family, community, and nation.
- To promote behavior change among persons of reproductive age so that individuals and couples take appropriate action to avoid unwanted pregnancy or pregnancies .
- To improve the use of communication innovations and modern technology in order to reach special groups and expand FP communication
- To improve the ability of FP service providers to communicate with their clients

- To improve the link between IEC activities and FP services in an effort to increase the likelihood of lasting behavior change.
- To improve the local government's institutional capability to plan, implement, monitor, and evaluate a range of population communication activities with minimal outside assistance.
- To build a level of support among policymakers and program managers sufficient to sustain adequate FP programs, both public and private, including all components thereof.
- To use a step-by-step, research-based methodology to formulate, monitor, and evaluate all FP IEC efforts
- To increase the dissemination of research, programmatic, and other relevant information that would serve to promote the goal of this project and enable other agencies and groups to benefit from the lessons learned through activities and projects.
- To ensure availability of research, scientific, programmatic, and other relevant FP information to all those who need or would benefit from such information.
- To promote behavioral changes which will reduce the likelihood of rapid spread of HIV through the development and implementation of appropriate mass media and public relations activities.

IV. STRATEGIES FOR IMPLEMENTATION OF THE PROJECT

Family planning

The general approach to the IEC strategy formulated by JHU/PCS for the Philippine FP Program concentrates on presenting the positive image of FP. Such concepts as FP being a measure that reduces the risks to women's health when they become pregnant; FP saves children's lives; and that it improves the overall well-being of the community. To attain maximum effectiveness, various audience segments are addressed based on their specific needs.

Implementation strategies should be designed to match the needs as well as the capabilities and resources of the program's participating agencies like the NGOs and the local government units. Messages and materials to be produced should address specific audience segments and consider cultural as well as educational differences among audiences. Materials are also developed for specific FP methods.

Messages, approaches and materials to be adopted should be based on findings from researches. Researches should provide information on the profiles (demographic, socio-economic, cultural, educational, media exposure and behavior, current FP practice/non-practice, morals and beliefs, etc.) of the target audiences.

FP service and information providers should be credible sources of information. Along with development of messages and materials, the capabilities of these SIPs should also be harnessed both as communicators and providers of quality services.

In the development of IEC materials, the following strategies have been adopted:

1. The use of low cost materials with clear, simple texts that carry effective messages.
2. Multi-media channels will be used whenever available. The use of the tri-media approach, i.e., radio, TV, and newspapers/ magazines will be maximized. Print materials such as posters, flyers, leaflets, comics, flip charts, manuals, etc.; film and video; traditional media (e.g. community theaters) will likewise be utilized.

Information dissemination and distribution of IEC materials should, however, coincide with delivery of FP services. Furthermore, IEC activities should be closely monitored to ensure that the intended audiences are reached by the appropriate materials.

HIV/AIDS

The communication strategy for this program combines mass media and public relations activities to encourage selected audiences to adopt or reinforce risk-reduction behaviors. The approaches recommended by the Project include:

- Multi-channel approach - fosters the belief that an idea is more acceptable to individuals because they are exposed to it from different sources in different forms with the key factor being that the basic message is the same. This approach adopts part of this strategy for the campaign to be:
 - (1) STAND ALONE - these are traditional campaigns patronized/subsidized by the National AIDS/STD Prevention and Control Program.

- (2) INCORPORATED - this type uses on-going existing materials (ex. talk shows, entertainment programs, newspaper columns, magazine articles and editorials)
 - (3) SUSTAINABLE - to the extent possible free air time and print space will be used by the campaign.
 - (4) INTERPERSONAL - this strategy relies on existing NGO, LGU and DOH originated interpersonal interventions as the program's frontliners.
- Enter-Educate Approach - this concept has been successfully used in the Philippines in a scientifically documented manner for over a decade. JHU/PCS has assisted various organizations in the Philippines in utilizing this approach to reach a wide variety of audiences with social developmental messages.

V. TARGET GROUPS AND OBSTACLES

Family planning

The Project relied heavily on past experiences as well as formative research to identify its major target audiences as well as determine basic information that would guide the PFPP in planning communication strategies.

There were several researches that were done before the PFPP, through the assistance of the Project, planned and implemented major IEC activities.

One of these studies was conducted in 1991. Called *Project Star: Values and Lifestyles Study of Filipinos in the Lower Socioeconomic Sector*, it was a descriptive study to determine the values and lifestyles of Filipinos belonging to the lower socio-economic classes; and to identify commonly-held beliefs and values and to what extent these beliefs influence their practices particularly in personal care and family life.

Based on the results of these studies, the Project helped formulate the Information, Education, Communication, and Motivation (IECM) Strategy for FP late in 1991 which identified three large population groups which are of highest priority:

- Clients which have been chosen as a target group are those women who are of high health risk. These women are 1. under 20 or over 35 years of age; 2. pregnant less than 15 months after last giving birth; 3. pregnant with four or more previous births; 4. subject to pre-existing medical contraindications for reproduction.
- Service and Information Providers have been identified as a target group since they are the frontline workers that serve as points of contact between the clients and the FP program.

- Influentials have also been identified as targets since their support is vital to the success of the FP program. These "influentials" are the government officials both at the national level (at the executive and legislative branches) and the local level (provincial, city, and municipal levels) as well the media people.

HIV/AIDS

Studies were also conducted for this program to identify major audience segments. For the program's multi-media campaign, the following target groups are to be given highest priority:

- (1) CLIENTS OF COMMERCIAL SEX WORKERS - reinforcement will be given for them to change their risky sexual practices and use the family, especially wives/girlfriends and their children as motivation factors.
- (2) MEN WHO HAVE MULTIPLE SEX PARTNERS - they will be encouraged to limit and choose their partners.
- (3) COMMERCIAL SEX WORKERS - the Mass Media/Public Relations Campaign-95 will concentrate on strengthening the environment in which commercial sex workers' work. In particular, clients will be encouraged to use condoms which should benefit the sex workers in the long run in their client negotiations on this issue.
- (4) MEN WHO HAVE SEX WITH MEN - within the Philippines there is an ambivalent attitude towards men who have sex with men (MSM's). Since no one is sure of the size of this group a multiple-strategy approach is being followed.
- (5) YOUNG UNMARRIED FEMALES - they will be encouraged to engage in constructive dialogue with their male partners and learn to negotiate for risk reduction practices.

- (6) INTRAVENOUS DRUG USERS - highly interpersonal interactions are being developed for reaching this audience. They are targeted in the Mass Media/Public Relations Campaign-95 for their sexual behavior and intravenous drug practices.

Obstacles

Studies have pinpointed three major obstacles for the PFPP. These are:

- Negative image of the FP concept (e.g., FP is merely limiting family size)
- Negative image of FP service/information providers (e.g., not professionals, not approachable)
- Negative image of FP methods due to rumors and misconceptions (e.g., methods are not safe and not effective)
- The Catholic Church's active criticism against the FP program which gives rise to FP being a very sensitive topic of discussion in Philippine society
- The implementation of the Local Government Code in 1992 (which gives local government officials the authority to implement their own priority programs) have made the PFPP adjust their target audience for advocacy to include the local government officials at all levels

VI. PROJECT ACTIVITIES

Family Planning

The Project's major activities between 1991 and 1994 included, but were not limited to: research, development/production of IEC materials, conduct of a nationwide campaign advocacy, and holding of special events.

1. Research - Some of the studies conducted were:
 - Project Platypus - this study was the source of qualitative information as inputs to a relevant, comprehensive national strategy for promoting FP. Such strategy needs insights into cultural and religious beliefs pertinent to family planning; factors which encourage or inhibit the practice of FP; and decision-making processes undertaken by couples considering FP.
 - Project Star - was undertaken to determine the values and lifestyles of Filipinos belonging to the lower socio-economic strata.
 - Project Sunshine - this study was undertaken to measure the effectiveness of IEC materials that have already been produced. Likewise, Project Sunshine sought to measure the image of FP workers and their perceptions towards their role in the PFPP.

2. Development/production of IEC materials - Some of these materials were:
 - 8 leaflets on the different FP methods (about 10 million copies)
 - Health benefits of FP (about 1.3 million copies)
 - 3 monographs (10,000 copies each)
 - Safe Motherhood poster (32,000 copies)
 - DMPA kits (10,000 copies)
 - 4 TV dramas

A more detailed description including contents and samples are available as an Annex D.

The IEC print materials were distributed through the PFPP's Contraceptive Distribution Logistics Management Information System (CDLMIS). The system delivers contraceptives and IEC materials (whenever available) on a quarterly basis to the provinces and cities around the country. Delivery teams are then dispatched by the provinces and cities to distribute the supplies and materials to municipalities and districts.

3. Campaign

The National Communication Campaign - initially launched in 1993, this multi-media campaign (mass media, i.e., radio, TV, video, newspaper; and interpersonal communication) designed to: 1. promote a better concept of family planning; 2. improve the image and morale of FP SIPs; 3. promote/ the image of contraceptive methods by desensitizing people to these methods .

4. Advocacy

Implemented by the Commission on Population, this project has a five-pronged strategy which includes mass media outreach, legislative liaison, local government mobilization, youth involvement and community participation. The goal is to create favorable policy and program environment at national and local levels and sustain concrete actions for Population and Development (POPDEV) resulting in increasing CPR in 7 pilot areas.

Another advocacy project implemented by the Philippine Legislators Committee for Population and Development, the main objective is to establish a growing, capable, and committed group of people from the legislative system, LGEs, and local media in some local governments on issues involving human and sustainable development.

5. Special events

Special Events, public relations, interpersonal activities, and other local creative events are held to mark the following annual celebrations: FP day (August 1), POPDEV week (Nov. 23-29), "Alay sa Pamilya" (Offering for the Family), NFP Month (May) & Women's Day (March 8)

HIV/AIDS

As an advisory group for the DOH-AIDS Unit, JHU/PCS has been working with the DOH in their original counseling training of trainers on HIV, reviewed drafts of mass media strategies, worked with various NGOs to assist their efforts on AIDS, and assisted in setting up the first AIDS hotlines using the DIAL-A-FRIEND hotlines. (DIAL-A-FRIEND hotlines were originally set-up under the "Young People" Projects back in 1987 which was implemented by the Population Center Foundation or PCF. Technical assistance for this project was provided by JHU/PCS.)

The Project also conducted communication research activities to make STD/AIDS campaign strategies more accurate.

In addition to helping the program develop/produce print materials, the Project assisted in the holding of two major special events, namely:

1. World AIDS Day (WAD) '94 and '95

Utilizing the enter-educate approach to reach a wide variety of audiences with social developmental messages, the Project assisted in the holding of mini-campaigns (musical concerts done in December 1994 and December 1995). The WAD events brought large numbers of entertainment industry personalities and technicians into the forefront of AIDS prevention and control activities.

2. Bodyshots '95

The Fashion Designers Association of the Philippines (FDAP) and the Professional Models Association of the Philippines (PMAP) joined forces in assisting the program. One of their major events was BODYSHOTS-95 which was part of the Annual Candlelight Memorial for AIDS victims. Finalist for BODYSHOTS-95, underwent AIDS Awareness Training and orientation to serve as AIDS educators.

Overcoming the Obstacles

As mentioned earlier, the Catholic Church has openly criticized the government's family planning and population program. Studies, however, downplay the Catholic Church's role in influencing the decisions of the couples to practice or not to practice FP.

To counteract the obstacles, the PFPP, through the Project's assistance, developed and mass produced millions of print materials (e.g., method leaflets, posters) to provide target audiences accurate and complete information about FP and the different methods.

The PFPP also trained thousands of service/information providers in service delivery and interpersonal communication skills to equip them with the necessary skills for them to provide quality service and information on FP.

Next, the PFPP, again with the JHU/PCS playing a major role, conducted the National Communication Campaign-1993.

The PFPP also launched a PR blitz as part of the campaign to win support from various sectors of the society. These included prominent organizations and individuals such as TV/movie/radio personalities, top executives of newspapers and TV/radio stations, elective officials as well as heads and representatives of the different churches (non-Catholics).

VI. EVALUATION OF PROJECT ACTIVITIES

Family Planning

There were no documents obtained which evaluated the JHU/PCS Project per se. However, a number of evaluation studies have already been conducted commissioned by the JHU/PCS Project itself to evaluate its activities.

For the National Communication Campaign of 1993, the Project conducted a panel research survey to determine its impact. The study measured awareness, registration, recall, and comprehension of campaign messages, and obtained information on family planning practices/attitudes in line with the objectives of the campaign. Three sample surveys were conducted in 12 LGUs, covering about 2,000 married women between the age of 15-45. The same respondents were interviewed before the campaign began (Wave 1); 2.5 months later after the 1st phase of the campaign (Wave 2); and 3 months later after the third phase of the campaign (Wave 3).

The following are some of the results of the evaluation

- Over 2/3 of the intended audience recalled seeing or hearing messages in the communication campaign.
- 92% of urban and 95% of rural respondents said that it was acceptable to provide contraceptive information on TV, 93% of urban and 96% of rural respondents found radio acceptable.
- By the end of the campaign, 71% of urban and 70% of rural respondents said that they were "very satisfied" with the family planning services available at health centers.
- 99% of the respondents agreed with the theme "Kung Sila'y Mahal N'yo, Magplano" (If You Love Them, Plan for Them) and 98% said that the message was applicable to themselves.

- As a result of the 1st phase of the campaign, 53% discussed FP with friends, 46% discussed FP with their partner, 14% sought information about FP, 5% sought a contraceptive method.
- As a result of the 2nd phase of the campaign, 69% discussed FP with friends, 60% discussed FP with their partner, 12% sought information about FP, 3% sought a contraceptive method.
- By the end of the campaign, use of any contraceptive method increased by 8.93 percentage points; modern contraceptive use increased by 6 percentage points; non-modern method use fluctuated increasing 7.6 percentage points after the 1st phase and declining 4.7 percentage points after the second phase for a net gain of 2.9 percentage points.

HIV/AIDS

The Project has recommended that the STD/AIDS program's communication campaign be evaluated the same way the NCC-93's impact was measured.

Recommendations of the Evaluation Studies for Future Activities

To derive as much benefit from the present level of public acceptance of the program, as well as to build upon the efforts over the past years, the continuance of IEC activities is necessary.

IEC activities that will be pursued will seek to address the following objectives:

1. Strengthen the multi-agency participation in the PFPP
2. Increase access to quality care for all clients
3. Support and disseminate information on new program methods

4. Encourage active male participation in the family planning decision-making process
5. Develop gender and culture sensitive approaches and materials
6. Broaden national and local influential support for the PFPP
7. Address the needs of youth on sexuality issues

Now that FP has captured the support of a broad sector of the population, efforts must be made to reinforce the positive image FP has gained, and to consolidate the public support it now enjoys so that it will not wane in the face of unfounded but persistent messages from a small but vocal opposition.

This can be achieved by disseminating the key message concepts. This includes equating FP with health, family welfare, safe motherhood, child survival and responsible parenthood; that contraceptive methods in use in the country are safe, healthy, effective, and available, and that FP makes for cost-effective governance.

In addition, attention must be directed towards service and information workers, both in terms of enhancing their image among the clientele as well as in improving their capabilities as professional providers.

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ANNEXES

LIST OF ANNEXES

- ANNEX A: LIST OF PERSONS CONTACTED**
- ANNEX B: ACRONYMS/ABBREVIATIONS USED**
- ANNEX C: USAID FRAMEWORK OF ASSISTANCE ON POPULATION AND FP/MCH UNDER THE IFPMHP**
- ANNEX D: LIST AND SHORT DESCRIPTION OF IEC MATERIALS DEVELOPED/PRODUCED BY JHU/PCS PROJECT-PHILIPPINES**

ATTACHMENT:

**SAMPLE IEC MATERIALS
DEVELOPED/PRODUCED
BY
JHU/PCS PROJECT-PHILIPPINES**

ANNEX A:
LIST OF PERSONS CONTACTED

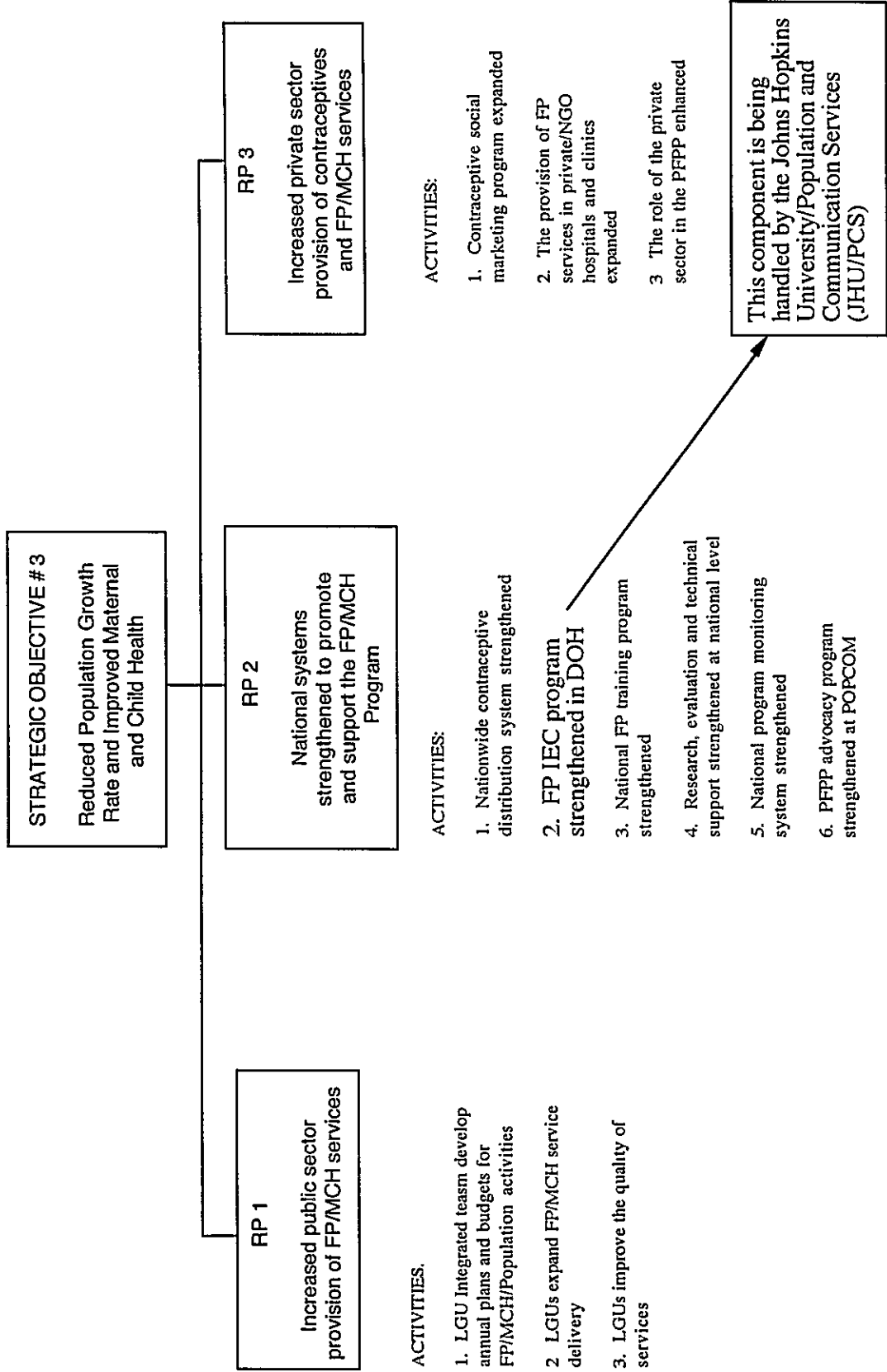
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ANNEX B:

ACRONYMS/ABBREVIATIONS USED

AIDS	-	Acquired Immune Deficiency Syndrome
ASEP	-	AIDS Surveillance and Education Program
CDLMIS	-	Contraceptive Distribution Logistics Management Information System
1990 CPH	-	1990 Census of Population and Housing
CPR	-	Contraceptive Prevalence Rate
DOH	-	Department of Health
DMPA	-	Depo Medroxy Progesterone Acetate
FDAP	-	Fashion Designers Association of the Philippines
FP	-	Family Planning
FPAP	-	Family Planning Assistance Program
GO	-	Government Organization
HIV	-	Human Immunodeficiency Virus
IEC	-	Information, Education and Communication
IECM	-	Information, Education, Communication and Motivation
JHU/PCS	-	Johns Hopkins University/Population Communication Services
LGE's	-	Local Government Executives
LGU's	-	Local Government Unit
MCH	-	Maternal and Child Health
MCRA	-	Married Couples of Reproductive Age
MMPRC '95	-	Mass Media/Public Relations Campaign '95
MMR	-	Maternal Mortality Rate
MSM's	-	Men who have Sex with Men
MWRA	-	Married Women of Reproductive Age
NASPCP	-	National AIDS/STD Prevention and Control Program
NCC	-	National Communication Campaign
1993 NDS	-	1993 National Demographic Survey
NFP	-	Natural Family Planning
NGO	-	Non-Governmental Organization
PFPP	-	Philippine Family Planning Program
PMAP	-	Professional Models Association of the Philippines
POPDEV	-	Population and Development
SIP's	-	Service and Information Providers
STD	-	Sexually Transmitted Disease
UNFPA	-	United Nations Population Fund
USAID	-	United States Agency for International Development
WAD	-	World AIDS Day

**ANNEX C:
USAID FRAMEWORK OF ASSISTANCE
ON POPULATION AND FP/MCH
UNDER THE
INTEGRATED FAMILY PLANNING MATERNAL HEALTH PROGRAM
(IFPMHP)**



**ANNEX D:
LIST AND SHORT DESCRIPTION
OF IEC MATERIALS DEVELOPED/PRODUCED
BY THE JHU/PCS PROJECT-PHILIPPINES**

1. **7 leaflets :**
 - o Content: Brief description of methods, mode of action, advantages and disadvantages;
 - o Produced in 1992; Versions - English, Tagalog, Ilocano and Cebuano
 - Tubal Ligation
 - Vasectomy
 - Pill
 - Condom
 - IUD
 - Natural Family Planning
 - DMPA [Produced in 1993; Versions - English, Tagalog, and Cebuano]
 - Lactational Amenorrhea Method (LAM) [Produced in 1994; Versions - English, Tagalog, and Cebuano]
 - o Distribution - Nationwide
 - o Objective of material - Instructional/educational & counseling
 - o Target audience - Male & Female Clientele

2. **4 Monographs**
 - o Produced in 1993; Version - English
 - o Target audience - Service Providers
 - o Objective of material - Instructional/educational
 - "Rumors and Realities" - Common rumors and misinformation on the different FP methods and how to counteract them;
 - o Distribution - Nationwide;
 - "FP - A Matter of Choice" - How to counsel clients on the different FP methods; Also contains brief discussion on the different FP methods;
 - o Distribution - Nationwide;
 - "Let's Talk FP" - Questions and Answers on common FP issues;
 - o Distribution - Metro Manila and selected local government units and key cities;
 - "Health Benefits of Family Planning" leaflet - Description of health benefits of FP and brief discussion on the different methods
 - o Distribution - Nationwide

3. **Safe Motherhood Poster**
 - o Message: "Make sure your next pregnancy is safe"
 - o Produced in 1992; Versions - English, Tagalog, Ilocano, Cebuano
 - o Distribution - Nationwide
 - o Objective of material - Advocacy/Awareness Creation
 - o Target audience - Male & Female Clientele

4. DMPA Information Kit

- o Content: DMPA historical overview, nature, check list, counseling, management and follow-up and research studies on DMPA. Also contains a reference brief for nurses and midwives
- o Produced in 1994; Version - English
- o Distribution - Project sites only
- o Objective of material - Instructional/educational
- o Target audience - Service Providers/Volunteers

5. 4 TV Dramas

- o Produced in 1991; Version - Tagalog
 - "Barkada" ("Peers")- Peer Pressure and Drugs
 - o Distribution - Project; Channel 13
 - o Objective of material - Instructional/educational
 - o Target audience - Adolescent Clientele
 - "Masikip, Madilim...Ang Kahapon" ("Yesterday...Closed-in, Dark")
 - o Distribution - Project ; Channel 13
 - o Objective of material - Instructional/educational
 - o Target audience - Adolescent Clientele
 - "Ikulong Mo sa Kahon ang Mundo" ("Trap the World in a Box")
 - o Distribution - Project ; Channel 13
 - o Objective of material - Instructional/educational
 - o Target audience - Adolescent Clientele
 - "Higpitan Mo and Yakap Mo" ("Embrace Me Tightly")
 - o Distribution - Project
 - o Objective of material - Instructional/educational
 - o Target audience - Couples

