



**Republic of the Philippines
Department of Health
Knowledge Management and
Information Technology Service**

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**WEBSITE CONTENT UPDATE FORM 2.A
HEALTH PROGRAMS**

ACTION: ☐ Add ☐ Edit ☐ Delete

TITLE: Health Education and Promotion Unit (HEPU)

DESCRIPTION:

The Department of Health (DOH) recognizes the importance of health promotion as an essential component of health systems primed to respond adequately to the health needs and daily living conditions of disadvantaged populations. Public health interventions to address current, future, and potential health issues comprise individual and community attainment of an improved health status by increasing knowledge and influencing attitude towards behavior change as well as addressing the environmental determinants of health and illness.

To help infants, children, adolescents, and adults achieve optimal health requires diverse and innovative health promotion interventions. The interrelated nature of health issues calls for an integrated and comprehensive approach to health system.

With the approval of the Universal Health Care (Republic Act 11223), the DOH, shall strengthen its national efforts in providing a comprehensive and coordinated approach to health with emphasis in scaling up health promotion and preventive care.

Schools under the Department of Education (Dep Ed) shall be designated as healthy settings. Programs and modules on health literacy shall be integrated into the existing curricula to intensify the fight against the spread of communicable diseases and the prevalence of non-communicable diseases through, among others, the promotion of healthy lifestyle, physical activity, proper nutrition, and prevention of smoking and alcohol consumption among students.

The Local Government Units are to enact stricter ordinances that strengthen and broaden existing policies, promote health literacy and healthy lifestyle to advance population health and individual well-being. Cost of implementing health promotion programs shall be at least 1% of the DOH's total budget appropriations.

Communities need to be empowered and be made aware of their rights to proper health care and progressively realize the existence of a people oriented approach to the delivery of health services in the country. A reform in the healthcare system that will grant them access to medical, dental, mental and emergency health services delivered either as population or individual-based health services, centered on people's needs and well-being, committed to leave no Filipino behind.

A. VISION	Healthier and more productive communities
B. MISSION	Transforming community health and wellbeing status through improved health literacy.
C. OBJECTIVES	A. To empower the health workers and the community in creating healthier environments. B. To Improve knowledge and behavior change among target population.
D. PROGRAM COMPONENTS	A. Health Policy Advocacy B. Research-based Health Communication Interventions C. Social Mobilization & Community Organization D. Advocacy Campaigns / Health Program Promotional Events E. Monitoring & Evaluation F. Documentation of Best Practices

E. TARGET POPULATION/CLIENT	Program Managers, Health Education and Promotion Officers, Health Workers [and other professions], individuals and communities within Calabarzon
F. AREA OF COVERAGE	Provinces of Cavite, Laguna, Batangas, Rizal and Quezon.
G. PARTNER INSTITUTIONS	Local Government Units (LGUs), Other Government Agencies (OGA), Non-Governmental Organizations (NGO), Religious Sectors and the Academe
H. POLICIES AND LAWS	Republic Act 11223 – Universal Health Care Act

STRATEGY:	ACTION POINTS:	TIMELINE:
1) Advocate for the creation and implementation of health education and promotion policies in different health settings	To coordinate with the local government units, attached agencies, non-government organizations, religious sectors and the academe for sustainable health programs that will elevate the level of health literacy among vulnerable populations.	JANUARY TO DECEMBER 2020
2) Utilize researches as basis for identifying interventions	To develop research-based interventions designed to improve health outcomes of individuals with low health literacy.	JANUARY TO DECEMBER 2020
3) Lead and oversee interventions on Social Mobilization & Community Organization	To empower community members as agents of change – able to engage community groups to take action towards the protection of their own health and their family.	JANUARY TO DECEMBER 2020
4) Intensify advocacy campaigns / health program promotional events	To provide assistance in the development of communication plans and strategies as a vital component to attain program goals.	JANUARY TO DECEMBER 2020
5) Strengthen Monitoring and Evaluation	To assess and analyze the effectiveness of health promotion and education interventions and determine sustainable, replicable and cost effective interventions.	APRIL TO SEPTEMBER 2020
6) Documentation of Best Practices	To document and disseminate interventions that may be replicated within and outside the region, as a means to expand the national response to different health program strategies.	OCTOBER TO DECEMBER 2020

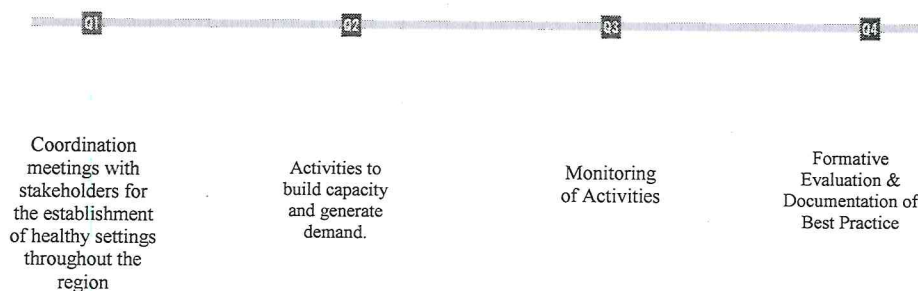
PROGRAM ACCOMPLISHMENTS/STATUS:

1. CONDUCT OF THE 1ST REGIONAL HEALTH PROMOTION SUMMIT WITH THE THEME “SCALING UP HEALTH PROMOTION & PREVENTIVE CARE.” ON SEPTEMBER 30, 2019. THE CONDUCT OF THE 1ST REGIONAL HEALTH PROMOTION SUMMIT WAS A VENUE FOR GOVERNMENT AGENCIES, THE LOCAL GOVERNMENT UNITS (LGU) AND STRATEGIC PARTNERS TO:
 - a. RECOGNIZE PRIORITY INTERVENTIONS FOR HEALTH PROMOTION AND PREVENTIVE CARE
 - b. EXPRESS COMMITMENT IN THE FULFILMENT OF THEIR OBLIGATIONS IN PROVIDING A COMPREHENSIVE AND COORDINATED APPROACH TO HEALTH DEVELOPMENT

- c. DEMONSTRATE SUPPORT IN THE PROVISION OF COMMUNITY ACCESS TO ACCURATE HEALTH INFORMATION AND EDUCATION TOWARDS THE ACHIEVEMENT OF UNIVERSAL HEALTH EDUCATION & PROMOTION.
2. **THE DEVELOPMENT AND PRODUCTION OF THE 1ST COFFEE TABLE BOOK PRINTED IN THE REGION** SHOWCASING THE DEPARTMENT OF HEALTH CENTER FOR HEALTH DEVELOPMENT CALABARZON INITIATIVES, UNDER THE LEADERSHIP OF DIR. EDUARDO C. JANAIRÓ. COPIES OF THE COFFEE TABLE BOOKS WERE DISTRIBUTED DURING THE NATIONAL HEALTH SECTOR MEETING WHEREBY THE HEALTH SECRETARY FRANCISCO T. DUQUE III, THE DOH UNDERSECRETARIES, ASSISTANT SECRETARIES, REGIONAL DIRECTORS AND HOSPITAL CHIEFS ATTENDED.
3. CONDUCT OF COORDINATION MEETINGS WITH THE DEPARTMENT OF EDUCATION, DEPARTMENT OF HEALTH PROMOTION & EDUCATION, COLLEGE OF PUBLIC HEALTH UNIVERSITY OF THE PHILIPPINES, MANILA, REACHEALTH, AND OTHER NON-GOVERNMENT ORGANIZATIONS FOR THE CREATION AND IMPLEMENTATION OF HEALTH EDUCATION AND PROMOTION POLICIES AND PROGRAMS IN DIFFERENT HEALTH SETTINGS.

CALENDAR OF ACTIVITIES

2020



STATISTICS

- A) NUMBER OF COORDINATION MEETINGS CONDUCTED
- B) NUMBER OF SCHOOL (INCLUDING OUT OF SCHOOL YOUTH) WITH HEALTH PROMOTION AND EDUCATION INTERVENTIONS
- C) NUMBER OF HEALTH POLICIES CASCADED
- D) NUMBER OF IECS DEVELOPED, CONCEPTUALIZED, PRODUCED AND DISTRIBUTED TO TARGET POPULATION
- E) NUMBER OF SOCIAL MEDIA QUERIES RESPONDED TO IN LESS THAN AN HOUR
- F) NUMBER OF HEALTH INFORMATION AND HEALTH UPDATES DISSEMINATED TO DIFFERENT TOUCHPOINTS
- G) NUMBER OF MONITORING ACTIVITIES COMPLETED
- H) NUMBER OF INTERVENTIONS DOCUMENTED AS BEST PRACTICE

PROGRAM MANAGER CONTACT INFORMATION:

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DATE LAST UPDATED: DECEMBER 10, 2019

SUBMITTED BY:

JEANETTE N. ATIENZA, RN
 NAME

HEALTH EDUCATION & PROMOTION OFFICER III
 POSITION

SIGNATURE

APPROVED BY:

EDUARDO C. JANAIRÓ, MD, MPH, CESO III
 NAME

REGIONAL DIRECTOR
 POSITION

SIGNATURE