



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

Control No.:	KMITS-KMD-Web Form 2.A
Revision No.:	0
Effectivity:	April 1, 2016

WEBSITE CONTENT UPDATE FORM 2.A HEALTH PROGRAMS	
ACTION: <input type="checkbox"/> Add <input type="checkbox"/> Edit <input type="checkbox"/> Delete	
I. TITLE: Health Education and Promotion Unit (HEPU)	
II. DESCRIPTION: The Health Education and Promotion Unit (HEPU), being the communication arm of the Department of Health (DOH) Calabarzon, dedicated to intensify information dissemination and continuous health information through health-enhancing activities to assist in modifying behaviors, attitudes, and values until individuals and the communities are able to take care of their own health.	
A. VISION	Health education and promotion for healthy communities in Calabarzon.
B. MISSION	Transforming community health and well being status through health literacy.
C. OBJECTIVES	A) Improved knowledge and behavior change among target population. B) To empower the health workers and the community in creating healthier environments.
D. PROGRAM COMPONENTS	1) Health Communication Planning 2) Risk Communication Planning 3) Advocacy Campaigns 4) Health Program Promotional Events
E. TARGET POPULATION/CLIENT	Program Managers, Health Education and Promotion Officers, Health Workers [and other professions], individuals and communities within the region.
F. AREA OF COVERAGE	Cities and municipalities [and health facilities] within the provinces of Cavite, Laguna, Batangas, Rizal and Quezon.
G. PARTNER INSTITUTIONS	The Local Government Units (LGU), Commission on Population (POPCOM), international technical and funding agencies: World Health Organization (WHO) and United States Agency for International Development Communication for Health Advancement through Networking and Governance Enhancement (USAID CHANGE).
H. POLICIES AND LAWS	A.) Department Memorandum No. 2017 – 0143: Distribution and Utilization of LED TV B.) Department Memorandum No. 2017 – 0391: Conduct of Short Film, Painting and Poster Making Competitions during the 2017 National Health Promotion Summit C.) Department Memo No. 2017-0307: Back to BAKuna campaign roll-out D.) Order to Limit the Quantity of Printing of Information, Education and Communication (IEC) Materials E.) Administrative Order No. 58 s. 2001: National Policy on Health Promotion

### III. STRATEGIES, ACTION POINTS, AND TIMELINE

Strategy:	Action Points:	Timeline:
1) To strengthen and support health program advocacies and campaigns.	Work in partnership with Program Managers, Health Education and Promotion Officers and other stakeholders in the promotion of priority health programs.	January to December 2017
	Conduct of activities / health events	
	Develop, produce and disseminate health messages to the target audience.	
	Develop/produce/reproduce and distribute IEC materials	
2) To empower the health workers and the community in creating healthier environments.	Conduct of capability building activities for health partners and stakeholders.	January to August 2017
3) To work in partnership with health program managers for the integration of health promo plans for priority health programs.	Develop a Health Communication Plan for priority health programs.	January to June 2017

### IV. PROGRAM ACCOMPLISHMENTS/STATUS

- 1) Provision of *wellness / workplace gym* for DOH Calabarzon staff use
- 2) Formation of the *DOH Calabarzon BAKuna boys* as part of the region's support to the National Immunization Program's Back to BAKuna Campaign.
- 3.) Timely sharing of health events, updates and information on social media (Heporegionfoura facebook account)
- 4.) Distribution of *LED TV and external hard drive* to rural health units in Quezon Province.
- 5.) Conduct of the second AKAP MO health advocacy theatre play entitled "Pithaya ng mga PAru-paro sa mga Mata ni Corazon," to promote awareness on *mental health and psychosocial concerns; HIV/ AIDS; Drug Abuse; Alcohol Abuse, Violence Against Women and Children (VAWC) and the National Immunization Program (NIP).*

### V. CALENDAR OF ACTIVITIES (ON SEPARATE SHEET)

### VI. STATISTICS:

- A) 100% OF HEALTH COMMUNICATION PLANS DEVELOPED
- B) 100% OF RISK COMMUNICATION PLANS DEVELOPED
- C) 100% TARGET NO. OF RURAL HEALTH UNITS WITH IEC MATERIAL ALLOCATION / DISTRIBUTION REACHED
- D) 120% TARGET NO. OF HEALTH INFORMATION SHARED ON SOCIAL MEDIA

### VII. PROGRAM MANAGER CONTACT INFORMATION

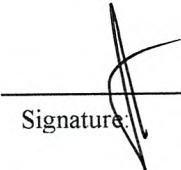
JEANETTE N. ATIENZA, RN  
HEALTH EDUCATION AND PROMOTION UNIT  
02.913.3616

### VIII. DATE LAST UPDATED: DECEMBER 2017

Submitted by:

JEANETTE N. ATIENZA, RN


HEPO III

Signature: 

Approved by:

RIO L. MAGPANTAY, MD, PHSAE, CESO III

Director IV

Signature: 





# HEALTH EDUCATION AND PROMOTION UNIT SCHEDULE OF ACTIVITIES FOR 2017

JANUARY

FEBRUARY

MARCH

APRIL

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

RRPH Orientation at Rizal Province

Enhancing Health Communication in Public Health Programs Batch 1  
26-27 Mental Health Summit

S	M	T	W	TH	F	S
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22	23	24	25	26	27	28
29	30	31				

Sportfest at Marikina Sports Complex

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22	23	24	25	26	27	28
29	30	31				

World TB Day/ TB Awarding

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22	23	24	25	26	27	28
29	30	31				

(17-21) Performance and Budget Utilization Review (18-21) Disaster Response Assistance in Quake Stricken Areas in Batangas

MAY

JUNE

JULY

AUGUST

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
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22	23	24	25	26	27	28
29	30	31				

Opian Balik Save a Life, Lean CPR

S	M	T	W	TH	F	S
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29	30	31				

Service Delivery Network Summit at The Manila Hotel

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22	23	24	25	26	27	28
29	30	31				

Mid Year Performance Budget and Utilization Review at Azalea Hotel, Baguio City

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22	23	24	25	26	27	28
29	30	31				

NCR & Southern Luzon Cluster Meeting at Sheraton Hotel, Batangas

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

S	M	T	W	TH	F	S
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29	30	31				

Opian Balik Save a Life, Lean CPR

S	M	T	W	TH	F	S
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National Health Promotion Summit

S	M	T	W	TH	F	S
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29	30	31				

Mid Year Performance Budget and Utilization Review at Azalea Hotel, Baguio City

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Orientation and Updates of Different Health Programs at Verjandel Hotel