



Graduate School
(Institute of Public Management)
PROJECT ACCOMPLISHMENT REPORT

I. Project Information

Project Code	MIPTQ
Project Title	Certificate Course on Strategic Health Communication Governance
Project Start	January 1, 2023
Project End	June 30, 2023
Project Price	P 390,000.00
Client Organization	Public Sector

II. Project Team

Supervising Fellow	Ms. Maria Felicidad Farin-Billedo
Project Manager	Ms. Queency Lyn Raagas
Technical Staff	Dr. Lizan E. Perante-Calina
Administrative Staff	Ms. Marie Isabelle Adrales
Consultants / Resource Persons	Dr. Paula Paz Sydiongco Dr. Cheryl Buhong Assistant Prof. Linus Van Plata Mr. Rhys Abraham Ybiernas

III. Project Details



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Project Description

Public service is more than just an ardent passion to alleviate the plight of the poor and the marginalized, to lead the improvement of various systems in government, or even to make a significant difference in the lives of our countrymen. Not to conclude that such personal fervor for change is unnecessary, but rather, to emphasize more the tenet that public service is more than just the desire to uplift the lives of people, but, fundamentally, a craft and a virtue - a profession that requires due prudence, knowledge, skills and abilities for the purpose of advancing the common good and affect significant, meaningful progress for the country.

It is stated in the Local Government Code, in Article Eight Section 478b-1 that the health officer shall take charge of the office on health services, supervise the personnel and staff of said office, formulate program implementation guidelines and rules and regulations for the operation of the said office for the approval of the governor or mayor, as the case may be, in order to assist him in the efficient, effective and economical implementation of a health services program geared to implementation of health-related projects and activities.

With the enactment of the Universal Health Care (UHC) Act, Human Resource for Health (HRH) must aim to capacitate the workforce with competencies needed for the implementation of an integrated health system for primary health care through continuing education.

The Department of Health – Center for Health Development (DOH CHD) Region I tapped the services of the Development Academy of the Philippines (DAP) through the Graduate School of Public and Development Management (GSPDM) to capacitate its Health Education and Promotion Unit (HEPU) in enhancing its competencies and developing its HRH workforce through the Certificate Course on Strategic Health Communication Governance (CC SHCG).

CC SHCG tackles how public health managers can improve uptake of health programs and services through strategic communication. Empathy-based communication will be taught, including basic marketing and behavioral economics principles that are often mastered by the business sector. Tools that facilitate strategic content creation and digital communication platforms will be introduced. Practical skills will be demonstrated as students' journey from communication plan development to a target audience pitch. Emphasis is placed on the premise that the information needs of the audience must be satisfied in order to achieve program objectives.



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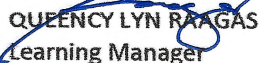
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Project Objective	At the end of the course, the students must be able to understand, explain, and apply the principles and practices of strategic communication as a vital component of health governance.
Focus Area	Health
Project Type	Public Offering
Regional Coverage	Region 1 (Ilocos Region)
IV. Project Accomplishments	
Key Activities Implemented	Lecture sessions Oral Defense of the Communication Plan
Major Outputs	Group Communication Plan; Course Syllabus; Grade sheets; Certificate of Completion; Terminal Report
Project Impact	1. Effective Communication Plans under the Health Promotion Unit of the Ilocos Region 2. To contribute to the achievement of the Universal Health Care Goals

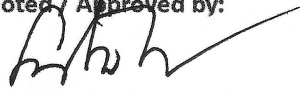

V. Attachments

- Summary of Course & Speaker Evaluations

Prepared by:


QUENCY LYN RAAGAS
Learning Manager

Noted / Approved by:


DR. LIZAN E. PERANTE-CALINA
Group Head 

Notes:

Project Details on Section I-III can be generated thru PMIS based on PMs Inputs.

1. Project Managers are required to accomplish Section IV & provide Section V to reflect results of project implementation
2. Project Managers can update/adjust the pre-filled sections(I-III) based on actual data