

I. Project Information

Project Code	MIPCS
Project Title	Certificate Course on Strategic Health Communication Governance Batch 3
Project Start	July 1, 2024
Project End	September 30, 2024
Project Price	P 750,000.00
Client Organization	Public Sector

II. Project Team

Supervising Fellow	Ms. Maria Felicidad Farin-Billedo
Project Manager	Mr. Gerald C. Macabinquil
Technical Staff	
Administrative Staff	Mr. Karl Christian Laplana
Consultants / Resource Persons	Dr. Marvin Munar Dr. Dominic Maddumba Mr. Rhys Abraham Ybiernas

III. Project Details

Graduate School

Institute of Public Management
PROJECT ACCOMPLISHMENT REPORT

Project Description

Public service goes beyond a deep passion to aid the poor and marginalized, improve government systems, or make a significant impact on the lives of citizens. While personal commitment to change is vital, public service is fundamentally a craft and a virtue—a profession that demands prudence, knowledge, skills, and abilities to advance the common good and foster meaningful progress for the nation. To meet these demands, the Ilocos Training and Regional Medical Center (ITRMC) partnered with the Development Academy of the Philippines (DAP) through the Graduate School of Public and Development Management (GSPDM). This collaboration aims to enhance the competencies of public health personnel through the Certificate Course on Strategic Health Communication Governance (CC SHCG).

The CC SHCG course equips public health managers with strategic communication skills, focusing on empathy-based communication, marketing, and behavioral economics—principles often used in the business sector. It introduces tools for creating strategic content and utilizing digital communication platforms, ensuring that health programs are effectively communicated to and embraced by target audiences.

Project Objective

At the end of the course, the students will be able to understand, explain, and apply the principles and practices of strategic communication as a vital component of health governance and effective service delivery.

Focus Area

Health

Project Type

Public Offering

Regional Coverage

Region 1 (Ilocos Region)

IV. Project Accomplishments

Graduate School
Institute of Public Management
PROJECT ACCOMPLISHMENT REPORT

Key Activities Implemented	Lecture sessions Group workshops and presentations 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 of ITRMC 2. To contribute to the achievement of the Universal Health Care Goals

V. Attachments

- Summary of Course & Speaker Evaluations

Prepared by:


GERALD MACABINQUIL
Learning Manager

Noted / Approved by:


LIZAN E. PERANTE-CALINA, DPA
Group Head

Notes:

Graduate School

Institute of Public Management

PROJECT ACCOMPLISHMENT REPORT

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