



development academy of the philippines

Graduate School
(Institute of Public Management)
PROJECT ACCOMPLISHMENT REPORT

I. Project Information

Project Code	MIPIR
Project Title	Certificate Course on Strategic Health Communication Governance Batch 2
Project Start	September 1, 2023
Project End	March 31, 2024
Project Price	P 652,800,000.00
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. Marvin Munar Ms. Maribel Dumo Mr. Rhys Abraham Ybiernas Dr. Beverly Lorraine Ho

III. Project Details

Project Description

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.

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)



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IV. Project Accomplishments

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:


QUEENCY 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