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THE DOH files

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TOWARDS QUALITY HEALTHCARE FOR ALL

A less harmful bang for 2015

DOH records 16% decrease in firecracker injuries; Grateful to other government agencies, LGUs, media for successful campaign

WITH A MASSIVE public information campaign to warn everyone about the risk to life and limb of firecrackers, most Filipino families welcomed 2015 with lesser fireworks, especially such types like the piccolo, five star, pla-pla, luces and boga, which is an improvised canon fabricated from large-diameter PVC pipes.

This resulted in a decrease in firecracker injuries, the Department of Health (DOH) reported. There were also organized public firework displays in some communities, which reduced the usage of fireworks at the individual households.

According to Acting Health Secretary Janette Loreto-Garin, there was a decrease of around 16 percent in the number of fireworks-related injuries from December 21 to first week of January with 860 reported cases. The cases this year were lower by 146 (14 percent) than the previous five-year (2009-2013) annual average.



The Department of Health (DOH) called on the public to welcome 2015 in a safer way through their launch of "Mahalaga ang Buhay: Iwas Paputok" campaign. Acting Health Secretary Janette Loreto-Garin noted that there was a 16 percent decrease of fireworks-related injuries last New Year's celebration.

About 840 of this year's injuries were due to fireworks, seven due to fireworks ingestion and 13 from stray bullets.

Sec. Garin added that the most affected age groups were the 6-10 years old (25 percent) and the 11-15 years old (22 percent). The top fireworks that caused injuries were piccolo (32 percent), and kwitis (15 percent). Eleven percent of the

injuries were due to unknown fireworks.

The acting health secretary added that the DOH is encouraged noting that more Filipinos heeded the call against using firecrackers to celebrate the coming of the New Year.

"Mas maraming Pilipino ang nakonsensya ngayon, at sila ay nagdesisyon pabor sa kanilang kaligtasan (More Filipinos

heeded their conscience and they decided in favor of their safety)," she said.

A report by the DOH's Epidemiology Bureau meanwhile said that about 57 percent of firecracker injuries this year came from the National Capital Region. Among those who had

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Iwas paputok experiences of Region XII



IWAS PAPUTOK A Q&A portion was held during the Iwas Paputok Press Conference of DOH Regional Office No. XII held at the Family Country Hotel, General Santos City on December 9, 2014.

EVERY YEAR, we celebrate yuletide season around the world with a festive treat and amusing displays of firecrackers. Practically speaking, Pinoys are fond of making noise by using firecrackers as a way of celebrating Christmas and New Year's Eve, but over the years, the festivities led to many injuries.

That is why in Region XII, we conducted orientation campaigns in different provinces and cities to lessen the casualties of firecrackers-related injuries and explosions as early as November to December 2014 headed by our Regional Director Teogenes F. Baluma and was participated in by the Municipal Health Officers, Chief of Hospitals, Surveillance Officers, Local Government Units, Government and Private Health Institutions, Bureau of Fire Protection, DepEd School Principals, Supervisors and Guidance Counselors, Media Partners and Legitimate Sellers/Dealers of Firecrackers over the region.

Region XII data showed that for the year 2014, the office had recorded 129 injuries which is 92 percent higher than 2013. South Cotabato had 43 reported cases which is the highest among the region. North Cotabato was the second in the list with 35 reported cases; Sultan Kudarat

with 14 reported cases; Cotabato City with 11 reported cases; General Santos City 17 reported cases and Sarangani Province with 9 reported cases. A total of 17 sentinel hospitals reported for 2014.

However, despite all the campaigns and scare tactics we did with support from other sectors, still the culture and practice in merry making using firecrackers proliferated. This experience provided us with valuable lessons that discipline must be deeply engraved. We hope that government will enact completely banning the sale or use of firecrackers in the street, primarily for safety purposes.

Issues and concerns were raised during the campaigns which were well-taken like delivery of IEC materials on time regarding Iwas Paputok and provision of CD's and USB's for dissemination of information. Also, they suggested to create task force to monitor the sale and manufacture of firecrackers and users.

The region is still re-evaluating the campaign to come up with better and workable solutions to stop or reduce the use of illegal firecrackers. Other than that, we had a fun-learning experience as the Health Education and Promotion Team and hoping for a better outcome in 2015.

A less harmful bang....

firework injuries, 81 percent were males, ages ranged from 6 months to 84 years (median = 12 years). The report added that 503 cases got injured because they handled the firecrackers themselves, and 337 were just bystanders, or "nahagisan lang."

After the New Year revelry, health authorities warned on picking up unexploded firecrackers, underscoring once again the responsibility of parents and adults to warn their children of this risk.

Because of the "OPLAN Piccolo" of the Philippine National Police, piccolo injuries were reduced from 70 percent on December 30 to 48 percent on New Year's Eve. However, piccolo still accounted for most causes of injuries. The other fireworks that caused the most injuries were kwitis, luses, and fountain.

Sec. Garin extended the DOH's gratitude for the support of other national agencies, the local government, and the media during the anti-firecracker campaign.

However, the work still continues past New Year's Day as the health campaign shifts to the prevention of tetanus among the injured. She reminded the public that the injured should get their tetanus shots in hospitals right away.

Sec. Garin bared these facts at a press conference with Philippine Charity Sweepstakes General Manager Jose Ferdinand Rojas, Philhealth Vice-President for Quality Assurance Group Dr. Francisco Soria, and Police Chief Inspector Bryan Gregorio last January 6.

Pupils: 'Goodbye, Paputok!'

DOH-ROV brought Iwas Paputok Campaign to school

HORNS NOT FIRECRACKERS Gogon Elementary pupils join Dir. Balboa, their principal and parents in the ceremonial blowing of horns



IN THE RECENT years, Aksyon Paputok Injury Reduction (APIR) report shows that children of the 7 to 12 year-old bracket take the highest number of firecracker injuries. Such finding helped the Department of Health Regional Office V (DOH-ROV) to decide to include a school launch to the activity lineup of 2014 Iwas Paputok campaign in order to directly deliver the campaign message to those who need it most.

The DOH-ROV brought the school launch to Gogon Elementary School in Legazpi City at 1:00 PM of December 15, 2014 after the morning press launch held at the La Roca Veranda Suites.

The team was welcomed by 150 participants consisting mostly of grades 4 to 6 pupils and some teachers, parents and media stakeholders.

Prior to the program, the pupils were noticeably curious and asking among themselves about what the activity was all about. Finally, the DOH team kicked-off the program by simply asking the students to say 'Yes' and raise their hands if they use firecrackers during the holiday celebration.

In an instant and without hesitation, the pupils affirmed their liking for the use of firecrackers and cited piccolo and watusi

among their favorites. Said fireworks are banned in the country with piccolo consistently topping the list of common firecrackers involved in injuries. Follow up questions were thrown and the pupils revealed that parents and older siblings are the ones who provided them with firecrackers.

DOH Bicol Director Gloria J. Balboa promptly explained to the children the dangers posed by the use of firecrackers and related her message to the theme: *Mahalaga ang buhay, iwasan ang paputok* (Life is precious, avoid firecrackers). She implored to the students to stop this harmful practice and spread this information to their family and friends.

Some of the pupils expressed that they did not take the warning seriously because they knew no one who had been injured by firecrackers but through the Iwas Paputok TV advertisement and a 20-minute educational video about the harm caused by using firecrackers, the children admitted that they already fear firecrackers and will opt to use alternatives such as making noise with cans, pots and horns.

"Hindi na po talaga ako magpapaputok kahit bigyan pa ako ng kalaro tsaka

kapitbahay 'di ko na tatanggapin (I will never light firecrackers again even if my playmate or neighbor gives me some)," said Kyla, a 4th grader at Gogon Elementary School.

Kyla and her classmates confirmed their new conviction through the ceremonial blowing of horns.

Director Gloria J. Balboa advised the Health Promotion Unit to intensify the campaign and come up with strategies in order to reach the young.

"It is good to know these facts directly from the children. We should scale up our information drive against the use of firecrackers so we can help these children face the future with their body parts intact and uninjured," stated Dir. Balboa.

Principal Jeanie Buan encouraged the pupils, parents and faculty present in the activity to be vigilant and become spokespersons for said campaign. The school is set to conduct a similar activity to spread the campaign message.

The Iwas Paputok school launch was also supported by the Philippine Information Agency Regional Office V and local media partners.

EDITORIAL

Stricter legislation against firecrackers

Oplan Iwas Paputok, a multisectoral campaign spearheaded by the Department of Health aimed at reducing firecracker related injuries during the yuletide season, has already been in place for two decades. Through the years, DOH has endeavored to reduce, and to the very least, maintain the number of firecracker related injuries through massive media campaign and advocacy to Local Government Units to monitor sale of prohibited firecrackers in communities.

Although it's virtually impossible to totally prevent the New Year's eve revelers from lighting firecrackers, this year's figures are quite encouraging, showing a significant decrease in the number of firecracker-related injuries. From December 21, 2014 to the first week of January, the DOH recorded a 16 percent decrease with 860 reported cases. The figures were lower by 160 (31 percent) than the previous five-year (2009-2013) annual average.

Of course, it is also fitting to acknowledge the enormous efforts of the PNP and other government and non-government agencies for their support in this undertaking. The PNP, for one, conducted fireworks training seminars for both manufacturers and users of firecrackers. Organized fireworks display, handled by trained professionals, for the public to enjoy, are much safer than the individual use of firecrackers and fireworks.

The PNP also taped gun muzzles to ban indiscriminate firing of service firearms by PNP members and those of attached agencies.

Legal sanction is in place with Republic Act 7183, which regulates the manufacture, sale, distribution, and use of firecrackers and pyrotechnic devices. The law states that the penalty for using illegal firecrackers ranges from six months to a year's imprisonment or a possible fine of up to PhP 20,000.

Firecrackers with net explosives content of more than 0.2 grams or approximately one-third teaspoon are specifically prohibited because they are very dangerous and are known to cause serious injury or even death.

Although its explosive content is not potentially dangerous, the PNP also prohibited the manufacture and sale of "Watusi" as this pyrotechnic device contains yellow phosphorous that is poisonous when ingested.

The Department of Interior and Local Government has issued a circular encouraging the LGUs to designate specific



Illustration by Donna Pahignalo

areas for selling of firecrackers and to restrict selling at the community sari-sari stores. Likewise, the Department enjoined the LGUs to lead in the information campaign on the dangers of firecracker use, especially among children.

The Bureau of Fire and Protection also conducted several information campaigns for people to strictly observe safety measures to prevent household fires. Local government units held parades to create awareness that other noise-making activities or devices can be used to usher in the New Year.

The Department of Education led the information campaign among students on the dangers of firecracker use or even playing with firecrackers and its powder that failed to explode

Because of this concerted effort, reports showed that firecracker sales have dropped by 10 to 15 percent since the DOH started its campaign on December 2014.

Recently at the House, the DOH pushed for the total prohibition or ban on firecrackers including the small and non-harmful ones. We need stricter legislation to really stop our countrymen from engaging in this dangerous practice each time the New Year comes, but it was a no-go for the House leaders.

Apparently, they are concerned about the displacement of small entrepreneurs who will lose their livelihood and the potential rise of black-market production and sale of firecrackers. Although this seems to be a logical concern, this undermines the fact that hundreds of people, many of whom are just innocent bystanders, suffer yearly from injuries including possible mutilations. A few unfortunate ones might even die, either directly due to the firecracker injury, or indirectly due to subsequent complications such as tetanus and wound infections.

Hence, after the New Year, firecracker problems are not over yet, as the potential for tetanus complications remain high for those with injuries who did not receive adequate tetanus prophylaxis.

We hope we could attain an acceptable legislative middle-ground so the loss to life and limb by firecrackers could now be a thing of the past.



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We would like to hear from you!

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DOH Regional Office I recognizes anti-TB advocates

"WE ARE here to celebrate the talents God has given to all of you. We are happy with this recognition because we want to show our gratitude to all of you for sharing your talents. You are proud to say that you have done your work and either we, in the DOH, your constituencies for those who are in public service (*babalikan kayo, iboboto kayo*) that will be the reward that God has given, and for us is the satisfaction and also the realization that we have met our goals."

This is Director Myrna C. Cabotaje's inspirational message during the 3rd Regional Recognition and Awarding Ceremonies and she recognized the awardees as TB Talents. She also shared the "The Parable of the Talents" (Matthew 25:14-30) and she further expounded that "We are not given equal talents by God but we bloom where we are planted."

The awardees contributed much in the success of attaining 91% Case Detection Rate (2013) and 92% Cure Rate (Cohort 2012) for TB in the region.

The following are the recognitions and awards and their recipients:

1. Merits of Alliance for the National Tuberculosis Control Program, National Rabies Control Program and Soil-Transmitted Helminthiasis Program is given to partners from different sectors of society, government and private offices for their unwavering support to the three programs.

The awardees for the TB Program are: Piddig District Hospital, Laoag City General Hospital, Black Nazarene Specialty Hospital (Ilocos Norte), Dr. Glenn Battad of St. James Hospital (Ilocos Sur), TB Diagnostic Committee Members of La Union and Pangasinan, Northern Cement Corporation, National Commission on Indigenous People and Bureau of Jail Management and Penology.

The Department of Education received the Merit of Alliance for the National Rabies Control and Soil- Transmitted Helminthiasis Programs. Merit of Alliance was also awarded to the four AMHOP Presidents namely: Dr.



HONORING ADVOCATES City of Vigan TB DOTS Center receives the Pinnacle of Excellenc Award from Director Myrna C. Cabotaje, Asst. Regional Director Emilia P. Monicimpo, Dr. Jimuel Cardenas (Chief, MSD), Dr. Jennifer Ann WI (TB Champion Awardee) and Ms. Irene Madonna Almeida (Head of Infectious Disease Unit)

Cesar Carullo (Ilocos Norte), Dr. Aly John Lopez (Ilocos Sur), Dr. Annabelle Pada (La Union) and Dr. Lilibeth Fermin (Pangasinan).

2. Most Improved Health Facility/ Continually Improving Award is given to the facility that has made significant steps toward achieving its goals and program targets and has demonstrated improvement over the past years while contributing to the program and surrounding community. TB DOTS Centers of Santa Cruz (Ilocos Sur), Caba (LaUnion), and Infanta (Pangasinan) won this award.

3. Making a Difference Award is for the health facility with best practices and known to have successfully and effectively implemented innovative systems that improve the quality healthcare delivery of patient care and contributed to the program achievements for the past years. The award was given to TB DOTS Centers of Bantay (Ilocos Sur), Bolinao and Anda (Pangasinan) and Naguillan District Hospital (La Union).

4. Pillar of Performance on Microscopy Laboratory is awarded to the facility for exemplary performance in the delivery of quality diagnostic services in the community and constant compliance in the external quality assessment. The winners are TB DOTS Centers of Vintar (Ilocos Norte), Tagudin, City of Vigan and Saint James Hospital (Ilocos

Sur), TB DOTS Center of San Gabriel and Lorma Medical Center (La Union), TB DOTS Center of San Fabian and Dagupan City, Region 1 Medical Center (Pangasinan).

5. Flame of Leadership Award is given to the Provincial Health Office for keeping radiance in the province and being the prime mover and enjoining the LGUs and stakeholders in striving for greater impact in the fight against TB. The Provincial Health Offices of Ilocos Norte, Ilocos Sur, La Union and Pangasinan received this award.

6. Pinnacle of Excellence Award is also called the Best Performing Health Facility. This recognizes the facility and its core team with incomparable, outstanding performance and significant contribution to the National Tuberculosis Control program in the delivery of ever improving value to the patients and stakeholders. The recipients of this award are TB DOTS Centers of Burgos and City of Batac, Dingras District Hospital (Ilocos Norte), TB DOTS Center of Bantay and City of Vigan, Saint James Hospital (Ilocos Sur), TB DOTS Center of Bacnotan, City of San Fernando, La Union Medical Center and Lorma Medical Center (La Union), TB DOTS Centers of Sison, Dagupan City, Pangasinan Chest and Dispensary Clinic and Urdaneta District Hospital (Pangasinan).

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Plan of action to control TB

Aiming for a 90% detection and cure rates

THE VISION of the National Tuberculosis Control Program is to have a TB-free Philippines by 2050 and the goal is to decrease the deaths and illness due to TB. As such, 90 percent of all forms of TB cases should be detected and treated, and ensure that 90 percent of these cases are adequately treated.

To meet these goals and objectives, the 2010 – 16 Philippine Plan of Action to Control TB (PhilPACT) was formulated through a participatory process to serve as the country's road map in reducing the problem of tuberculosis. It was issued by the Department of Health (DOH) through Administrative Order 2010-0031. Consistent with the then Health Sector Reform Agenda, the plan contains four objectives, eight strategies, and 30 performance targets.

The objectives, strategies, and the performance targets are as follows:

Objectives	Strategy	Performance Target
1. Reduce local variation in TB control program	Localize implementation of TB control	<ul style="list-style-type: none"> -Eighty percent (80%) of provinces and highly urbanized cities (HUCs) include TB control plan based on a set criteria within the Province wide Investment Plan for Health (PIPH) or ARMM Investment Plan for Health (AIPH) or City wide Investment Plan for Health (CIPH) -Seventy percent (70%) of provinces and HUC are at least DOTS compliant -Ninety percent (90%) of provinces and HUCs given performance based grants (PBGs) have achieved and sustained program targets (case detection rate (CDR) and TSR) -At least 70% of national, regional, provincial, and HUC teams have been trained and supported to manage TB control program -All public-private (PP) coordinating bodies at the national and regional and 70% at the provincial levels / HUC have been established and sustained to include CUP mechanisms
	Monitor health system performance	<ul style="list-style-type: none"> -Trend of TB burden tracked -TB information generated on time, analyzed, and used -TB information system integrated with the DOH Unified Health Management Information System
2. Scale up and sustain coverage of DOTS	Engage both public and private health care providers	<ul style="list-style-type: none"> -At least 50% of all provinces and HUCs have functional province / city-wide referral system -90% of public hospitals and 65% of private hospitals are participating in TB control either as DOTS provider or referring center -Fifteen (15%) percent of notified TB cases contributed by the private providers -All DOTS facility staff are equipped to deliver TB services
	Promote and strengthen positive behavior of the communities	<ul style="list-style-type: none"> -Proportion of TB symptomatics who are self-medicating and not consulting health care providers reduced by 30% -95% of provinces and 70% of HUCs with less than 5% lost to follow-up cases -At least 10% of all notified TB cases were contributed by the CBOs/CHTs/ BHW
	Address MDR-TB, TB/HIV, and needs of vulnerable population	<ul style="list-style-type: none"> -A total of 19,500 MDR-TB cases have been detected and provided with quality-assured second-line anti-TB drugs -At least 75% of MDR-TB patients are successfully treated -At least 80% of registered TB cases in HIV Category A and B areas and drug resistant cases are provided with HIV counselling and testing -730,000 children are initiated with anti TB treatment or given INH preventive therapy -Jails / Prisons at all levels provide access to DOTS services to all inmates -Policies, operational guidelines, and models developed, disseminated, and locally adopted to address needs of vulnerable populations

3. Ensure provision of quality TB services	Regulate and make available quality TB diagnostic tests and drugs	-At least 95% of all TB microscopy laboratories within the NTP laboratory network are providing TB diagnostic services within EQA standards -TB microscopy services are expanded to improve access -Culture, DST and new technologies are scaled up. -No stock-outs of anti-TB drugs (both FLD and SLD) and laboratory supplies in 90% of DOTS/laboratory facilities in the last 6 months
	Certify and accredit TB care providers	-At least 70% of DOTS facilities are DOH/PhilCAT certified and Philhealth Accredited -DOTS standards/evidence for hospital engagement are included in DOH licensing and PhilHealth accreditation requirements -Infection control/laboratory biosafety measures in place in all DOTS / PMDT treatment facilities and laboratories
4. Reduce out-of-pocket expenses related to TB care	Secure adequate funding and improve allocation and efficiency of fund utilization	-Reduced redundancies and gaps by harmonizing financing of TB prevention and control -National government and Philhealth funds leveraged to secure LGU commitments -PhilHealth's role expanded through greater availability of accredited providers and increased utilization of TB- DOTS package. -Alternative funding models developed

The strategic thrusts of the program for 2014 – 16 are to

- find the missing TB cases through expansion of diagnostic tools including the rapid diagnostic tests, full engagement of the private providers and hospitals and adoption of intensified case finding especially for the vulnerable populations;
- expand PMDT facilities to improve access, hence, detect and treat more MDR-TB cases;
- enhance services for the vulnerable populations who have higher risk of developing TB such as those with TB HIV co-infection, the poor and children;
- improve the human resource, logistical and information systems,
- strengthen the managerial capacity of all program managers.

DOH Regional Office...

Special Awards were also vested such as:

Lifetime Achievement Award recognizes outstanding health workers for notable contribution to the implementation of NTP as well as demonstrated commitment to service to others in their public and personal lives and excellence in his/her dedication in advancing and promoting health. The award was accepted by Dr. Benito Arca and Ms. Nora Aquino.

TB Idol is presented to a person/group who in one way or another have untiringly devoted his/her time for the cure and control of TB. Ms. Diana Fe Diaz of Calasiao, Pangasinan and Mr. Relito de Leon of Dagupan City were the TB Idols.

3. TB Champion is bestowed to an individual who exudes the true essence of an advocate to TB Program and has truly

championed the cause of TB over past decade and generously and untiringly contributed time, resources and expertise. Dr. Jennifer Ann Wi and Gov. Ryan Luis Singson were recognized as the TB Champions.

4. Posthumous Award is conferred to a person who passed away and left a remarkable contribution to the public health service and it was given to Ms. Adrainne Mae Torio.

5. National Search for Barangay with Best Sanitation Practices is awarded to local government unit at the barangay level that have demonstrated exemplary contributions obtaining and sustaining targets under the Millennium Development Goal on water and sanitation and have demonstrated good

practices on its programs and projects on environmental sanitation. Barangay Santiago, Solsona, Ilocos Norte and Barangay Bucao, San Gabriel, La Union were recognized with the Best Sanitation Practices.

6. Highest Performance on Measles Rubella and Oral Polio Vaccine or MR-OPV Campaign in Region I was given to the City of San Fernando, La Union for being the top performer during the mass immunization in September 2014.

Dr. Emilia P. Monicimpo, the newly assigned Assistant Regional Director welcomed the guests and awardees during the ceremony held on December 17, 2014 at Hotel Arina, Bauang, La Union. Dr. Monicimpo said "may your tribe increase".

'Pamilyang Malusog at Masigla'

DOH-Central Visayas hosts DOH on Wheels: KP Roadshow



COORDINATION Government officials welcomed the DOH team in spearheading the roadshow for the improvement of health in Anda Bohol. (from L to R) Mrs. Amper; Atty. Ferdinand Berongoy, Provincial Legal Officer of Bohol; Mayor Metodio Amper, Anda Bohol; Usec. Nemesio Gako, DOH; Dir. Jaime Bernadas, DOH-7, Asst. Dir. Lakshmi Legaspi, DOH-7

THE DEPARTMENT of Health Regional Office VII hosted Kalusugan Pangkalahatan: DOH on Wheels Roadshow on November 11, 12 and 14, 2014 in the municipalities of Tabogon and Tuburan in Northern Cebu and Anda municipality in Bohol, respectively.

With the Theme *"Tungo sa Pamilyang Malusog at Masigla"* the activity focused on providing services for the four target communities identified as The Youth, The Men, The Women and The Elderly.

The KP activity aimed to promote the programs and services available at the health facilities in order to increase utilization and targets as desired steps to the achievement of Millennium Development Goal No. 4: Reduce Child Mortality, Millennium Development Goal No. 5: Improve Maternal Health, and Millennium Development Goal No. 6: Combat HIV/AIDS, Malaria and other Infectious Diseases by bringing these health services closer to the people especially in far flung communities.

DOH Regional Office VII joined hands with Local Government Units, Media, Public and Private Agencies and Development Partners in the planning and implementation of the activity.

Kalusugan Pangkalahatan embraces and



KP FOR ELDERLY Mayor Metodio Amper and Dr. Jim Bernadas of DOH-7 check on the one of the identified groups—the Elderly

operates in the Bayanihan or Alayon Spirit which is a concerted action of everyone for a common good. All KP Activities surely had a jam-packed crowd with everyone having their fair share of the services given to them.

During the span of the activity, the youth were provided with the right information on maintaining a healthy peer group- its advantages and benefits. Birth-spacing method with subdermal implant, health and nutrition lectures were some of the services that the women received. The men had lectures on Healthy Lifestyle using the Go4Health Key messages, a brilliant presentation on HIV/AIDS and STI prevention, and PhilHealth benefits.

The fourth population group—the elderly, got services including determination of blood pressure, random blood sugar and serum cholesterol. All of them were given ample time to discuss the results with the Doctors to the Barrios (DTTBs) who were also present during the event.

The activity also provided avenue for bonding with our development partners and local chief executives. All the political leaders from provincial governors, congressmen and municipal mayors of Bohol and Cebu provinces individually came



ONE GOAL Complete with props and costumes, the Bulawanong Tinubdan Dance Troupe of Cebu Technological University—Tuburan wowed the crowd with their more than spectacular performance as they cap off the celebration imparting awareness on *Kalusugan Pangkalahatan*

or sent representatives to express support to the DOH Programs in the different health facilities in their respective communities. DOH Line agencies PhilHealth, Commission on Population and National Nutrition Council, and development partner Engender Health provided moral and logistical support from start to finish.

Academe played a big role in the information dissemination. Using different methodologies for advocacy of health programs—like Cheer Dance competitions, playlets, utilizing chants, yells and choruses very well supported with props, placards and costumes depicting DOH Programs and Services—proved to be an effective strategy in sending simple and understandable key health messages to the community residents.

Our media partners provided coverage to keep radio listeners, TV viewers and newsreaders abreast of the KP Roadshow.

Political leaders and the people in the community were grateful for the information and health services they have received through the KP Roadshow. The DOH on Wheels: KP Roadshow was a huge success as smiles were painted in the faces of everyone in attendance.