





A Decade of Collaboration: Charting the Path Forward through Partnerships in M&E

THE 10th M&E NETWORK FORUM

29 November 2023 | Seda Vertis North, Quezon City



fb.com/StrategicMandE



ceu@neda.gov.ph







HEALTH PROMOTION AND LITERACY LONGITUDINAL STUDY

RODLEY DESMOND DANIEL M. CARZA, RN, MPH, FRSPH OIC - Director IV Department of Health, Health Promotion Bureau





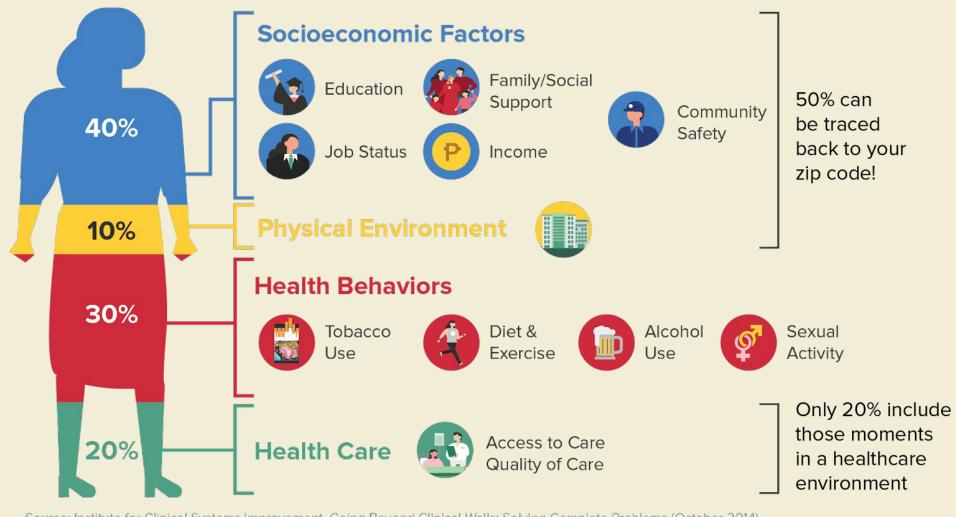
We make healthy behaviors the easier choice for everyone, everywhere, everytime.











Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complete Problems (October 2014)



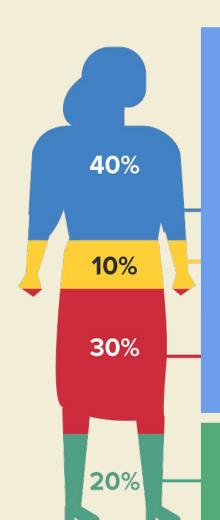
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Protecting and enabling Filipinos to care for self & community



Healthy Communities



Healthy Schools



Healthy Workplaces

> Health Sector +Others

Multisectoral

Taking care of Filipinos when they need it



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Health Promotion Framework Strategy 2030



Republic of the Philippines Department of Health OFFICE OF THE SECRETARY

DEC 16 2021

No. 2021 - DD63

SUBJECT: Health Promotion Framework Strategy 2030

L BACKGROUND

Republic Act No. 11223 or the Universal Health Care (UHC) Act, mandates the Health Promotion Bureau (HPB) to formulate a framework strategy which shall provide a comprehensive and coordinated approach to health promotion to ensure that every Filipino has access to information that build personal skills and opportunities that engage in strengthening community action, and also to ensure that all people are enabled to participate in the creation of supportive environments.

Towards this goal, the HPB, together with its partners and stakeholders, developed the Health Promotion Framework Strategy (HPFS) which serves as the national health promotion roadmap and the basis for all policies, programs, plans, and activities on health promotion. The HPFS provides foundational strategies for (1) increasing health literacy with focus on reducing non-communicable diseases, (2) implementing population-wide health promotion interventions across social determinants of health, (3) exercising policy coordination across government instrumentalities to ensure attainment of the framework strategy and its programs, and (4) providing technical support to local research and development relevant to the directions of the HPFS.

Relative thereto, and to guide all efforts on health promotion at the national, regional, and local platforms, the DOH issues these guidelines to provide the framework and strategies for the effective and efficient HPFs implementation.

II. OBJECTIVES

A. General Objective:

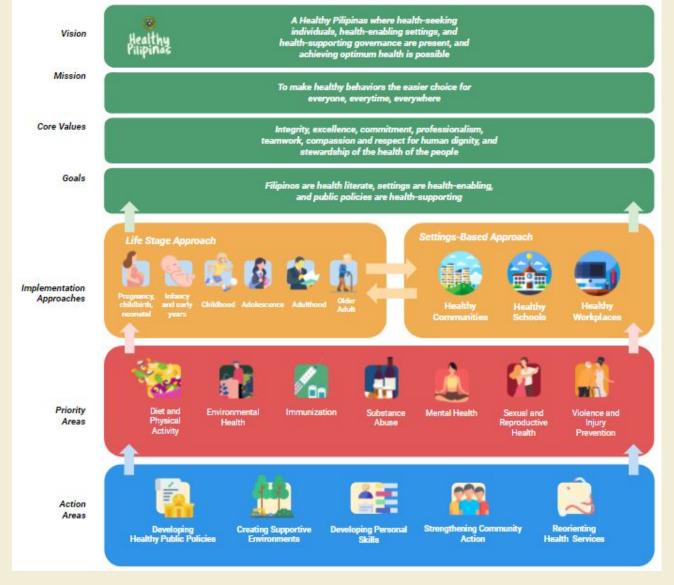
This Order aims to provide the framework, direction, and strategies for the planning, development, and implementation of health promotion policies, programs, plans, and activities.

B. Specific Objectives

- To provide strategic direction for the improvement of health literacy and the use of health literacy assessments in the planning and development of health promotion interventions;
- To identify priority areas for health promotion and the settings in which the settings-based approach for health promotion shall be implemented;
- To promote and provide basis for technical support to local research and development programs and projects on health promotion; and
- To provide guidance on the roles and participation of the DOH, CHDs, LGUs, and other partners and stakeholders for health promotion.

Building 1, San Lazaro-Compound, Risal Avenue, Sta. Cruz, 1003 Manila • Trunk Line 651-7860 local 1108, 1111, 1112, 1113 Direct Line: 711-8502; 711-8503 Fax: 743-1829 • URL: http://www.doh.gov.ph. e-mail: <u>lithaquelitich.gov.ph</u>







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Health Promotion and Literacy Longitudinal Study for Monitoring and Evaluation

- Five-year longitudinal study with 2 rounds of data collection per year
- Nationally representative sample of 2000+ respondents
- Track trends over time on health literacy and knowledge, attitudes, and practices of the seven priority areas in the HPFS 2030
- Building the capacity of LGUs for local health literacy and KAP assessments























Methodology of the Study

Sampling

Two stage sampling approach:

- Stage 1:
 Grid-based sampling (200 clusters, 30m x 30m grid)
- Stage 2: Random sampling from household list (10-15 HH per cluster, 1 individual per HH)

Timeline

- HH listing of 232 clusters and 2074 interviews completed in 6.5 weeks (April 26 -June 12, 2023)
- 59 field enumerators and field coordinators based in or near the sample areas

Data Collection

Modality

 Conducted through the mobile application, SurveyCTO on secure mobile devices



Data Quality

 High frequency checks (daily), spot checks, back checks, and audio audits conducted to check for data quality









Coverage of the Study (2023 1st Round of Data Collection)



- 232* clusters surveyed, range 1-15 households (HHs) selected per cluster
- 4,289 HHs randomly selected and approached
 - 1519 HHs (35%) had no one available at any point during survey
 - 693 HHs (16%) refused to take part**
- 2,074 individuals completed the interview
 - In 646 HHs (31%) the first individual selected refused, but another HH member interviewed
 - * Not included in this sum are clusters where we went but had entire grids/all households/respondents reject to be part of the survey
- ** ~12% refusal in comparable studies e.g. NHES

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PDP Strategy Framework to Boost Health



DEVELOP AND PROTECT CAPABILITIES OF INDIVIDUALS AND FAMILIES



PROMOTE HUMAN AND SOCIAL DEVELOPMENT



BOOST HEALTH



- Ensure communities, workplaces, and schools support physical, mental, and social well-being for all
- Foster a whole-of government, whole-of-society approach to health



- Increase health literacy
- Promote appropriate health seeking behavior



ACCESS, QUALITY, AND EFFICIENCY OF HEALTH CARE IMPROVED

- Secure sustainable and equitably distributed health infrastructure and human resources
- Promote strategic purchasing for quality, efficiency, and cost-effectiveness
- Ensure financial risk protection
- Harness complementary private
 sector partnerships for healthcare access and delivery
- Establish integrated, innovative,
 and quality healthcare delivery systems



HEALTH SYSTEMS STRENGTHENED

- Increase national and local government investments for health
- Enhance national and local capacity for health system leadership, management, anticipatory governance, and resilience to public health emergencies
- Advance responsive regulatory environments for emerging developments and disruptions
- Accelerate interoperable health information systems
- Strengthen health research for evidence-informed policy and self sufficiency in health technology

Percentage of Filipinos with functional health literacy increased (%)

Year	Target	Actual
Baseline (2021)	25%	25%
2023	32%	17.2%
2024	39%	-
2025	46%	-
2026	53%	-
2027	59%	-
2028	66%	-



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Health Literacy is a key factor affecting HEALTH DECISIONS

Comprehensive health literacy (CHL) refers to the self-reported ability of an individual to perform tasks related to their ability to access, understand, appraise, and apply health information.

Functional health literacy (FHL) refers the ability of an individual to apply their basic literacy skills to interpret and use presented health information.

- What information on health is available for me?
- Do I understand the information provided?
- Can I tell which health interventions I need to be doing?
- Will I choose to do actions that make me healthy?

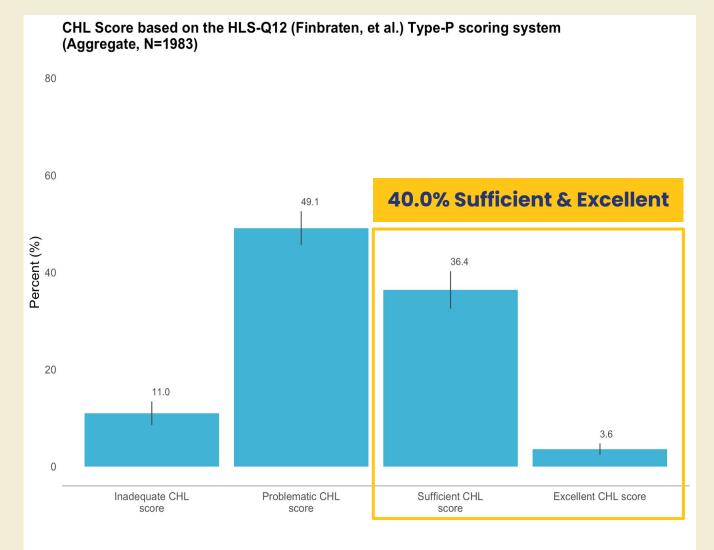
If a physician or health worker provided me with a prescription, diet plan, or other health instructions; how will I be able to apply it?











Only 2 in 5 Filipinos had sufficient or excellent CHL

Less wealthy, non-HS graduates, and older individuals had lower CHL scores on average.

There are specific areas with most room for improvement:

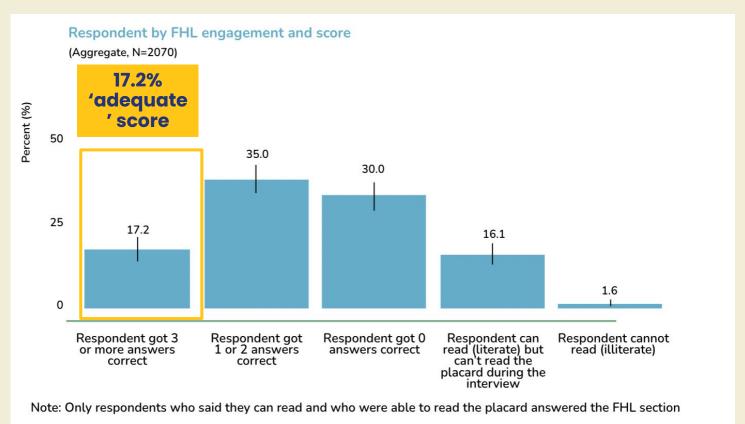
- → Ease of access information about mental health issues
- → Ability to make decisions about appropriate treatments for different illnesses











Four in 5 Filipinos are not able to adequately understand the most commonly used materials for vaccination schedules, indicating low functional health literacy (FHL)

This presents an opportunity to:

- Simplify materials
- Focus on most critical pieces of information (both on materials and questions)
- Supplement with verbal and/or SMS vaccine reminders

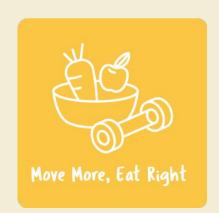


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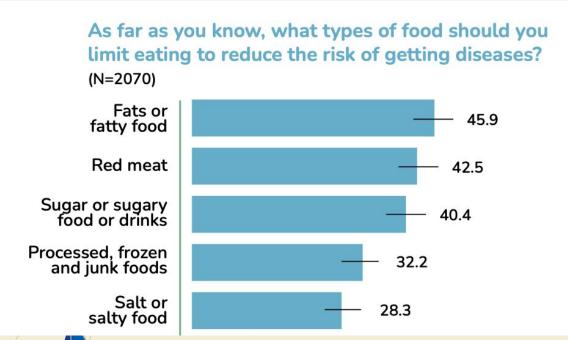


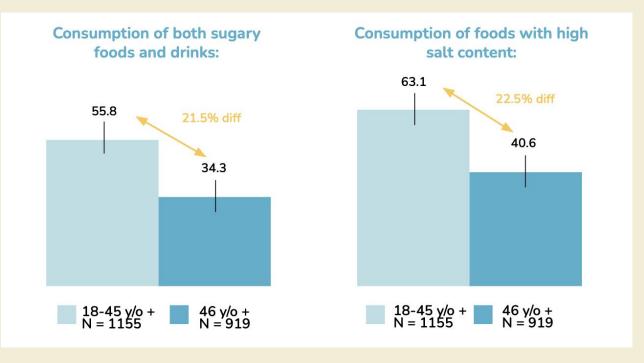




We found poor knowledge and practices related to high salt/sugar consumption - we may target younger groups to change behavior before NCDs develop

Less than half of the population know that you should limit intake of sugary or salty foods and 23.5% could not name *any* food group you should limit. This translates into practices with **high recent consumption**, **especially among younger age groups**.







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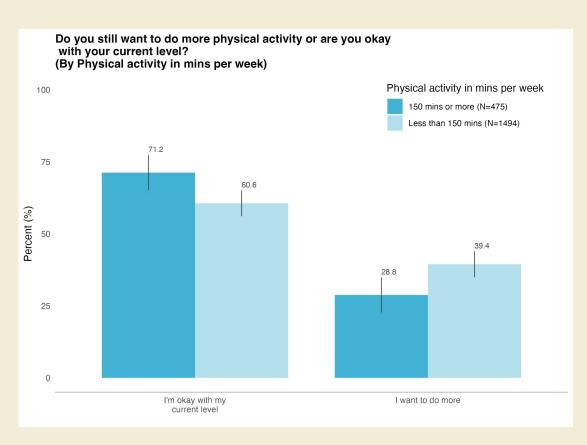








Knowledge and attitudes towards engaging in physical activity are high, but few Filipinos move enough and many lack motivation to do more



78% know the recommended amount of physical activity (min/day)

90% believe physical activity is important in reducing risk of disease.

However, only 23% reach the recommended amount of physical activity per week and;

of those, only **37%** want to increase their activity level



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Filipinos recognize climate change and the importance of disaster preparedness but we need to reinforce enablers in practice







Despite the COVID-19 pandemic, knowledge and attitudes towards hand washing remain **low**:

- Only 24.1% of respondents identified 3 or more critical times for handwashing.
- 44.6% of respondents agree that they should only wash their hands if there are physical dirt / grime.

Most respondents (77%) are concerned about climate change, and most (76%) want to do more for the environment.

However, harmful environmental practices are still prevalent:

 61.1% said that at least one of their neighbors burn garbage. **75.6%** households know that they should prepare basic necessities and emergency supplies, and **67.5%** have some basic supplies ready.

However, almost half (45.9%) of respondents do not have a go bag, with the most common reason being that they don't think they need it.



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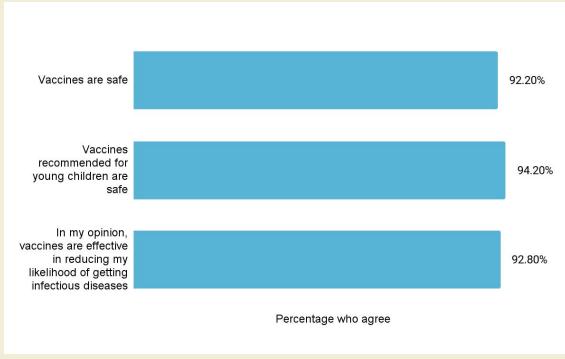






There is an opportunity to improve vaccination coverage

Nearly a third (29%) of Filipino adults were unable to name any vaccine for children and parents or those with children demonstrated better knowledge compared to those without children.



However, Filipino attitudes toward vaccines are generally positive

- 92.2% of Filipinos agree that vaccines in general are safe.
- 94.20% of Filipinos agree that vaccines for young children are safe.
- 92.8% agree that vaccines in general are effective



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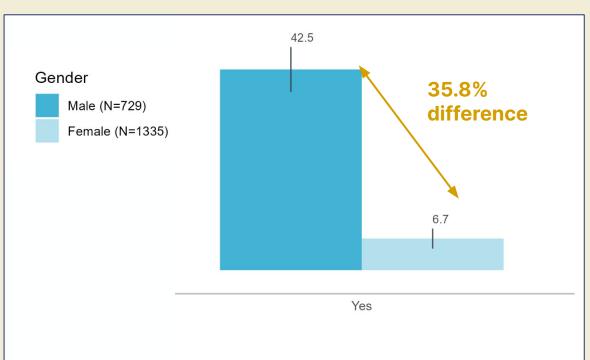








Smoking levels remain high among men, and many Filipinos remain exposed to secondhand smoke



Most knew that secondhand smoke is harmful, however smoking indoors is still prevalent among Filipino adults

1 in 3 smokers still smoke indoors, and

1 in 4 non-smokers are exposed to secondhand smoke

74% think vape has the same or higher risk compared cigarettes



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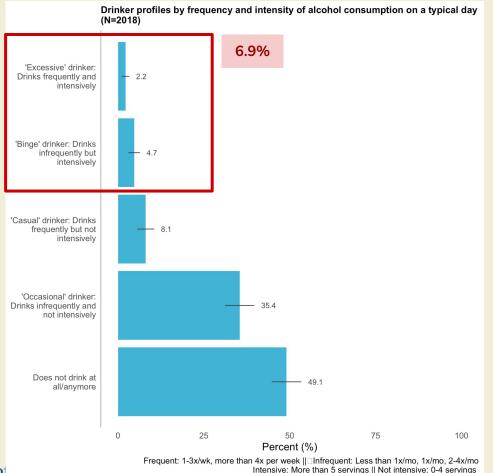








Study shows that half of Filipinos don't drink, but there are still large numbers of excessive or binge drinkers



49% of women and 59% of men know the daily max amount of drinks.

However, only 7% of women and 6% of men think it is recommended to drink no alcohol (in line with latest WHO guidelines).



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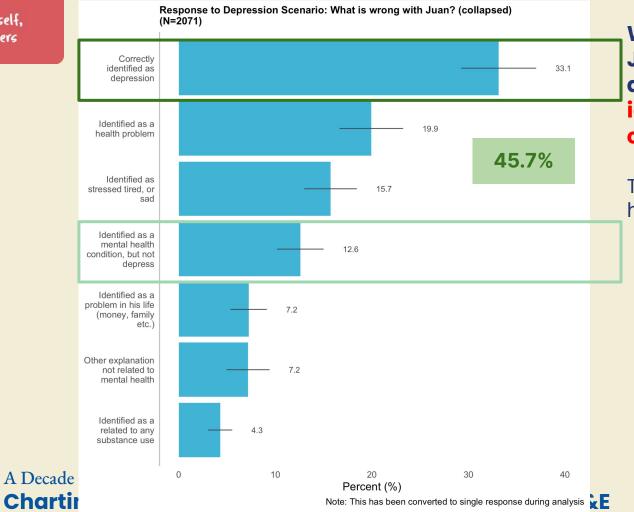








4 in 5 Filipinos practice some self-care, but there are significant gaps in knowledge of mental health conditions



When presented with a description of Juan, with all the classic symptoms of depression, less than half were able to identify it as a mental health condition.

There are also significant gaps in health-seeking behaviour:

- Only 18.2% of those who've ever suspected they had a mental health condition ever sought care
- Most cited that their condition was not severe enough.
- When asked how to support a friend with suicidal thoughts, only
 16.3% suggested seeking help from a medical professional.



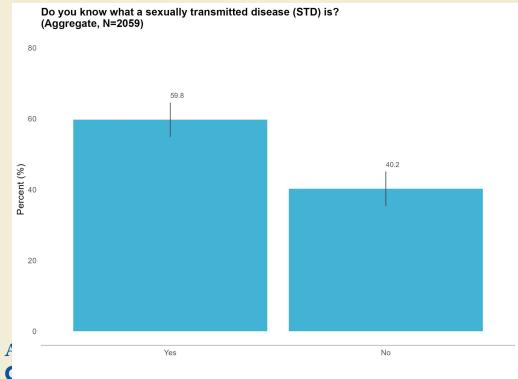


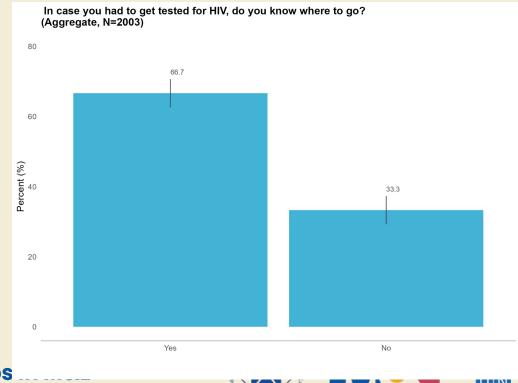




There are significant gaps in the knowledge of Sexually Transmitted Diseases and HIV testing

- 60% know what STDs are and 53% are able to name at least one (with HIV and gonorrhea being the most known)
- Despite most reporting they'd be comfortable getting tested for HIV, 1 in 3 do not know where to get tested. This is concerning in the context of the rising HIV prevalence in the Philippines















We need to further explore safety nets for reporting violence and improve knowledge and practices on road safety

When presented with hypothetical scenarios:

- 99% correctly identify child abuse and 93% would report the behavior
- 99% correctly identify domestic abuse and 73% would report the behavior

However, overall there are negative attitudes to reporting with 60% believing it will make the situation worse for victims, and 49% believing something bad will happen to them if they report.

Among respondents who drive **only 4 in 10** understand the meaning of a yellow light.

25% think it's okay to drive after 3 beers, and

37.2% of male respondents who drive engage in drinking and driving at least sometimes.









In summary, how will the results affect our work?



reaffirms our framework for nutrition to shift focus towards nutrition sensitive interventions



reinforce enablers for sanitation, sustainable practices, and disaster preparedness



maximize opportunity to improve vaccine coverage through sustained health literacy campaigns



strengthen the implementation of FCTC in communities and strengthen alcohol prevention and control



address significant gaps in mental health seeking behavior



improve knowledge in risky sexual behaviors and access to services



further explore safety nets for reporting violence and improve knowledge and practices in road safety



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Health Promotion and Literacy Longitudinal Study



IDinsight

Potential areas of collaboration:

capacity development and knowledge transfer

utilization of data for planning, policy, strategies, and program implementation

partnerships for research, social mobilization, and program implementation

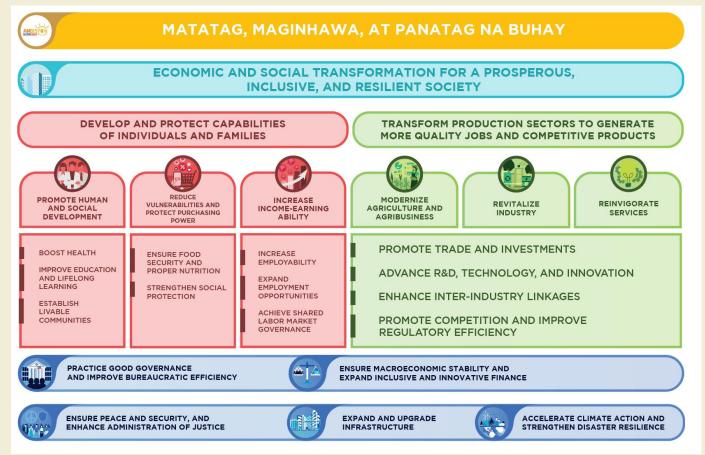








M&E and multisectoral collaboration is essential towards the attainment of PDP















Thank You!







