



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

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HEALTH PROMOTION AND LITERACY LONGITUDINAL STUDY

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8-Point Action Agenda

Sa Healthy Pilipinas, Bawat Buhay Mahalaga!

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

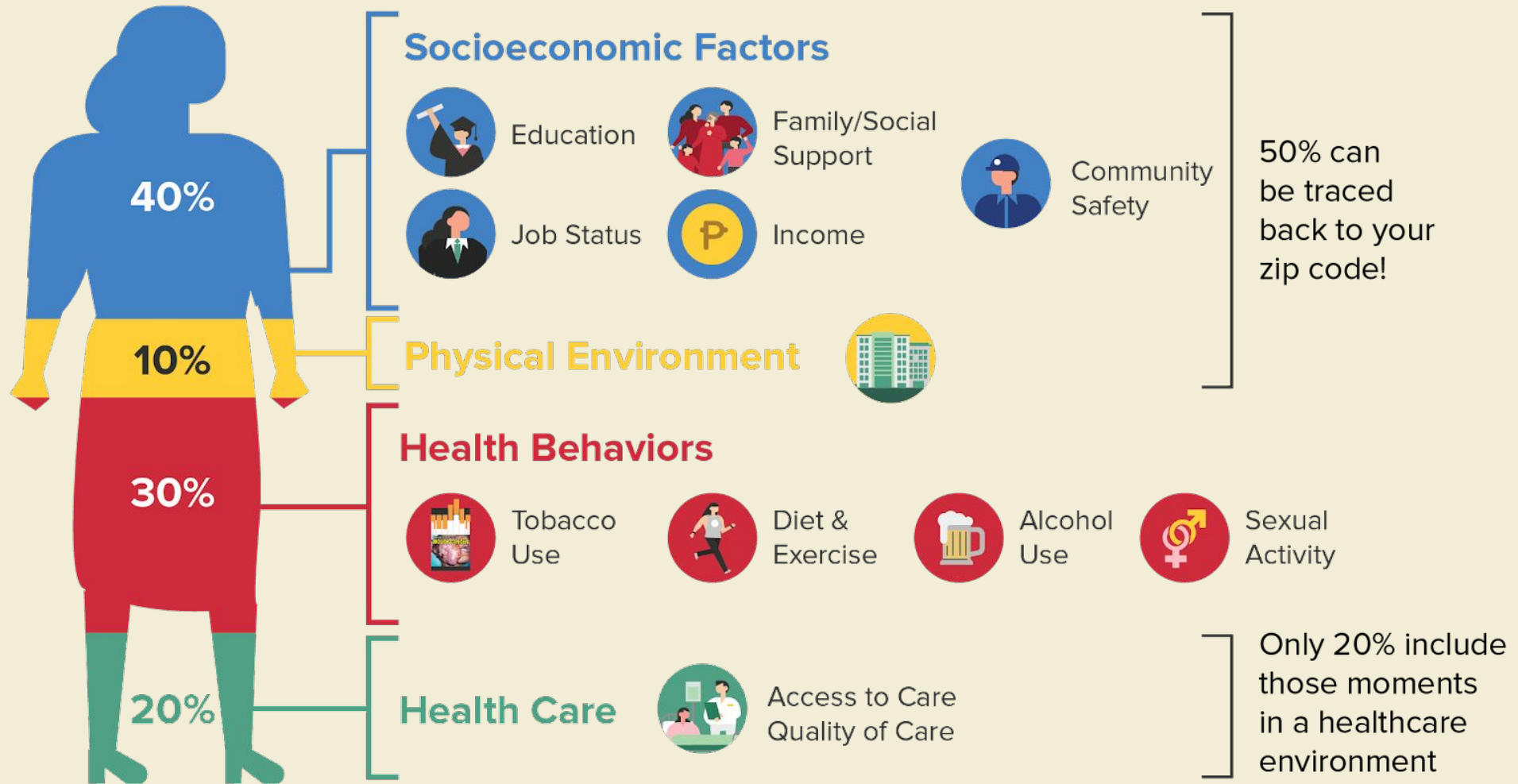


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Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complete Problems (October 2014)

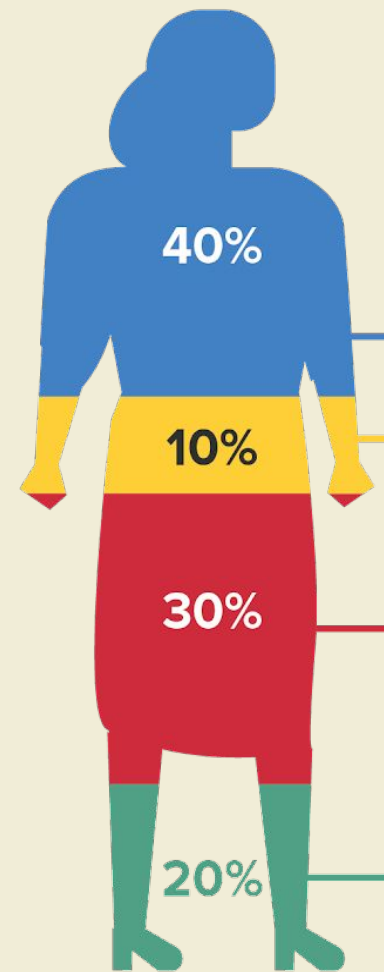
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Multi-sectoral

Protecting and enabling Filipinos to care for self & community



Healthy Communities



Healthy Schools



Healthy Workplaces

Taking care of Filipinos when they need it

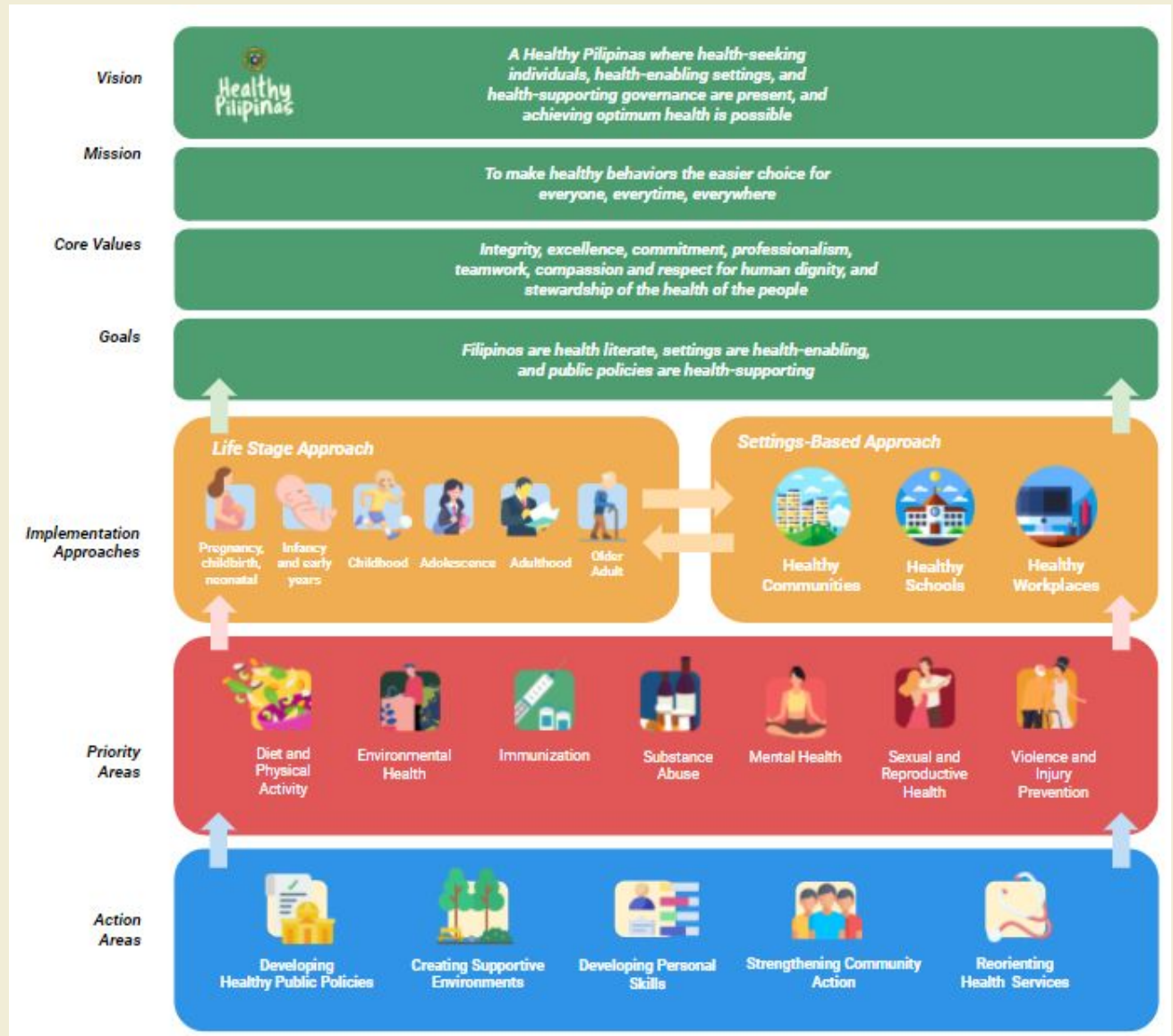
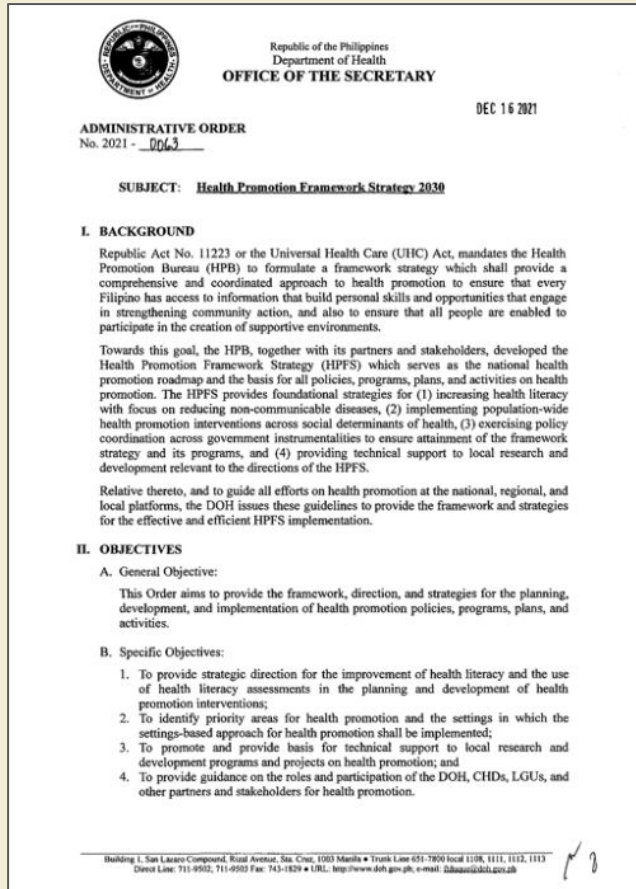
Health Sector +Others



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Health Promotion Framework Strategy 2030

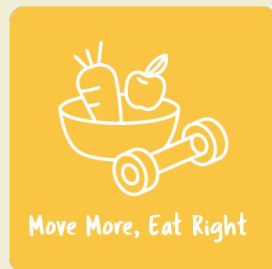


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Health Promotion and Literacy Longitudinal Study for Monitoring and Evaluation

- 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



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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

SurveyCTO

Data Quality

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



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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

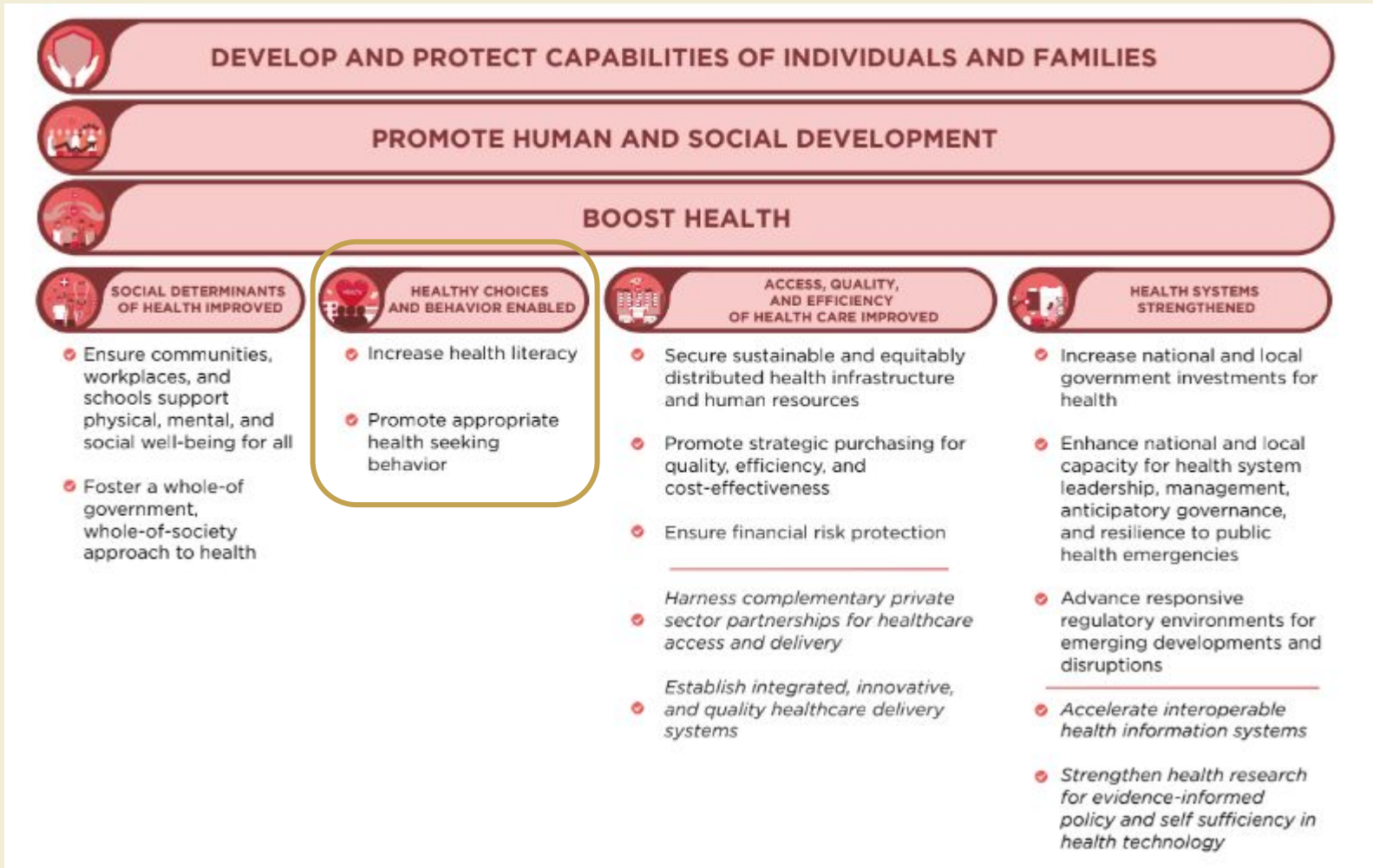
** ~12% refusal in comparable studies e.g. NHES

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PDP Strategy Framework to Boost Health



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.

- **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?**

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

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?

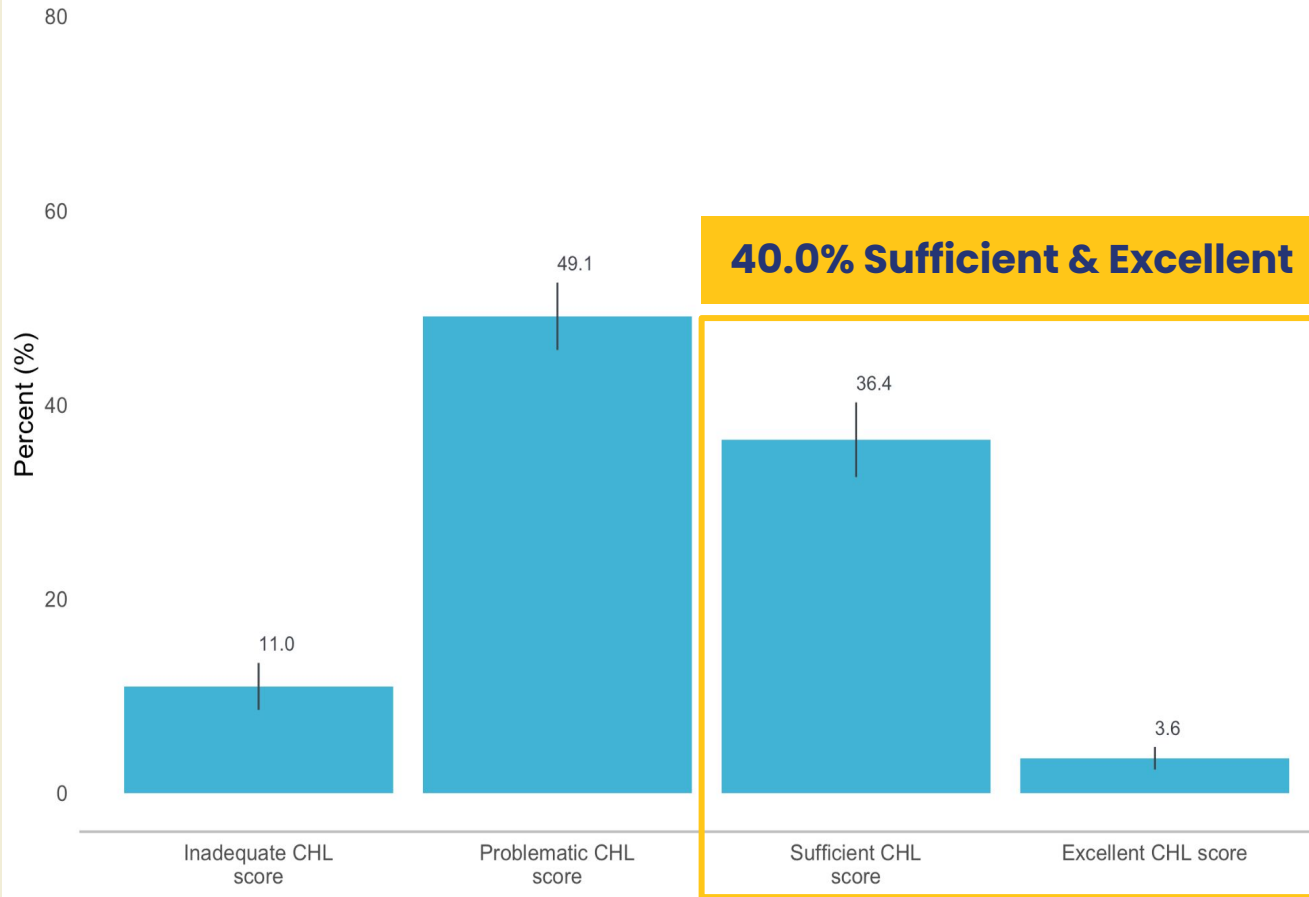
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CHL Score based on the HLS-Q12 (Finbraten, et al.) Type-P scoring system
(Aggregate, N=1983)



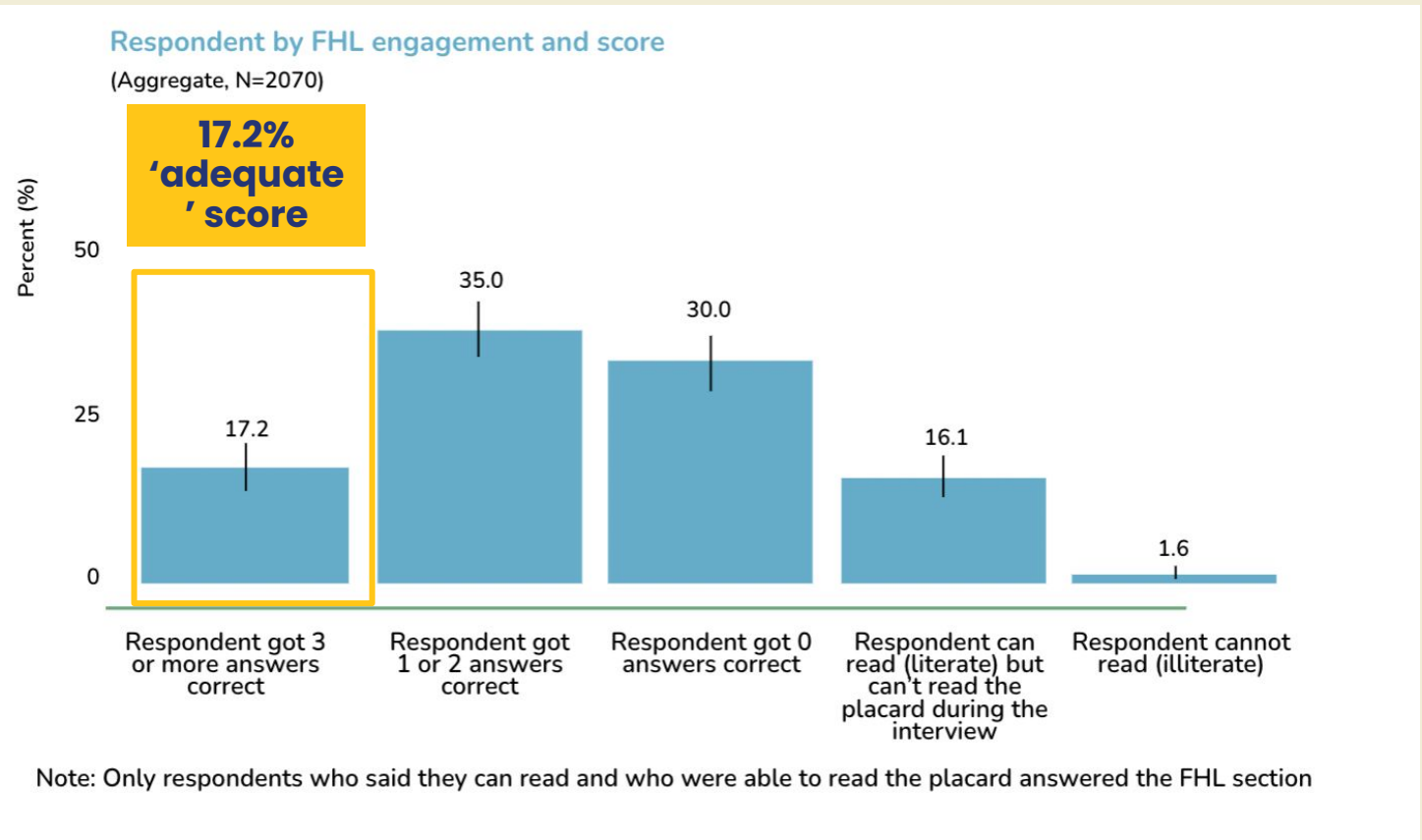
Only 2 in 5 Filipinos had sufficient or excellent CHL

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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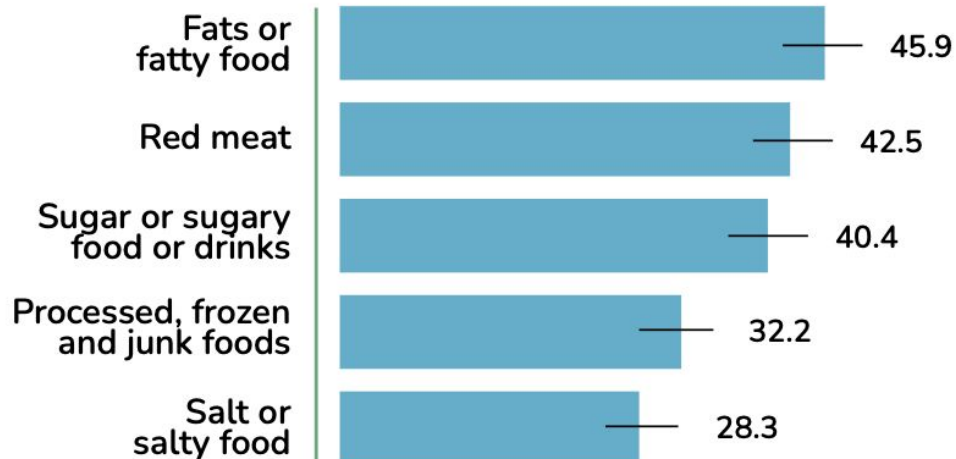


We found poor knowledge and practices related to high salt/sugar consumption – we may target younger groups to change behavior before NCDs develop

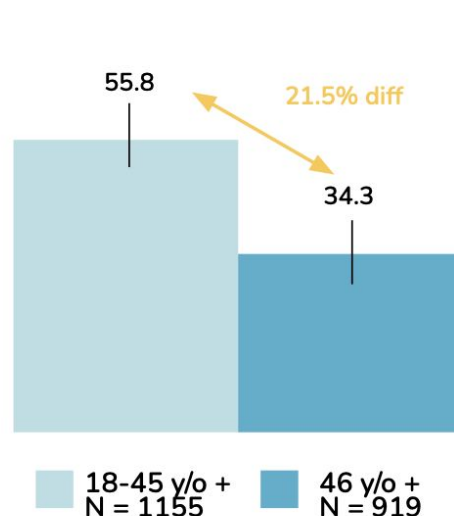
Less than half of the population know that you should limit intake of sugary or salty foods and **23.5%** could not name *any* food group you should limit. This translates into practices with **high recent consumption, especially among younger age groups.**

As far as you know, what types of food should you limit eating to reduce the risk of getting diseases?

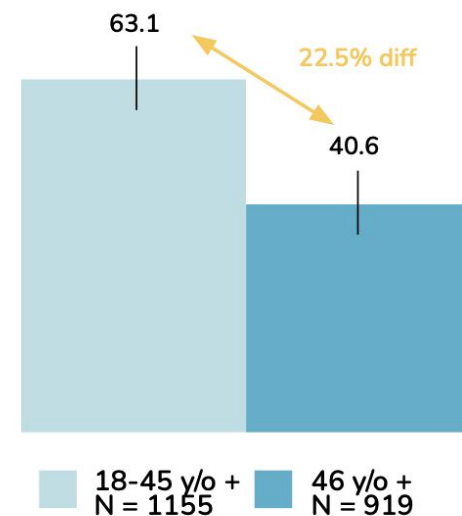
(N=2070)



Consumption of both sugary foods and drinks:



Consumption of foods with high salt content:



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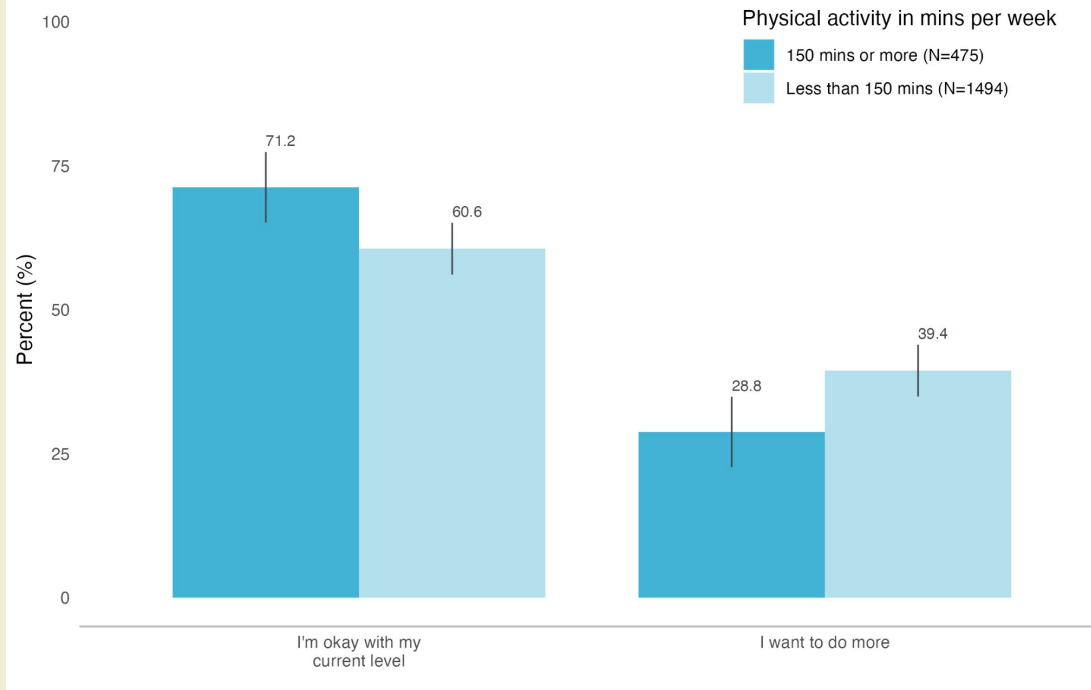
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Knowledge and attitudes towards engaging in physical activity are high, but few Filipinos move enough and many lack motivation to do more

Do you still want to do more physical activity or are you okay with your current level?
(By Physical activity in mins per week)



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;

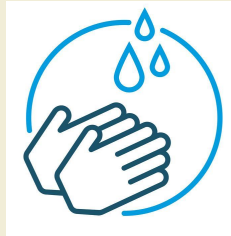
of those, only **37%** want to increase their activity level

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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.

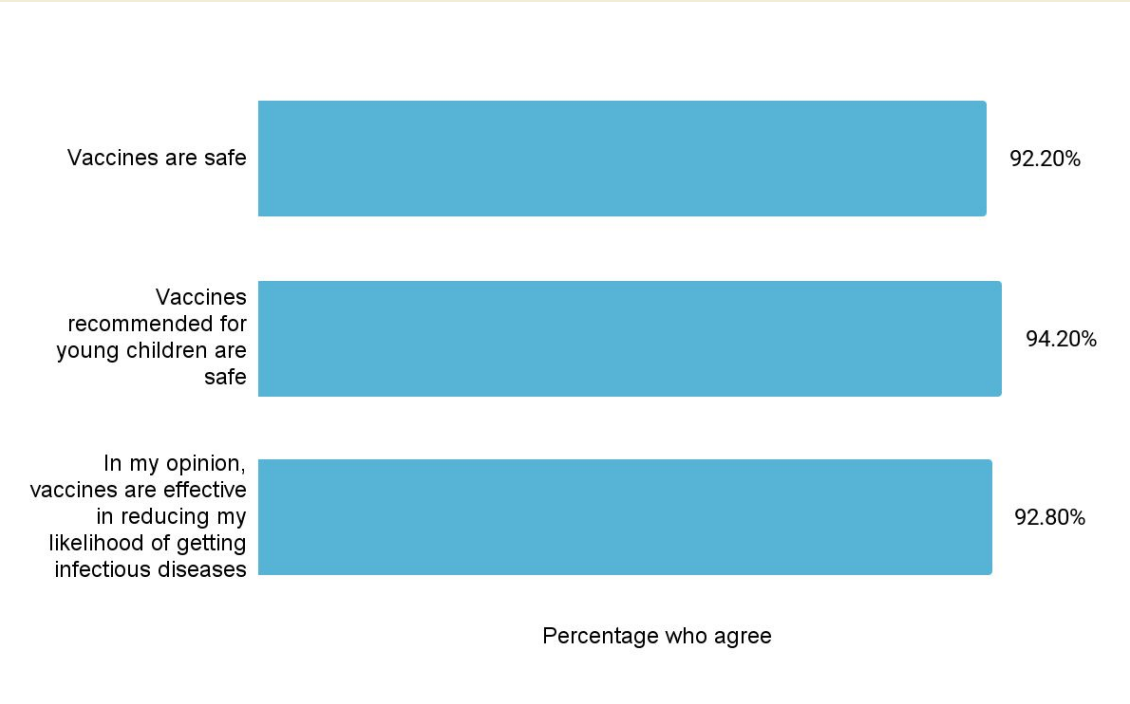
However, **almost half (45.9%)** of respondents do not have a go bag, with the most common reason being that they don't think they need it.





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

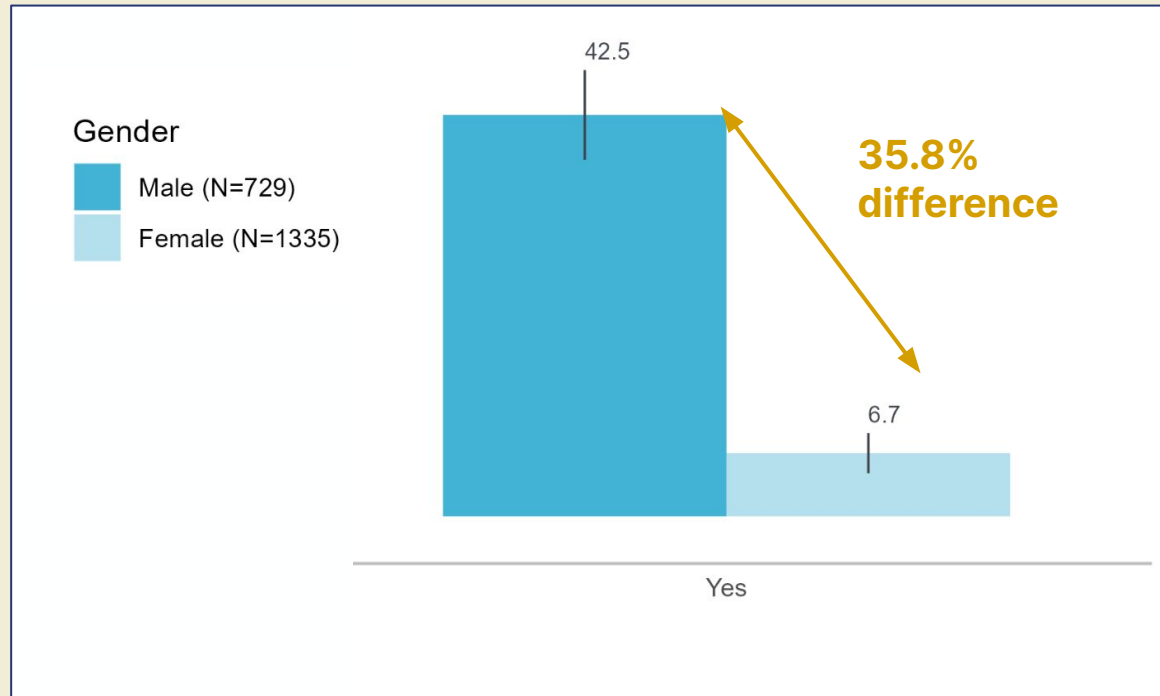
- **92.2%** of Filipinos agree that vaccines in general are safe.
- **94.20%** of Filipinos agree that vaccines for young children are safe.
- **92.8%** agree that vaccines in general are effective





Don't Smoke, Don't Drink
Alcohol, Say No to Drugs

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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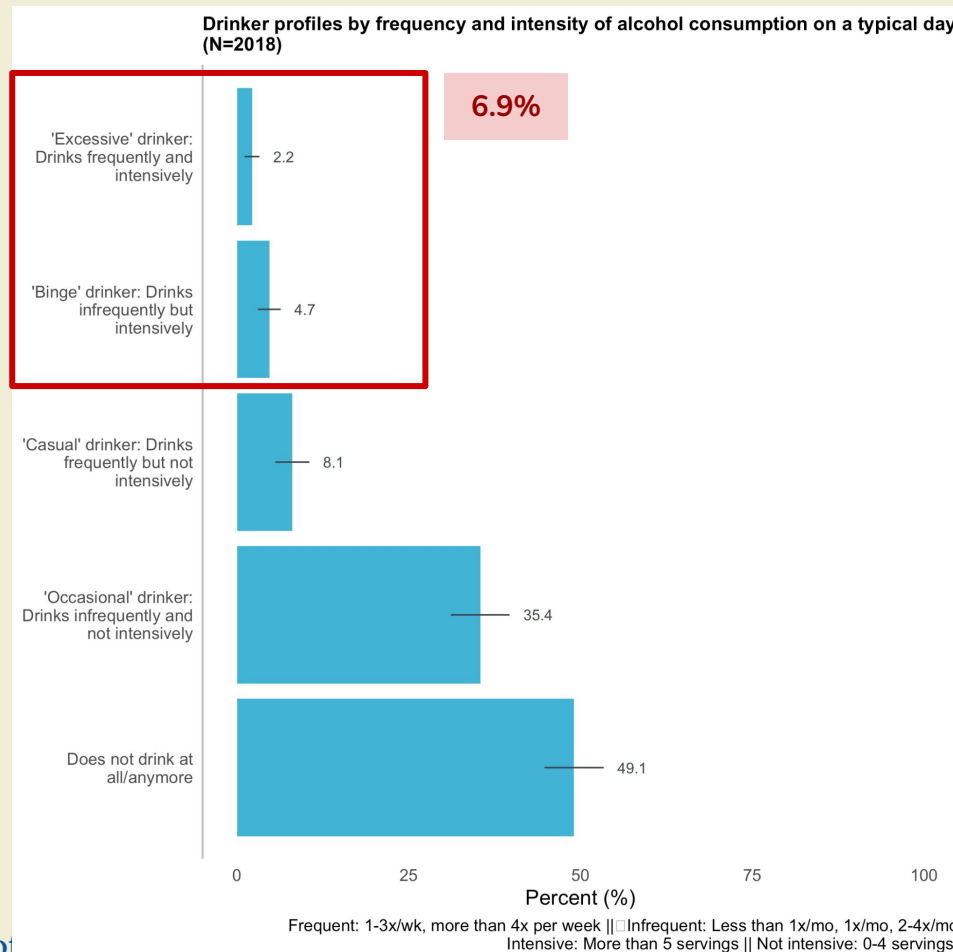
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Don't Smoke, Don't Drink
Alcohol, Say No to Drugs

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.

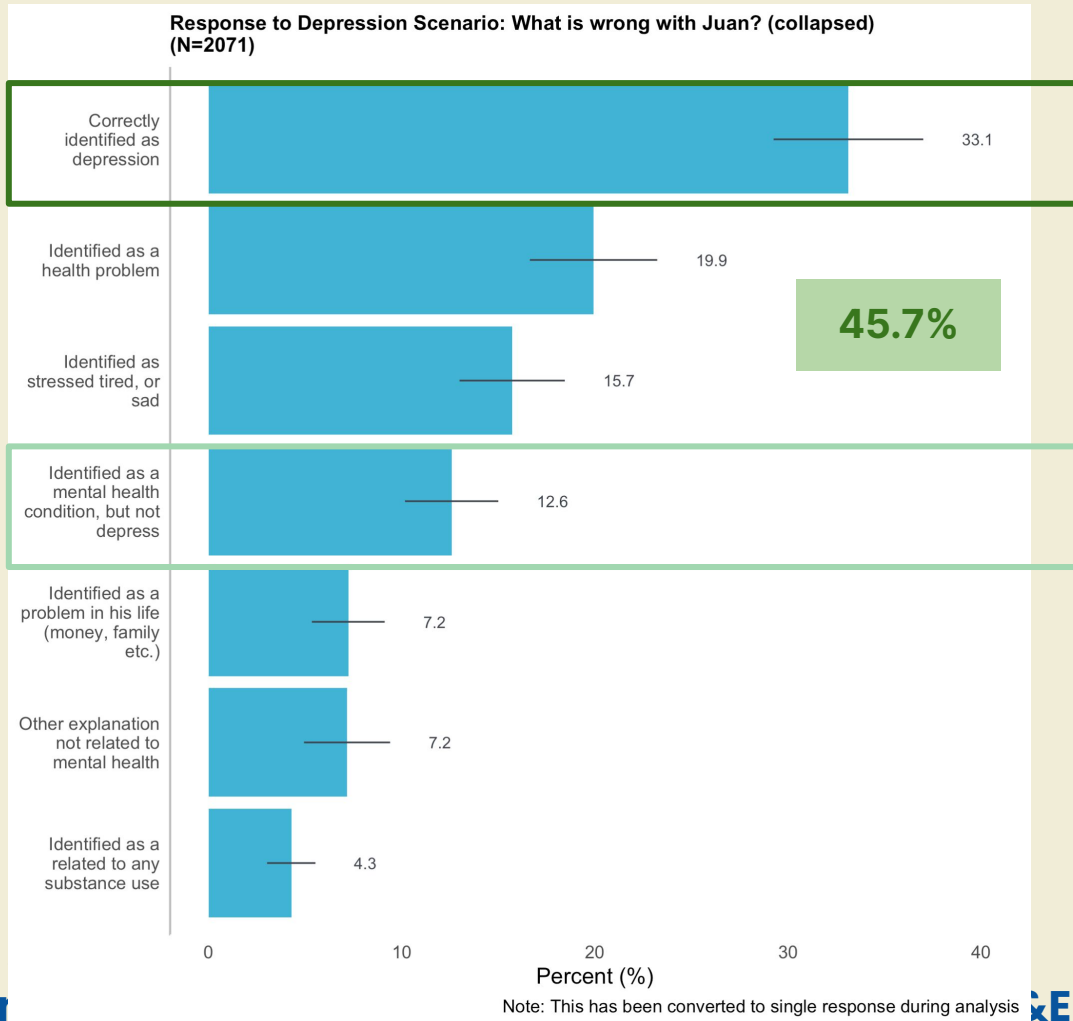
However, only **7% of women and 6% of men** think it is recommended to drink no alcohol (*in line with latest WHO guidelines*).

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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.



A Decade Chartir

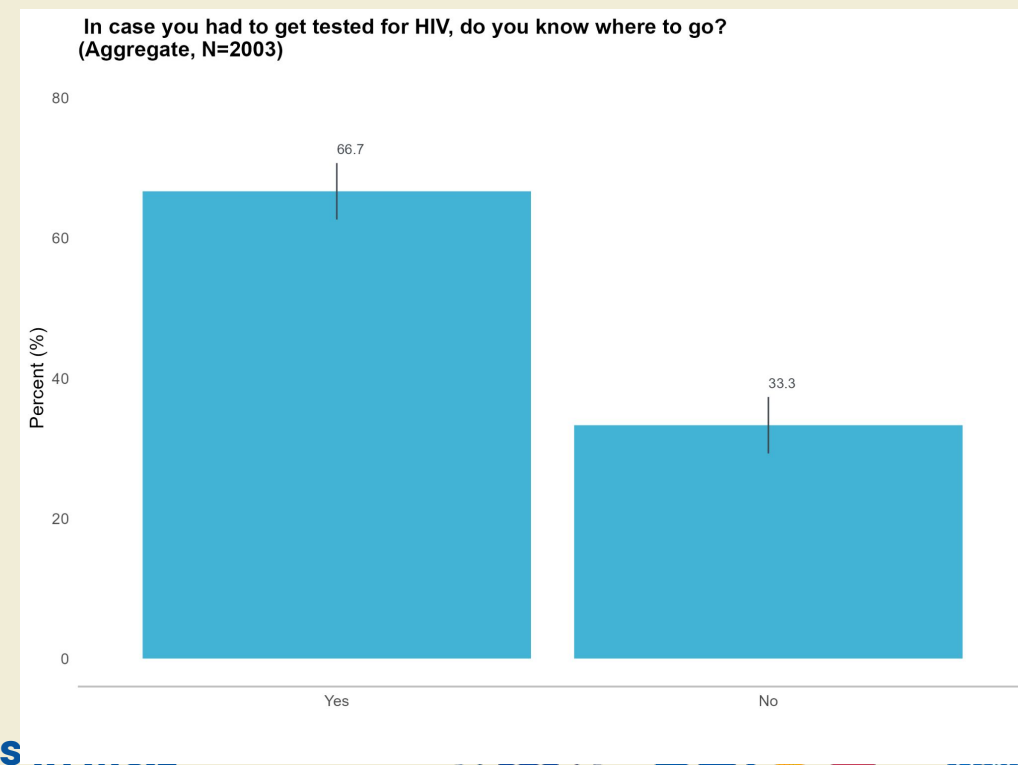
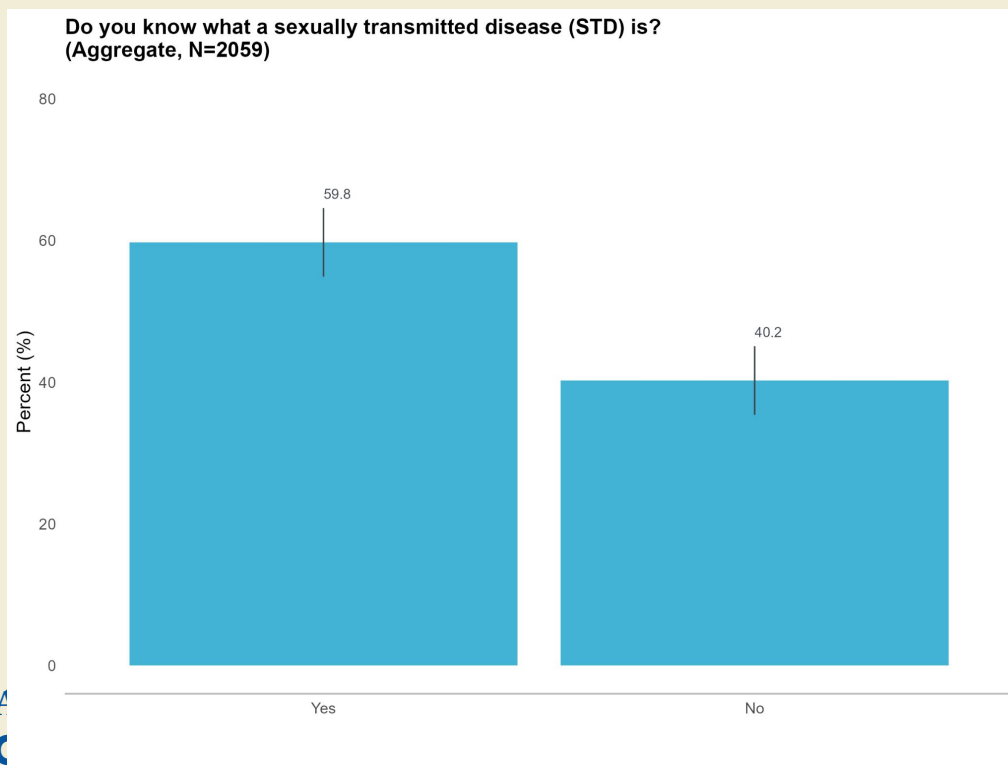
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There are significant gaps in the knowledge of Sexually Transmitted Diseases and HIV testing

- **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





Do no Harm,
Put Safety First

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.

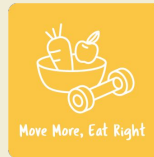
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In summary, how will the results affect our work?



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



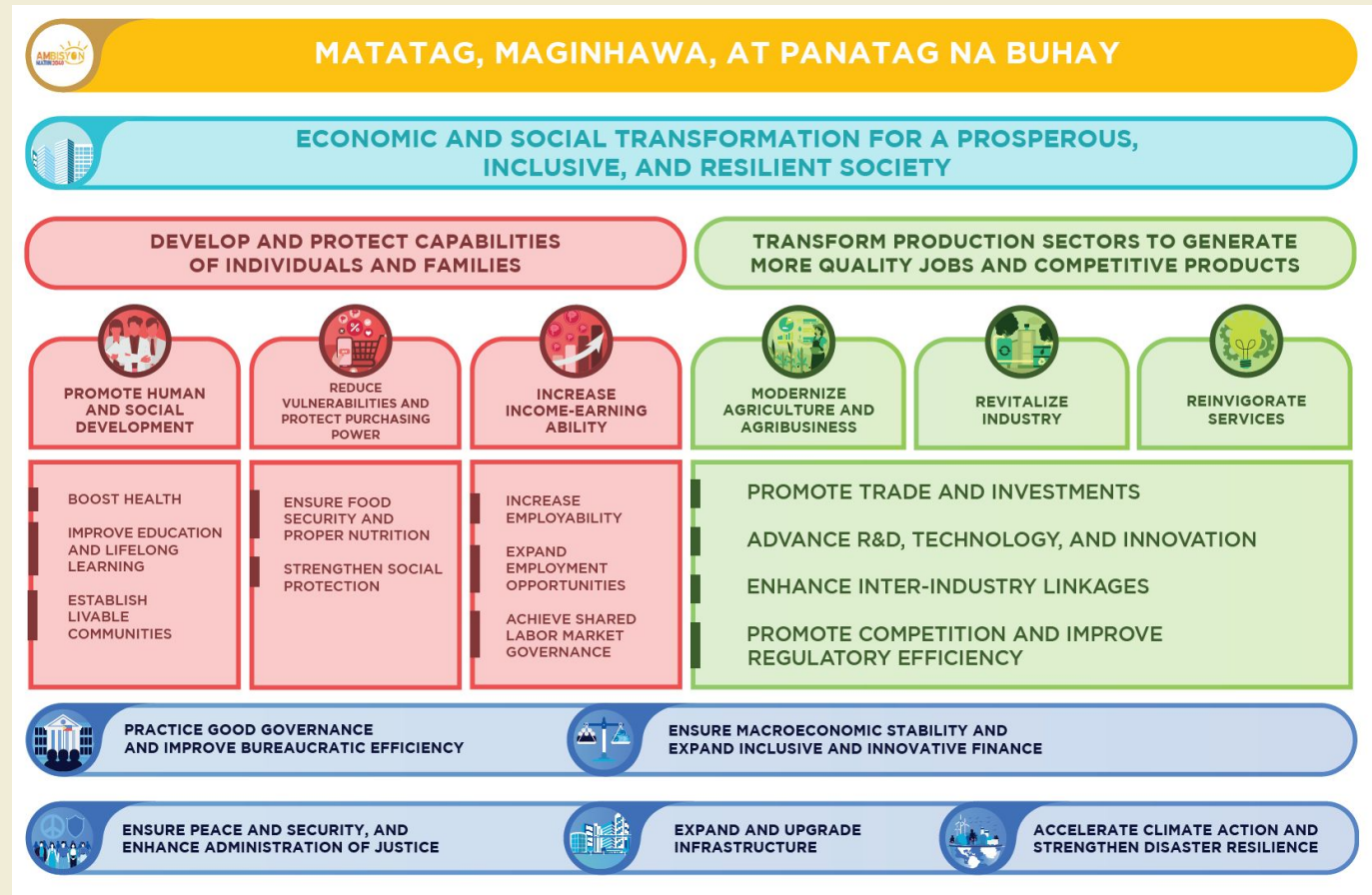
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M&E and multisectoral collaboration is essential towards the attainment of PDP



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Thank You!



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