



USAID
FROM THE AMERICAN PEOPLE

Project Design Concept for Philippines Mission Buy-in for OH and OEE Funded Activities to the BALANCED Project

October 2011

Submitted to
**The United States Agency for International
Development/Philippines
Office of Health and Office of Energy and Environment**



This document was produced for review by the United States Agency for International Development under the terms of Cooperative Agreement No. GPO-A-00-08-00002-00. The Project is managed by the University of Rhode Island Coastal Resources Center in collaboration with PATH Foundation Philippines, Inc. and Conservational International.

For more information contact: Linda Bruce, Project Director—Linda.Bruce@crc.uri.edu
Ronald Quintana, Program Manager: rquintana@pfpi.org

Table of Contents

	<u>Page</u>
Acronyms List	iii
I. INTRODUCTION.....	1
Problem Statement.....	1
Population, Health and Environment (PHE) Approaches	4
II. TECHNICAL APPROACH AND FOCAL AREAS	5
Project Goal and Objectives	16
IR 1: Improved access to FP/RH services in key bioregions (OH).....	17
IR 2: Increased community awareness and acceptance of FP and conservation	19
IR 3: Increased LGU policy makers’ commitment to FP/RH services and IA	21
IR 4: Improved GC of provincial and municipal LGUs in the VIP and Danajon Bank	23
IR 5: Increased incentives for coastal and marine conservation	27
III. MANAGEMENT PLAN.....	35
Key Implementing Partners and Roles	35
Project Staffing	36
Roles and Responsibilities of Key In-Country Project Personnel	39
Narrative and Financial Reporting.....	44
Environmental Compliance	44
IV. PERFORMANCE MONITORING PLAN AND REPORTING	45
Performance Monitoring Plan:.....	46
Annex 1 – PHE in the Philippines	49

List of Figures

Figure 1. Too few fish and too many mouths to feed	2
Figure 2. The Center of Marine Biodiversity worldwide is in the Philippines	3
Figure 3. Geographic Location of FP/RH Scale-Up Site Activities	9
Figure 4. CRM Activities in the VIP	12
Figure 5. CRM Activities in the Danajon Bank Region	13
Figure 6. Marine Protected Areas (MPAs) in the VIP	24
Figure 7. MPAs in the Danajon Bank Region	24
Figure 8. Bantay Dagat Networks in the VIP	25
Figure 9. Proposed BALANCED/Philippines Buy-In Project Organizational Structure	43

List of Tables

Table 1. Baseline information on population, family planning and marine conservation	10
Table 2. FP and Outreach Strategies and Activities per IR by Year	30
Table 3. CRM Strategies and Activities per IR by Year	33
Table 4. Indicators per IR and Expected Result Targets	46

Acronyms List

AAP	Alternate Advocacy Project
ADB	Asian Development Bank
BALANCED	Building Actors and Leaders for Advancing Community Excellence in Development
BCC	Behavior Change Communication
BD	Bantay Dagat
BEMO	Bohol Environmental Management Office
BFAR	Bureau of Fisheries and Aquatic Resources
BMS	Behavioral Monitoring Survey
CBD	Community Based Distributors
CCEF	Coastal Conservation and Education Foundation
CI/P	Conservation International Philippines
CRC	Coastal Resources Center
CRM	Coastal Resource Management
CRMP	Coastal Resource Management Project
CTSP	Coral Triangle Support Partnership
CYP	Couple Year Protection
DA	Department of Agriculture
DB	Danajon Bank
DENR	Department of Environment and Natural Resources
DOH	Department of Health
FISH	Fisheries Improved For Sustainable Harvest
FP	Family Planning
FP/RH	Family Planning and Reproductive Health
GH/OPRH	Global Health/Office of Population and Reproductive Health
ICRMP	Integrated Coastal Resource Management Program
IEC	Information, Education and Communication
IPC	Interpersonal Communication
IPOPCORM	Integrated Population and Coastal Resources Management
IR	Intermediate Result
LCE	Local Chief Executive
LGU	Local Government Units

LIG	Lubang Island Group
LMP	League of Municipalities of the Philippines
MOA	Memorandum of Agreement
MPA	Marine Protected Areas
NFWF	National Fisheries and Wildlife Foundation
NGO	Non-Governmental Organization
NRM	Natural Resource Management
OEE	Office of Environment and Energy
OH	Office of Health
PAGO	Provincial Agriculture Office
PE	Peer Educator
PFPI	PATH Foundation Philippines Inc.
PGENRO	Provincial Government Environment and Natural Resources Office
PHE	Population, Health and Environment
PMP	Performance Monitoring Plan
PO	People's Organization
PPE	Poverty, Population, Environment
PTAL	PHE Technical Assistance Lead
RH	Reproductive Health
RH/FP	Reproductive Health/Family Planning
RHU	Rural Health Unit
STI	Sexually-transmitted infections
TOT	Training of Trainers
URI	University of Rhode Island
USAID	United States Agency for International Development
VIP	Verde Island Passage
WRA	Women of Reproductive Age

I. INTRODUCTION

The United States Agency for International Development/Philippines is providing a US\$1,300,000 buy-in to the USAID Washington-funded BALANCED (*Building Actors and Leaders for Advancing Excellence in Community Development*) Project to support results-oriented population-health-environment (PHE) field activities in biodiversity-rich bioregions of the Philippines over the period from December 2010 –August 2013. Funding is from two sources from within USAID/Philippines: The Office of Health (OH - \$500,000) for family planning and outreach components (IRs 1, 2 and 3), and Office of Energy and Environment (OEE - \$800,000 for outreach, fisheries management and livelihood components (IRs 4 & 5 and some contributions to IR3). OH activities commenced in December of 2010 and will run through December 2012, whereas OEE supported activities will commence in October 2011 and run for a duration of 22 months, through August, 2013. This project design document is a modified version of the previous design approved for the USAID/Philippines/OH buy-in. Rather than writing a separate design for the OEE buy-in, the intent here is to show a truly integrated PHE design that is at the heart of the BALANCED Project.

With OH and OEE funding support as the basis, this project will have three distinct phases:

- Initial phase with OH funding support from Dec 2010-Sep 2011 (9 months)
- Overlapping OH and OEE funding support from Oct 2011-Dec 2012 (15 months)
- End phase with OEE funding support from Jan-Aug 2013 (8 months)

The Coastal Resources Center (CRC) at the University of Rhode Island (URI), with PATH Foundation Philippines Inc. (PFPI), and Conservation International (CI)/Philippines, are the implementing agents for BALANCED-Philippines Project. CRC has over 30 years experience in coastal country governance, fisheries, and capacity building—including in the Philippines—and over 20 years experience in cooperative agreements with USAID. PFPI has almost 20 years experience building local capacity for family planning (FP) and reproductive health (RH) service delivery in the Philippines and more than a decade of hands-on practice designing, implementing and evaluating successful PHE approaches, including in its current role as PHE technical lead in the BALANCED Project. Supported by almost two decades of scientific research and field experiences in the country, CI Philippines (CI/P) is working to create protected areas or networks of protected areas and ensuring that the most effective governance or management systems are in place. A key area of focus for marine biodiversity protection is in the Sulu-Sulawesi Seascape. In this area, CI/P is working to empower communities so they can protect their own natural resources. Through mechanisms like conservation agreements¹ and training on sea patrolling and management planning, local stakeholders are awakening to their role as environmental stewards.

Problem Statement

The majority of Filipinos live in the coastal zone, where population density averages 313 persons/km² — one of the highest population densities in coastal Asia. This figure, however, obscures patterns of population distribution in some marine bioregions such as the Tumindao

¹ Conservation agreements are premised on the exchange of conservation actions and benefits that can include economic incentives for communities and user groups engaged in good conservation and sustainable fisheries practices. Such incentives are in no way connected as a quid pro quo for communities or individuals commitment to family planning.

Reef complex in Tawi-Tawi province, where density exceeds 500 persons/km² and where local populations are expanding at twice the national average rate.

Coastal populations also have larger than average rates of population momentum (“youth bulge”), which guarantees continued rapid population growth for decades to come—particularly if the teens of today continue the same reproductive behaviors as their parents. The recent national demographic and health survey (2008) has shown that teen pregnancies are highest in rural areas of the country such as in Mindoro, some of the same areas with high marine biodiversity and greatest need for family planning services. The high momentum of coastal populations poses serious concerns for the sustainability of fisheries resources. The USAID/Philippines FISH project highlighted (see graph below) the crisis of declining fish stocks and burgeoning population.

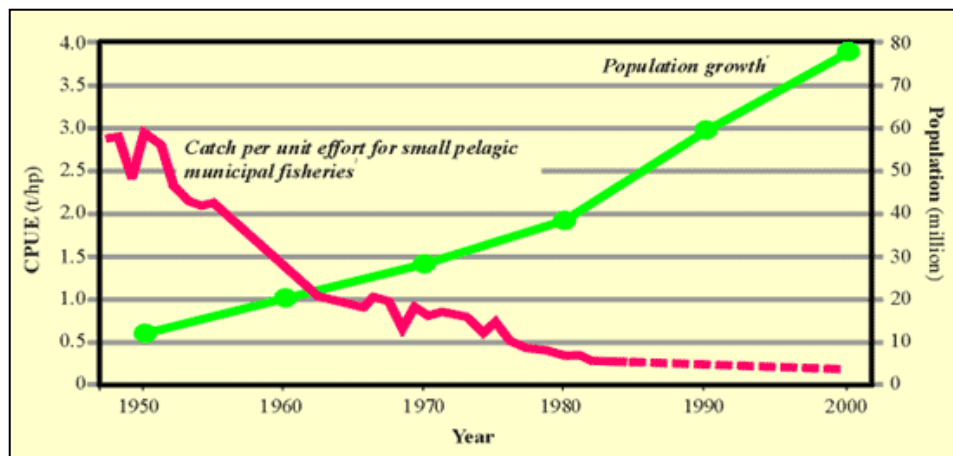


Figure 1. Too few fish and too many mouths to feed²

Recent research has confirmed that the Philippines is the center of marine biodiversity worldwide. The heart of marine biodiversity runs from Southern Luzon through the Central Visayan Region (see red area in Figure 2 below) of the country. It is also thought to be an area of species origin of continued marine speciation and the area with highest marine habitat diversity in the world. The VIP and Danajon Bank marine eco-regions both fall within this area. The unique characteristics of this area make it a high priority for global marine conservation efforts. Recent research out of the Marine Science Institute of the University of the Philippines has also empirically demonstrated that overfishing has a major impact on marine bio-diversity and a key threat in this region. This is especially true in the Visayan region (including Danajon Bank) where overfishing is considered some of the heaviest in the country. Scientists have urged that this biodiverse region (see Figure 2 – red zone designates the area of highest biodiversity) be given high priority in two areas of investment: more effective conservation protection and more effective fisheries management measures (articulated in a presentation by Dr. K. Carpenter at the Intercontinental Hotel, Manila August 24, 2011).

Recent government statistics indicate that fisherfolk comprise the Philippines’ poorest segment of the population with a poverty incidence of 43.6% in 2003.³ The root causes of poverty in

² (SOURCE: DENR, DA/BFAR and CRMP/USAID (1999) Coastal Resources and Management for Food Security, Bookmark Inc. Makati, Philippines)

fisher households and communities include: a) large family size, high fertility among women of reproductive age and unmet FP need of couples ; b) dependency on fishing for survival; c) declining productivity of the natural resources base spurred by over-extraction and environmental degradation; d) weak enforcement of environment protection and fisheries codes by local governments; e) low levels of community engagement in natural resources management (NRM) and governance; and f) access constraints, gender inequities and cultural barriers that limit women's and youth's options to manage their fertility and create alternative livelihoods.⁴

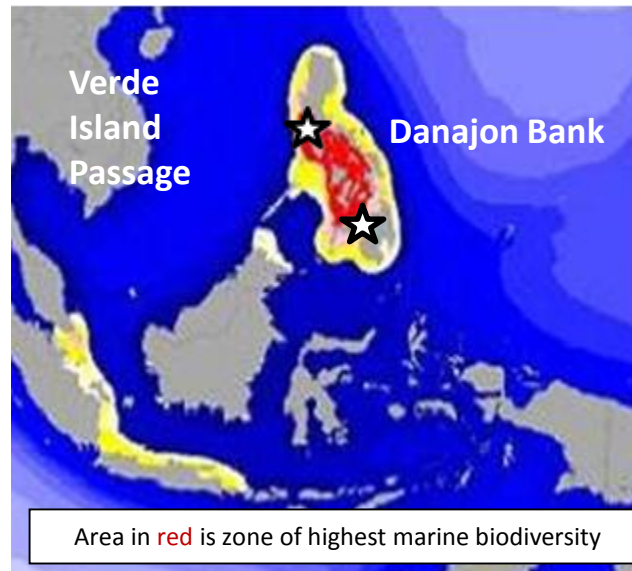


Figure 2. The Center of Marine Biodiversity worldwide is in the Philippines⁵

Population growth in coastal areas is constantly cited in the Philippines as a key driver and threat to the sustained use and conservation of marine resources and biodiversity assets. This is of particular concern, as most marine resource uses, especially fisheries activities, remain open access, i.e., there are no limits as to how many people can fish at any time. Population growth will lead to intensified levels of resource use, and an increasing degree of overexploitation and degradation of ecosystem function and services upon which millions of Filipinos depend for their livelihood. It almost guarantees that coastal resources-dependent households will remain in poverty unless transformational changes occur in the way coastal resources are managed and how coastal households obtain family planning services to achieve desired family sizes. Paying attention to gender roles and addressing gender inequalities in the project strategy will be critical to achieve our overall objectives.

Fortunately, the Philippines have put in place many of the enabling conditions for improved coastal resources management. These have included decentralized authorities to municipalities for marine resources use, the establishment of emerging networks of marine protected areas (MPAs) and municipal fisheries enforcement units (Bantay Dagat/BD), increasing inter-municipal coordination and harmonization of fisheries regulations, and increasing promotion of

³ Philippines National Statistics Coordinating Board (2007) Poverty Incidence and Magnitude of Poor Population by Sector and Region, 2000 and 2003

⁴ D'Agnes, H. , J. Castro;, L. D'Agnes and R. Montebon (2005). Gender Issues within the Population-Environment Nexus in Philippine Coastal Areas. *Coastal Management Journal*: (33 -4): 447 - 458.

⁵ Carpenter and Springer 2005

livelihood diversification initiatives for fishing communities for engaging in good conservation and sustainable fishing practices and to reduce their dependence on fisheries for food and income generation.

However, the efforts to manage these resources combined with FP/RH efforts— which may contribute to slowing population growth and momentum and, in turn, provide the potential to decrease intensifying pressures on these resources — will not be sufficient to sustainably manage coastal resources and lift coastal households out of poverty. To do so will require an accelerated transition from an open access regime to more managed access of coastal resources, particularly fisheries. In order to develop managed access regimes, the coastal resources will need to be managed at a scale of the biological/ecological unit, which in most cases is larger than that of any one municipality or province. In addition, while many municipal scale MPAs have been established, few are managed effectively and efforts to enforce fisheries laws and regulations also continue to be challenges. Parallel efforts that aid coastal households in becoming less dependent on coastal resources for their livelihoods, by providing opportunities for livelihood diversification in communities engaged in good conservation practices, combined with helping them achieve desired family sizes⁶, will provide them with a greater ability to support managed access regimes and engage in sustainable use practices (e.g. not dynamite or cyanide fishing) through conservation agreements to exchange responsibilities with benefits and income diversification schemes.

Population, Health and Environment (PHE) Approaches

The PHE approach addresses the inter-relationships between population, health and environment dynamics as part of its two-pronged goal to improve the well-being of people living in critical biodiversity areas by providing them with FP and reproductive health (FP/RH) services, and at the same time improving the health of the ecosystem upon which these people depend for food, income, livelihood and other goods and services. These conceptually linked and operationally coordinated activities build synergies across interventions that lead to greater outcomes than if they had been implemented in isolation. PHE approaches are best suited to countries such as the Philippines—countries with relatively high rates of population growth and density that are contributing to the loss of biodiversity and ecosystem productivity.

USAID’s Office of Energy and Environment (OEE) in the Philippines has been a key player in the development of sustainable models of fisheries management that incorporate human reproductive health (RH) management. Under the Fisheries Improved for Sustainable Harvest (FISH) Project (2003-2010), for example, OEE helped to advance RH as a “maintenance mechanism” for fisheries management (FM) and provided assistance to local governments for the development of integrated mechanisms of service delivery in four target implementation areas including the Danajon Bank, Calamianes Islands (Palawan), Surigao del Sur and Tawi-Tawi. See [Annex 1](#) for a brief history of past PHE investments in the Philippines. The BALANCED Philippines project will build upon the past lessons and best practices of the FISH-RH pilots and further develop the model to include a livelihood component.

⁶ Livelihood activities are targeted generally to fishing communities in areas where they are engaged in good conservation and sustainable fisheries practices and will not be linked in any way to willingness to accept family planning.

II. TECHNICAL APPROACH AND FOCAL AREAS

Through support from USAID Philippines Office of Health (OH) and Office of Energy and Environment (OEE), BALANCED-Philippines will scale up best practices and lessons learned in PHE to municipalities in the Verde Island Passage (VIP) and Danajon Bank Marine Bioregions. Over 2.8 million Filipinos reside in these two bioregions of which an estimated 250,000 are women (15-49 years) with unmet need for FP or with a need for more effective methods of contraception. VIP is the global epicenter of marine biodiversity and a focal area for USAID's Coral Triangle Support Partnership (CTSP) Project.

The Verde Island Passage (VIP) boasts unparalleled biodiversity, which is threatened by the demands of the Philippine's rapidly increasing human population. Encompassing 16,627 hectares of critical habitats in 19 municipalities (10 in Batangas, 7 in Oriental Mindoro, and 2 in Occidental Mindoro), approximately 830,000 people--a population that is projected to increase rapidly in the next 10 years--directly depend on the coastal resources of the VIP for their income, livelihoods, and food security, with fish as their main protein source. During the Philippine Biodiversity Conservation Priority-setting Program (PBCPP) in 2000, the VIP was identified as one of the rich biodiversity areas in the country and among the marine conservation priority areas, given a high level of priority. In 2005, a study by Carpenter and Springer found that the VIP contained the highest concentrations of marine fish species per unit area and merited the distinction of being the "center of the center" of the world's shorefish diversity⁷. The VIP possesses some of the country's richest fishing waters and tourist destinations, At the same time, several human activities, if not managed properly, pose significant threats to marine species and resources in the VIP, such as over-fishing and the use of illegal fishing methods, mangrove harvesting for fish farming, agricultural runoff from pesticides and fertilizers, unsustainable tourism and navigation. Batangas is one of the most densely populated areas in the VIP with an average fertility rate of 5, one of the highest in the country. According to government statistics, only half of the married women in the VIP area are using contraception, and unmet demand for family planning remains a critical issue. Population congestion and mounting garbage exposes people to diseases and other health problems. These problems are exacerbated by climate change, which is affecting VIP coastal communities and their ability to adapt and manage their fragile resource and economic base. This project addresses these threats through integrated health and coastal resource management approaches.

The Danajon Bank holds regional significance as one of only three double-barriers reefs in the Indo-Pacific. The Danajon Double Barrier Reef is located off northern Bohol islands and surrounded by the provinces of Cebu, Leyte and Southern Leyte. It is the only double barrier reef in the Philippines and is one of the only three such sites in Indo-Pacific (Pichon 1977). There are sixteen municipalities and 3 cities within four provinces and two administrative regions which have direct jurisdiction over the Danajon Double Barrier Reef. In Region 7 (Central Visayas), ten (10) municipalities belong to Bohol and two to Cebu, In Region 8 (Eastern Visayas), six municipalities belong to Leyte Province and one to Southern Leyte. The overall area of the Danajon Bank is 272 km² with an aggregate coastline of 699 km including 40 islands (CRMP

⁷ Carpenter, K.E. and V.G. Springer. 2005. The center of the center of marine fish bio-diversity: the Philippine Islands. *Env. Biol. Fish.* 72:467-480.

2000). Carpenter and Springer⁸ have shown that a peak of marine biodiversity occurs in the Central Philippines, and therefore this region, including the unique Danajon Bank, is an area of global ecological significance. However, critical marine habitats such as the coral reefs on the Bank and mangrove forests in the adjacent areas of Bohol Island have been severely degraded in recent years. Fish abundance is very low, especially within the inshore waters. The main threats to the reef systems are considered to be from illegal and destructive fishing and sedimentation whereas the mangroves have been degraded due to conversion to fish ponds, cutting for fuel wood and construction materials. Sedimentation has steadily increased in recent years as land use has intensified. This is caused by the high-density settlement in almost all the outlying municipalities in the Bank. The high population density in the area leads to conversion of most lands and mangrove forest to other purposes. The loss of mangroves also reduces critical nursery habitat and shoreline resilience to erosion and storms. All this has contributed to the increase of pollution load in the Danajon area. Fish biomass declines are compounded by overfishing and destructive fishing including the use of trawlers and Danish seines, incursion of commercial trawlers into municipal waters, blast fishing and use of cyanide, among others⁹. Other indirect threats are considered to be due to the high population densities in the region as well as high levels of poverty in Bohol and surrounding provinces¹⁰.

In Bohol, over 60 per cent of the coastal inhabitants of northwestern part of the province live below the poverty line of PhP 6,000 per month¹¹. This scenario has compelled the small fisherfolks to use more efficient but destructive fishing methods just to sustain their daily needs, if not, most of them would have no food to feed their families especially the children. Further compounding issues are low education levels in the area and especially the islands around the Danajon Bank, low access of local people to basic services, health services and potable water and rapidly increasing population. Needed responses to address these threats include incentives (e.g. alternative and sustainable livelihoods), improved enforcement and education campaigns, registration and licensing of vessels and gear, improved networks of MPAs, among others⁹. The Project is designed to help address these threats through a number of actions proposed.

The Project will build upon the lessons and best practices of prior PHE projects funded by USAID and the David and Lucile Packard Foundation and implemented by PFPI in the Danajon Bank (Fisheries Improvement for Sustainable Harvest/Reproductive Health/FISH-RH project, Alternate Advocacy Project/AAP, and the Integrated Population and Coastal Resource Management/POPCORM project), and in the VIP (Population, Poverty, Environment/PPE project). One of the key lessons of past experiences has been the importance of working with local government units (LGUs – municipalities and provinces) and coordinating with other donor supported initiatives in order to foster sustainability of project supported efforts. Under the FISH-RH and IPOPCORM initiatives, demonstration sites were established in this bioregion and these continue to serve as PHE “learning areas”. By building upon the groundwork, networks and institutions fostered under previous projects and by dovetailing the BALANCED Philippines Project with current and planned CRM programs of USAID, local governments and others in the

⁸ Carpenter, K. and V.G. Springer. 2005. The center of the center of marine fish bio-diversity: the Philippine Islands. *Env. Biol. Fish.* 72:467-480.

⁹ Coastal environmental and fisheries profile of the Danajon Bank, Bohol, Philippines. 2006. USAID FISH Project, Cebu, Philippines, 63p.

¹⁰ Armada, et al. 2009. Managing Fisheries Resources in Danajon Bank, Bohol, Philippines: An Ecosystem-Based Approach *Coastal Management*, 37:308–330.

¹¹ Green, S.J., R.P. Monreal, A.T. White and T.G. Bayer (Editors). 2000. Coastal Environmental Profile of Northwestern Bohol. Coastal Resource Management Project, Cebu City, Philippines.

Philippines, this Project will be able to achieve a scale of PHE effort that otherwise would not be attainable if BALANCED were to deliver the services independently.

Lessons learned from integrating population measures into fisheries/coastal resource management projects showed that effective stewardship of coastal resources and human health mostly occurs through local institutions and community plans and actions. With appropriate training and support, environmental NGOs can manage and implement community-based FP strategies including CBD for FP commodities¹².

In addition, a synergistic approach lends sustainability to CRM interventions, while CRM provides a rationale for coastal residents to recognize the necessity of limiting family size to achieve food security and improve family welfare¹³. Other lessons also showed that integration encouraged greater access to men and greater male and adolescent boy involvement and reach. Likewise, there was notable increased female involvement and participation of adolescents.

Results of the operations research conducted by IPOPCORM (with co-financing from USAID) showed that it will be difficult to ensure long-term sustainability of CRM gains and prevent over-use of coastal resources unless integrated forms of management that combine conservation with family planning/reproductive health are delivered simultaneously. The same implications apply to other high-growth hotspots in the Philippines and neighboring countries where demographic dynamics pose challenges to return on investment in biodiversity conservation¹⁴.

With support from USAID/OH, family planning activities are being implemented in VIP sites where ongoing coastal /fisheries management activities have yet to be integrated with FP/RH (herein called “new” sites) and VIP and Danajon Bank bioregions to improve and maintain PHE initiatives that were implemented by PFPI under previous PHE projects (herein referred to as “maintenance” sites). While the initial project design called for working in “rider sites” - other marine bioregions where ongoing, coastal resource management (CRM)/fisheries activities are supported by other donors and stakeholders - this idea has now been transformed to focus limited resources in the VIP and DB bio-regions. The life-of-project activities planned for the new and maintenance sites are described below. Table 1 below shows the estimated size of the population that will be covered in each site and bioregion, while Table 2 presents the strategies and activities by Intermediate Result (IR) and by site. Map 1 shows the geographic location of FP/RH scale-up site activities. Through additional support from USAID/OEE we will incorporate CRM activities in select BALANCED-Philippines sites.

New Sites: The bulk of the Project’s funds will be invested in nine coastal municipalities that are “new” to PHE¹⁵ but have on-going LGU coastal/fisheries management mechanisms that present opportunities for integration of FP/RH interventions. The nine “new” sites are located in the VIP bioregion and contain 221 coastal barangays where an estimated 35,264 women with

¹² PFPI (2007) IPOPCORM Monograph Series No. 1. Overview, Key Lessons and Challenges. Manila, Philippines. PATH Foundation Philippines Inc..

¹³ Hermann, C. (2004). The rewards of innovation: A review of the successful piloting of the Integrated Population and Coastal Resource Management Project (IPOPCORM). Report on the Mid-term evaluation of the IPOPCORM Project. Manila, Philippines. PATH Foundation Philippines Inc.

¹⁴ D’Agnes L, D’Agnes H, Schwartz JB, et al. (2010) Integrated management of coastal resources and human health yields added value: a comparative study in Palawan (Philippines). *Environment Conserv* 2010; 37: 398–409.

¹⁵ Meaning that neither PFPI or other agency has introduced PHE activities into these sites

unmet FP need reside (see Table 1: Scale-up Coverage per Bioregion). In these “new” sites, BALANCED Philippines is currently providing the full packet of FP/RH services including PHE advocacy; community-based distribution (CBD) system; peer education (PE) system; contraceptive supply chain; information, education, and communication (IEC) that integrates FP and environmental messages; and monitoring. This approach replicates the public-private PHE model (LGU community based distribution and social marketing of FP methods and PHE concepts) that was developed and refined under a previous PPE project¹⁶. (CRM activities and approaches in these sites will be described in the following section.)

Maintenance Sites: The BALANCED Philippines is also investing moderate resources in activities to strengthen the functionality and sustainability of existing CBD operations/systems established previously by PFPI’s IPOPCORM Project in 20 coastal municipalities in both the South Sea and Visayan bioregions. Those CBD systems were designed to serve 511 coastal barangays where 54,996 women of reproductive age (WRA) are estimated to have unmet FP needs (Table 1-Scale-up coverage per Bioregion). Some of the CBD agents, however, have discontinued their operations while others potentially could serve larger numbers of clients. BALANCED will conduct a CBD needs assessment in these municipalities, herein referred to as “maintenance” sites, and extend tailored technical assistance (based on assessment findings) and periodic monitoring/mentoring support. In these sites, we are reorienting the ongoing PHE model (NGO community-based distribution) by involving more LGUs to increase coverage and ensure sustainability as observed from previous PHE projects. Building a public-private partnership in these sites will enable a larger scale of PHE effort that otherwise could not be achieved solely through private sector involvement.

The project initiated the sustainability efforts at the start of the initiative. Key activities such as capacity building (CBDs, PEs, RHU, MAO, etc.), mentoring and monitoring involve key stakeholders to recognize the role of each one towards improved conservation and quality of life of the people and are building blocks for sustainability beyond the life of the project. The sustainability of the conservation gains will also be ensured through the complementation to existing PFPI, CI/P and LGU initiatives, particularly the social services that communities value such as health, sustainable livelihood, etc. BALANCED Philippines activities will build on ongoing LGU CRM efforts including strengthening the capacity to promote sustainable livelihoods, MPA and bantay dagat networks which will ensure sustainability of these efforts. Also, by incorporating RH/FP into ongoing CRM efforts, the sustainability of CRM and conservation gains is enhanced because of the reduced population pressure that will be realized from reduced fertility and population momentum. Client groups’ recognition of the benefits yielded by integrating PHE will, likewise, hopefully sustain the community’s motivation and for local government to sustain the initiatives beyond the project life. The cross training and involvement of the community volunteers in a variety of project activities is also expected to help sustain their engagement and continuance. The leaders capacitated by the project and the communities empowered to take action and be active in local governance are foundation to continue community and peer education and motivate pro conservation and pro health behaviors. Sustainability of the initiatives done by BALANCED Philippines is also ensured by the existing MOA with the LGUs to commit resources for FP supply and PHE activities, the integrated PHE action plans developed by the local leaders, and the integrated LGU plans (development, CRM/Fisheries, Environment, etc.). Because the project has provided support to the local

¹⁶ During Apr 2008 - March 2010 PFPI worked with 22 LGUs to develop /refine this public-private sector PHE model

councils and community members to formulate integrated PHE action plans and budgets that support PHE activities, it is likely that they will continue to propose such activities in their annual planning for their yearly internal revenue allotment (IRA) and, as such, continue to leverage counterpart funds to co-finance PHE activities in the future. Also, the LGU council leaders are likely to continue to appropriate funds to support and sustain the PHE activities initiated under the project because the entire community benefits from better resource management and food security.

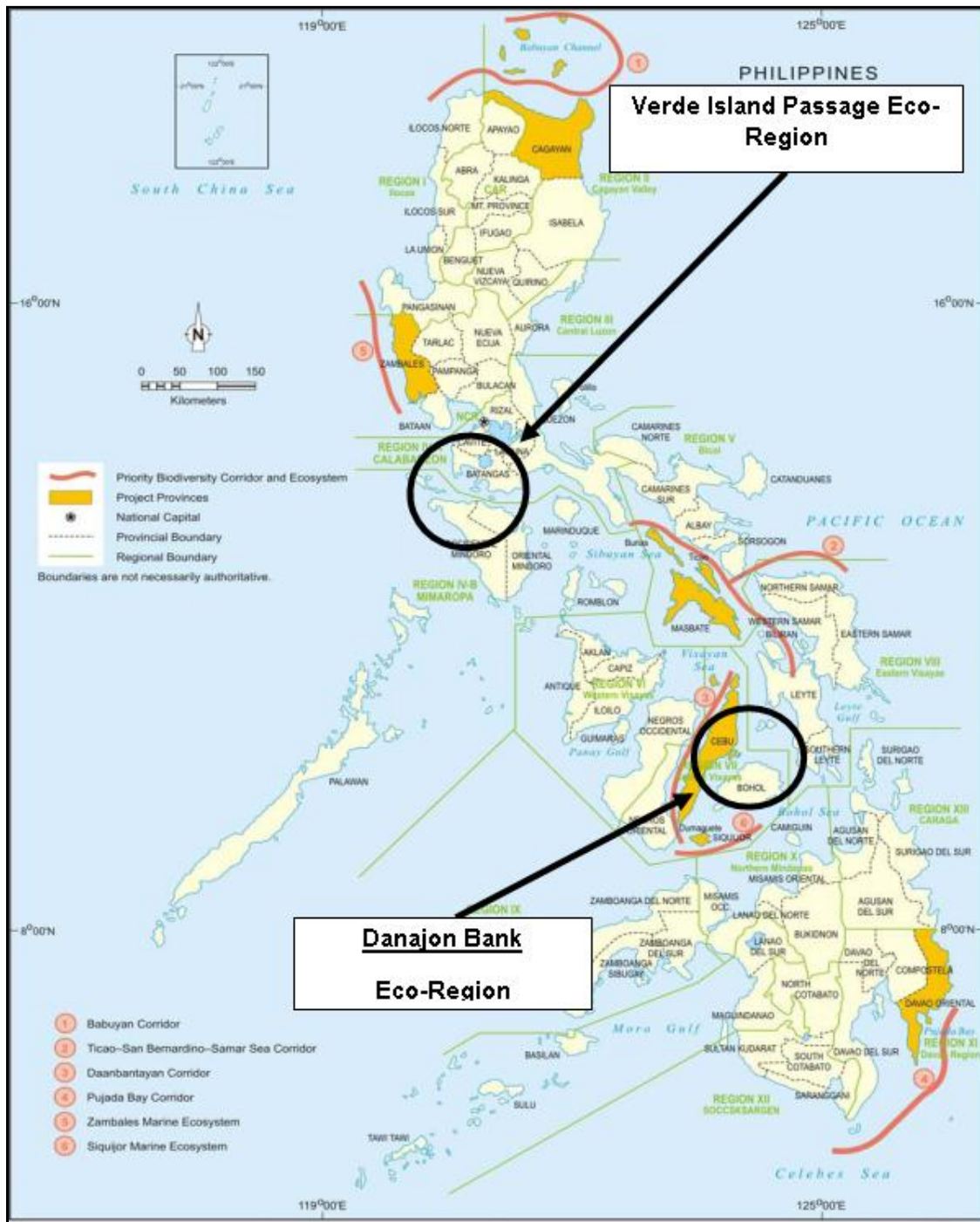


Figure 3. Geographic Location of FP/RH Scale-Up Site Activities

Table 1. Baseline information on population, family planning and marine conservation in municipalities in Targeted bioregions

Biogeographic Representation	Province	Municipality (clusters)	New (#brgs)	Maintenance (# brgs)	Population 2007	Unmet FP Need New(*)Sites	Unmet FP Need Maintenance Sites	No. of MPAs	Total hectares of MPAs per municipality	Effectiveness of MPAs	Bantay Dagat Network and Level of Effectiveness	Area of Municipal waters	MPA Management Level	
													Active	Inactive
Verde Island Passage (VIP)	Batangas	<i>Batangas City</i>		6	5,876		514	5	33					
		<i>Calatagan</i>	25		51,544	4,510		4	117			75,824		
		<i>Tingloy (L)</i>	15		18,548	1,623		1	3			44,620		
		<i>Lobo</i>	26		37,798	3,307		3	63			29,857		
		<i>Mabini</i>	34		40,629	3,555		4	99			12,525		
		<i>Nasugbu</i>	42		113,926	9,969		4	113			66,164		
	Oriental Mindoro	<i>San Juan</i>	42		87,276	7,637		15	978					
		<i>Puerto Galera</i>		14	28,025		2,452	1	547					
		<i>San Teodoro</i>		8	15,039		1,316	2	112					
	Occidental Mindoro	Baco		27	34,127		2,986							
		Abra de Ilog		9	25,152		2,201	1	35					
		Paluan	12		13,718	1,200								
<i>Looc (L+F)</i>		9		11,310	990		13(**)	14,486						
Danajon Bank	Bohol	<i>Bien Unido</i>		15	23,412		2,049	15	245				27	2
		<i>Buenavista (L)</i>	35		26,443		2,314	3	155				9	
		<i>Clarin</i>		24	18,871		1,651	5	73				1	4
		<i>Getafe</i>		24	27,852		2,437	13	305				10	9
		<i>Inabanga (L)</i>	50		43,331		3,791	6	71					
		<i>CP Garcia</i>		23	25,118		2,198	1	52				1	
		<i>Trinidad</i>		20	27,580		2,413							
		<i>Talibon</i>		25	59,274		5,186	12	112				4	8
		<i>Tubigon</i>		34	44,434		3,888	8	318				6	1
	<i>Ubay</i>		44	65,900		5,766	2	123				2		
	Leyte	Bato		32	33,930		2,969	5	32					
		Hilongos		51	53,911		4,717	4	79					
		Hindang		20	19,927		1,744	5	18					
Matalom			30	31,055		2,717	2	100						
	Inopacan		20	19,276		1,687	9	47						
TOTAL	5 Provinces	29 Municipalities	221	511	1,031,549	35,264	54,996	143	18,316			228,990	60	24

(*) Estimated based on the assumptions that 20% of WRA have unmet need; additional 15% are in need of more effective methods (total 35% of WRA) which are based on DHS data and regional data cited in “Contraceptive Needs in the Philippines” Guttmacher Institute. In Brief Series 2009 No.1

(**)13 MPAs for Looc and Lubang together

Note – With BALANCED OH funds, the targeted municipalities have ongoing PHE activities with FP /RH component (CBDs and PEs trained and delivering PHE messages and FP commodities) and ongoing CRM activities supported at various levels by LGUs and other donors. With the OEE added support, the sites in **BOLD** are where livelihood/fisheries (OEE) activities will be improved in tandem with the ongoing FP/RH activities (livelihood + fisheries (L+F) and livelihood only (L) is noted after name of municipality). Sites in *Italics* will be areas where MPA/Bantay Dagat activities will be implemented with the ongoing FP/RH activities, however a subset of those italicized will be selected for MPA/BD activities after initial assessments and prioritization is completed.

The OEE funded CRM activities will be focused in a subset of these **new** and **maintenance** site municipalities where the FP/RH activities are occurring (see Maps 2 and 3 below). In the Danajon Bank region, activities will be limited to Bohol Province and the municipalities of Bohol found adjacent to the Danajon Bank. In the VIP region, activities will concentrate in Batangas, Occidental Mindoro and Oriental Mindoro Provinces. There are four components to the CRM activities: 1) strengthening MPAs and MPA networks, 2) strengthening enforcement and Bantay Dagat networks, 3) initiating fisheries management measures that will contribute to strengthening MPAs, and 4) promoting diversified livelihoods for fishing families in communities engaged in good marine conservation practices – see Table 1 on previous page). Fisheries management and livelihood components will have focal areas constrained only to two to three municipalities per focal area given the short time frame and limited budget for these activities.

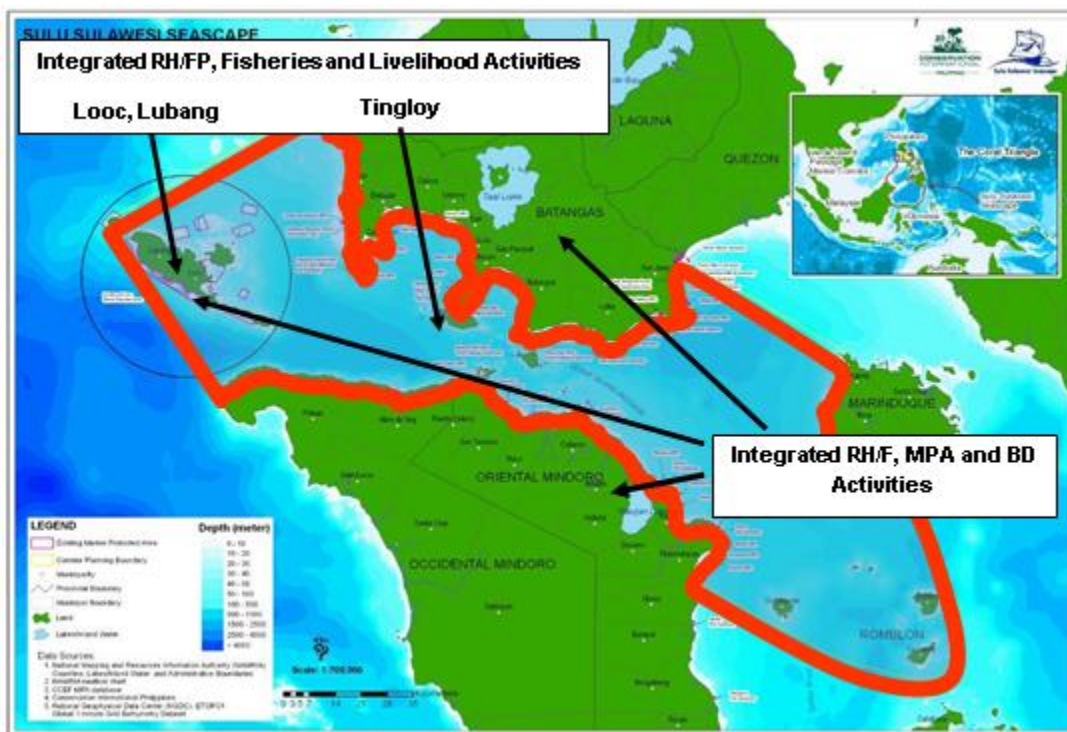


Figure 4. CRM Activities in the VIP

While there are some concerns by conservation experts that the size of MPAs and total area under protection in the Philippines is too small (rule of thumb is that 15-30% of key habitats must be fully protected), this project will concentrate on strengthening existing MPAs. Several studies have indicated that only about one third of the existing MPAs in the Philippines are considered to be functioning effectively¹⁷. Therefore, in a two-year time frame of this project, better progress can be made on improving existing MPA effectiveness rather than trying to establish new MPAs. The strategy is to identify the weakest MPAs based on the results of the MPA Management Effectiveness Assessment Tool (MEAT) in the focal areas and strengthen and improve their management effectiveness.

¹⁷ Alcalá AC, Bucol AA, Nillos-Kleiven P (2008) Directory of Marine Reserves in the Visayas, Philippines. Foundation for the Philippine Environment and Silliman University-Angelo King Center for Research and Environmental Management (SUAKCREM), Dumaguete City, Philippines, 178 pp

In the case of Bantay Dagat, the strategy is similar, to identify the weakest groups and work with stronger members to help mentor them towards improved performance. Sustainable livelihood activities will be considered as incentives in those communities and among those members that have been engaging in good conservation practices.

Marine fisheries remain heavily overfished and fishing households continue to remain a considerable portion of the poor in coastal areas. As overfishing and illegal fishing have been identified as key threats to marine bio-diversity in the Philippines, there is need to address these continued threats. Strengthening the networks of MPAs and Bantay Dagat is one part of this puzzle. Additional challenges that need to be addressed include more comprehensive fisheries management arrangements at the ecosystem scale and tackling the open access nature of the fishery. Analyzing gender roles and responsibilities in fisheries management will be a critical step to ensure we effectively respond to these challenges.

BALANCED Philippines will initiate fisheries management measures that will contribute to strengthening the system of MPAs in the Lubang Island Group (LIG) of the VIP, which is currently being managed jointly by the municipalities of Lubang and Looc. This island group is of a small enough geographic scale and relatively coherent ecosystem unit (the coral reef system and associated coral reef fishery) where a small effort can make some headway on these issues in a two-year period. Both municipalities have made some progress along these lines with establishment of an inter-municipal MPA (one of the largest in the country), inter-municipal fisheries ordinances, and fully registered fleets of municipal fishing vessels. With supportive local leadership, these municipalities are ready to ensure the protection of their MPAs and undertake steps to ensure sustainable fisheries. The activities identified through this Project will be conducted in close cooperation with provincial and municipal LGUs with the aim of mainstreaming these initiatives and address population dynamics into their ongoing programs. Where appropriate, national agencies and their regional offices will also be involved, particularly the Department of Environment and Natural Resources/DENR and Department of Agriculture's Bureau of Fisheries and Aquatic Resources/BFAR.

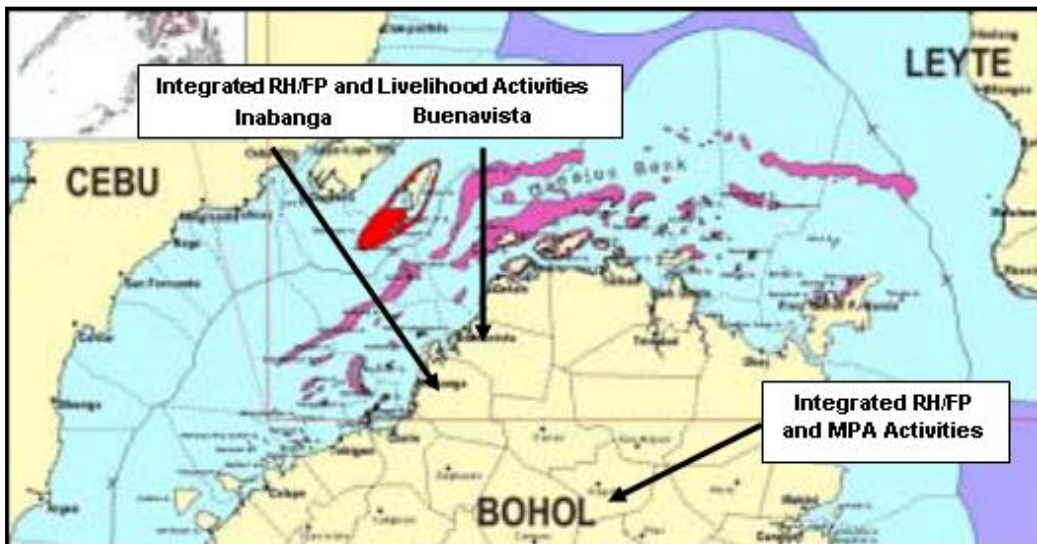


Figure 5. CRM Activities in the Danajon Bank Region

In both the VIP and Danajon Bank regions, sustainable, eco-friendly and diversified livelihoods will be promoted among men and women stakeholders as an incentive for good marine conservation and sustainable fisheries practices. Where possible, the aim is also to assist fishing households' to diversify their productive activities so they are less dependent on fishing. This will also help ameliorate impacts of managed access and reduced fishing effort that may be implemented at a later time to address the overfishing problem. A sustainable livelihoods approach cannot be implemented in all municipalities in these regions, thus BALANCED Philippines will narrow the scope of this component to Tingloy, LIG, Buenavista and Inabanga municipalities. Livelihood development will concentrate on existing sectors in the focal communities where there is potential for growth and work to grow existing businesses of fishing households or diversify sources of income. Targeted groups that will be given preference will be fishing households and those involved in MPA management, Bantay Dagat activities or who serve as Peer Educators or CBDs participating in BALANCED Philippines activities. The implementation of diversified cash and non-cash-based livelihood activities among fishing households with benefits under conservation stewardship to protect coastal and marine biodiversity shall address food and health security of communities in the VIP and the Danajon Bank in cooperation w/ LGUs and POs. The framework will include criteria for selecting livelihood activities that do not pose a threat to coastal and marine conservation as well as improve subsistence level with self-help values for better nutrition and quality of life to build up social resilience, and will increase income in the local economy as a contribution to poverty reduction. Special attention will be given to ensuring equitable opportunities for women in livelihood development. Likely areas of concentration will be supporting services in the tourism sector, improvements in fishery value chains, and support other existing livelihood activities. BALANCED Philippines will not support activities or provide grants that subsidize fishing (e.g. provision of fishing gear, engines, boats) nor aquaculture activities that can have negative environmental impact (e.g. finfish or pond aquaculture).

In the three VIP municipalities of Lubang, Looc and Tingloy (particularly in Sitio Ilaya) a comprehensive ecosystems-based approach to fisheries management will be piloted and given the excellent progress communities have already made supporting good resource use practices. CI will lead these efforts and use an approach to income diversification that works through participatory methods and that will involve local stakeholders in assessing the viability of livelihood activities to be recommended. An asset-based livelihood assistance strategy seeks to strengthen human (new income-earning skills, positive values and behavior change), financial (additional income, created jobs) and social (strengthened organizations, collective actions, social networks) capital with limited physical capital requirements (no capital-intensive physical infrastructure) while natural capital (terrestrial and marine biodiversity) is protected. This approach is also based on recognition of community-support of conservation initiatives and as an incentive by providing benefits to stakeholders in exchange for their roles in conservation.

The specific livelihood activities supported will aim for self-help and collective investments with the engagement of men, women and the youth; identifying opportunities for value chain enhancements in existing products and services; complimented with technical services, and identifying where needed, linkages for financing across government and private agencies. The goal is to transform economic activities from unsustainable to sustainable enterprises and improved quality of life. The approach involves three elements:

- Establishing Institutional Linkages for Income Diversification via creation of a multi-sectoral Technical Working Group with local government units and conducting preliminary appraisals and scoping of priority areas or themes.
- Concept development of the priority income diversification strategies with a focus especially on fish products, low-impact aquaculture or other land based activities such as eco-tourism and/or sustainable agriculture
- Based on successful implementation, institutionalization of the income diversification scheme via endorsement of the Income Diversification Strategy as tool in local development planning by the Local Government Unit and with target beneficiaries being key conservation and family planning stakeholders (e.g., engaged conservation stewards from the enforcers or Bantay Dagat members, volunteers providing FP peer education services and CBDs of FP commodities).

In the Danajon Bank, PFPI will lead the livelihood component in the two Bohol municipalities on Inabanga and Buenavista. Utilizing the livelihood approach above, Bohol livelihood activities will be targeted in coastal barangays adjacent to the Danajon Bank where current MPAs are considered to be managed effectively (e.g. a reward for good performance). This is the approach BEMO (Bohol Environmental Management Office) is using in its own marine conservation strategy and have limited funding to support implementation. BALANCED Philippines will work closely with BEMO, leveraging each other's resources. Since CCEF is already implementing livelihood activities in Bien Unido, this municipality will not be targeted by BALANCED Philippines.

A key to the PHE approach is integrating across sectors - in this case, integrating the FP/RH activities and the CRM activities- multidisciplinary intervention and public private sector partnership to deliver community services. While most of the targeted project sites have both FP and CRM programs and activities implemented by the LGUs, they are not linked sectorally. BALANCED Philippines will position these efforts to reframe the existing behaviours and policies through a PHE approach aimed towards a key message and objectives of a secure household, good lifestyle and healthy environment for a brighter future.

To ensure that PHE is operationally linked in the project sites, PFPI and CI-P will collaborate and coordinate closely and work with local governments and peoples organization together in the target municipalities in the Verde Island Passage. In the Danajon Bank, PFPI will work with the provincial and local government agencies and other NGOs in the targeted municipalities to educate, advocate and implement PHE.

At the community level, BALANCED Philippines will ensure that there will be constant coordination among PFPI and CI-P Field Coordinators. PHE adult peer educators and other trained community volunteers in the project sites will be involved in all of the activities in each of the project components and will serve as resource to support both health and CRM activities. CI/P works with bantay dagat volunteers, which they can utilize in their activities in the VIP. Many of these bantay dagat have been trained by BALANCED Philippines and are now serving as adult PHE peer educators in the VIP. Also, BALANCED Philippines' PHE Training Specialist and Livelihood Specialist for Danajon will be serving as the VIP and DB field operations managers (PHE integrator) and will ensure that PHE integration is happening operationally in the field. However, there will be project sites where specific interventions will only be on family planning, and strengthening of MPAs and BD without sustainable livelihood.

Nonetheless, common to all the project sites will be the integrated IEC messaging wherein all BALANCED Philippines project staff from the management down to the community volunteers will be carrying and disseminating the same integrated messages that strictly draw parallels between population pressures, fisheries decline, and household food security and poverty. The integration also needs to occur in all five of the Project IRs and is not confined only to advocacy activities in IR 3. This will be achieved via the following strategies:

- Integrated strategy planning & norms development (i.e. strategic planning session implemented among all project implementers in first quarter of Year 2).
- Coordinated activity planning of field staff (i.e. monthly meetings, timing of activities, joint activities, etc.)
- Cross training of staff and client groups (i.e. CBDs/PEs will be made up of Bantay Dagats, fish wardens, and FARMCs who will also be the target of livelihood activities; CBD of FP/health commodities as a livelihood)
- Integrated IEC messaging across activities, including key messages that communicate linkages
- Common target groups across IRs & activities
- Joint training activities
- Balancing gender in each sector's activities

Project Goal and Objectives

The goal of BALANCED-Philippines is to **build the leadership and implementation capacities of national and local governments and stakeholders to respond in an integrated manner to interrelated population, health and marine environmental issues.**

We envision that by 2013 (project completion date), communities in the two target marine bioregions will be empowered to meet their expressed needs for informed and voluntary family planning services and information, will understand the underlying linkages between reducing population pressure and improving coastal resources management, and will be more empowered to sustainably manage and conserve marine resources and bio-diversity assets within municipal waters. Based on our experience with successful integrated PHE projects, we also aspire to create an enabling environment among policymakers at all levels of government (from the barangay to municipal and provincial levels and to a lesser extent at the regional and national level) that promotes the integration of PHE into governmental plans and budgets.

Project results will contribute to the USAID Philippines priority goal of “Investing in People to Reduce Poverty.” As an integrated project that cuts across sectors, it will contribute to the US Mission Office Philippines’ Country Development Cooperation Strategy in two distinct sectoral areas - health and economic growth. More specifically, it will contribute to the Mission strategic objectives of:

- OH - Improved family health and family size sustainably achieved.
- OEE - Broad based and inclusive growth sustained via support to the Government of the Philippines in fulfilling its commitments under the National and Regional Plans of Action for the Coral Triangle Initiative; and contribute to USG support of the Coral Triangle Initiative for Food Security, Coral Reefs and Climate Change.

With respect to the USAID/Philippines/OH strategic objective, it will contribute to three of USAID's program intermediate results to achieve this objective:

- IR 1. LGU provision and management of FP program improved
- IR 2. Provision of quality FP services by private and commercial providers expanded
- IR 3. Appropriate FP healthy behaviors and practices increased

BALANCED is committed to helping USAID Philippines/OH realize these goals by making access to FP information and methods available to women and men in underserved areas of the country where unbridled growth of human populations poses threats to conservation of marine bioregions. Further, we will generate commitment among government leaders for the integration of family planning into CRM/fisheries management and local development agendas and create partnerships that expand access to family planning in areas of high unmet need while simultaneously promoting and strengthening resources conservation as a means for increasing food security for future generations.

With respect to USAID/Philippines/OEEs strategic objective, this project will concentrate results in the program area of Environmental Governance. While coordinating with national agencies such as DENR and BFAR, the project will mainly assist local governments and communities to improve governance of marine resources and conserve biodiversity through greater transparency and accountability, and local stakeholder participation. The project seeks through improved governance and economic incentives to contribute to reducing key threats to biodiversity: over-fishing and use of destructive fishing practices.

BALANCED-Philippines will also contribute to the overarching BALANCED Project objective of advancing and supporting wider use of effective PHE approaches worldwide and its Intermediate Result 3: Results-oriented PHE field activities implemented in areas of high biodiversity.

The BALANCED Philippines Project goal will be achieved through five intermediate results (IRs):

- IR1 - Improved access to family planning/reproductive health services in key bioregions (OH)
- IR2 - Increased community awareness and support of family planning and conservation as a means to improve health, food security and natural resources (OH)
- IR3 - Increased policy makers' commitment to promote/support FP/RH services, CRM and integrated policies (OH & OEE)
- IR4 - Improved governance capacities of provincial and municipal LGUs in the VIP and Danajon Bank marine ecosystems (OEE)
- IR5. - Increased incentives for coastal and marine conservation among coastal fisher households (OEE)

Intermediate Result 1: Improved access to family planning/reproductive health services in key bioregions (OH)

To expand access to family planning to poor marginalized women and men living in key bioregions, BALANCED-Philippines will build the capacity of LGUs, RHUs, NGOs (health and

conservation), community-based organizations (CBOs) and/or POs (such as fish wardens, women's groups) and small entrepreneurs (non-clinical, non-pharmaceutical) to develop and/or deliver FP information—including the importance of informed choice and of volunteerism (as PEs or CBDs)—and serve as community-based outlets for modern FP methods, particularly pills and condoms. These activities will be undertaken with the LGU/RHUs as a key partner to ensure their buy-in and support and build their capacity. In the **new** sites, a whole complement of capacity building activities will be conducted. Each municipality will be assigned a team of trainers. These trainers will be trained, mentored and supervised on how to establish a PHE CBD and peer education system in each coastal barangay within their own municipality. CBD outlets will be established in all 221 barangays in the **new** sites.

In the **maintenance** sites where CBDs have already been recruited, trained and deployed under previous PHE projects, BALANCED Philippines will assess the current status of the CBD agents and develop a site-specific plan to upgrade and strengthen the operations. For active CBDs, the Project will conduct PHE refresher training courses. In areas where CBDs are no longer active, the Project will identify and train new CBD agents (using LGU personnel previously developed by PFPI as master trainers). Approximately one CBD agent per barangay will receive either refresher or new training in all 511 maintenance barangays. In these sites, we will also reorient the ongoing PHE model (NGO community-based distribution) by training more LGUs to increase coverage and ensure sustainability as observed from previous PHE projects.

Further, we will strengthen the referral system with the RHU/district hospitals to service those women seeking longer term or permanent FP methods and other RH services not available at the CBD outlets. We will collaborate with private sector organizations to establish franchises and other arrangements to secure a continuous supply of contraceptive products to CBDs and RHUs trained under the Project. In the **new** sites, BALANCED Philippines will work with private sector FP suppliers such as the Global Development Alliance partner Alphamed, DKT Philippines, and PRISM 2 to ensure an uninterrupted supply of affordable, quality contraceptives products flowing to the RHUs and the CBDs. In the **maintenance** sites, the Project will assess existing social marketing franchisee or other current arrangements and will work with FP suppliers to improve existing systems, if necessary

Capacity-building inputs for RHU and community volunteer (PE and CBD) trainees will also increase their appreciation of the unique marine environment and PHE dynamics in their areas and how their work to expand FP access helps to ease anthropogenic stress and improve food security from the sea. They will deliver integrated PHE messages and distribute information and IEC materials to people they serve who will be encouraged to plan their families and conserve coastal/fisheries resources for improved wellbeing of the family, the community and the marine environment.

In the **new** sites, RHU personnel will be oriented on PHE and provided with current updates on FP/RH. In **maintenance** sites, BALANCED Philippines will provide refresher training to RHU staff on the most up-to-date FP/RH information and methods, the reporting systems to link CBD-generated data to the RHU, and PHE linkages.

Key activities will include:

- Conduct training-of-trainers (TOT) workshops for representatives from LGUs and NGOs who will deliver FP/RH and PHE training to community volunteers (CBDs and PEs)

- Train RHU personnel in Project municipalities on FP/RH, PHE linkages, and strengthen the referral mechanism and system that will link CBDs with the RHUs
- Assist and supervise LGU-NGO master trainers to organize, train and supervise personnel in the target communities selected to serve as CBD agents and peer educators. These may include barangay health personnel; representatives from POs engaged in fisheries and/or protected area management; deputized wardens; small entrepreneurs (non clinical, non pharmaceutical outlet owners) and others
- Set up a mechanism for working with private sector sources to ensure that supplies of FP commodities continue during the Project and after it ends
- Provide regular monitoring and support to LGUs, CBDs, PEs

Expected results¹⁸

- At least 60 master trainers able to deliver RH/FP and PHE training to community volunteers (CBDs and PEs) in **new** sites
- At least 326 RHU staff trained on FP/RH information and services and CBD systems
- At least 657 CBDs in **new** and **maintenance** sites established and functioning, distributing pills and condoms, and referring men and women to government health clinics for other FP methods
- Community-based distribution system for continuous supply of FP methods to CBDs established in at least 19 municipalities
- At least 15% of FP users obtaining their method from Project-trained CBDs
- At least 15 LGUs with training and skills on PHE that demonstrate the commitment to assume management/supervision of CBDs and private sector commodity supply chain by the Project end

Intermediate Result 2: Increased community awareness and acceptance of family planning and conservation as a means to improve health, food security and natural resources (OH)

Behaviour change communication (BCC) will be instrumental in raising awareness of the benefits of family planning and pro-environment conservation behaviours. For both **new** and **maintenance** sites BALANCED Philippines will develop a PHE IEC communications and monitoring plan that will be framed within the Department of Health (DOH) Family Planning Framework and will link PHE strategies and activities, where appropriate, to promote pro-health and pro-environment behaviours. BALANCED Philippines will restrict OEE funds to integrated messages that strictly draw parallels between population pressures, fisheries decline, and household food security and poverty. Integrated PHE messaging will be coursed through the LGUs and the DOH for local approval. BALANCED Philippines will ensure that all communication messages and materials will have the approval of USAID/Philippines. The IEC strategy will primarily focus on interpersonal communications (IPC) interventions delivered by the adult PEs, CBDs, and LGUs. These IEC and IPC messages will be tailored to specific target audiences, such as fishers as well as policy makers, to encourage behavior change. BALANCED Philippines will develop and train a network of adult PEs (male and female) from among the communities' indigenous leaders and/or individuals living in key bioregions who might be members of CBOs or POs in fisheries, conservation and MPA management in both new and maintenance sites. The trained PEs will

¹⁸ Based on revised targets in revised Year 2 OH workplan submitted to USAID Oct 17.2011

conduct outreach and educate their peers on the benefits of family planning—including the importance of informed choice and volunteerism—and on protecting their coastal resources. This approach is based on past experience under previous projects that demonstrated the effectiveness of linking environmental and population messages for behaviour change.

Whenever possible, BALANCED Philippines will build upon existing LGU IEC strategies to deliver traditional (e.g., group discussions, display of posters, calendars, etc.) and non-traditional (e.g. street drama) IEC activities. Integrated IEC messages will emphasize the interrelationship between people and the marine/coastal environment to change individual behaviors around FP and fisheries management. We will draw on the best IEC materials and activities from past PHE activities, develop new materials and activities as needed, and ensure that these are cleared by USAID Philippines prior to their use/implementation in Project activities. The IEC materials and activities will seek to promote positive behavior change and will be geared to reach a variety of target audiences including marginalized groups such as women, youth, and fishers, etc. to promote positive behavior change. There will be three IEC materials previously used in PHE projects that will be reprinted and a new material ('3 Tips' brochure) will be developed and reproduced for the project. Depending on the availability of funds and the results of project monitoring, BALANCED Philippines is also planning to develop new IEC materials with integrated messages, which will be produced in waves and address new issues and/or reinforce integrated messages

Throughout, the BALANCED Philippines team will assist, supervise, monitor FP compliance and mentor the TOT participants in each municipality as they conduct the local adult PE training. The team will also provide technical support and backstopping as they monitor and supervise the CBDs and adult PEs. To ensure that the project is reaching out to the core fishers, BALANCED Philippines will continuously exert efforts to recruit and involve more men, such as bantay dagat and other PO members in peer education activities and more women in conservation activities.

Prior to training (*both new and refresher*), we will collect secondary information from various sources (e.g., the MOH, RHUs, Municipal Planning and Development Offices, etc.) on the current levels of family planning practice (e.g., contraceptive prevalence rate) and protected area management (number and size of MPAs under improved management) in the Project sites. This information will serve as the “baseline” for our program monitoring efforts. Every six months, we will revisit the same sources to gather additional information to use in tracking changes in the level of FP and MPA practice over the course of the Project. We will feed this information back to the PEs, CBDs and LGUs and use the results to reinforce their volunteerism and gauge the efficacy of local PHE IEC efforts.

Further, at the beginning of the Project, BALANCED-Philippines will informally gather data (via focus group discussions with communities, discussions with OEE and OH partners, etc.) to identify the key RH/FP and CRM behaviors that need to be changed through Project IEC and BCC interventions in the Project sites. Currently, USAID/Global Health/Office of Population and Reproductive Health (GH/OPRH) core funds are being used to implement a more in-depth survey that builds on PFPI's past behavior monitoring survey (BMS) and measure the specific FP/RH and CRM behaviors. The project will also conduct a BMS at the end of the Project to assess Project impacts on health seeking and CRM behaviors as well as to the extent to which value-added benefits are achieved with the integrated scale-up strategies used in the maintenance, new and rider site.

Key activities will include:

- Recruit, train, mentor, and supervise adult PEs from among the communities' indigenous leaders (might be members of POs, fisher wardens, etc.)
- Develop a PHE IEC communications plan that will be framed within the DOH Family Planning Framework in collaboration with CRM objectives
- Identify key IEC materials from past PHE activities and reprint and/or tailor as needed, and develop new materials and/or activities as needed
- Use and/or tailor previous traditional IEC activities and non-traditional IEC activities (e.g., group discussions, street theatre, fiesta) to promote health seeking and pro-environment behaviors
- Use secondary data to monitor the effectiveness of IEC activities and to reinforce the spirit of volunteerism in the community
- Conduct baseline behavior monitoring survey to measure FP and CRM behaviors in a sample of BALANCED-Philippines sites. (Under BALANCED core funds)

Expected results¹⁹

- At least 700 active adult PEs in **new** and **maintenance** sites talking to the community about family planning and pro-environment behaviours as well as referring them to CBD outlets and other local health clinics for FP methods
- A PHE IEC communications and monitoring plan in place
- PHE IEC activities and materials developed, pretested and implemented /distributed
- Community level traditional and non-traditional IEC activities implemented
- At least 75,000 individuals having seen or heard specific FP/RH and PHE messages
- Report on baseline BMS

Intermediate Result 3: Increased LGU policy makers' commitment to FP/RH services and integrated approaches (OH and OEE)

BALANCED-Philippines will capitalize on PFPI and CI/P's PHE experience in the Philippines and the ongoing USAID Philippines' initiative to galvanize acceptance and support among local policy-makers for the integration of FP/RH into development/conservation/NRM plans. The purpose of this activity is to reposition FP/reproductive health management within a broader development context, which IPOPCORM demonstrated was helpful in gaining support at the LGU level for investment in family planning and natural resources management. PFPI's PPE project also demonstrated that LGUs were more likely to adapt the PHE integrated approach and/or maintain the CBD and PE systems in sites where such integrated FP/RH-CRM plans were in place. These sites will serve as learning sites for the new PHE practitioners and champions in the BALANCED-Philippines sites. To strengthen governance and institutional support for FP/RH and PHE in the project sites, BALANCED Philippines will continue to work with the LGUs/RHUs by continuously providing them assistance in strengthening monitoring and support system.

While achieving policy reforms takes time and entails a process embroiled in the local governance process, the Project will build on ongoing collaborations and partnerships with

¹⁹ Based on revised targets in revised Year 2 OH workplan submitted to USAID Oct 17.2011

existing PHE leaders and champions. It will also build on the existing Memorandum of Agreement (MOA) with the League of Municipalities in the Philippines to gain support and a commitment to the PHE integrated approach and expand advocacy activities to leagues of Provinces, local government officials and local administrators. BALANCED Philippines will coordinate with the League of Municipalities of the Philippines (LMP) and find ways on how the project through its PHE champions and leaders will be able to make a presentation on PHE in the LMP General Assembly, which is an annual event as well as in the annual LMP's Island Cluster Conferences and other activities of national scale. The LMP was created by virtue of the 1991 Local Government Code. This is an organization of 1,500 municipalities in the Philippines. LMP is an avenue for local chief executives to articulate, ventilate and crystallize issues affecting municipal government administration and to share solutions. The functions and powers of LMP include formulation and implementation of policies, programs and projects affecting municipalities. In both **new** and **maintenance** sites, PFPI and CI/P, where possible, will jointly conduct various group and one-on-one meetings such as: courtesy calls; Project orientations to the local chief executives; LGU PHE orientations/updates; and regular project briefing and updates with local policy-makers and other local stakeholders. The goal of these one-on-one meetings is to increase support and commitment for integrated PHE policy reforms and to advocate for the allocation of a local budget for family planning and for the conservation of important natural resources.

Key activities will include:

- Orient LGUs, NGOs, POs and other Project stakeholders on PHE and the intrinsic linkages with population and the environment in vulnerable coastal areas in the Philippines.
- Increase local policy-makers' awareness of PHE dynamics by conducting a study tour to already successful PHE sites in the Philippines; provide in-person briefings to policy-makers on the tangible benefits to communities using the PHE approach; exchange PHE experience with local counterparts and share community member testimonials on the personal and/or community-wide benefits they have realized as a result of changed behaviours regarding family planning, reproductive health, and environmental conservation.
- Support local municipal/barangay in their development planning and budgeting processes to ensure that FP/RH is an integral component of local development/conservation plans and which LGUs provide strategic and financial support for continued implementation of the FP/RH and PHE activities in their communities.
- Educate other PHE champions about the need to share real-time stories and testimonials on the benefits of PHE as a tool to advocate to policy-makers on the advantages of integrated approaches to community development that encompass family planning and reproductive health.
- Conduct a PHE orientation and advocacy at the national level in coordination with the Leagues of Municipalities, Cities and Provinces to garner support for broader PHE support and buy-in. (OEE)

Expected results

- At least 13 local development plans and/or environmental management plans (CRM/Fisheries, etc) that incorporate PHE perspectives and FP/RH activities (municipal and/or barangay plans) are in place and the FP/RH activities initiated
- At least US\$55,000 in-country public and private resources (cash and in-kind) leveraged for FP/RH and PHE activities

- Study tour participants' PHE Action Plans developed
- At least one national level PHE orientation

Intermediate Result 4: Improved governance capacities of provincial and municipal LGUs in the VIP and Danajon Bank marine ecosystems (OEE)

OEE funds will be used to strengthen MPAs and MPA networks in the eight **new** VIP sites and 12 maintenance municipalities (9 in DB and 3 in VIP) where USAID/OH supported activities are also taking place. There are a considerable number of municipal-scale MPAs in each of these focal areas (see Table 1 and Map 4 & 5 below). The USAID/CTSP has invested considerable effort in developing an MPA Management Effectiveness Assessment Tool (MEAT). This tool has only been applied to a small number of MPAs in this region but is now being considered as the national standard for assessment of municipal MPAs. CI/P is working with provincial natural resource management units in Batangas and Occidental Mindoro, and the Bohol Environmental Management Office (BEMO) is also working towards using this tool to assess current MPA management effectiveness and as a basis of formulating and implementing strengthening strategies. BALANCED Philippines will support the efforts of these Provincial governments with the aim of mainstreaming this governance approach at the provincial scale and within each target MPA at the municipal scale. BALANCED Philippines will contribute to a comprehensive application of the MEAT in these provinces, identify the weak links in these networks of MPAs, and then work at designing and implementing strengthening strategies with those MPAs found to be not fully effective in the OEE target sites only.

In the Danajon, PFPI will work in close coordination with BEMO to provide support in assessing management effectiveness of MPAs in the Danajon Bank in the province of Bohol using the MEAT assessment tool. MPAs with the weakest management effectiveness based on the results of MEAT assessment will be prioritized in providing assistance to formulate and implement strengthening strategies. At least three weak MPAs will be given strengthening assistance, but the total number of MPA sites that will be supported will be decided both by BEMO and PFPI based on certain criteria that will be discussed and jointly developed. Also, BEMO would like to work with BALANCED Philippines to add additional PHE and gender information in the MEAT tool and can be tested.²⁰

In the VIP, CI/P will work in close coordination with the VIP MPA Network Chairs (MPA and Enforcement Networks) and Secretariats (Provincial Government Environment and Natural Resources Office for Batangas and Provincial Agriculture Office for Oriental Mindoro) to update MPA management effectiveness evaluation for all Network-member MPAs (52 MPAs) in the VIP using MPA MEAT. One independent evaluation for each of the Batangas and Oriental Mindoro MPA Networks plus Lubang and Looc MPAs will be conducted. The objective is to identify priority MPA sites and design strengthening strategies and management interventions in close coordination with Network Chairs and Secretariats (Provincial Government Environment and Natural Resources Office for Batangas and Provincial Agriculture Office for Oriental

²⁰ CI/P will apply MEAT in all 69 MPAs and PFPI/BEMO in 65 MPAs. This will be jointly funded by the LGU (municipal) and provincial LGU with staff time from CI/P and PFPI. CI/P will focus their MPA strengthening intervention in the 14 municipalities in the VIP since PFPI is present in those municipalities where the MPAs are. We will at best cover at least 14-20 MPAs sites (not municipalities) in the target VIP and DB sites for improved MPA management effectiveness.

Mindoro). Strategies to improve MPA management shall be implemented in priority MPA sites which will include the reorganization of Management Bodies (20 MPA sites in the VIP), MPA action plans updated using the MPA management evaluation results and the formulation of the VIP MPA and Enforcement plan that would be endorsed by the VIP MPA and Enforcement Network. In addition, incentive and rewards programs initiated by the provinces of Oriental Mindoro and Batangas for best managed Network-member MPAs shall be supported.

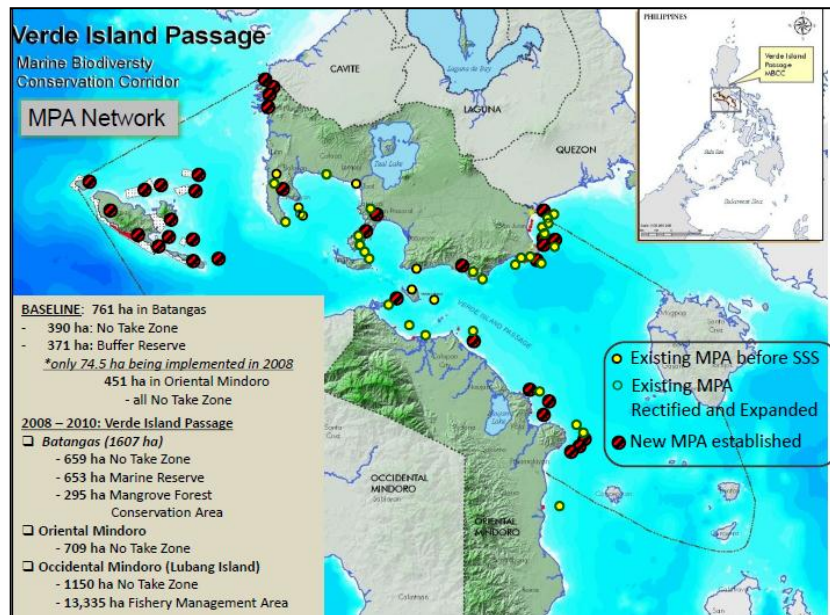


Figure 6. Marine Protected Areas (MPAs) in the VIP

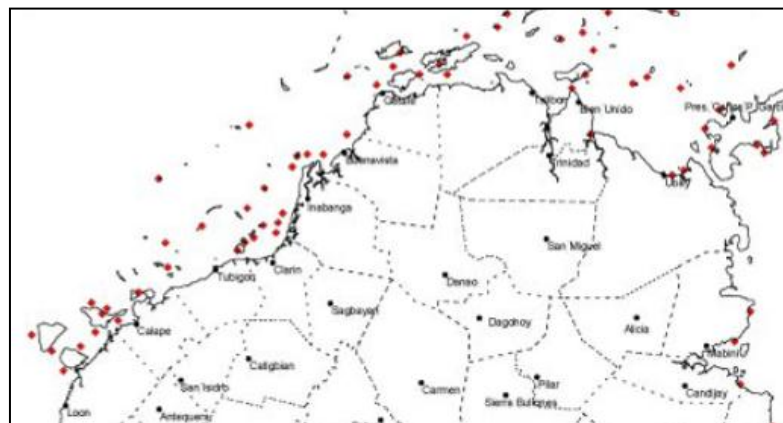


Figure 7. MPAs in the Danajon Bank Region

BALANCED Philippines (with OEE funds) will also work to strengthen the Bantay Dagat Networks. CI/P has been working very closely with the VIP Bantay Dagat network (see Map 6 below) to improve coordination among these groups on enforcement actions as well as to build their capabilities to effectively enforce local and national fisheries laws and ordinances. Bantay Dagat groups also play a role in enforcing rules governing MPAs – both no-fishing bans in core zones and other restriction in those that have buffer zones. Further, they have piloted a law enforcement monitoring and assessment tool in Tingloy and Mabini Municipalities. This tool is

similar in concept to the MEAT used for MPAs. Working with the network on Bantay Dagat and Provincial governments, the Bantay Dagat groups in each municipality will be assessed and the weakest members of the network identified. In coordination with the network, a mentoring program will be established whereby the stronger Bantay Dagat groups can assist the weaker members in improving their effectiveness. This will include cross visits to share lessons and experience as well as other activities (e.g. training events, development of action plans). Cross visits will also include elements on FP – where good PHE programs have been implemented as well. Bantay Dagat strengthening will only be implemented in the VIP region as CCEF (Coastal Conservation and Education Foundation) is already playing a key role in this regard in the Danajon Bank region. However, cross visits between the VIP and Bohol law enforcement networks will be conducted to share experiences across these two regions.

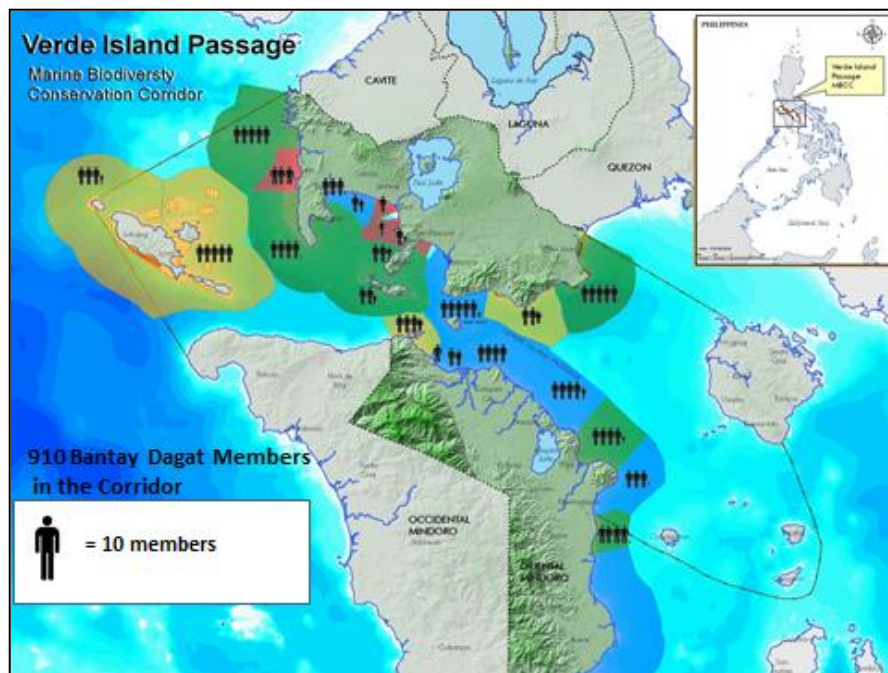


Figure 8. Bantay Dagat Networks in the VIP

Finally, BALANCED Philippines will work with the two municipalities in the LIG to initiate fisheries management measures that will contribute to strengthening the system of MPAs, which is currently being managed jointly by the municipalities of Lubang and Looc. The approach here is to sustain current levels of effort as a first step in managed access and maintaining fishing effort at more sustainable levels. This has taken on some urgency recently with the arrival of a fish buyer with refrigeration facilities. There are already concerns in the island that increased demand will lead to more fishing effort and overfishing and the distribution of fish off the island to Manila and other big cities, thus reducing the amount of affordable local fish supplies for island residents. CI/P will work with local fishers and buyers to develop conservation agreements that commit all stakeholders to a code of responsible conduct to sustain the fishery ecologically, economically and with social equity considerations in mind. Linking managed access, responsible codes of conduct, the existing fisheries ordinances, MPA and Bantay Dagat networks, will be integrated into a comprehensive fishery management plan. Training activities and workshops will include FP/RH modules provided by PFPI and delivered by PFPI field staff or CI staff trained to deliver these modules, or local trainers trained by PFPI.

Key activities will include:

MPAs Strengthening

- Apply the MEAT assessment tool across municipal MPAs in focal areas of the VIP and DB
- Identify the weakest members and design strengthening strategies in close coordination with provincial natural resource and environmental units
- Implement strengthening strategies that aim at increasing their effectiveness
- Reassess effectiveness using MEAT and draw lessons learned
- Work with BEMO, Batangas PGENROs, Oriental Mindoro PAgO to institutionalize the MEAT within their LGU support service initiatives

Bantay Dagat Network Strengthening

- Assess the performance of Bantay Dagat units in the VIP and identify the weakest members. This will be a participatory approach conducted in close cooperation with the BD network in the VIP.
- With the network and PGENRO, design peer-based mentoring strategies for the weakest members and conduct exchange visits for cross site learning
- Mainstream a standardize BD performance assessment tool within the network and within the PGENROs in the VIP

Fisheries Management

- Conduct participatory resource appraisals of the reef fishery in the LIG including gender and population analysis
- Identify key issues in the fishery
- Define overall ecological and socio-economic goals for managing the fishery, including gender dimensions
- Draft conservation agreements between fishers and buyers for committing to a code of conduct for responsible fishing. Such codes of conduct should not only be focused on fishermen but also include women involved in the market chain who should also commit to buying legally caught products
- Draft a sustainable fishery management plan that will be integrated in the CRM for LIG that is being initiated by CTSP. FP and PHE will be integrated in these plans as well.
- Train fisheries stakeholders on innovative tools for fisheries management, including women in fisher households, who play key roles in household financial management and post-harvest marketing of fish products.

Expected results

- Approximately 8 Bantay Dagat groups in the VIP Bantay Dagat Network with improved performance
- Strategies to improve MPA management implemented in at least 20 priority MPA sites in the VIP and Bohol. These will include the reorganization of Management Bodies, MPA action plans updated using the MPA management evaluation results and the formulation of MPA and Enforcement Network plans.

- Incentive and rewards programs initiated by the provinces of Oriental Mindoro and Batangas for best managed Network-member MPAs shall be supported.
- 200 people trained in PHE, CRM/Fisheries Management/enforcement/fish sanctuary management and FP/RH
- The 2 municipalities of Looc and/or Lubang piloting innovate fisheries management approaches which may include one or more of the following attributes: an ecosystem based approach, managed access regimes and eco-labeling and codes of responsible conduct
- 1,000 men and women in fishing households benefiting from improved fisheries management processes in two pilot municipalities
- Hectares of biologically significant marine areas under effective mgt:
 - size of the comprehensive fishery management plan area, municipal waters (14,500hcts)
 - Area of municipal waters covered by BD groups targeted for strengthening (TBD after targeted groups selected: estimated at approximately 50,000 hcts – 5,000/munic.)
 - Area of municipal MPAs under improved mgt. (TBD after targeted groups selected, estimated at approximately 40 hcts/municipality. – 800hcts.)

Intermediate Result 5: Increased incentives for coastal and marine conservation among coastal fisher households (OEE)

A demand driven, LGU and stakeholder-based process-oriented approach will be implemented in both VIP and Danajon Bank. In LIG and in the Island Municipality of Tingloy, likely avenues of livelihood diversification will be improved fisheries value chains (see fisheries management section mentioned above) and ecotourism. Looc and Lubang municipalities have already developed a tourism master plan, marketing plan and product plan, so a good deal of planning work has been done already, and movement into actions already detailed in these plans should be able to occur relatively quickly.

Another potential diversified livelihood option that will be explored in the LIG is seaweed farming. Potential investors have already approached the Lubang mayor about supporting seaweed farming on the island. This would require substantial investment – on the order of \$30 to 60,000 to start a critical mass of farming that could be sustainable. If there are investors willing to front that level of investment to kick start the industry and purchase the seaweed (our buyer/market must be identified and purchase agreements negotiated first before any promotion of farming can begin), the project can help by assessing potential environmental impacts, determining areas where seaweed farming should be restricted, municipal leasing arrangements for seaweed farms, and organizing fishing households interested in taking up seaweed farming. Seaweed farming was attempted once before on Lubang and failed, so a cautious approach needs to be taken here. The primary reason for failure is said to have been not having a critical mass of farms (area scale of farming) and much of the crop was eaten presumably by herbivorous fish and sea turtles.

In Bohol, the livelihood activities will support BEMO to continue a stakeholder-based process with POs to identify more fully areas of focus and types of livelihood support to be provided. BALANCED Philippines will work with BEMO in this process to further refine actual target areas, livelihoods promoted and interventions required. Support may take the form of developing

feasibility studies for proposed livelihood activities, facilitating development of business plans, seed grants, entrepreneurship training, development of credit savings and/or referral to existing credit facilities or other technical support. BEMO and PFPI will be developing a set of criteria, which will be used in prioritizing beneficiaries for livelihood support. Results of the MEAT assessment will also be considered wherein POs of the MPAs, which scored high in terms of management effectiveness, will be prioritized for livelihood support as an incentive for good performance on coastal conservation. The basic criteria for selecting livelihood enhancement and diversification mentioned previously in this document will also be considered. In Bohol, where appropriate and subject to further consultations with the LGUs, POs and other stakeholders and rapid assessment findings in the area, mariculture activities that are already currently within the program assistance of BFAR-7 Regional Office in Bohol such as mariculture of milkfish, abalone and siganids, and the existing LGU program on home/community gardening for livelihood support could also be considered.

Subject to further consultations with local stakeholders, basic criteria for selecting livelihood enhancement and diversification include the following:

- Supports/links to marine biodiversity conservation (a basic requisite)
- Contributes to or yield PHE outcomes such as improved nutrition and health
- Based on current available competencies, knowledge in the community and a participatory approach
- Easy to replicate to ensure that beyond BALANCED Philippines , the community and the LGUs can collaborate to pursue the livelihood options
- Generates cash and non-cash income for the households
- Engages fishers' wives productively without substantially adding to their current household/economic and community work load
- Has further value adding potential e.g. weaving using *romblon* or *buri* plant can generate products beyond bags; value adding feature lies in the potential for wide product diversification; also provides *romblon* and *buri* planters source of income from land (distracting from fishing)

Key activities will include:

- Development of a sustainable livelihoods framework in focal municipalities that would address food and health security of communities in the VIP and DB in cooperation w/ LGUs and POs. The framework will include criteria for selecting livelihood enterprises that considers a threat analysis of coastal and marine conservation, and increases the economic incentives for coastal and marine biodiversity conservation. The livelihood strategies will include conservation incentives that not only provide sustainable activities but diverse livelihoods options (income and non-income sources) to ensure community resilience and poverty reduction.
- Provide targeted support for enterprise development among fishing households—and especially fisher wives—in areas involved in the MPA networks and inter-municipal fisheries mgt schemes and multi-municipal fisheries management as conservation incentives.
- Conduct training on entrepreneurship and environment-friendly marine conservation-based micro-enterprise development, targeting fishing households

- Build on the socio-economic monitoring to be conducted by CI in the LIG using the approach of SocMon to determine the impacts of MPA networks, fishery management and FP/RH initiatives in the target coastal municipalities at the household, municipal levels.

Expected results

- 200 of persons (gender disaggregated) in fishing households with increased economic benefits from diversified livelihood, and value chain improvements and number of these people also involved in FP/RH activities (TBD one livelihood strategies designed w/ LGUs. (estimated at 50 per municipality X 4 = 200 households)
- 200 individuals (fisheries persons, PHE peer educators and CBDs), (gender disaggregated) trained in sustainable livelihoods, including entrepreneurship and number of these cross trained in FP/RH and marine conservation (TBD - estimated at 50 per municipality X 4 = 200 households)

Table 2. FP and Outreach Strategies and Activities per IR by Year

FP Site Type/	Yr 1 Activities (Dec 2010 – Sept 2011)	Yr 2 Activities (Oct 2011 – Sept 2012)	Yr 3 Activities (Oct 2012- Sept 2013)
<p>New: nine coastal municipalities, 231 barangays</p>	IR 1: Improved access to FP/RH services in key bioregions		
	<ul style="list-style-type: none"> • Conduct Training of Trainers (TOTs) on CBD and PHE Peer Educators (PEs) systems. <ul style="list-style-type: none"> - 3 trainings and 60 LGU/NGO (health & Environment) personnel trained • Trainers recruit and train/updated CBDs <ul style="list-style-type: none"> - 246 CBDs trained in new sites • Establish social marketing arrangements at each municipality <ul style="list-style-type: none"> - 9 social marketing arrangements established in new sites • Train rural health unit (RHU) staff on FP/RH information and services and CBD systems <ul style="list-style-type: none"> - 110 RHU staff trained • Provide monthly monitoring/ support to LGUs, CBDs 	<ul style="list-style-type: none"> • Provide monthly monitoring/mentoring support to LGU, CBDs (on CBD reporting, CBD service quality assessment, etc) • Train RHU staff on FP/RH information and services and CBD systems <ul style="list-style-type: none"> - 110 RHU staff trained 	<ul style="list-style-type: none"> • N/A
	IR 2: Increased awareness and support of FP and conservation in key bioregions		
	<ul style="list-style-type: none"> • LGU trainers recruit and train adult PEs <ul style="list-style-type: none"> - At least 155 PEs trained by LGU/NGO trainers • Adult PEs conduct IPCs <ul style="list-style-type: none"> - At least 4,000 IPCs conducted • Develop/adapt and implement PHE IEC package and monitoring <ul style="list-style-type: none"> - Existing PHE, FP/RH, CRM IEC materials collected, assessed, reprinted/disseminated - PHE messages and IEC materials developed, pretested and disseminated, as needed - IEC Monitored planned and adjusted • Provide monthly monitoring/mentoring for adult PEs and LGUs 	<ul style="list-style-type: none"> • Conduct adult PE training <ul style="list-style-type: none"> - At least 155 adult PEs trained by LGU/NGO trainers • Adult PEs conduct interpersonal communications (IPCs) <ul style="list-style-type: none"> - At least 10,000 IPCs conducted • Implement community level IEC activities <ul style="list-style-type: none"> - At least 10 community IEC activities conducted(1 per LGU) - IEC materials disseminated - IEC activities monitored • Monthly monitoring/ mentoring for adult PEs and LGUs 	<ul style="list-style-type: none"> • N/A
IR 3: Increased policymakers commitment to integrated PHE Policies in key bioregions			
<ul style="list-style-type: none"> • Conduct LGU PHE orientation 	<ul style="list-style-type: none"> • Advocate for PHE activities /budgets to be 	<ul style="list-style-type: none"> • N/A 	

FP Site Type/	Yr 1 Activities (Dec 2010 – Sept 2011)	Yr 2 Activities (Oct 2011 – Sept 2012)	Yr 3 Activities (Oct 2012- Sept 2013)
	<ul style="list-style-type: none"> Establish MOAs with LGUs <ul style="list-style-type: none"> - At least 5 MOAs executed Advocate for PHE activities/budgets to be integrated into LGU policies (CRM, development plans, investment plans, etc. <ul style="list-style-type: none"> - At least 10 integrated policy reforms/plans initiated 	integrated into LGU policies (CRM, development plans, investment plans, etc.) <ul style="list-style-type: none"> Regularly monitor/support MOA compliance and PHE integration in LGU CRM/ development plans 	
Maintenance 20 coastal municipalities, 510 barangays	IR 1: Improved access to FP/RH services in key bioregions		
	<ul style="list-style-type: none"> Capacity assessment of existing LGU, RHU, CBD, and social marketing franchises in each municipality CBD and RHU refresher training <ul style="list-style-type: none"> - 249 CBDs receive refresher training - 48 RHUs trained on FP/RH and CBD systems Establish social marketing arrangements at each municipality <ul style="list-style-type: none"> - 10 social marketing arrangements assessed and functioning - Monthly monitoring/ support to LGUs, CBDs 	<ul style="list-style-type: none"> CBD and RHU refresher training <ul style="list-style-type: none"> - 248 CBDs receive refresher training - 47 RHUs trained on FP/RH and CBD systems - At least 300 CBDs active and functioning Monthly monitoring/support to LGU and CBDs 	<ul style="list-style-type: none"> N/A
	IR 2: Increased awareness and support of FP and conservation in key bioregions		
	<ul style="list-style-type: none"> Adult PEs recruited and trained by LGU/NGO trainers <ul style="list-style-type: none"> - At least 249 adult PEs trained by LGUs Adult PEs conduct IPCs <ul style="list-style-type: none"> - At least 6,000 IPCs conducted PHE IEC activities and materials developed, pretested & implemented <ul style="list-style-type: none"> - Existing PHE, FP/RH, CRM IEC materials collected, assessed, reprinted/disseminated - PHE messages and IEC materials developed, pretested and regularly disseminated - Community IEC activities implemented (at least 5) Monthly monitoring/ mentoring for adult PEs & LGU 	<ul style="list-style-type: none"> Adult PEs recruited and trained by LGU/NGO trainers <ul style="list-style-type: none"> - 248 adult PEs trained by LGU/NGO trainers Adult PEs conduct IPCs <ul style="list-style-type: none"> - At least 16,000 IPCs conducted Community level IEC activities implemented <ul style="list-style-type: none"> - At least 10 IEC activities (1 per municipality) - IEC materials disseminated Monthly monitoring/mentoring for adult PEs & LGUs 	<ul style="list-style-type: none"> N/A
IR 3: Increased policymakers commitment to integrated PHE Policies in key bioregions			

FP Site Type/	Yr 1 Activities (Dec 2010 – Sept 2011)	Yr 2 Activities (Oct 2011 – Sept 2012)	Yr 3 Activities (Oct 2012- Sept 2013)
	<ul style="list-style-type: none"> • LGU PHE orientation • MOAs reviewed/established LGU <ul style="list-style-type: none"> - At least 5 MOAs executed • Advocacy for PHE activities /budgets to be integrated into LGU policies (CRM, dev. plans, investment plans, etc.) 	<ul style="list-style-type: none"> • Advocacy for PHE activities/budgets to be integrated into LGU policies (CRM, development plans, investment plans, etc.) • Monitoring on MOA compliance and/or PHE policy reforms 	<ul style="list-style-type: none"> • N/A

Table 3. CRM Strategies and Activities per IR by Year

Yr 1 Activities (Dec 2010 – Sept 2011)	Yr 2 Activities (Oct 2011 – Sept 2012)	Yr 3 Activities (Oct 2012- Sept 2013)
IR 4: Increased LGU policy makers' commitment to FP/RH services and integrated approaches		
<ul style="list-style-type: none"> N/A 	<p>MPAs</p> <ul style="list-style-type: none"> Review existing gaps in baseline and via MPA Network – complete MEAT baseline for all MPAs ID groups to be targeted – the weakest 18 MPAs Work w/ MPA groups to validate MEAT scores and ID priorities for strengthening Develop action plans for weakest MPAs Support MPA awards in Batangas and Oriental Mindoro 	<ul style="list-style-type: none"> Continue action planning w/ additional MPA groups Support MPA awards as motivator and incentive to improve mgt effectiveness at individual sites Work w/ MPA net to review VIP MPA strategy and action priorities Conduct end of project MEAT and assess degree of change overall in MEAT scores and % effective
<ul style="list-style-type: none"> N/A 	<p>Bantay Dagat</p> <ul style="list-style-type: none"> Scale up BD monitoring and evaluation tools piloted in Tingloy and Mabini to other DB groups Work w/ BD Network and PGNROs on M&E system, Prov database and development of mentoring program Conduct initial exchange visits within VIP Develop action plans for BD networks most in need of assistance/strengthening and targeted for mentoring Training on fisheries mgt and enforcement strategies (1 event) Incorporate FP and PHE messages in BD network meetings 	<ul style="list-style-type: none"> Work w/ PGNROs in Batangas and Occ Min to institutionalize M&E systems and database Conduct additional exchange visits and mentoring efforts Continue w/ action planning of additional MPA groups Review mentoring program and evaluate lessons and effectiveness to foster improved MEAT scores
<ul style="list-style-type: none"> N/A 	<p>Fisheries Management</p> <ul style="list-style-type: none"> PRAs to characterize the fishery ID issues (including concerns re new buyer w/ refrigeration export fish out to hotels and Manila will increase demand and reduce island fish supply for local consumption) Start stakeholder dialogue to define goals for management and range of management measures to achieve goals Work with fishers and buyers on code of conduct for responsible fishing and commitment to support movement to a sustainable fishery based on agreed on sustainability criteria 	<ul style="list-style-type: none"> Coordinate with ongoing longer term studies of CIP to feed into FMA plans w/ expectation that CIP will continue effort and finalize FMA and get it adopted via municipal ordinances from Looc and Lubang Develop an interim fisheries mgt plan for reef fishery of LIG
IR 5: Increased incentives for coastal and marine conservation among coastal fisher households		

Yr 1 Activities (Dec 2010 – Sept 2011)	Yr 2 Activities (Oct 2011 – Sept 2012)	Yr 3 Activities (Oct 2012- Sept 2013)
<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Conduct socio-economic appraisal and feasibility study (income sources and levels, sources of capital, market, issues and socio-economic constraints) for implementation of pilot income diversification activities. Consultations with local government units and the formation of local Technical Working Groups for identification, development and implementation of sustainable livelihood schemes in 3 areas. (Lubang, Looc and Tingloy) Identify priorities in local plans with municipal government and local tourism operators/agri. producers Consultative and validation meetings on sustainable livelihood schemes for policy adoption by LGUs Pilot-testing and product development of sustainable livelihood options. Improvements to small scale tourism infrastructure, development of ecotourism dive/snorkeling ventures and entrepreneurs in Lubang, Looc and Tingloy Training on entrepreneurship Conduct entrepreneur training and development of livelihood sources that support marine conservation of targeted fishers stakeholders via existing value chains in agriculture and fisheries and tourism in Lubang 	<ul style="list-style-type: none"> Continue training of targeted livelihood/entrepreneur groups Promote linkages or creation of island savings and credit institutions Continue to support tourism and agricultural master plan implementation

III. MANAGEMENT PLAN

Key Implementing Partners and Roles

PFPI, CI and CRC-URI have assembled a team of experts with technical and management skills in implementing the PHE approach and in integrating population, health, or environment elements into projects that may not include one or more of these elements. The team includes members of the BALANCED core Project as well as talented external consultants. Collectively, the team's skills encompass project management, monitoring and evaluation, training, behaviour change communication, technical assistance, and policy advocacy in health and environment both in the Philippines and internationally. All staff and consultants are required to complete and pass the USAID Family Planning E-Learning course (at <http://www.globalhealthlearning.org>). Team members who previously completed the course will be required to repeat it as "refresher" training. In addition, BALANCED will submit to USAID Philippines an annual informed consent and voluntarism monitoring (ICV) plan as well as annual ICV monitoring reports, using the Missions ICV forms.

The BALANCED-Philippines Project Manager will be based in Manila at PFPI, but will travel extensively with the support of Deputy Project Managers who will be based at PFPI and CI/P. The Deputy Project managers will be responsible for implementing the advocacy and outreach activities at the national scale and will assist the Project Manager with overall management and supervision of project activities, coordination with CI/P and supervise the field coordinators. The BALANCED PHE Technical Assistance Lead (PTAL) will also provide technical and field support as needed. The team at PFPI also includes a PHE training specialist who will help train and provide hands-on support to the LGUs and those field coordinators in the key bioregions who will be assisting with implementation of BALANCED-Philippines PHE activities. The PHE Training Specialist and Livelihood Specialist for Danajon will also be serving as the VIP and DB field operations managers (PHE integrator), respectively and will ensure that PHE integration is happening operationally in the field. PFPI will also have field coordinators who will be responsible for assisting with the planning, organization and coordination of technical and logistics support of the various FP/RH training/workshops, MPA and livelihood support activities, and meetings with LGUs, the community and other key stakeholders. Field coordinators will also assist with monitoring the compliance of site action plans, identifying gaps and opportunities for scale-up and other relevant support activities. PFPI will provide the bulk of the in-country technical team implementing the FP/RH activities, policy advocacy as well for implementing MPA and livelihood activities in the Danajon Bank region.

Conservation International Philippines will lead the implementation of the CRM activities in the VIP region, relying mainly on existing staff for project implementation. Additional staffing will be added to the CI team at the field level, being placed in the LIG for implementation of the livelihood and fisheries management activities. CI will report to PFPI on a regular basis via monthly meetings and coordinate with them on quarterly programmatic reporting. CI financial reporting will go via headquarters to CRC/URI, which will consolidate financial reports to USAID.

CRC-URI as the prime contractor will backstop the Project and will conduct end-of-Year reviews and assessments. The assessments will help in determining the success of the scale-up approach implemented by the BALANCED-Philippines Project. Results of the assessment will be shared with USAID and will inform discussion on the need (if any) for changes in the program design and/or adjustments in project activities in the following years, targets, etc. that would help ensure that the intended goals for the life-of the project have the greatest chance of being achieved. There will also be an end-of-project evaluation to: 1) encourage continued learning on and adaptations to the PHE approach/model, 2) promote the sharing of best practices for PHE on-the-ground implementation, and 3) document those factors that encourage or challenge long-term sustainability of the PHE approach and its benefits to the individuals, communities, and countries that adopt this integrated strategy. CRC will also provide limited technical support on the fisheries management component of the project including training on fisheries management and managed access approaches.

One of the key challenges with an integrated project design of this nature is to ensure that the activities are both conceptually and operationally coordinated. This will be facilitated operationally via:

- Monthly meetings of CI/P and PFPI (lead) to discuss progress, plan coordinated CRM and FP activities
- Semiannual reviews among in-country project team members (CI/P and PFPI), selected LGU representatives, and USAID OEE and OH

A strategic planning workshop will be conducted during the first quarter of project implementation to define communication protocols and strategies on how to ensure that activities are conceptually and operationally coordinated and that PHE integration will be happening in the field.

Project Staffing

The key and supporting BALANCED Philippines project staff will include the following members:

Key Project staff

BALANCED Philippines Project Manager (100% LOE): Ronald Quintana, MD is a Senior Program Officer of PFPI. Dr. Quintana played an instrumental role in PFPI's PHE projects funded by the David and Lucile Packard Foundation and the United Nations Population Fund. His expertise is in capacity building, health behavior change communications, integrated PHE, family planning, STI/HIV/AIDS prevention programs, and reproductive health. He provides PFPI Programs with leadership and technical support for reproductive health, integrated PHE and behavior change activities. Dr. Quintana collaborates with local partners to mobilize communities and develop practical, gender-sensitive approaches to involve key stakeholders in integrated PHE programs. He has over nine years of experience designing and implementing PHE approaches under the IPOPCORM Initiative, the expanded IPOPCORM project and the Integrated FISH-RH project in the Philippines. He has completed certificate courses on disaster risk reduction and climate change from the World Bank Institute and Earthquakes Megacities,

Inc. Before joining PFPI, he was a medical officer and program manager at ReachOut Foundation.

BALANCED Philippines Co-Deputy Project Manager - PFPI (100% LOE): Several candidates for the full time deputy manager position will be interviewed and a finalist selected in the first quarter of this year's work plan (Q1-FY12). While Francis Magbanua served in a part time role in this position previously, this position will be upgraded to a full time position for PFPI.

BALANCED Philippines Co-Deputy Project Manager – CI/P (75% LOE): Marion Antonette Abuel – Daclan has been coordinating administrative and technical operations of the Philippine Program of CI/Philippines through the Country Executive Director's office. In addition to her regular work, she has been assigned specific engagements in human well-being, population, health and environment, rights-based approach, knowledge management, climate-change policy, and national and regional enforcement work specifically within Sulu-Sulawesi Seascape. Her previous work experience in Community-based Coastal Resource Management and Women and Development has given her the foundation for applied-research, planning, networking and administrative skills necessary for this project. She will be the project lead at CI for this project within CI, and will coordinate to Enrique Nunez, the Sulu Sulawesi Seascape Manager. However, with regards to operational coordination of the project, she will be responsible for coordinating activities and programmatic reporting to the Deputy Project Manager at PFPI. Her role will be to ensure the effective implementation and management of the project and resources to meet the project's intended objectives. She will also assist in research and training, and writing up reports.

Supporting Project Staff

BALANCED PHE Technical Support Lead (3.5% LOE): Joan L. Castro, MD is the Executive Vice-President of PFPI and PHE Technical Assistance Lead of the BALANCED Project, which is advocating for and expanding PHE approaches worldwide. Dr. Castro has 10 years of experience designing and implementing PHE approaches under the IPOPCORM Initiative (2001-2007), the expanded IPOPCORM project (2005-2007), and the Integrated RH-FISH project (2004-2008) in the Philippines and the BALANCED Project (2008-2013). Dr. Castro is a medical physician and a fellow of the International Family Planning Leadership Program in Santa Cruz, California, USA. (PFPI)

PHE Training Specialist (100% LOE): Dr. Madonna Andaya worked as Rural Health Physician and Municipal Health Officer/OIC in the Municipality of Inabanga, Bohol for three years as part of the DOH's Doctors to the Barrio program. She was involved in managing the Rural Health Unit, supervising and conducting training for Rural Health Unit staff and mobilizing health committees for strategic health planning development and implementation. She is a Doctor of Medicine graduate from the University of Northern Philippines and holds a Master's degree in Public Management major in Health Systems and Development from Development Academy of the Philippines. (PFPI)

CRM Technical Specialist (25% LOE): Francis Magbanua worked as a program officer in the IPOPCORM project from 2004-2006. He is the proposed CRM specialist for this initiative.

His technical areas of expertise are capacity building, research, integrated CRM-FP/RH and participatory resource monitoring and assessment. Mr. Magbanua is an expert on integration given his role and experience with IPOPCORM. He had a Master's of Science in Environmental Science and is a PhD candidate in zoology at the University of Otago, Dunedin, New Zealand. His previous professional experience includes serving as technical staff to the Office of the Secretary, Department of Agriculture; and as Technical Assistant for Monitoring & Evaluation with the World Bank and the Department of Finance's Community-based Resource Management Project (CBRMP). Mr. Magbanua brings important skills in conservation as well as government work experience that rounds out the Project team. (PFPI)

MPA/Fisheries and Livelihood Specialists (100% LOE): In addition to Field Coordinators in the Provinces of Bohol, Leyte, Batangas and Occidental Mindoro, PFPI will hire MPA/Fisheries and Livelihood Specialists who will be working on a full time basis and will be based in Bohol working closely with Bohol Environmental Management Office (BEMO). Several applicants for this position will interviewed and selected in the first quarter of this workplan.(PFPI)

Field Coordinators – VIP & Danajon (100% LOE): responsible for coordinating all BALANCED Philippines project activities in the project sites. (PFPI)

VIP Enforcement Coordinator & Field Coordinator – Tingloy Island (50% LOE): **Joel Gutierrez** shall coordinate enforcement initiatives in the VIP, particularly the development of the enforcement mentoring program. He shall provide technical support in all enforcement-related concerns of the project and assist in organizing the MPA & Enforcement Network meetings and focused group discussions. He will also serve as the field coordinator for Tingloy Island. (CI/P)

Field Coordinator – Lubang Island (100% LOE): To be Hired. He/she should coordinate fisheries management, enforcement and livelihood activities with the MPA and Fisheries Specialist, the Livelihood Specialist and the VIP Enforcement Coordinator for the LIG. He/she shall provide technical support in all enforcement-related concerns of the project and assist in organizing the MPA & Enforcement Network meetings and focused group discussions in close coordination with the CI-P support staff. (CI/P)

Livelihoods and Socio-Economic Monitoring Technical Specialist (25% LOE): **Rowena Boquiren, Ph.D.** is the Socio-economic and Policy Analysis head for human well-being concerns. She will serve as the project's Livelihoods technical specialist and provide technical guidance in implementing the livelihoods component of the project. She is working as climate change policy adviser, lead in Population, Health and Environment initiatives of CI-P, and supervisor of sustainable livelihood initiatives. (CI/P)

MPA & Fisheries Specialist (50% LOE): **Pacifico Beldia II** is CI/P's Marine Protected Area Specialist. With a background in fisheries and marine biology, he will provide technical support in all MPA-related and fisheries management concerns of the project and support in analyzing data and writing up reports. He will also assist in organizing the MPA and Enforcement Network meetings and focused group discussions among MPA managers and enforcers in the VIP. (CI/P)

Enrique Nunez, Jr. (5% LOE): With a social science and management background, Enrique is the Sulu Sulawesi Seascapes Manager and he shall oversee the implementation of the project with the project manager and ensure effective complementation and coordination with current CI initiatives in the VIP. (CI/P)

Romeo Trono is the Country Executive Director and marine program lead of CIP. He has effectively managed organizational programs and project portfolios with budgets of up to US\$ 4M per year supervising as many as 75 program staff. He continues to lead the conceptualization, fund-raising, management, leveraging, and completion over 100 projects and initiatives in both terrestrial and marine ecosystems on threatened species conservation, fisheries management, protected areas and networks of protected areas, biodiversity corridors, and large scale conservation areas such as hotspots, ecoregions, and seascapes (CI/P).

Janet Edmond, at CI Headquarters, and co-Deputy Director for the BALANCED Project will provide oversight of overall performance of CI activities, coordinate the preparation and of annual sub-agreements to CI Headquarters for the BALANCED/ Philippines CI activities components, and coordinate financial reporting and invoicing on CI Component activities to CRC/URI. She will also provide technical support on integrating FP/RH and gender analysis activities into CI CRM activities (CI HQ and funded under BALANCED Core).

Additional CRC technical support will be provided by the following individuals:

Brian Crawford, PhD, is the Director of International Programs at CRC. He has over 25 years of experience working in coastal and fisheries management projects and managing large scale long-term USAID projects. Brian lived for four years in the Philippines during his previous Peace Corps experience and has continued to be involved with CRC initiatives in that country and the region over the past decade. He has limited local language capability in Tagalog and Ilocano.

CRC Lead: Linda Bruce as BALANCED Project Director has overall responsibility under BALANCED for ensuring that the results expected of this Buy-in are achieved. Ms. Bruce has over 20 years experience in capacity building, behavior change communication, and designing, implementing and managing reproductive health and family planning programs in Asia, Africa and Latin America.

Roles and Responsibilities of Key In-Country Project Personnel

BALANCED Philippines Project Manager (100% LOE): Dr. Ronald Quintana (*Reports to Joan Castro, PFPI Executive Vice President and BALANCED Project PHE Technical Assistance Lead*)

- Provides overall technical management, supervision and implementation of the Project
- Responsible for coordination with CI/P, USAID Philippines OH and OEE designated activity managers, LGUs, NGOs, DOH, Bureau of Fisheries and Aquatic Resources (BFAR), Department of Environment and Natural Resources (DENR) and other key stakeholders
- Monitors family planning compliance
- Ensures efficient implementation of the Project and team synergy

- Supervises deputy project manager
- Responsible for collecting PMP data for Philippines activities and reporting to CRC
- Prepares all Project reports for USAID on the BALANCED-Philippines Project (for this activity), subcontracts, scopes of work for consultants and other related documents
- Submits product documents to BALANCED Project Director for review and approval, including revised training materials, narrative, and financial reports and other documents that are to be submitted to USAID Philippines

BALANCED Philippines Co-Deputy Project Manager – PFPI (100% LOE Year 2 &3):
(Reports to Project Manager, Ronald Quintana)

- Supports the Project Manager in all aspects of technical and management aspects of Project implementation
- Supervises the CRM Technical specialist, PHE Training Specialist, Livelihood Specialist, selected technical consultants, field coordinators, monitoring of administrative staff
- Coordinates w/ CI/P on regular programmatic and performance reporting requirements including quarterly program reports, PMP and TraiNet requirements
- Lead in national advocacy and communications
- Responsible for implementing the environmental monitoring and mitigation plan, including screen of CRM activities, ensuring any mitigation measures are taken and on annual environmental compliance reporting

BALANCED Philippines Co-Deputy Project Manager – CI/P (75% LOE Year 2&3):
Marion Antonette Abuel – Daclan

- Responsible for coordinating activities and programmatic reporting to the Deputy Project Manager at PFPI.
- Ensure the effective implementation and management of the CI/P project activities and resources to meet the project’s intended objectives
- Sends CI/P quarterly narrative and financial report to the BALANCED Co-Deputy Project Director at CI-HQ
- Directly supervise CI/P project staff hired in conducting field work and research

Supporting Project Staff

PHE Technical Assistance Lead (3.5% per year LOE): Dr. Joan Castro *(Reports to Linda Bruce, BALANCED Project Director)*

- Provides overall strategic vision, technical leadership and oversight
- Assists in Project implementation
- Supervises Project Manager and Deputy Project Manager
- Provides financial oversight for management of Buy-in budget
- Liaises with USAID Philippines Mission for and on behalf of the BALANCED-Philippines Project regarding the Project's technical and strategic directions
- Communicates with CRC on Project activities, challenges, etc.
- Serves as a member of the larger BALANCED cross-portfolio learning initiatives

PHE Training Specialist (100% - Year1 & 2): Dr. Madonna Andaya (*Reports to the PFPI Deputy Project Manager*)

- Conducts training needs assessment and uses the findings to draft a training plan
- Assesses knowledge and skills for LGU/RHU TOT trainings and CBD refresher courses or those not covered in BALANCED CBD/PE and other training materials
- Develops additional PHE training modules, manuals and materials, as needed
- Facilitates training and capacity building activities in the Project sites
- Identifies other capacity building inputs that may be required to enable the partners to adequately support the trained PHE service providers in the field
- Supervises and monitors training activities conducted in the field
- Coordinates and conducts post-training monitoring and evaluation activities and assesses transfer of learning
- Collects data on training activities and develops/maintains a training database in coordination with CRC
- Provides supervision and technical management of the project in the VIP area
- Ensures that PHE integration is happening at the field in the VIP area

Livelihood Specialist - Danajon (100% LOE Year 2 & 3): (*Reports to PFPI Deputy Project Manager*)

- Lead livelihood activities
- Supervise selected technical consultants and field staff coordinators for the livelihood activities
- Provide technical support in all livelihood-related concerns
- Provides supervision and technical management of the project in the DB area
- Ensures that PHE integration is happening at the field in the DB area

CRM Technical Specialist (25% Year 1, 2, 3): Francis Magbanua, PhD candidate (*Reports to PFPI Deputy Project Manager*)

- Provides technical management of the MPA and livelihood activities of the project
- Provides technical support to MPA & Fisheries and Livelihood Specialists

MPA and Fisheries Specialist – Danajon (100% LOE Year 2 & 3): (*Reports to PFPI Deputy Project Manager*)

- Lead MPA activities
- Supervise selected technical consultants and field staff coordinators for the MPA activities
- Provide technical support in all MPA-related concerns
- Assist in organizing MPA and enforcement network meetings

Field Coordinators - VIP & DB (100% LOE Year 1&2): (*Reports to PFPI Deputy Project Manager*)

- Based in selected bioregions, coordinate activities working closely with the Local Chief Executives (LCE) and the respective lines of agencies to establish a functional CBD system
- Liaise with local partners and local stakeholders
- Monitor all field activities with the LGU and identify opportunities and gaps and assist in resolving issues

- Coordinate all activities with local government executive and legislative branches to help the LGU identify and train CBDs and PEs and assist in all field activities
- Helps facilitate local advocacy activities

VIP Enforcement Coordinator & Field Coordinator – Tingloy Island (50% LOE Year 2&3):

Joel Gutierrez (*Reports to CI/P Deputy Project Manager*)

- Responsible for all enforcement-related activities
- Provide technical support in all enforcement-related concerns of the project
- Assist in organizing the MPA & Enforcement Network meetings and focused group discussions

Field Coordinator – Lubang Island (100% LOE Year 2&3)– (*Reports to CI/P Deputy Project Manager*)

- One person to coordinate fisheries management, enforcement and livelihood activities in the LIG

Livelihoods and Socio-economic Monitoring Technical Specialist (25% LOE Year 2&3):

Dr. Rowena Boquiren (*Reports to CI/P Deputy Project Manager*)

- Provide technical guidance in implementing the livelihoods and socioeconomic monitoring components of the project

MPA and Fisheries Specialist (50% LOE Year 2&3): Pacifico Beldia II (*Reports to CI/P Deputy Project Manager*)

- Provide technical support in all MPA-related concerns of the project
- Provide support in analyzing data and writing the report
- Assist in organizing the MPA & Enforcement Network meetings and focused group discussions

CI/P SSS Manager (5% LOE Year 2&3): Enrique Nuñez, Jr.

- Oversee the implementation of the project with the project manager
- Ensure effective complementation and coordination with current CI initiatives in the VIP.

The lines of reporting and overall project management structure described above are shown in the Figure 1 below.

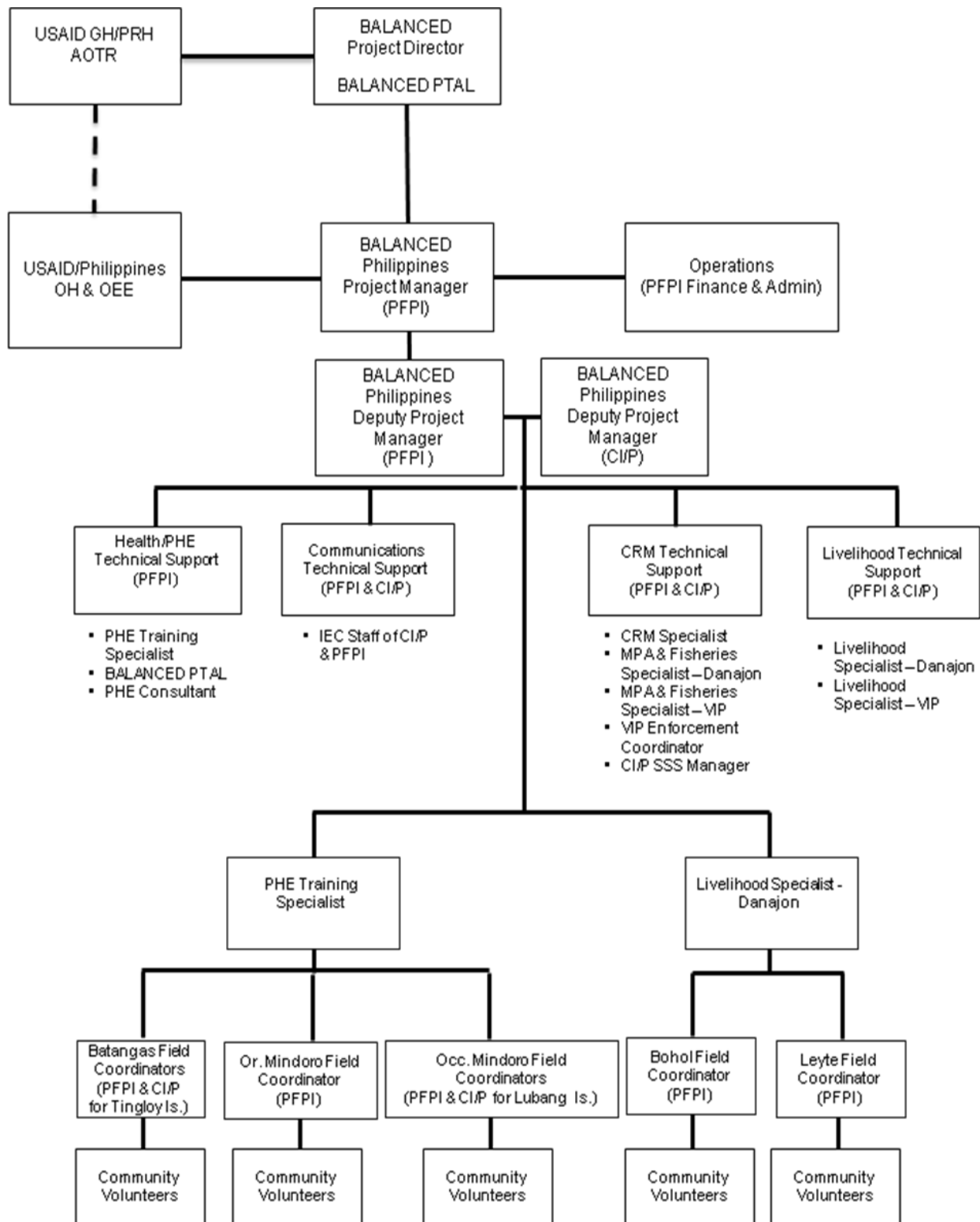


Figure 9. Proposed BALANCED/Philippines Buy-In Project Organizational Structure and Lines of Reporting

Note: BALANCED Philippines' PHE Training Specialist and Livelihood Specialist for Danajon will also be serving as the VIP and DB field operations managers (PHE integrator), respectively, who will ensure that PHE integration is happening operationally in the field.

Narrative and Financial Reporting

Official program and financial reporting will be via the BALANCED Project Director, Linda Bruce, to the USAID/Washington/OPRH AOTR with copies furnished to the USAID/Philippines OH and OEE. Quarterly narrative and financial reports are due to USAID on the following dates:

- February 15th 2012 (for October 2011 to December 2011 period)
- May 15th 2012 (for January 2012 to March 2012 period)
- August 15th 2012 (for April 2012 to June 2012 period)
- November 15th 2012 (for July 2012 to September 2012 period)
- February 15th 2013 (for October 2012 to December 2012 period)
- May 15th 2013 (for January to March 2013 period)
- August 15th, 2013 (for April to June 2013 period)

Quarterly accruals - Quarterly accruals for OH and OEE expenses will be submitted by CRC 15 days prior to the end of the quarter.

Quarterly Financial reports

- 1) URI will submit quarterly SF 425 forms to USAID Washington on a quarterly basis. A copy of the SF 425 form will be forwarded to USAID Philippines
- 2) Quarterly financial reports – These reports will be submitted to USAID Philippines using their template. The expenses will be separated between OH and OEE costs.

Workplans

The Year 2 OH/OEE workplan will be submitted to USAID Philippines November 15, 2011 for their approval with the integrated OEE components submitted to approved Year 2 OH work plan. The date for submitting the Year 3 workplan will be determined with USAID Philippines.

Environmental Compliance

The current BALANCED Project Initial Environmental Examination (IEE) was provided a categorical exclusion as most activities under the global initiative were health related training activities, studies and document production. However, with the add-on of environmental funds, a number of activities are proposed in this design that would not qualify for a categorical exclusion. These include fisheries management activities, and as part of the livelihoods component, may include potential small-scale eco-tourism infrastructure development, and small-scale agriculture or mariculture development. Such activities will require that environmental screening procedures be put in place to review specific activities at the site level as they are proposed. BALANCED will develop an environmental monitoring and mitigation

plan (EMMP) for submission to OPRH and OEE by Oct 31, 2011, for review and approval. It will provide information on activities that will require screening, their potential impacts, and procedures that will be put in place for screening activities that are not considered as a categorical exclusion. As part of annual programmatic reporting, BALANCED will include an environmental monitoring and mitigation report (EMMR).

IV. PERFORMANCE MONITORING PLAN AND REPORTING

Following USAID ADS 203 guidance, the BALANCED-Philippines Project developed a performance management plan (PMP) for the OH buy-in activities, which is used to collect information using precise, measurable, timely and programmatically important indicators that will demonstrate program impact of an integrated PHE approach. A modified PMP will be submitted to USAID by Oct. 30, 2011 to include the new indicators and results targets shown in Table 2 below that factor in the OEE funded activities. The PMP will build upon global and field indicators and data collection methods developed by CRC-URI for the BALANCED Project and includes a number of standard USAID FP and bio-diversity indicators as well as several custom indicators.

The main purpose of the PMP is to assess whether the Project activities are leading to intended results. The indicators intend to track the outcomes of the Project's capacity building, community outreach, and other field activities. Evidence for reported results will include documentation reports, training modules and participant lists, technical reports, survey data, and partnerships agreements, among others. Proposed indicators for each intermediate result area are provided in Table 2 below, which also summarizes life-of-project targets. Targets for IR 1, 2 & 3 have been revised from the initial design submission. Targets for IR 4 and IR 5 are preliminary estimates. The specific results, targets and indicators to be monitored will be further refined with local partners and the USAID Philippines OH during the start-up stage of Project implementation and reviewed annually to determine if the targets and/or Project strategy need adjustment based on implementation experience. The Project results framework conforms and contributes to the results framework and indicators of the USAID/OH and USAID/GH/PRH and bio-diversity earmarks.

Workplans, semi-annual and final Project reports will draw upon the PMP data analysis and include: 1) a comparison of actual accomplishments with the goals and objectives established for the period, 2) an explanation of the quantifiable outputs generated by the Project activities and what the data implies about the value-added of an integrated approach, and 3) the reasons why goals were not met (if applicable).

The PMP will serve as the basis for continual assessment and adaptive management of the Project design and implementation, for generalized learning on PHE management, and for reporting results to USAID. The Project's monitoring and evaluation activities will further build an evidence base for the value-added of an integrated PHE model.

Performance Monitoring Plan:

Table 4. Indicators per IR and Expected Result Targets

Intermediate Results	Indicator	Target Y1	Target Y2	Target Y3	Life of Project
IR1: Improved access to RH/FP services in key mKBAs	1. Number of people counseled in RH/FP as a result of USAID assistance (<i>USAID/OH/custom indicator 2</i>)	22,000	43,550	N/A	45,076
	2. Contraceptive prevalence rate (<i>USAID/OH standard indicator 3</i>)	Baseline tracked	increasing	N/A	increasing
	3. Number of people trained in FP/RH with USG Funds (<i>USAID/OH standard indicator 3</i>)	713	412	N/A	1,920
	4. Number of participants who received BALANCED training and/or mentoring that are now providing training or TA to others on PHE (<i>BALANCED core indicator</i>)	60	36	N/A	60
	5. Percent of FP users of modern methods obtaining supplies and services from private sector sources (CBDs, etc) (<i>BALANCED field indicator</i>)	15% ²¹	15%	N/A	15%
	6. Number of USG-assisted service delivery points (CBDs) providing FP services (<i>BALANCED field indicator</i>)	495	233	N/A	683
	7. Number of target organizations incorporating PHE tools, protocols, etc. into their work (<i>BALANCED core indicator</i>)	15	20	N/A	43

²¹ % computed from baseline data in non clinic based service points (CBDs, etc.)

Intermediate Results	Indicator	Target Y1	Target Y2	Target Y3	Life of Project
IR2: Increased community awareness of family planning and conservation as a means to improved health, food security and natural resources	8. Number of people who have seen or heard a specific RH/FP message (<i>USAID/OH standard indicator 2</i>)	75,000	100,000	N/A	102,379
IR 3: Increased LGU Policymakers commitment to RH/FP services and integrated PHE policies	9. Amount of in-country public and private financial resources leveraged by USG programs for RH/FP(<i>USAID/OH standard indicator 1</i>)	U\$15,000	U\$40,000	N/A	\$152,760
	10. Number of local policy reforms/plans with integrated PHE initiated (<i>BALANCED field indicator</i>)	10	10	N/A	20
	11. Number of National/regional Forums where PHE approach highlighted	0	0	1	1
IR 4: Improved governance capacities of provincial and municipal LGUs in the VIP and Danajon Bank marine ecosystems	12. Number of people trained on NRM (disaggregated by gender and those involved in FP) (<i>Standard USAID bio-diversity indicator</i>)	0	100	100	200
	13. Number of hectares of biologically significant marine areas under improved management disaggregated by area of MPAs versus area of municipal waters ¹ (<i>Standard USAID bio-diversity indicator</i>)	0	Municipal waters: 50,000ha. MPAs: 400ha.	Lubang and Looc Munc. waters 14,500ha. MPAs 400ha.	Municipal waters 64,500 MPAs 800ha.
	14. Number of local institutions strengthened NRM ² (<i>Standard USAID bio-diversity indicator</i>)	0	18 (MPAs 9, BD 10)	9 ^A (9 MPAs)	30

Intermediate Results	Indicator	Target Y1	Target Y2	Target Y3	Life of Project
IR 5: Increased incentives for coastal and marine conservation among coastal fisher households	15. Number of people trained (gender disaggregated) on conservation-based enterprises ³	0	Target set in Year 1*	TBD	TBD
	16. Number of people with increased economic benefits derived from sustainable fisheries management	0	No Target but tracked**	N/A	N/A
	17. Number of people benefiting from conservation incentive-based enterprises	0	Target set in Year 1***	TBD	TBD

¹ Targets are initial estimate that will be refined in Year1 once actual MPAs and Bantay Dagat groups targeted for strengthening are selected. This estimate includes area for reef fishery management plan for LIG, assuming all municipal waters included (reef area will actually be somewhat less than this number and would be a more accurate number for area impacted). For Year2 area covered by BD groups targeted for strengthening estimated as area of municipal waters patrolled at approximately 50,000 hcts – 5,000/municipality X 10 municipalities). For Year3 fishery management plan area is estimated as area of Looc and Lubang municipal waters at 14,500ha. Area of municipal MPAs under improved management for is estimated at approximately 40 ha/MPA. X 20 MPAs = 800hcts. (Year2, MPAs 400) (Year 3, MPAs 400). All municipal waters are considered biologically significant in the VIP and Danjaon Bank in an ecosystem based approach including coral reef, mangrove, and seagrass habitats as well as pelagic marine zones. However, data is disaggregated to show biologically significant area of municipal waters versus area of key habitats within MPAs. MPAs include coral reef, mangrove and seagrass habitat zones.

² This number is small as we are not proposing via this project any new MPAs or Bantay Dagat groups be officially created, but strengthening existing institutions and conservation sites. This number reflects only one NRM planning effort – reef fishery management plan for Lubang Island Group (LIG)

³ Number of individuals trained (fisheries persons, PHE peer educators and CBDs), (gender disaggregated) in sustainable livelihoods, including entrepreneurship and number of these cross trained in FP/RH and marine conservation (TBD - estimated at 50 per municipality X 4 = 200 households)

* This target will be based on target number of people benefiting from conservation based enterprises and will be a subset of that number (see comment ***below).

** Estimated number of fishers in LIG is 1000 persons. If fishers and municipalities choose to pilot a managed access regime, then the number benefiting will be the number of fishers granted exclusive access rights. If it is for the reef fishery only, the actual number will be less than 1000 as the number of reef fishers has yet not determined, and will be baselined in Year1.

*** In a process oriented livelihoods approach, the number of targeted beneficiaries will be determined as part of the planning conducted with LGUs in Year1. However, given budget considerations, order of magnitude approximation will be in hundreds (100-300), not thousands of households. Number of households benefiting from conservation incentive-based enterprises (gender disaggregated and by number of these people also involved in FP/RH activities) includes those households where a member has participated in diversified livelihood interventions including training, seed grants, microfinancing, value chain improvements, etc. (TBD once livelihood strategies designed w/ LGUs but estimated at 50 per municipality X 4 = 200 households)

^A This is the number of new institutions added for strengthening in Year 3 – so the number is not cumulative. However, strengthening of MPAs and BD started in Year2 will continue in Year 3.

Annex 1 – PHE in the Philippines

Recognizing the linkages between poverty, over-population, biodiversity threats and resource decline, the Philippines embraced the PHE approach as a means to address these interconnected issues. In the early 2000s, with funding from the David and Lucile Packard Foundation (hereafter referred to as the Packard Foundation), PFPI and Save the Children-Philippines piloted the country's first PHE projects and worked collaboratively with the Population Reference Bureau to organize the world's first PHE network, "SIGUE". A biennial national conference was started to updates all sectors that include the academe, local and international government agencies, program managers and practitioners on integrated initiatives in the environment, overall health and human well-being.

Save the Children developed since 2000 the **People and Environment Coexistence Development (PESCO-DEV) Project** that has covered 12 coastal fishing communities in the Philippines to find ways to balance activities linked to population growth and environmental concerns through participatory research, community mobilization, and pilot projects. With support from Packard Foundation, its acknowledged success provides an example of how local communities and governments can design and implement integrated population, health, and environment programs to protect and rehabilitate the coastal environment. The agency has expanded their PHE initiatives to urban centers to promote responsible parenthood and urban sanitation (FP/RH and public health) strong support from the private sector.

In 2004, funding from the USAID Office of Population and Reproductive Health (O/PRH), enabled PFPI to scale-up the coverage of its PHE project entitled **Integrated Population and Coastal Resource Management (IPOPCORM) Initiative**, which included "P" interventions (e.g., population-environment education and policy advocacy), "H" interventions (e.g., family planning access, adolescent sexual and reproductive health (ASRH) services and HIV/AIDS prevention education), and "E" interventions (community-based coastal resources management/CB-CRM, including alternative livelihood strategies).

Seminal work of CIP from 2000 to 2003 assessed key biodiversity areas (KBA) in the country and produced an official science-based document to guide the linking of population and environment efforts nationally in terrestrial and marine ecosystems after recognizing population pressure among the drivers in biodiversity loss. This was followed by publication of **The Mapping Population and Biodiversity Connections in the Philippines (2002 -2004)** with support from USAID. From these national studies, **Healthy Families, Healthy Forests** became the first PHE investment of CI in northern Philippines with support from USAID from 2002 to 2008. It showcased an integrated natural resource management and RH/FP project with holistic, community-based activities that empowered local residents to improve family welfare and safeguard their environment. CIP also led in the training of PHE network members and grassroots-based leaders in Participatory Demographic Appraisal Techniques for Environmental Management: The BASIC (Building Action for Stability in Communities) Project in 2006 supported by PRB to improve planning, implementation, and support for stability and well-being in select communities. The training explored how population dynamics are reflected in land use, water and other resource consumption patterns, clearing of natural areas, and location of new houses and farmland. Participants developed tools that examine the human dimensions of

environmental change, conducted field visits to apply these tools, and developed strategies to work with local communities to address these demographic factors and better plan and manage local resource management

With these PHE work from a formation with less than ten agency members led by these three agencies, the network now has twenty-four members who promote an innovative approach to promote equity, health and environmental stewardship. Examples of PHE program integration include the following:

- Addressing population pressures and poor health from reef to ridge – In coastal areas, lowlands and uplands
- Biodiversity conservation and development : balancing conservation needs with human demands
- Environmental health: working for a safe and clean environment
- Urbanization: supporting sustainable urban growth in areas of increasing poverty
- Food security: examining how population and environmental interactions affect supply and distribution
- Natural hazards: explaining how population dynamics relate to vulnerability

As major agencies pursuing the objectives of BALANCED, PFPI's IPOPCORM initiative partnered with conservation and community development organizations to establish a community-based distribution (CBD) system for contraceptives in the target mKBAs, which by 2006 was operating in 1,070 coastal hamlets of 33 municipalities where 57% of the country's top priority mKBAs are located²². IPOPCORM conducted a rigorous evaluation in Palawan of the PHE approach using a quasi-experimental design that included a large number of household surveys and extensive resource and ecological assessments. This study, was published in the peer-reviewed journal of *Environmental Conservation* (November 2010²³), produced some of the first scientific evidence of the added value and higher impacts generated by integrated PHE approaches in comparison to sectoral management strategies.

IPOPCORM experience and research showed FP services could be integrated more readily into natural resources management (NRM) agendas than the other way around. One reason for this is that environmental groups/projects are often already working in many of the very rural, hard-to-reach but biodiversity-rich areas that are also the same areas with great unmet FP/RH need, but little or no access to FP/RH services. Hence, integrating FP/RH into already on-going environmental programs completes the three legs of the P-H-E model. IPOPCORM experience also revealed that government leaders were more likely to support family planning when promoted within a broader development context; and the PHE model could help alleviate poverty among young adults. PFPI applied the best practices and lessons learned from IPOPCORM to its follow-on Poverty, Population and Environment (PPE) project funded by the Packard

²² PATH Foundation Philippines Inc. (PFPI) 2007. Overview, Key Lessons and Challenges: Integrated Population and Coastal Resource Management (IPOPCORM) Initiative. Monograph Series #1. PFPI. Makati City, Philippines

²³ D'Agnes L, D'Agnes H, Schwartz JB, et al. (2010) Integrated management of coastal resources and human health yields added value: a comparative study in Palawan (Philippines). *Environment Conserv* 2010; 37: 398–409.

Foundation. The PPE collaborated with local governments units LGUs and NGOs engaged in conservation activities in three KBAs—the VIP, the Danajon Bank double barrier reef, and the Mt. Capotoan-Mt.Cabalantian Watershed Complex in Samar. It enabled 23 local governments in these areas to establish CBD systems that served 39,043 new FP users during 2008-2010. In two years time, PPE reached 808,807 individuals vs. IPOPCORM’s 356,000. This confirmed the scalability of the PHE approach and the value of engaging with ongoing conservation vs. new start-up projects. PPE also verified that the IPOPCORM model could be adapted and applied in terrestrial settings (e.g., watershed). Both IPOPCORM and PPE promoted the sustainability of the PHE approach by strengthening the development-planning processes at the municipal and village levels, allowing communities to tap government funds for PHE activities after time-bound projects end.

The USAID Philippines’ OEE recognized the important role that family planning could play as just one piece of a broader strategy being used by the Fisheries Improved for Sustainable Harvest (FISH) project (2003-2010). As such, FISH is the world’s first fisheries management project to incorporate population and reproductive health (Pop/RH) as a “maintenance mechanism to improve institutional capacity for fisheries and coastal resource management.” PFPI worked with TetraTech EM, the FISH prime contractor, to support the development of integrated FISH-RH sub-projects in four target provinces (Palawan, Bohol, Surigao del Sur and Tawi-Tawi).

CI meanwhile sustains its capacitating support in ICRM, enforcement and MPA network formation among mandated government agencies and local government units throughout the three Philippine provinces straddling the Verde Island Passage and beyond up to the tri-national engagement in the Sulu Sulawesi Seascape. In addition to facilitating the national PHE network formation since 2007 by ushering the scaling up of PHE initiatives to meet challenges beyond project sites, the expansion of PHE influence is a robust opportunity for integration in marine conservation directions that now extend to the SSS and the Coral Triangle Initiative.

ⁱ Carpenter, K.E. and V.G. Springer. 2005