

## Philippines

### 1. Current Programs (2007)

#### Walk This Way

**Target risk area:** Pedestrian safety

**Where:** Olongapo, Pasay, Paranaque, Quezon and Cebu

**Goals:**

- Educate all students in fifth and sixth grades on pedestrian safety through classroom lessons and interactive sessions at 89 schools in five cities
- Encourage participation from the local government at Safe Kids Philippines' events in the five cities

**Target population:** Children age 10 to 14, local government officials and employees

**Number and type of volunteers:**

- 110 FedEx Express employees and community workers for classroom lessons and interactive session
- 70 FedEx Express employees and community workers for events
- Volunteers from other non-governmental organizations (e.g., Feed the Children Philippines, the Pasay City Barangay Health Workers Federation, the Cebu City Task Force for Street Children and Open Heart Foundation Philippines)

**Key activities:**

- Classroom and interactive sessions with students in fifth and sixth grades
- National Safe Kids Week 2005, 2006 and 2007
- Technical Working Committee meetings

**Why program developed/created:** Need to pool together agencies, experts and road safety professionals for advocacy and support of safety programs

**Results**

- Held 621 walkability checks in Pasay, Paranaque and Olongapo
- Reached 37,339 children to date through classroom and interactive sessions
- Generated 17 media hits in April 2005, 30 for 2006 National Safe Kids Week, 48 for 2007 National Safe Kids Week
- Established good relationships with the Department of Public Works and Highways, the Department of Health, Metro Manila Department Authority, the National Center for Transportation Studies, the Department of Transportation and Communication, the Department of Education, Automobile Association of the Philippines and other partners

#### Home and School Safety Program

**Target risk areas:** Falls, burns, poisoning and drowning

**Where:** Olongapo, Pasay and Paranaque

**Goals:** Verify the incidence of unintentional injuries among students at participating schools

**Target population:** Children age 8 to 10, parents and, possibly, school and local government employees

**Number and type of volunteers:** Community volunteers

**Key activities:**

- Conduct research to validate program directions concerning injuries in three major hospitals in three Philippine cities
- Gather child death data from local civil registrars in three cities
- Conduct of a 40-year analysis and review of injury in the Philippines using Philippine Health Statistics, DOH data

**Results:** Developed module for focus group discussions in 10 schools

### 2. Accomplishments

The Department of Transportation and Communication, which was difficult to penetrate, included Safe Kids as one of six nongovernmental organizations that were active in reviewing and revising the National Road Safety Action Plan. A draft Department Order creating a Technical Working Committee for the National Road Safety Action Plan and designating its composition is currently in the legal department.

Additionally, Safe Kids Philippines:

- Helped create and launched child injury prevention program of the Department of Health during Safe Kids Week
- Was instrumental in establishing a trauma registry in three tertiary hospitals
- Cebu City Coalition translated Walk This Way Manual into Cebuano, the dialect of the province.
- Celebrated International Walk to School Day for the first time with 68 participating schools
- Began the Home and School Safety Program focus group discussions
- Restarted ongoing classroom teaching in the cities of Pasay, Paranaque, Olongapo and Cebu
- Started classroom teaching in Quezon City
- Exerted significant influence in crafting a trauma registry with common data sets that will be piloted in 10 large tertiary hospitals. The Department of Health took Safe Kids Philippines recommendations into account when developing the project. Safe Kids Philippines engaged the expertise of two board members and the Philippine College of Surgeons to ensure proper implementation of the project.
- Worked with the Safety Organization of the Philippines to identify a child road safety advocate who will be presented a plaque of appreciation at the SOPI Road Safety Conference in Tagbilaran, Bohol Province in May 2007.
- Safe Kids Philippines became involved with 10 NGO networks. As president of one of the networks, the National Council for Social Development, Safe Kids was asked to give the opening remarks and conference objectives in the event.

### 3. Partnerships

Partner	Type	Years	Benefits/Joint Activities
FedEx Express	Corporate	2.5	- Funding for infrastructure and operations - Volunteers for Walk This Way program
Philippine College of Surgeons	Nonprofit	1.5	- Responsible for the declaration of National Safe Kids Week in the third week of June - Provided volunteers in Pasay and Paranaque
Johnson & Johnson Philippines	Private		Funding for new programs
Department of Health	Government	1	- Safe Kids Week - Networking
Department of Transportation and Communication	Government	.5	- Drafting National Communications Plan for Road Safety via the technical working group on advocacy and public information

### 4. Research

#### Gauging Current Knowledge of Kids before Receiving Walk This Way Program Activities (Since 2004)

**Partners involved:** Participating schools

**Methodology:** Survey questionnaire

**Key findings:** Pedestrian safety is not common knowledge among children. In Paranaque City, children are more comfortable crossing the streets between intersections.

#### Injuries to Children in Three Major Hospitals in Three Philippine Cities (2006)

**Partners involved:** Three city hospitals

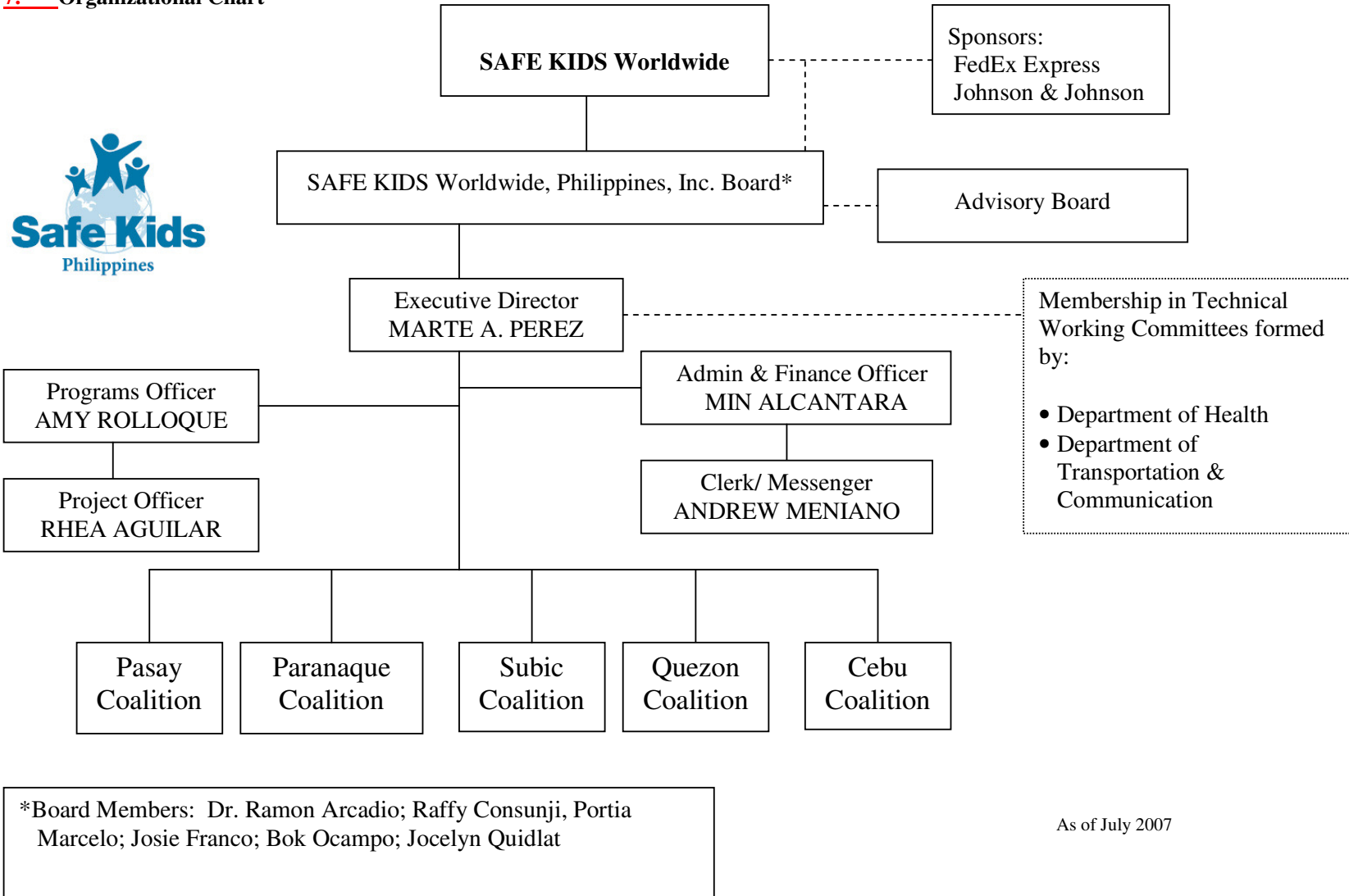
**Methodology:** Survey of records of hospital emergency rooms

**Key findings:** Road traffic injuries are the leading cause of hospitalization of children. Further analysis is in progress.



Category	Goals
Program	Create and sustain home safety programs
Research	<a href="#">Assist the Department of Health in the implementation of</a> the trauma registry
Coalition Building	Encourage buy-in of national agencies by activating and actively participating in the national technical working committees
Partnerships	Strengthen partnerships with private and public organizations and national agencies to extend reach
Fundraising	Identify possible sources of funds and create/submit proposals for additional program funding

7. Organizational Chart



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## **8. Board of Directors**

### **Ramon L. Arcadio, M.D.,** Chairman of the Board

- Dean of the College of Medicine of the University of the Philippines until 2003
- Founding member and president of Community Pediatrics Society of the Philippines
- Founding trustee and president of the Ambulatory Pediatric Society of the Philippines
- First and founding chairman of the University of the Philippines Department of Family and Community Medicine
- Recipient of numerous awards and honors in the medical field
- Board member since 2003

### **Raffy J. Consunji M.D.,** President

- Division Chief, Surgical Critical Care, Department of Surgery, College of Medicine of the Philippines General Hospital
- Analyst and research fellow for WHO Project on Health and Road Transport in Developing Countries, “A Review of the Health Impacts of Transport in Africa and Asia”
- Author of numerous research and medical papers
- Member to the of the Philippine Association of Endoscopic Surgeons, Philippine Medical Association, Philippine Society for Burn Injuries
- Recipient of various honors and awards in the medical field
- Board member since 2003

### **Portia F. Marcelo M.D.,** Secretary

- Public health advocate with research, community and teaching experience
- Experienced in the development of performance indicators, program design and evaluation, curricula, data collection and management systems and local health systems
- Associate Professor, University of the Philippines College of Medicine, Department of Family and Community Medicine
- Board member since 2003

### **Josie J. Yambao M.D.,** Vice President

- President, Philippine Pediatric Society
- Board member since 2003

### **Jocelyn Quidlat, M.D.**

- President, Philippine Ambulatory Pediatric Association
- Board member since 2006

### **Orlando O. Ocampo M.D.,** Treasurer

- General surgeon with links to the Philippine General Hospital, Philippine Society of Emergency Care Physicians, Far Eastern University, Philippine Association of Endoscopic Surgery, the Philippine Medical Association and the Quezon City Medical Association
- Chairman of the Philippines College of Surgeons Committee of Trauma and member of the Philippine Society of General Surgeons
- Examiner of the Philippines Board of Surgery

## **9. Staff**

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**Ma. Theresa A. Perez,** safekids\_philippines@yahoo.com  
Executive Director; 3 years

**Marina M. Alcantara**, min\_m\_alcantara@yahoo.com  
Administrative Assistant; 3 years

**Amelia Rolloque**, arolloque@yahoo.com  
Program Officer; 2 years

Rhea Aguilar, rhea\_kristine\_aguilar@yahoo.com  
Project Officer, 1 year

**Andrew Meniano**  
Administrative Assistant; 1 year

## **10. Strategic Plan**

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Safe Kids Philippines is still scheduling strategic planning sessions to update its current strategic plan.

### **Strategic Plans – 2004-2005**

#### **The Philippine Situation**

The third leading cause of mortality in children 14 years old and younger is unintentional injury (after infectious diseases and malignancies). More than 20 percent of all deaths in children age birth to 14 are attributed to unintentional injury.

Another way of assessing the effects of childhood unintentional injury is to realize that for every death caused by injury, there are 22 hospital admissions and 910 emergency consultations. The significance of these statistics is lost in the country's lack of operational programs addressing injury as a major cause of mortality and morbidity.

Safe Kids Worldwide Philippines, Inc. was created to initiate and implement programs to prevent unintentional injuries in Filipino children, and to stress the devastation in the lives of children and their families that unintentional injury brings. This vision serves as a guiding principle for SAFE KIDS Worldwide Philippines activities.

#### **Vision**

Safe Kids Philippines will cultivate awareness and prevent unintentional injury to children age birth to 14 in the Philippines.

#### **Strategies and Goals**

- Build up and strengthen the organization by establishing partnerships and linkages, forming coalitions and working with volunteer groups in the community
- Create an organized and credible data base for analysis, policy formulation and legislation
- Sustain the organization by developing and implementing viable programs and interventions to help reduce the incidence of childhood unintentional injury in the Philippines
- Gain recognition of the organization as a leader in the prevention of child unintentional injury by expanding programs on road safety, poisoning prevention, home safety, burns and fire safety and drowning and water safety
- Advocate for a safety culture and raise awareness regarding childhood unintentional injury in the Philippines via legislation

#### **For 2007-2008**

Strategies and goals will essentially remain the same. Expansion into the various injury areas will be the target for this year, especially the home and school injury prevention program that includes the other injury areas.

**Critical Elements**

**A. Partnerships**

<b>Immediate</b>	<b>Long Term</b>
Initiate partnerships with potential sponsors, exploring the emphases of their corporate social responsibility programs	Continue initiating partnerships with potential sponsors
Sustain the coalition in Pasay City by expanding its reach and enlisting its experience to train new coalition members in other cities	Build stronger relations with the local and national government and NGOs
Assist in getting grants for the coalitions	Deepen the involvement of FedEx Express employees
Expand by initiating collaborations with the local government, academic and other NGOs in two additional cities (i.e., Paranaque and Subic)	

**For FY 2007-2008**

- Expand the Walk This Way program to Cebu and Quezon City
- Start the home and school injury prevention program in Pasay, Paranaque and Olongapo
- Continue strengthening Department of Health, Department of Public Works and Highways and Department of Transportation and Communications partnerships
- Deepen the participation of Johnson & Johnson in the home injury program

**B. Data Collection and Management**

<b>Immediate</b>	<b>Long Term</b>
Update and collate existent data by identifying and contacting untapped sources	Continue monitoring and evaluating data
Collect and summarize existing and new data from the community, hospitals, coroners, health maintenance organizations and a telephone survey	- Publish a definitive paper on the prevention of childhood unintentional injury - Publish an evaluation of the injury prevention programs implemented for each of the childhood unintentional injury risk areas in the Philippines
Identify and fill gaps in existing data	
Define the minimum data set for each program	
Publish a definitive summary paper on of prevention of childhood unintentional injuries in the Philippines	

**For FY 2007-2008**

- Utilize data from DPWH, Metropolitan Manila Development Authority and National Center for Transportation Studies for the road injury program
- Work towards the implementation of the Department of Health trauma registry in four tertiary hospitals
- Expand the walkability data from the new cities identified as beneficiary cities

### C. Program Development and Implementation

#### Pedestrian Safety Program

<b>Immediate</b>	<b>Long Term</b>
Sustain the pedestrian safety Walk This Way program already in place	Perform walkability checks in more schools
Create a technical working group to develop the child pedestrian safety Walk This Way program as a Safe Kids Philippines product	Implement engineering interventions
<ul style="list-style-type: none"> <li>Enhance FedEx employee involvement in the Walk This Way Program</li> </ul>	Partner with MMDA for larger scale engineering projects
Create a standard manual/curriculum/lecture for classroom-based child passenger safety	Encourage/lobby with local government units to pass/enforce ordinances for child passenger safety
Implement educational component of Walk This Way program	
Support training, meetings and evaluation and monitoring tools for the program	
Designate a child passenger safety officer from among the community/barangay health workers and/or volunteers	
Perform walkability checks in new locations and publicize results through media events	
Identify locations for engineering interventions	
Implement engineering interventions	
Partner with school officials, local police, MMDA and barangay tanods for enforcing school traffic safety regulations	

#### **For FY 2007-2008**

- Implement a stronger Adopt-a-School program to showcase what can be done through the concerted efforts of stakeholders
- Create a technical working committee for the home and school injury program
- Bring the FedEx Express-sponsored Walk This Way presentation to eight Gawad Kalinga Communities (three in Paranaque and one each in Quezon City, Subic, Cebu, Sultan Kudarat and Mindanao)

#### Poisoning Prevention Program

<b>Immediate</b>	<b>Long Term</b>
Create a technical working group to develop poisoning prevention as an Safe Kids Philippines product	
Set up a database on poisoning in children in the Philippines	
Get sponsorship for the poisoning prevention program (possibly Johnson & Johnson)	
Create a poisoning prevention program	

#### **For FY 2007-2008**

Set up the poison prevention program

### Home Safety Program

Immediate	Long Term
Partner with professional organizations	Incorporate child unintentional injury prevention into national elementary school curriculum
Create and distribute safety brochures	Create and maintain technical working groups to improve Safe Kids Philippines home safety, falls, burns and near drowning prevention programs
- Create communications plan - Promote safety by disseminating the Safe Kids Philippines safety tips	
Enlist the expertise of FedEx Express to create a media plan	
Lobby the national government to include child unintentional injury prevention in Department of Health programs	

**For FY 2007-2008**

- Disseminate Safe Kids Safety Tips throughout all 14 regions of the country in partnership with the Department of Health
- Work with the Department of Education
- Help launch the Department of Health Child Injury Prevention Program during Safe Kids Week
- Work on the implementation rules and regulations, which outline the contributions of the different agencies, for the CIPP program to supplement the Executive Order creating Safe Kids Week.

**D. Advocacy**

Immediate	Long Term
Continue calculated, sustained, strategic and repetitive release of data	Prepare and maintain a cadre of readily available experts (technical working groups) to be consulted on child injury occurrences
Build relationships with media	Create a newsletter for information dissemination and awareness campaign of child unintentional injury prevention
Solicit commitments from tri-media for regular segments featuring CUIP/Safe Kids Philippines	Start at the barangay level and work up to the city then national level in legislating local ordinances and national laws
Package available data for maximum effect with the public	Generate and escalate a marketing and communications plan targeting officials and civic organizations to increase awareness of the value of Safe Kids Philippines programs
Document all Safe Kids Philippines activities and share them with the media	
Prepare a cadre of readily available experts to be consulted on child injury occurrences	
Communicate with health reporters to generate features articles	
Maximize effect of literature on child unintentional injuries	

**For FY 2007-2008**

Continue advocacy work already started

**Funding Priorities**

<b>Program</b>	<b>Amount</b>	<b>Potential Sponsors</b>
Pedestrian Safety	\$63,000	FedEx Express
Expansion of Programs to Include Other Risk Areas (especially poisoning)	\$18,000	Johnson & Johnson