Strategic Philanthropy:
Philippine Rural Health

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## Zuellig Family in the Philippines

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1901</td>
<td>Frederick Zuellig arrives in the Philippines and eventually starts his own business in 1915</td>
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<tr>
<td>1917 &amp; 1918</td>
<td>Birth of sons Stephen and Gilbert in Manila</td>
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<tr>
<td>1945</td>
<td>Brothers rebuild their business after WWII</td>
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<tr>
<td>1950s</td>
<td>Zuellig group diversifies and grows across Asia Pacific</td>
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<tr>
<td>1997</td>
<td>First foundation is established-Pharmaceutical Health and Family Foundation</td>
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<tr>
<td>2008</td>
<td>Foundation is renamed Zuellig Family Foundation &amp; shifts focus to rural health</td>
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Health Status in 2008

Devolution of the Philippine healthcare system (1991)

Fragmentation of health services

Inequities in health outcomes

<table>
<thead>
<tr>
<th></th>
<th>Rich urban</th>
<th>Poor rural</th>
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<tbody>
<tr>
<td>Life expectancy</td>
<td>Over 80 years</td>
<td>Less than 60 years</td>
</tr>
<tr>
<td>Maternal Mortality Ratio</td>
<td>Less than 15</td>
<td>More than 150</td>
</tr>
<tr>
<td>Infant Mortality Rate</td>
<td>Less than 10</td>
<td>Over 90</td>
</tr>
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</table>

Health Responsibility in Devolved System → Mayor → Key to Improving the System
The Strategy: Health Change Model

(1) Leadership Change

LEADERSHIP AND GOVERNANCE

IMPROVED HEALTH SYSTEM

TARGETED AND PRO-POOR HEALTH PROGRAMS

BETTER HEALTH OUTCOMES: LOWER IMR, MMR & MALNUTRITION RATES; LOWER INCIDENCE OF COMMUNICABLE & NON-COMMUNICABLE DISEASES

(2) Improvements in WHO’s Six Building Blocks of Health System

LEADERSHIP & GOVERNANCE

SERVICE DELIVERY

HEALTH WORKFORCE

ACCESS TO ESSENTIAL Medicines

FINANCING

HEALTH INFORMATION SYSTEM
Maternal Mortality Ratio of Cohorts

- **Cohort 1** (9 municipalities): 2011 PH MMR = 221
- **Cohort 2** (13 municipalities): MDG = 52
- **Cohort 3** (8 municipalities)
- **Cohort 5** (8 municipalities)
Sustained Health Gains despite Leadership Changes

Continuity Protocol for Sustainability

- Education of locals on their basic right to quality healthcare
- Enactment of policies supporting health program continuity

No. of Maternal Deaths

- Sta. Fe
- Padre Burgos
- Bacolod

2010 Election
Communicating with ZFF Influentials

**Jan 2010**
Health Outlook Forum 1

**Oct 2010**
Health Outlook Forum 2

**Dec 2011**
Health Outlook Forum 3

**April 2012**
Health Outlook Forum 4: “162-52 Coalition”
- Ministry of Health
- Philippine Health Insurance Corp.
- League of Provinces of the Philippines
- Union of Local Authorities of the Philippines
- Other NGOs

**August:**
UNFPA partnership formally forged = 116 municipalities (of 9 provinces)

**October:**
Merck Sharp & Dohme-ZFF project formally approved = 21 Samar Island GIDA municipalities

**December:**
MOH mainstreaming = 609 priority municipalities
## Challenges of Mainstreaming:

- Reorientation of health personnel
- Need for reliable academic partners
- Higher budget = US$20 million

<table>
<thead>
<tr>
<th>ZFF</th>
<th>ZFF &amp; Health Ministry</th>
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<tbody>
<tr>
<td>94 No. of Municipalities</td>
<td>609 No. of municipalities</td>
</tr>
<tr>
<td>282 health leaders</td>
<td></td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>No. of trainees:</td>
<td></td>
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<tr>
<td>607 Health ministry personnel</td>
<td></td>
</tr>
<tr>
<td>108 Governors &amp; Provincial Health Officers</td>
<td></td>
</tr>
<tr>
<td>1,218 Mayors &amp; Municipal Health Officers</td>
<td></td>
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<tr>
<td>15 No. of Needed Partner-Academic Institutions</td>
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<td>PH Health System</td>
<td>ZFF Programs</td>
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<td>------------------</td>
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<tr>
<td>National</td>
<td>• Health Outlook Forum</td>
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<tr>
<td>Regional</td>
<td>• Health Leadership &amp; Management for the Poor (HLMP)</td>
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<tr>
<td>Provincial</td>
<td>• Provincial Leadership &amp; Governance Program (PLGP)</td>
</tr>
<tr>
<td>Municipal</td>
<td>• Municipal Leadership &amp; Governance Program (MLGP)  • Health Leaders for the Poor (HLP)</td>
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<tr>
<td>Village</td>
<td>• Barangay (Village) Health System Strengthening Program  • Continuing Professional Education (CPE)</td>
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Success Factors

- Focus on expertise
- Find a niche
- Adopt a systems approach
- Have a long-term perspective

→ Health
→ Local health leadership & governance
→ Address the causes, not the effects
→ Transforming local health systems: accessible & responsive