



Regional  
**World Health Summit**

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# **Strategic Philanthropy: Philippine Rural Health**

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# Zuellig Family in the Philippines

1901	Frederick Zuellig arrives in the Philippines and eventually starts his own business in 1915
1917 & 1918	Birth of sons Stephen and Gilbert in Manila
1945	Brothers rebuild their business after WWII
1950s	Zuellig group diversifies and grows across Asia Pacific
1997	First foundation is established-Pharmaceutical Health and Family Foundation
2008	Foundation is renamed Zuellig Family Foundation & shifts focus to rural health

# Health Status in 2008

Devolution of the Philippine healthcare system (1991)



Fragmentation of health services



Inequities in health outcomes

	Rich urban	Poor rural
<b>Life expectancy</b>	Over 80 years	Less than 60 years
<b>Maternal Mortality Ratio</b>	Less than 15	More than 150
<b>Infant Mortality Rate</b>	Less than 10	Over 90

Health  
Responsibility in  
Devolved System



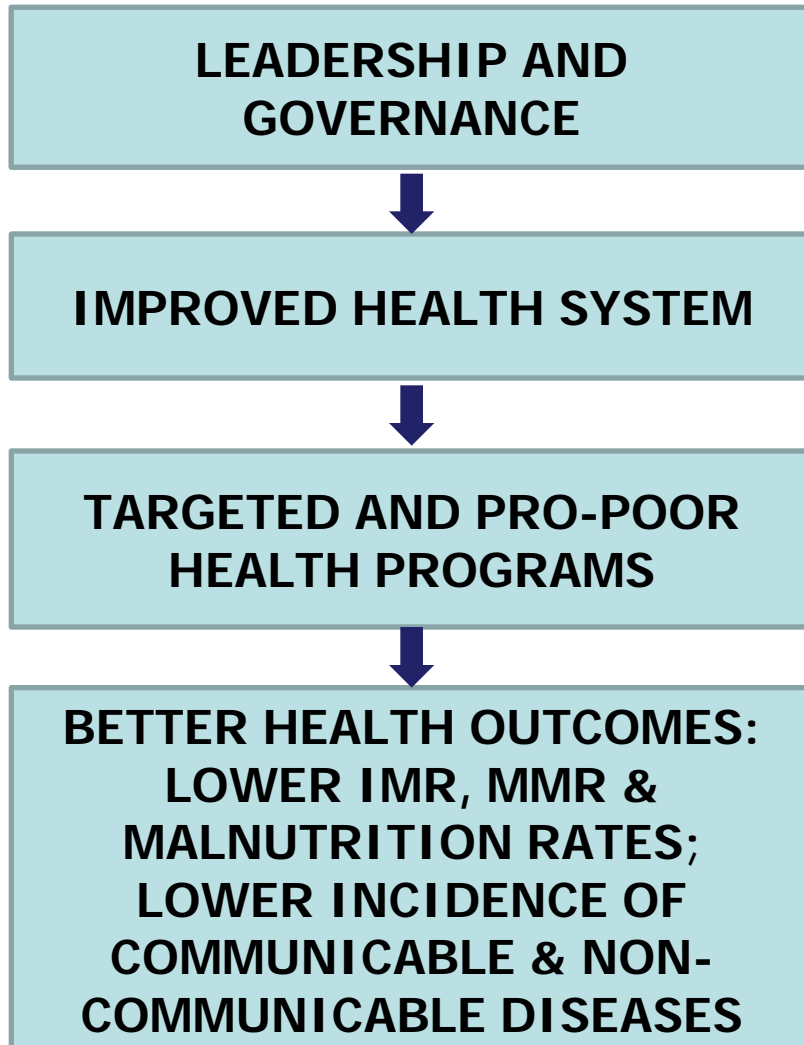
**Mayor**



Key to  
Improving the  
System

# The Strategy: Health Change Model

## (1) Leadership Change

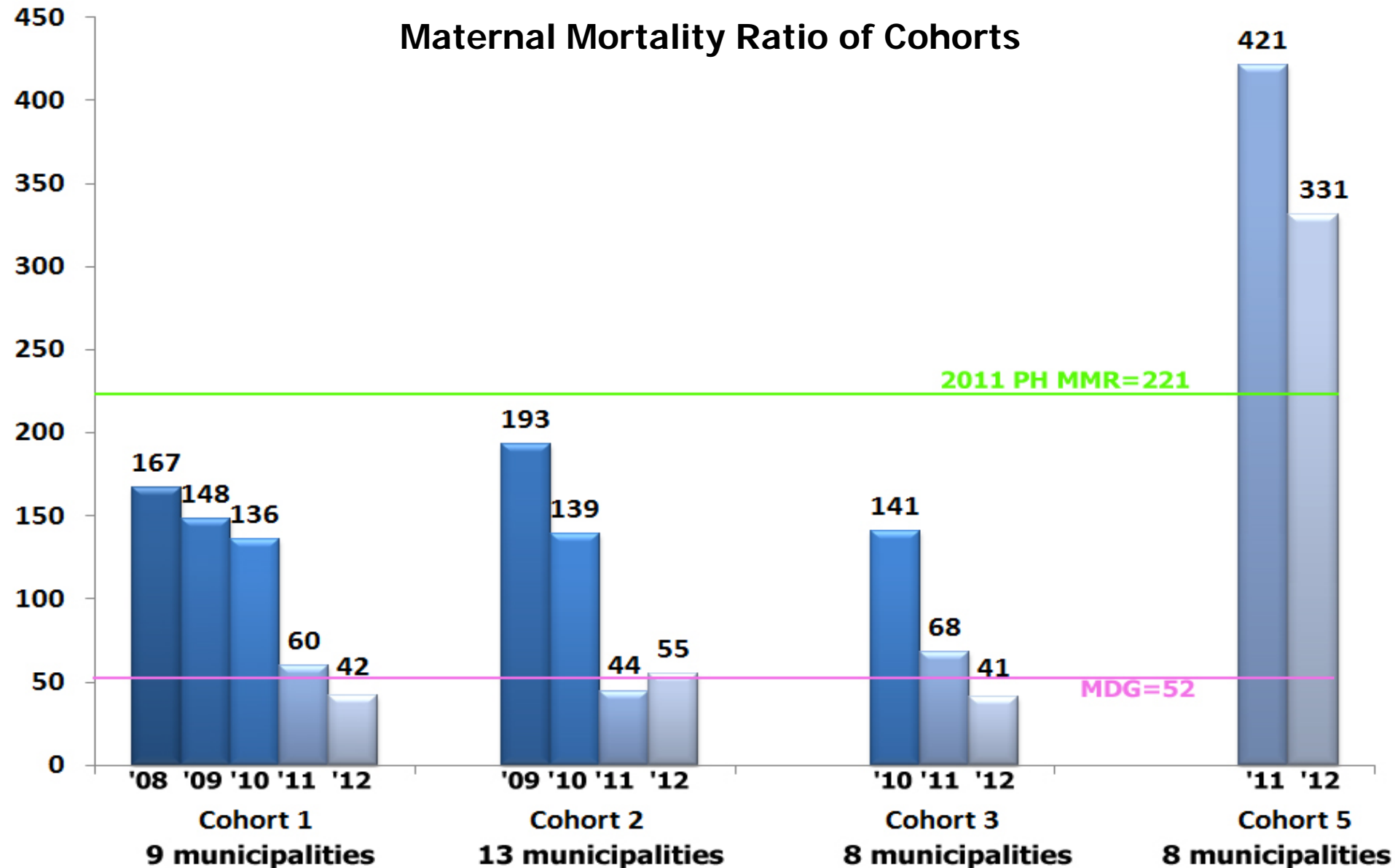


## (2) Improvements in WHO's Six Building Blocks of Health System



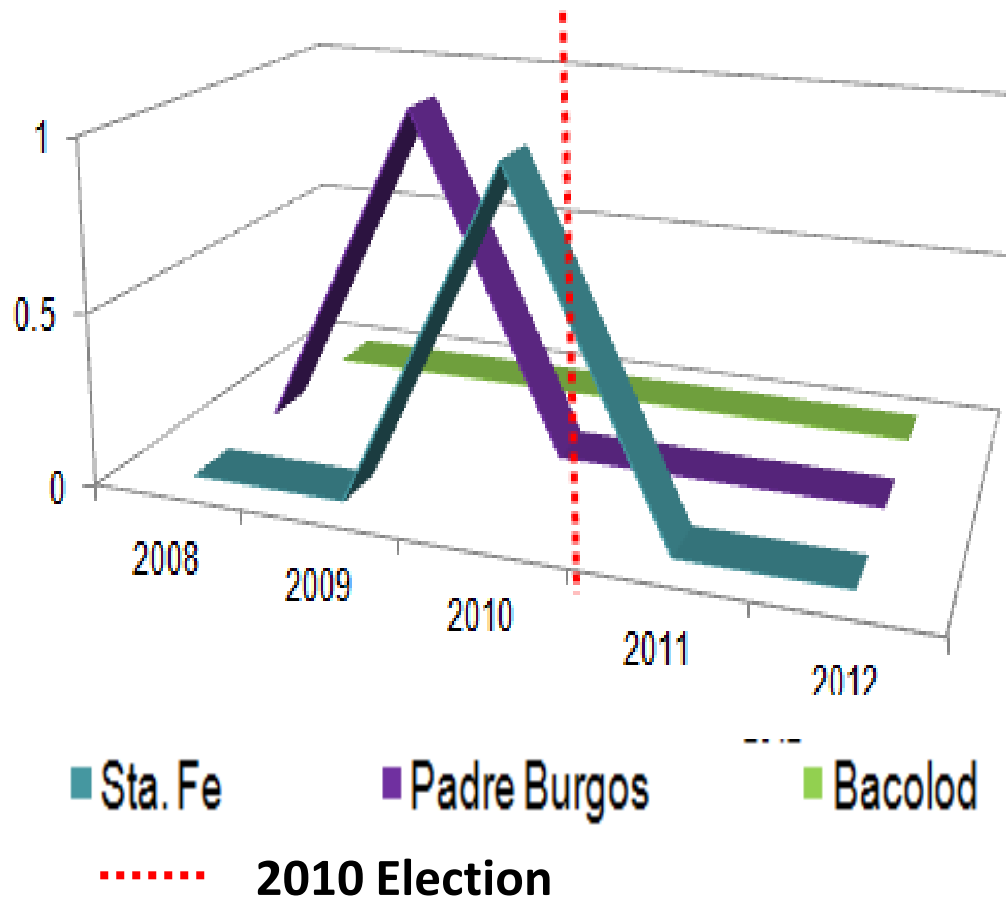
# Piloting the Strategy & Results

## Maternal Mortality Ratio of Cohorts



# Sustained Health Gains despite Leadership Changes

## No. of Maternal Deaths



### Continuity Protocol for Sustainability

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

**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

# Mainstreaming with Health Ministry

ZFF	ZFF & Health Ministry
<b>94</b> No. of Municipalities	<b>609</b> No. of municipalities
<b>282 health leaders</b> No. of trainees	<i>No. of trainees:</i>
	<b>607</b> Health ministry personnel
	<b>108</b> Governors & Provincial Health Officers
	<b>1,218</b> Mayors & Municipal Health Officers
	<b>15</b> No. of Needed Partner-Academic Institutions

## Challenges of Mainstreaming:

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



# ZFF's Integrative Set of Programs

<b>PH Health System</b>	<b>ZFF Programs</b>	<b>Participants</b>
<b>National</b>	<ul style="list-style-type: none"> <li>• Health Outlook Forum</li> </ul>	<b>Policy &amp; decision makers</b>
<b>Regional</b>	<ul style="list-style-type: none"> <li>• Health Leadership &amp; Management for the Poor (HLMP)</li> </ul>	<b>Regional Officers of the Ministry of Health</b>
<b>Provincial</b>	<ul style="list-style-type: none"> <li>• Provincial Leadership &amp; Governance Program (PLGP)</li> </ul>	<b>Provincial Governors &amp; Provincial Health Officers</b>
<b>Municipal</b>	<ul style="list-style-type: none"> <li>• Municipal Leadership &amp; Governance Program (MLGP)</li> <li>• Health Leaders for the Poor (HLP)</li> </ul>	<b>Mayors, Municipal Health Officers and Community Leaders</b>
<b>Village</b>	<ul style="list-style-type: none"> <li>• Barangay (Village) Health System Strengthening Program</li> <li>• Continuing Professional Education (CPE)</li> </ul>	<b>Village Captains &amp; Officers and Village Health Workers and Midwives</b>

# Success Factors

**Focus on  
expertise**



**Health**

**Find a niche**



**Local health leadership  
& governance**

**Adopt a systems  
approach**



**Address the causes, not  
the effects**

**Have a long-term  
perspective**



**Transforming local  
health systems:  
accessible & responsive**