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Civic-Media And AIDS Campaign

By

Vicentita M Cervera
CIVIC-MEDIA AND AIDS CAMPAIGN

Vicentita M. Cervera, Ed.D.

Introduction

AIDS is a social, economic, political and health problem that every society faces today (Hernandez, 1993). It is said that the rate of the spread of AIDS has lived up to our worst fears. This is particularly true in Asia today where the AIDS problem is likely to reach epidemic proportion. In a country like the Philippines which is threatened by an epidemic explosion of the problem of AIDS, the management of the spread of the virus and the care of those infected with AIDS related diseases call for action from the people. The task is not that of the government alone anymore. Everyone is at risk. No one should say now that he/she is safe. Every segment of society should respond in ways that its members can manage.

AIDS has Social, Economic, Political and Health Implications

AIDS is a Social Problem

Sometime in January this year, Davao City, the Philippines' largest city in Mindanao, was confronted with its first known AIDS case. The woman, an entertainer in a famous watering hole frequented by prominent people, had no one to turn to. Hospitals refused to admit her. As a result, she went around the city unattended and dreaded by others.

In Iloilo City, the commercial and educational center of Western Visayas, a woman who died of AIDS-related diseases was refused burial in a cemetery as, according to the news, she might contaminate the place. While still sick, her room in a hospital was unkempt and nobody dropped by to make her bed during her two-week stay. (See Appendix A)

There is another case I know which is not in the papers but is going around prayer meetings. The woman's husband died of AIDS-related diseases in a well-known hospital and the attending physician and nurses did not even know he had AIDS. The wife came to know about the cause of her husband's death weeks later, from sources other than the hospital where he died. The information had been causing her so much pain, anger towards the husband for not telling her and still having sex with her inspite of his knowledge of his health condition, and fear that she too might be HIV-positive. She refused to have herself tested but asked church people to pray for her. The news had been sending shock waves among evangelical churches. Even the church is not spared of the problem.

Also in Iloilo, girls have been found to prefer marrying overseas contract workers (OCW)s for financial reasons. It is an established fact that OCWs, of which the Philippines has an estimated two million legal ones, are the number one carriers of AIDS into the country.

Definitely, AIDS is a social problem that every community must grapple with. Even the remote
areas of the Philippines are not spared as they too have citizens who work abroad as OCWs.

AIDS is an Economic Problem

A country which is just starting to recover from a serious economic crisis, the Philippines is ill-prepared to shoulder the financial cost of caring for its citizens who suffer from AIDS-related diseases. There are not enough hospital beds and health workers to handle this special health case.

AIDS is a Political Problem

In one of the southern cities where I went to earlier this year and where the Philippine Council of Non-government Organizations Against Drug and Substance Abuse (PHILCADSA) will be conducting an AIDS campaign, the city was given a budget for an AIDS campaign but as of that time, the money remained unused. The political leaders of the place did not want any AIDS campaign as it might hurt their tourism industry. Besides, it is not good politically to admit that during your term as political leader, you have constituents who have AIDS.

Who will be the initial target of the campaign then? Obviously, it is the political leaders. I found myself one time talking to the congressman of a southern city in the Philippines, about HIV/AIDS, over lunch hosted by a relative of his. His political jurisdiction did not have an AIDS program and they are hesitant to have one as it might hurt their tourism industry. I was trying to convince him to support PHILCADSA’s HIV/AIDS management training and drug and substance abuse prevention programmes in his place.

AIDS is a Health Problem

As previously mentioned, many of the hospitals and health workers in most of the seventeen (17) regions of the Philippines are ill-prepared to handle AIDS cases. If the problem reaches epidemic proportion, the country will find it most difficult to grapple with yet another calamity, over and above the natural calamities that have struck the Philippines these past several years.

CIVIC-Media AIDS Campaign: A Community’s Response to the Growing Problem of AIDS

The reason why I presented first the implications of the AIDS problem is for me to present the many ways in which communities deal with the problem. Specifically, I will discuss with you examples on how non-government organizations, particularly PHILCADSA, do their share in the AIDS campaign.

PHILCADSA is a national association of seventy three (73) organizations from nine (9) of the seventeen (17) regions of the country. These organizations vary in size and are managed mostly by private citizens who volunteer their services as part of their civic duties to their community. In some cases, the officers and volunteers of these organizations are prominent citizens who are well-respected and are quite influential in the community where they come from. And many if not majority
of them are women-leaders.

The PHILCADSA Declaration on AIDS

In the Thirteenth Conference of the International Federation of NGOs for the Prevention of Drug and Substance Abuse (IFNGO) held in the Philippines in 1991 and hosted by PHILCADSA, three (3) of the four (4) Conference Recommendations were on the management of HIV/AIDS problem. As a member of the IFNGO, PHILCADSA has pledged to implement the recommendations in the Philippines just like the other IFNGO member organizations who are likewise expected to implement the recommendations in their respective countries.

The Conference Recommendations are:

That accurate and detailed information on intravenous drug abuse, HIV and AIDS be distributed by WHO, IFNGO and national NGOs. Such information should pay due regards to ethnic and cultural attitudes, practices and values;

That AIDS/HIV and drug and substance education be integrated into the curriculum at all levels. This should be based on a multi-modality approach.

That HIV/AIDS counselling be made as priority programmes for drug abusers.

The above recommendations are disseminated to all member NGOs of the IFNGO through the IFNGO Newsletter and through written communications from the IFNGO Secretariat based in Kuala Lumpur. In turn, national NGOs disseminate the information to their member organizations in their respective countries through their national newsletter and through letter-memos. The member NGOs communicate information to their respective clientele through their newsletter, radio programs, seminars/workshops/lectures and personal media.

PHILCADSA came up with a Declaration on AIDS to define its campaign. (See Appendix B). The association also included in the curriculum of its seminar series for the update in skills and knowledge of the staff and volunteers of its member organizations a seminar on basic information on HIV/AIDS and counseling HIV positive persons. It allots space on an update on AIDS/HIV in its official newsletter. (See Appendix C.)

The PHILCADSA Update has a circulation of 500. In its mailing list are the following: 1) thirty five (35) member organizations of the IFNGO, 2) international donor organizations, 3) financial supporters in the country (banks, manufacturing companies, private individuals, commercial establishments, etc.), 4) member organizations, 5) selected government agencies, and, 6) school libraries. It is interesting to note that the IFNGO Newsletter with an international circulation has included in one of its issues a news item taken from the PHILCADSA Update.

Member organizations contribute news items in the newsletter. Activities are reported to the mother organization which in turn disseminate them for the information of other member organizations and of affiliate organizations abroad. Moreover, researches made by the member
organizations are submitted to PHILCADSA and are to be published in the PHILCADSA Journal.

Member Organizations' Response

Five (5) of the member organizations of PHILCADSA has a radio program, two (2) have television programs, two (2) have access to television programs, twelve (12) have newsletters, and two (2) have telephone counseling services. A total of eight (8) have programs on AIDS.

Depending on their capacity, i.e., in terms of their manpower and other resources, member organizations added the conduct of an AIDS campaign to the services that they offer to their clientele.

The following are examples of PHILCADSA-member organizations conducting an AIDS campaign as part of their civic duties to the community where they are located.

The Katin-Aran Center, Central Philippine University

For instance, the Katin-Aran Center in Iloilo City in Region 6 (Western Visayas) has added AIDS awareness and education campaign as one of its services under its Community-Based Health Department.

The Katin-Aran Center (KC) is a community-based, integrated development program of Central Philippine University (CPU), a university founded by the American Northern Baptists in the early 1900's, in Iloilo City. The center provides an arena for the practical field instruction of CPU Social Work students and for the empowerment of individuals, groups and rural communities to participate in their own development. Project participants include farmers, landless laborers, women, market vendors, fisherfolk, children, in school and out-of-school youth, families, and indigenous communities. (See Appendix B for map location of CPU KC clientele.)

How does the Katin-Aran Center conduct an AIDS campaign among its clientele? It uses its newsletter called Ang Tingug (an Ilonggo word meaning The Voice) to educate its clientele on what HIV/AIDS is and to make them aware of how the virus is spread. The newsletter uses two languages, English and Ilonggo, the language widely spoken in the area. (See Appendix E for the news item in the Ang Tingug.)

The Kapatiran-Kaunlaran Foundation, Inc.

Located in the so-called university-belt area in the heart of the City of Manila, Kapatiran-Kaunlaran Foundation, Inc. (KKFI) boasts of a strategic location which is literally at the crossroads. Going to Quiapo, the main commercial district of the city, and to the universities which abound in the area, means passing through the street in front of KKFI. Hence, the Foundation thought it best to give its share in the AIDS campaign by putting up a billboard on top of its perimeter wall. One cannot avoid reading the message (on what AIDS is and how it is spread in Filipino, the major language of communication in Manila) on the billboard especially when one's ride stops because of the traffic. Those responding to the message on the billboard can get more information by telephone as the organization maintains a telephone counseling ministry. (See Appendix E for the picture of the billboard.)
KKFI also disseminates information on AIDS through its newsletter and its Bulletin of Information. In its management seminars conducted nationwide among various groups of people, it includes information on AIDS in its curriculum. Its clientele are a heterogeneous group - the urban poor, urban senior citizens, street children, the unemployed city folks, the drug abusers, students, and many others.

KKFI is a church-based organization founded by the Methodist women in the 1950's.

Foundation for Health Education and Drug Awareness, Inc.

The Foundation for Health Education and Drug Awareness (FHEDA) is a PHILCADSA-member organization located in Davao City. Committed to raise a generation of healthy and drug-free people, FHEDA has included in its services an AIDS information campaign. Through pamphlets and handouts that the organization distributes, various sectors in Davao City and in the towns and cities of Region X (Northern Mindanao), XI (Southern Mindanao), XII (Central Mindanao) and the Autonomous Region of Muslim Mindanao (ARMM) are informed of what HIV/AIDS is. These printed materials are written in Cebuano, the language most widely spoken of in the area. (See Appendix for samples of these printed materials).

FHEDA also maintains a daily radio program where information about HIV/AIDS is further disseminated. At present, it is conducting a PHILCADSA-sponsored AIDS campaign among prisoners and their spouses, prison officials and staff, in Region XI.

Buas Damlag Youth Foundation of Iloilo, Inc.

Buas Damlag Youth Foundation of Iloilo, because of its commitment to help the youth develop their potentials, has also included AIDS awareness campaign among its many services. Through its radio program and in many seminars and lectures on drug and substance abuse prevention, information on HIV/AIDS is included.

Philippine Woman’s Christian Temperance Union

The Philippine Woman’s Christian Temperance Union (PWCTU), a member organization which also maintains a center for unwed mothers, has a weekly radio program called PROGRAM HELP (Home Enrichment Life Program). Although the program aims to make the parents and children aware of the dangers of drug abuse and to conduct a seminar on the air on the nature and extent of drug abuse, causes and effects and where to refer for immediate problem of drug abuse in the family, PWCTU, in support of PHILCADSA’s Declaration on AIDS and in service to the Filipino family, has also included AIDS information campaign in its radio program. It claims to have a radio audience of one million.

Summary

AIDS is a concern of every segment of society. Civic-minded citizens who are aware of the severity of the problem and its potential to reach epidemic proportion in the near future, take it upon
themselves to be involved in the AIDS campaign. They usually do the campaign through non-government organizations (NGOs) which they serve either as officers or volunteer direct service providers on a part-time basis. The civic-media may be in print and broadcast, and their extent of use depending on the capacity of the NGO doing the service. The campaign is usually an addition to the other existing services that the NGO has already, added because of the NGOs’ concern for the welfare of its existing clientele and of the general population as a whole of the community they serve. The organizational newsletter is usually the most available and an effective medium through which the campaign is made. However, much more effective perhaps is the personal media.

With meager resources available to us working in NGOs, we have come to rely on the media where we are strong: the personal media. The NGOs are the ones who usually have direct access to the target clientele. To be more effective, an AIDS campaign is set up on a personal interactive setting. This personal interactive setting is the facilitator-participant relationship. To quote Dr. Eduardo Roberto (1991), Coca-Cola Foundation Professor of International Marketing at the Asian Institute of Management, a facilitator-participant relationship “captures the spirit of what we want the relationship to be. We want it interactive; two-way and not one-way.”

Personal media has one critical ingredient that is very effective in the campaign - interaction. If the target audience go into a counter-argument (the reason why behavior is not changed despite knowledge of the fatal outcome of acquiring HIV) and of having a well-developed attitude towards sexual practices, a communication medium that allows for a give-and-take exchange, or, in short, interaction becomes a necessary condition.

PHILCADSA has included in its training program for the staff and volunteers of its member organizations a seminar on “Basic AIDS” and “Counseling HIV Positive Persons and Persons with AIDS,” in addition to seminars on “Peer Counseling in the Educational and Community Setting and the Workplace” and “The Use of Teaching Aids in Information Campaign,” in order to equip its human resources with the necessary tools to conduct a drug and substance abuse prevention program and an AIDS campaign in various settings and with different target audience as part of their service to the community which they serve. The Philippine archipelago is composed of 7,000 islands. Its population is approximately 65 million. It has eighty five major languages. The number of AIDS cases it has right now may just be the tip of the iceberg. The country is faced with a potential problem of AIDS that may be difficult to manage given the country’s resources at present. With limited resources available, civic-media may prove to be the most effective form of communication in the campaign against AIDS in a population so seriously threatened yet a vast majority are not aware of the severity of the problem.

Thus trained, PHILCADSA staff and volunteers are enabled to help in the AIDS campaign in their own various ways, be it on a personal or organizational basis, as part of their civic duties as concerned citizens. A review of the job titles and job descriptions of participants of PHILCADSA’s Update on Drug Abuse Prevention, Treatment and Rehabilitation reveal that a number are social workers, some are teachers (they can disseminate information in their classrooms and to their co-teachers and parents), guidance counselors and psychologists, lawyers, community organizers, medical doctors, policemen, etc. They can help in the campaign in various ways: as lecturers; contributors in the newsletters of their respective work organizations or other civic organizations they are involved with.
like the Rotary Club, Inner Wheel, etc.; peer counselors to fellow parents or workers; resource persons in seminars/workshops/meetings; or simply, as concerned citizens interacting with other citizens in the community.

The present program on AIDS of PHILCADSA is designed to enable member organizations to make their own campaign materials, using indigenous materials, and with the personality and culture of their target clientele as a backdrop. PHILCADSA provides the opportunity for them to network with one another. It is our desire that we reach more people and to cover as widely more areas in the country, particularly those with high-risk populations, AIDS-wise. Maximizing the use of various forms of media available to us, and complementing the work of the government and other organizations concerned mainly with the problem of AIDS, we may contain the problem at a manageable proportion.

References


Roberto, Eduardo L. “The Use of Teaching Aids in Drug Information Campaigns,” a lecture delivered during the First Seminar of the Two-Year Update on Drug Abuse Prevention, Treatment and Rehabilitation sponsored by PHILCADSA in June, 1991.

Iloilo City

AIDS woman refused burial

ILOILO CITY — A young woman who recently died of AIDS here has been refused burial at a local cemetery.

The family of Aida, 25, who died March 15, said they have been told by caretakers of Tanza cemetery her body could not be buried there because "it might contaminate the place."

"This is funny. We should protect the living and not the dead," said Dr. Reynaldo So, head of the communicable and infectious diseases at the regional health office.

Dr. So would have forgiven the caretakers for not knowing any better, but deplored the way government hospitals and health workers in Western Visayas have yet to learn to deal with AIDS.

"Many health workers were afraid to go near her. The nurses and other health workers assigned to her complained they were not given gloves and masks to protect themselves from catching the AIDS virus," said the doctor.

Health workers avoided Aida, Dr. So said. Her room was unkempt and nobody dropped by to make her bed during her two-week stay. (PNF)
THE PHILCADSA DECLARATION ON AIDS

The Philippine Council of NGOs Against Drug and Substance Abuse (PHILCADSA), the umbrella association of private, volunteer, non-profit and non-stock organizations involved in the unrelenting national campaign against drug and substance abuse.

Recognizing the WHO 40.26 resolution, Economic and Social Council resolution 1987/75 and the United Nations General Assembly resolution 42/8 on the global strategy for the prevention and control of AIDS;

Endorsing the Philippine National AIDS Prevention and Control Program whose major bases in the national strategies which seek to prevent HIV infection/AIDS; to integrate AIDS education into the existing curricula; and to organize a communication campaign on HIV infection/AIDS;

- Acknowledging that AIDS is a social problem which has reached national and global proportions and now poses a great threat to humankind; and that nationwide and worldwide unity and cooperation are imperative in combating it;

Strongly noting that like most families all over the world, the Philippine family is confronted with problems brought about by riveting social changes, economic pressures and deteriorating moral and spiritual values;

Firmly underscoring the vital need to take a closer look at the family as society’s basic unit to see how it could be an effective vehicle in the prevention of HIV infection/AIDS;

1. Declares that the dissemination on information on HIV infection/AIDS is now an integral part of its total program.

2. Calls on all of its member organizations to embark on a family centered information, education and communication program through the radio, TV and print media to alert families all over the country on the nature, cause and effects of HIV infection/AIDS; prevention and protection measures, health and social assistance to infected and sick individuals; and very importantly, to foster an attitude of understanding and compassion for those infected.

3. Encourages its member organizations and non-members to share with the general public the findings of whatever research studies they are undertaking so they can be guided in combating the disease;

4. Volunteers its expertise in the areas of information, education, communication, training, research, and treatment and rehabilitation, to assure the effectiveness and efficiency of member organizations in their plan of action; and to make available a directory of individuals and organizations to whom infected or sick individuals may be referred.

5. Urges GOs and NGOs to network as they are bound together by a common commitment to address the problem of HIV infection/AIDS; and

6. Affirms its support for WHO and the National AIDS Prevention and Control Program, believing that the impact and effectiveness of our efforts depend, to a large extent, on the high degree of cooperation we can forge among ourselves and other sectors.

Publications
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937 P. Parcades Street
Sampaloc, Manila, Philippines 1066
Tel. Nos. 731-0111 to 14 loc. 17
Fax (632) 732-0917
UPDATE ON AIDS/HIV IN THE PHILIPPINES

According to the National AIDS Prevention and Control Program of the Philippines, male AIDS/HIV-infected persons in the Philippines are older than the counterpart female. Mean age of male AIDS/HIV victims is 32.14 years while the female victims’ mean age is only 25.51 years. For those with AIDS and HIV in the age range 16 to 30 years, there are more female cases in the Philippines from 1984 to June, 1991. However, in the age range 31 to 50 years, there are more male cases. (See Figure 1)

Primary mode of transmission of AIDS is through male homosexual contact (32%), followed by female heterosexual contact (21%), male bisexual contact (19%), and male heterosexual contact (11%). Two per cent of the cases is transmitted through IV drug use. (See Table 2)

HIV/AIDS CASES, PHILS. By Age and Sex
Cumulative 1984-Jun ‘91

HIV infection is mainly transmitted by female heterosexuals (57%) followed by unspecified males (18%). IV drug users account for one per cent of the HIV cases. (See Figure 3)

RECOMMENDATIONS...

9. Emphasis of evaluation should be on both the effectiveness of the programme and the performance of the volunteers. Evaluation could be done in many forms including on-site visit by managers of volunteers, feedback from target groups, questionnaires, reports, etc.

10. As volunteers are the key assets of any NGO, close rapport between management and volunteers should be developed to ensure successful implementation of programmes. Management should also hold personal interviews for revitalizing and reactivating volunteers in order to prevent the ‘burnout’ syndrome.

11. Chief Executive Officers should be informed about the needs and activities of NGOs. They should be convinced that it is in their companies’ staff’s interest to support NGOs to ensure a drug-free workplace. In soliciting funds, credibility and accountability of project proposals are essential.

12. ASEAN NGOs should seek the assistance of the ASEAN Secretariat to establish links and network with national, international agencies and dialogue partners of ASEAN such as the EEC, for technical and funding resources for NGO projects.

PHILCADSA Update
HIV/AIDS MANAGEMENT TRAINING
AND DRUG AND SUBSTANCE
ABUSE PREVENTION PROGRAMMES

Acknowledging that AIDS poses a great threat to humankind and that nationwide and worldwide unity and cooperation are imperative in combating it, PHILCADSA has made dissemination of information on HIV/AIDS an integral part of its total program. It calls on all its member organizations to embark on a family centered information, education and communication program through the radio, TV and print media to alert families all over the country on the nature, cause and effects of HIV infection/AIDS; prevention and protection measures, health and social assistance to infected and sick individuals; and very importantly, to foster an attitude of understanding and compassion for those infected.

With financial assistance from the Commission of European Communities, PHILCADSA is now implementing the HIV/AIDS Management Training and Drug and Substance Abuse Programmes for its member organizations. Starting with a discussion with representatives of member organizations last September 15, 1993 on the implementation of the program, a pre-production workshop was held on January 18-20, 1994. The aim of the workshop was to determine the target audiences, the medium through which the awareness/education campaign will be conducted, and in general, the general messages which will be put across to target audiences.

At present, PHILCADSA, through its supporting member organizations, is producing and validating campaign materials designed to reach the following target audiences:

Prisoners and their families

Campaign materials have been produced and are currently being validated by the Foundation for Health Education and Drug Awareness (FHEDA) in Region XI (Southern Mindanao). The materials are mainly in Cebuano (some materials have English translations), the language in the region and the most widely used language in the Philippines. If found valid in other languages and in other regions, the materials will be used to reach prisoners and their families in other prison cells in the country.

Overseas contract workers

The overseas contract workers (OCWs) of whom the Philippines is known to have about 2 million have been reported to be the number one carrier of HIV/AIDS into the country. They are likely to spread the infection to their unsuspecting families and to the other members of the society in general. The Central Philippine University Katin-Aran Center in Iloilo City (Region 6) is currently gathering demographic and psychosocial data on the OCWs, their families and the community where they live. The materials will be initially made in Ilonggo, the language of the region. If found valid in other languages and in other regions, the same materials will be used in conducting the campaign in other parts of the country.

In-School and Out-of-School Youth

The youth are a high-risk group, HIV/AIDS-wise. A nationwide study revealed that today's Filipino youth initially take tobacco and alcohol at an early age. They also start experimenting in sex while still in their freshmen or sophomore years in high school.

Initially, the materials will be in Ilonggo, the language of communication in Iloilo City, an educational and commercial center in Region 6. The Buas Damlag Youth Foundation of Iloilo spearheads the campaign.

Injecting and other drug users and potential users

The country is reported to have hundreds of thousands of drug users. Marijuana plantations are being reported in more than 50% of the provinces. Authorities blame drug and substance abuse for the heinous crimes which have (continued on page 16...AIDS)
Ninth Update Seminar Held

Participants get warm welcome from RO X and COSDAPP X

The ninth and last seminar of the Update on Drug Abuse Prevention, Treatment and Rehabilitation was held on May 26-29, 1994 for the first batch and on June 16-19, 1994 for the second batch of participants at the Living Springs Resort and Training Center in Baloy, Cagayan de Oro City. The seminar offered the participants opportunities to further hone their knowledge and skills in designing and organizing a drug demand reduction program. From the results of their survey on the prevalence of drug and substance abuse in selected areas in the country, they defended the programs which they designed and deemed to be effective and appropriate in the community where they conducted the survey. On hand to critique their proposals was Mr. Ramon Cayamanda, former Operations Manager and now Consultant of Caritas Manila. Mr. Cayamanda holds a degree in Business Economics from the University of the Philippines and a Master’s in Management degree from the Asian Institute of Management. Dr. Vicentita M. Cervera, Project Director of PHILCADSA, gave the lecture on Strategies for Promoting Sustainability. The participants’ proposal included recommendations for the sustainability of the project being proposed.

Dr. Elmila A. Banico, Vice-President for Trust and Investment and Corporate Affairs of Allied Banking Corporation further equipped the participants with structured activities which could help them implement a peer-counseling program.

A warm welcome greeted the participants at the Cagayan de Oro City airport. A native necklace made of sea shells and a buti fan for a pendant was given to each of the participant by DECS RO-X and COSDAPP X. At the start of the seminar, match boxes in “gay” yellow and “happy” blue with the lettering “9th PHILCADSA Seminar, Cagayan de Oro City” were distributed to each of the participants, gifts from PHIMCO Industries, a maker of matches and the first member organization of PHILCADSA from the industry. PHIMCO has two representatives in the seminar - Deo Fetalvero of Batch 1 and Mercy G. of Batch 2. Major Rogelio Caro, Chairman of the Drug Abuse Prevention and Control Council, made a call to renew ties with PHILCADSA. DAPCCI in Region X is a member organization of PHILCADSA. At least two NGOs in Cagayan de Oro City showed interest in joining the duly recognized national association of NGOs against drug and substance abuse in the country today.

Filipino Families in general

Filipinos are known for their familial values. Family closeness and loyalty to the family are highly valued traits. Nagkaisang Tahanan, Lakas ng Lipunan is a video presentation currently being developed and validated by the Christian Life Fellowship, a member organization located in the National Capital Region, and is designed to reach the entire country through television. PHILCADSA is mobilizing its member organizations to get involved in the campaign. Newspaper editorials blame drug abuse for the recent spate of heinous crimes. HIV/AIDS is predicted to be a major problem of the country by the year 2000. A study made by a faculty member of the School of Economics of the University of the Philippines estimated that the 39 OCWs who died of AIDS had already cost the country US $15 million. If the campaign is not made now, coping with the AIDS crisis and drug abuse will be a losing battle for the Philippine economy.
The Katin-ar-an Center (KC) is a community-based, integrated development program of Central Philippine University. It began in 1976 as the Social Development Laboratory, was later called the Center for Social Development Education (CSDE), and finally became the Katin-ar-an Center in 1988. The center provides an arena for the practical field instruction of CPU Social Work students and for the empowerment of individuals, groups and rural communities to participate in their own development.

Project participants include farmers, landless laborers, women, market vendors, fisherfolk, children, in school and out-of-school youth, families, and indigenous communities. KC has three major programs: Social Development, Rural Productivity, and the Community-Based Health Program. The Social Development Program has three components: Gender and Development, People’s Organization and Leadership Development, and Family Wellness. Co-operative and Entrepreneurship Development along with Agroforestry and Agrarian Reform are included in the Rural Productivity Program. The Community-Based Health Program has as its focus areas the following: Responsible Parenting, Nutrition, Traditional and Alternative Health Practices, Drugs and AIDS/HIV Prevention and Mental Health.

The Katin-ar-an Center is committed to participative development in which the people themselves identify their needs and priorities, make individual and/or group decisions and plans, mobilize internal and external resources, and implement their programs. KC staff serve as catalysts who create the awareness that change is possible, and facilitate those changes with training and management of the chosen projects. All parts of the program participation are done with, not for the people.

The Katin-ar-an Center stands as a national and international model for self-help development because of its steadfast commitment to the successful implementation of these ideas and principles.
FACTS YOU SHOULD KNOW ABOUT AIDS

Update of HIV/AIDS Cases Reported to the Department of Health, Philippines
As of January 1993

Number of HIV/AIDS Cases by Mode of Transmission

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* HIV indicates infection with the virus but not yet with AIDS

WHAT IS AIDS?

- AIDS is an incurable disease which can be passed on by sexual intercourse, infected blood, and by infected mothers to their unborn and newborn children.
- AIDS is caused by a virus which damages the body's defense systems. People who have AIDS die because the body can no longer fight off other serious illnesses.
- Not everybody with the AIDS virus has developed AIDS. But anybody with the AIDS virus can infect others.
- There are no obvious signs that a person has the AIDS virus. They may look perfectly normal and healthy.
- Anyone who suspects that he or she may have the AIDS virus should seek out an AIDS testing center. It is vital for those who have the virus to receive advice and to learn how to avoid passing it to others.
- The AIDS virus can only be passed from one person to another in a limited number of ways:
  - by the blood, semen, or vaginal fluid of an infected person passing into the body of another person. The AIDS virus can therefore be spread by sexual intercourse. It can be passed from man to man, man to woman, woman to man, by the self-injection of drugs. The sharing of unsterilized needles or syringes for the purpose of injecting drugs is another common way in which the AIDS virus is spread.
  - by blood transfusion, if the blood used has not been tested.
  - by an infected woman to her unborn or new-born child.
  - There is a remote risk from sharing toothbrushes and razors, though there are no known cases of the AIDS virus being passed on in this way.
  - It is not safe to use unsterilized equipment for ear piercing, tattooing, facial marking, or acupuncture.
  - A mother with the AIDS virus should continue to breast feed her baby. There is a very small risk that the AIDS virus could be passed on to the baby by breast feeding. But the risks of bottle-feeding a baby are known to be very much greater, especially in a low-income community.
  - It is not possible to get the AIDS virus from being near to or touching those who have the AIDS virus. Hugging, kissing, shaking hands, coughing and sneezing will not spread the disease. The AIDS virus cannot be transmitted by toilet seats, telephones, plates, glasses, spoons, towels, bed linen, swimming pools or public baths.
  - Safe sex means being sure that neither partner is infected and remaining in a mutually faithful relationship with an uninfected partner.
  - The more sex partners you have, the greater the risk that you will be infected.
  - Unless you and your partner have sex only with each other, and are sure you are both uninfected, you should protect yourselves by using a condom (a sheath or rubber).
- The following kinds of sex are much more risky than others:
  -Anal intercourse (in which the penis enters the rectum or back passage).
  -Any sexual practice which causes even slight bleeding.
  -Sex with male or female prostitutes.
  -Sex with any persons who inject themselves with drugs.
  -Drug abuse, involving the sharing of unsterilized needles or syringes by two or more persons, is one of the main ways in which the AIDS virus is spread in many countries.
  -A needle or syringe can pick up a small amount of blood from the person being injected. If that person's blood contains the AIDS virus, and if the same needle or syringe is used for injecting another person without being sterilized first, then the AIDS virus may be transferred to the second person.
  -Self-injection with drugs is in itself dangerous. But because of the additional risk of AIDS, those who do inject drugs should never use another person's needle or syringe or allow their own needle or syringe to be used by anyone else.
  -Those who inject drugs are therefore particularly at risk from AIDS. So are those who have sex with those who inject drugs.
SEMINAR ON HIV/AIDS EDUCATION

by Daisy Panson

Carlyn Sioco, CBHP Coordinator, and Lormie Altomea, Family Wellness Coordinator, attended a three-day seminar on HIV/AIDS in Cebu City sponsored by the Kabahilang Familyang Filipino. The purpose of the seminar was to discuss basic information about HIV/AIDS, identify the socio-eco-psychological implications and issues surrounding the epidemic, identify the roles of Community Volunteers and NGOs in the prevention and control of HIV/AIDS, identify different areas for networking and to make an organizational plan of action to respond to HIV/AIDS issues. As a result of the seminar, KC will conduct an awareness campaign on HIV/AIDS issues in the different barangays covered by KC.

DRUG COUNSELLING SEMINAR

Seven KC staff attended a drug counselling seminar sponsored by the Philippine Council of Non-Government Organizations Against Drugs and Substance Abuse (PHILCADSA) held at UP, Los Banos last April. Several agencies reported on the study of drugs and substance abuse in three selected barangays. Major findings included the discovery that peer influence and family problems are the major causes of this problem. Those who attended were Carlyn Sioco, Glory Jean Adurante, Noemi Oranio, Shirley Jancilan, Jocelyn Funtecha, Lormie Altomea, and Ruth Corvera, Director. Hermie Bacay-Sontillano of the CPU Crisis Center for Women and Children was also part of the group.

HIV/AIDS PREVENTION PROGRAM

Research on HIV/AIDS education for overseas workers in nine municipalities and fifty-six barangays is underway. The study which began on May 16, is being conducted by a University of the Philippines research group headed by Cecile Testano. The research will provide critical information needed to design effective materials for HIV/AIDS prevention and control using under­standable, practical materials. The campaign is directed especially toward those persons and their families who either have already travelled or are planning to travel or work overseas, those who are predisposed to homosexual relationships, and those who are drug abusers.

CREATING A BETTER SOCIETY

"There is hope for the countless lives ruined by drugs and substance abuse, and hope for a drug-free Philippines by the Year 2000." This is the goal of the Philippine Council of Non-government Organizations Against Drug and Substance Abuse (PHILCADSA). PHILCADSA launched its National Fund and Information Campaign last November, 1993. The campaign aims to create a better society, free from drug abuse and other social ills. This goal is supported by both government and private organizations, including the Katinan Center (KC), who recognize the vital need for the prevention of drug and substance abuse.

Another major concern of PHILCADSA is the spread of the deadly disease called AIDS in the Philippines. As a member of PHILCADSA, the Katinan Center aims to increase people’s awareness of this chilling disease that has already claimed the lives of thousands of people worldwide.

In line with its commitment to preventive health care, KC is launching an awareness campaign on HIV/AIDS prevention and control using understandable, practical materials. The campaign is directed especially toward those persons and their families who either have already travelled or are planning to travel or work overseas, those who are predisposed to homosexual relationships, and those who are drug abusers.

HERBAL MEDICINE

Herbal medicine preparation seminars were conducted in four barangays last March and April - Calayo (Cabatuhan), San Carlos and Sta. Rita (Anilao), and Sta. Teresa (San Miguel). Participants who attended gained skills on how to prepare herbal medicine for the treatment and prevention of common diseases.
ANG ANG AIDS?
ITO ANG SUMISIRA SA DEPENSANG KATAWAN
LABAN SA SAKIT. ITO AY WALA PANG LUNAS.

SAMAHING AIDS:
• PAKIPAGTAUSIK SA TAO NG MATA MAY AIDS
• PAGTANGGAP NG DUGONG OILING SA TAO NG MATA MAY AIDS
• PAGGAMIT NG INSERONG GUMAMIT NG TAO NG MATA MAY AIDS
• PAGSUBUNTIS NG BABAING MATA MAY AIDS. MATA SANGIT!

AY MAHINNA!

PAG-IMAS SA AIDS:
• HUWAG MAKIPAGTAUSIK SA IBA'T IBANG KAPAREHA
• MAGING TAPAT SA IBAHAY
• HUWAG TUMANGGAP NG DUGONG HINDI LISTAS SA AIDS
• HUWAG GUMAMIT NG INKSYONG GUMAMIT NG IBA
• GUMAMIT NG "CONDOM".
FACTS YOU SHOULD KNOW ABOUT AIDS

What is AIDS?

AIDS is an incurable disease which can be passed on by sexual intercourse, infected blood, and by infected mothers to their unborn and newborn children.

AIDS is caused by a virus which damages the body's defense systems. People who have AIDS die because the body can no longer fight off other serious diseases.

Not everybody with the AIDS virus has developed AIDS. But anybody with the AIDS virus can infect others.

There are no obvious signs that a person has the AIDS virus. They may look perfectly normal and healthy.

Anyone who suspects that he or she may have the AIDS virus should seek out an AIDS testing center. It is vital for those who have the virus to receive advice and to learn how to avoid passing it to others.

The AIDS virus can only be passed from one person to another in a limited number of ways:

- by the blood, semen, or vaginal fluid of an infected person passing into the body of another person. The AIDS virus can therefore be spread by sexual intercourse. It can be passed from man to man, man to woman, woman to man.
- by the self-injection of drugs. The sharing of unsterilized needles or syringes for the purpose of injecting drugs is another common way in which the AIDS virus is spread.
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Safe sex means being sure that neither partner is infected and remaining in a mutually faithful relationship with an uninfected partner.

The more sex partners you have, the greater the risk that you will be infected.

Unless you and your partner have sex only with each other, and are sure you are both uninfected, you should protect yourselves by using a condom (a sheath or rubber).

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- Drug abuse, involving the sharing of unsterilized needles or syringes by two or more persons, is one of the main ways in which the AIDS virus is spread in many countries.

A needle or syringe can pick up a small amount of blood from the person being injected. If that person's blood contains the AIDS virus, and if the same needle or syringe is used for injecting another person without being sterilized first, then the AIDS virus may be transferred to the second person.

Self-injection with drugs is in itself dangerous. But because of the additional risk of AIDS, those who do inject drugs should never use another person's needle or syringe or allow their own needle or syringe to be used by anyone.

Those who inject drugs are therefore particularly at risk from AIDS. So are those who have sex with those who inject drugs.

Update of HIV/AIDS Cases Reported to the Department of Health, Philippines

As of January 1993

Number of HIV/AIDS Cases by Mode of Transmission

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TOTAL: 2 3 14 285 373

* HIV indicates infection with the virus that may go on to AIDS.
Here are some benefits of AIDS:

1. Many now avoid casual sexual encounters.
2. Survey revealed half of college students said they had changed their behavior in some way because of AIDS.
3. A decrease in multiple sexual partners.
4. Since the disease is fatal, it can reduce sexual offenders.
5. The thousand upon thousands death per year can be another way to solve population explosion.
6. Prostitution is becoming a lousy business, and some sex workers shift to a more decent means of livelihood.
7. Immoral acts now decline in number.
8. It minimizes disloyalty between husband-wife relationship.
9. Several spouses now go home early, unlike before when they tarry somewhere. Nagging wives become happier; their husbands now hand to them full pay envelop.

It's hard to detect an AIDS carrier for even the victim himself may not know he already has the virus not until proven positive in blood test. The victim does not experience change of habit. An AIDS carrier in Edinburgh, Scotland says his sexual habit has not changed. Still he met girls and have sex with many of them infecting perhaps 40 women in 18 months. The greatest public health problem lies in the large number of individuals with a history of high-risk behavior who be spreading the AIDS virus. Those with high-risk behavior must be encouraged to protect others by adopting safe sexual practices; they should get a blood test. (Call your local health department for information on where to get the test.)

It's alarming to think that in spite of information campaign through media and other sectors on the hazard of AIDS, we find many Filipinos who let the prescribed safety precautions fall on deaf ears, or out of ignorance live with misconception about it.

How to protect yourself? The top priority is prevention. It's safe and much effective to thwart the problem before it begins. You've got to prevent yourself from contacts that may lead to contamination of AIDS virus. For instance: by avoiding having multiple sexual partners; by using preventive devise such as condom. But many religious leaders frowned at its saying that the use of condom may encourage free sex. Authorities recommend the best so far: by staying virgin before marriage and mutual faithful within marriage.

It's worth noting that the AIDS problem was discovered sometime in 1979, God had ready instituted preventive measures contained in the Ten Commandments which says; "I shall not commit adultery." A furnication. God's standard moral and health principles, followed to the letter could have prevented or solved the AIDS problem and other social issues making this world a better place to live in.

For now, the best way to solve AIDS is through education a prevention because at the present time cure is not available. Sh these facts and information were. The life you'll save may the members of your family, relatives, neighbors, and friends.

MANNY P. MULLANEDA is the President of the Foundation for Health Education and Drug Awareness Inc., P.O. Box 139, Davao City.