



Republic of the Philippines
PROVINCE OF ISABELA
ILAGAN

PROVINCIAL HEALTH OFFICE

Website Report

“Mag BBB (Bantay Buntis sa Bawat Barangay) Tayo”!

March 29-31 2017

Venue: Sto.tomas, Gamu, Delfin Albano

Community assembly is one of the powerful strategies in health promotion focused on helping individuals learn and develop healthy practices. In the Province of Isabela, the presence of maternal deaths due to pregnancy is a priority concern since this contributes largely towards promotion of a happy family. Building around this premise, the continued conduct of “*Bantay Buntis sa Bawat Barangay (BBB), Ikalawang Yugto*” targeting 10 municipalities conceptualized by the Provincial Health Office is extremely necessary.

Among other significant indicators in Maternal and Newborn Health include ante-natal and post-partum care, especially among adolescent group as these remain as major challenges. Many women only seek pre-natal care during their 3rd trimester missing maternal care during the 1st trimester where risk is most high.

Initially and moving closer to the grassroots, there were three (3) barangays from 3 municipalities (Sto. Tomas, Gamu and Delfin Albano) that the “BBB” strategy was conducted in celebration of Women’s Month. It will be a continuing advocacy project for the months of April to May to commemorate Safe Motherhood Month, one of the DOH featured health events. The project further intends to solicit full cooperation of local leaders who are instrumental to attain better health system in the barangays. Thus, promoting women’s welfare from pre-pregnancy until post-partum periods remain to be the forefront concern. Aside from the pregnant women, the involvement of their husbands, parent leaders, BHWs and the whole barangay are sought to promote active involvement of the whole community towards promotion of maternal health in their community and to intensify management tracking of all women with reproductive age, by utilizing the concept of *T.S.I.S.M.I.S* or “*Tama, Sigurado, Sapat, at Makabuluhang Information System*” as a communication strategy to improve health seeking behaviour through informal discussion of health issues in the barangay.

All the target municipalities will benefit from the activity which consists of interactive lectures, awarding of pregnancy-related prizes from the Q & A session and commitment-setting of Pledges among barangay leaders and health workers.

Indeed, with the “BBB” campaign, maternal and newborn health will soar high to reach its desired health goals in the Province of Isabela!

Sto. Tomas: March 29, 2017



The MCH Coordinator discusses the Maternal Health in Pregnancy



The Barangay Officials and Health Workers oath to protect the welfare of pregnant women



The Assistant AHYD coordinator during the Q&A portion where prizes are given to the participants

Gamu: March 30, 2017



The Municipal Mayor of Gamu gives his opening message to everyone



The Health Education & Promotion Officer (HEPO) discusses the rationale and objectives of the activity among the participants

Delfin Albano: March 31, 2017



Pledge of Commitment for Safe Pregnancy and Delivery among the pregnant women




The participants actively listen to the lectures from the Provincial MCH coordinator regarding rationale and objectives among the participants

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