



Republic of the Philippines
PROVINCE OF ISABELA
City of Ilagan

Office of the Governor

EXECUTIVE ORDER NO. 30

AN EXECUTIVE ORDER CREATING THE HEALTH PROMOTION UNIT IN PROVINCIAL HEALTH OFFICE FOR THE GOVERNANCE AND IMPLEMENTATION OF HEALTH PROMOTION POLICIES, PROGRAMS, AND ACTIVITIES IN THE PROVINCE-WIDE HEALTH SYSTEM OF PROVINCE OF ISABELA

WHEREAS, pursuant to the Republic Act No. 11223, otherwise known as the Universal Health Care Act, the Province-wide Health Systems (PWHS) shall have the following minimum components – a) primary care provider network with patient records accessible throughout the health system; b) accurate, sensitive, and timely epidemiologic surveillance systems; and c) proactive and effective health promotion programs or campaigns;

WHEREAS, the Implementing Rules and Regulations of R.A. 11223 in Section 30 provides that Local Government Units, guided by the Health Promotion Framework Strategy, shall issue and implement effective health promotion policies, programs, and activities that promote health literacy and healthy lifestyle among their constituents, prevent and control diseases and their risk factors to advance population health and individual wellbeing;

WHEREAS, the DOH Administrative Order No. 2020-0042 on Health Promotion Framework Strategy in Province-wide and City-wide Health Systems provides that a Health Promotion Unit (HPU) shall be created in the City/Provincial Health Office (C/PHO) to support the operationalization of health promotion in province/city-wide health systems.

WHEREAS, pursuant to the Executive Order No. 138 s. 2021 that devolves certain functions of the executive branches to Local Government Units (LGUs), the DOH developed its Devolution Transition Plan for FY 2022-2024 which provides the minimum recommendations for staffing complement of public health facilities and health offices in LGUs, including Health Promotion Units (HPUs) in P/CHOs.

WHEREAS, Department of Health Devolution Transition Plan FY 2022-2024 states that Health Promotion Unit under the Health Service Delivery Division (HSDD) of PHO shall be responsible for the implementation of health promotion-related programs, projects and activities, and facilitates coordination among partners, such as but not limited to local government and hospital Health Promotion and Education officers (HEPOs) and Barangay Health Workers as barangay level health promotion officers.

NOW THEREFORE, I, RODOLFO T. ALBANO III, Governor of the Province of Isabela, by virtue of the power vested in me by law, do hereby order the following:

SECTION 1. CREATION AND MANDATE. The Health Promotion Unit (HPU) of Province of Isabela shall be created to support the operationalization of health promotion in province-wide health systems; Relative to this, the HPU shall ensure the development and implementation of health promotion policies and programs in PWHS;

SECTION 2. COMPOSITION. The HPU of Province of Isabela shall be composed of the following staff:

1. DR. ARLENE M. LAZARO	:	PHO I / Head of HPU ✓
2. MARIA VICTORIA C. OCAMPO	:	HEPO III
3. ARLENE D. MARTINEZ	:	HEPO III
4. HARIJHON S. ALABON JR.	:	HEPO II
5. CANDICE Y. GALARPEZ	:	HEPO II
6. LOURDES Z. DELA CRUZ	:	Midwife II
7. MARYGLO V. BANGUG	:	Midwife II
8. MAC COLONEL M. DOMINGO	:	Administrative Officer-H

SECTION 3. FUNCTIONS. The HPU of Province of Isabela shall perform the following specific duties and responsibilities, but not limited to:

- a. Ensure the development and implementation of health promotion policies and programs in P/CWHS;
- b. Prepare and submit Annual Health Promotion and Advocacy Plan to serve as the over-all framework in the implementation of PWHS health promotion activities.
- c. Exercise coordination with local government and hospital Health Promotion and Education Officers (HEPOs) and Barangay Health Workers (BHWs) as barangay-level HEPOs;
- d. Lead health education and risk communication-related activities in the PWHS, including but not limited to social mobilization and advocacy and social and behavior change communication;
- e. Develop appropriate and locally-driven IEC materials for public dissemination in consultation with Provincial Information Office to promote population's health and improve health literacy;
- f. Build local capacity and provide technical assistance on health promotion, including Health Impact Assessment (HIA) and Participatory Action Research (PAR);
- g. Establish a local network of health promotion champions and partners that will support the HPU carrying out its functions;
- h. Monitor and evaluate the implementation of health promotion activities and projects and,
- i. Submit technical and evaluation reports in the implementation of health promotion activities and projects.

SECTION 4. MEETINGS. The HPU shall meet with the Health Promotion Committee (HPC) and CHD-HPU on an annual basis to discuss matters with regard to the implementation, enforcement, and monitoring of health promotion policies, programs, and activities.

SECTION 5. RESOURCE REQUIREMENTS. The Province of Isabela shall integrate resource requirements to support the creation of the HPU and the implementation of local health promotion policies, programs, and activities anchored on the HPFS 2030 and other related plans on health promotion.

SECTION 5. MONITORING. The HPU, in coordination with the Provincial/City Health Board and the HPC, shall regularly monitor the implementation of health promotion policies, programs, and activities within their jurisdiction. A semestral report shall be submitted to the DOH and DILG detailing the status and impact of health promotion-related PPAs.


SECTION 6. CONFLICT OF INTEREST. Members of the Health Promotion Unit shall submit an annual declaration of conflict of interest, so as to avoid conflict of interest in the delivery of primary care services such as tobacco and milk products in keeping with RA 9211

or The Tobacco Regulation Act of 2003, EO No. 51 or the Milk Code, and other types of conflicts of interest.

SECTION 7. SEPARABILITY. If any provision of this Executive Order is declared invalid or unconstitutional, the other provisions not affected thereby shall remain valid and subsisting.

SECTION 8. EFFECTIVITY. This Executive Order is effective immediately.

Done this 9th day of August, 2022


HON. RODOLFO T. ALBANO III
Provincial Governor 