



**TRAINING CURRICULUM  
for COMMUNITY-BASED DISTRIBUTORS**

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## **Integrated Population and Coastal Resource Management Initiative (IPOPCORM)**

The Integrated Population and Coastal Resource Management Initiative (IPOPCORM) is a project designed to improve the quality of life of communities that depend on coastal resources, while maintaining biological diversity and productivity of coastal ecosystems. The purpose of the project is to encourage and support integration of Reproductive Health (RH)/Family Planning (FP) strategies into Coastal Resource Management (CRM) agenda, plans, and models in selected areas in the Provinces of Palawan, Bohol, Cebu, Negros Oriental, Siquijor and Camiguin where population pressures are threatening critical marine habitats. The rationale is based on the fact that the Department of Environment and Natural Resources (DENR) has identified Family Planning as an intervention to reduce fishing efforts and population pressures to sustainable levels. The developmental framework of the IPOPCORM Initiative dwells more specifically on the food security of the community, with the Local Government Units (LGUs), private organizations, people's organizations (POs), non-government organizations (NGOs) and PATH Foundation Philippines working together to implement strategies that address the threats to the food security of the community. These strategies include habitat protection, stopping illegal fishing, and reducing fishing efforts.

The three objectives of the project are to: 1) improve Reproductive Health outcomes among people living in coastal communities, 2) enhance management of coastal resources at the community level, and 3) increase public and policy makers' awareness of population-consumption-environment linkages and solutions to inter-related problems.

The beneficiaries are the fisher-folks and members of their sexual network, the youth, and the entrepreneurs, specifically to address the unmet needs in human sexuality information, education and communication, and Reproductive Health services including STD and AIDS prevention education, contraceptives management, and Family Planning. Similarly, the youth are assisted to become future stewards of the environment, and the entrepreneurs who profit from the natural resources, encouraged to create economic livelihood that are environmentally friendly.

The IPOPCORM Initiative is a community-based initiative. It builds upon the strengths of the community in partnership with the local non-government and government organizations. The thrust is towards being aware and able to take care of their personal Reproductive Health needs and the environment that provides their needs. The strategic step of integrating population and CRM systems aims to maximize the synergy of those working together in partnership for the greater good of the community.

The project is implemented by PATH Foundation Philippines, Inc. (PFPI) in collaboration with the Local Government Units (LGUs) and Non-Government Organizations (NGOs), with support from The David and Lucile Packard Foundation, and other contributors.



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# TRAINING CURRICULUM

## **Purpose**

This curriculum has been designed to assist and guide Community Health Outreach Workers (CHOWs) in training selected Community-Based Distributors (CBDs) of Reproductive Health (RH)/Family Planning (FP) information, education and communication (IEC), products, and services.

## **Content**

The curriculum contains five topics composed of sessions with different lecture-discussion activities. These topics are the following: Topic I: Introduction to the Course; Topic II: Overview of the CBD system and the CBD Model of the IPOPCORM Initiative; Topic III: Social Marketing of CBD Contraceptives; Topic IV: Management Information System; and Topic V: Course Evaluation.

Sessions of each topic have a summary page containing the following: the session's 'Purpose'; total 'Time' allotted; 'Preparation' needed, 'Training Aids' that provides the necessary knowledge required by the CHOWs for the session; and the 'Hand-outs' to be given to the participants.

The summary page of each session is then, followed by the suggested 'Steps' and the 'Trainer's Notes'. The 'Steps' provides the specific guidelines for the trainer to follow in the conduct of the activity. The 'Trainer's Notes' provides additional information needed in doing the steps, possible responses to questions asked during the session, and the main learning points to emphasize. The trainers may modify the 'Steps' in the sessions and adapt these according to the preferences and needs of the trainees, as long as the main learning points and learning objectives are covered.

## **Participants**

The participants can be selected community volunteers or qualified peer educators (PEs) and barangay health workers (BHWs). These participants should primarily be owners/operators of sarisari stores, botika sa barangay, or any commercial stall which can be a potential CBD outlet. Other participants, who attend the training but are not store owners, may become CBDs provided they are willing to stock, sell, and monitor the commodities.

The participants should be able to read and write, and have no reservations about Family Planning and modern contraceptives. The schedule of the training should be adapted to the situations and circumstances of the participants.

### **Facilitators/Trainers**

The trainers for the course are the CHOWs of the NGOs working in the IPOPCORM Initiative. They should initially have undergone the *Training of Trainers on Community-Based Integrated Reproductive Health and Coastal Resource Management*; *Training of Trainers on the CPE Curriculum*; and *Training of Trainers on the CBD Curriculum*.

### **Methodology**

The sessions are a combination of lecture-discussion and plenary session to enable participants to clarify concerns, and develop and discuss strategies to actualize what is learned during the training.

### **Language**

The course can be conducted in Tagalog or any other local dialect. The 'Hand-outs' in the curriculum that can be given to the participants as take-home reading materials are all in 'Tagalog'. These may be translated to the local dialect by the trainers themselves. The trainers may also consider or develop other IEC print materials that are appropriate to the participants for reference.

### **Schedule**

The training can ideally be conducted in one whole day. However, to accommodate the personal circumstances of the participants, it may be done in two days.

A sample of the training schedule is shown below:

<b>Time</b>	<b>1 Day Schedule</b>
Morning Schedule (8:00 am – 12:00 nn) (first half)	Topic 1 Topic 2 Topic 3
Afternoon Schedule (1:00 pm – 5:00 pm) (second half)	Topic 3 Topic 4 Topic 5

## **Venue**

The training venue should preferably be comfortable enough to accommodate a large number of participants. The place should be conducive to learning (i.e., well-lit, good ventilation, not noisy).

## **Evaluation**

Pre- and post-test questionnaires have been included to assess the impact of the training on the participants' level of knowledge and skills with regard to the topics in this curriculum. Questions in the tests are based on the objectives of the course. The purpose of these tests should be explained carefully to the participants. Comparing the results of these tests will provide the trainers with general information about the additional knowledge gained by the participants.

A course evaluation has also been added to assess the effectiveness of the curriculum, and the efficiency with which it was delivered.

## **Preparation**

Guidelines and reminders for the preparation of the course follow the same general directions as that for training CPEs. Please refer to *Training Curriculum for Couple Peer Educators (pages 4-9)*.

## **Use of the Curriculum**

The curriculum has 5 topics that will guide the trainers in training community volunteers to become CBDs of Reproductive Health IEC, products and services. Topics I and V contain the description and direction of the training course as well as its evaluation. Topics II, III and IV contain the necessary information regarding community-based distribution. This curriculum can be fully utilized if other reference manuals produced under the IPOPCORM Initiative are on-hand. Some training aids and hand-outs used in this curriculum can be taken from the: *Community-Based Integrated Reproductive Health and Coastal Resource Management Training of Trainers Manual for CHOWs; Training Curriculum for Couple Peer Educators; and the Training Curriculum for Community-Based Distributors*.

Each 'Topic' is composed of 'Sessions'.

Session            Contains the exercises or activities that will guide the facilitators in training the participants to become effective CBDs

Each 'Session' is composed of the following:

Purpose            States the purpose of conducting the particular session of the training course

Time              Indicates the allowable period of time to conduct the activity, and to summarize and provide feedback

Preparation      Contains the initial activities needed to be done by the trainers prior to the training

Training Aids    Provides the important information and references relevant to the session that equips the trainers with the knowledge and skills required in conducting the session, and also specifies the materials to be used; other sources of reference can be obtained from other related IPOPCORM training manuals

Handouts        Provides the relevant reading materials that can strengthen and reinforce learning of the participants; these can be seen in the manual or in other collateral materials referred to

Steps             Provides the detailed, step-by-step instructions for the trainers/facilitators in conducting the activity

Trainer's Notes   Provides reminders or additional information to the trainers in doing the 'Steps'; also provides the expected scenario or responses of the participants

## **COURSE OBJECTIVES**

### **General Objective**

To increase the understanding and general knowledge of Community-Based Distributors (CBDs) on the mechanics and operation of the community-based distribution (CBD) program utilizing local resources within the community.

### **Specific Objectives**

By the end of the training, participants will:

1. be able to understand the importance of the CBD system in improving the delivery of RH information, products (condoms, pills and DMPA) and services to target audiences in the community;
2. be able to understand the roles, functions and responsibilities of an effective CBD;
3. have a better understanding and appreciation of the CBD approach in improving RH service delivery of the IPOPCORM Initiative among target communities;
4. have acquired new skills in social marketing of contraceptive information, products (condoms, pills and DMPA) and services, including the effective management of the supply and re-supply of commodities;
5. have acquired knowledge and skills in motivating clients and managing CBD outlets;
6. have acquired knowledge and skills in reporting and monitoring commodities distributed;
7. have acquired the appropriate information on contraceptives, particularly oral contraceptive pills, condoms and DMPA; and
8. be able to provide and discuss the use of contraceptives among sexually-active members of the community.

## TOPIC I: INTRODUCTION

### Session 1: Pre-test

#### **Purpose:**

To measure participants' baseline knowledge on pertinent information related to contraceptives management and community-based distribution of RH IEC, products, and services

**Time:** 15 minutes

#### **Preparation:**

- Prepare pre-test questions for the examination.
- Prepare printed copies of the pre-test questionnaires adapted to the level of education of the selected participants.

#### **Training Aids:**

Materials needed:

- Pens or pencils
- Bond paper for photocopying
- Printed copies of the pre-test questionnaire

Reference needed:

- Refer to the sample Pre-test found in the 'Training Aids'

STEPS	TRAINER'S NOTES
<ol style="list-style-type: none"> <li>1. Greet the participants and welcome them to the training.</li> <li>2. Explain that prior to the start of the training, they will each take an examination, which they have to complete in 15 minutes. Clarify that the purpose of the examination is to determine their baseline knowledge on Community-Based Distribution of FP commodities (pills, condoms and DMPA) and not to measure their intellectual capability.</li> <li>3. Emphasize that they should strictly follow the instructions for the examination. They may ask questions if there are instructions and questions in the questionnaire that are not clear.</li> <li>4. Collect the test papers after 15 minutes.</li> <li>5. Explain to them that all of the questions they encountered will be discussed during the training.</li> <li>6. Assure them that you will discuss the answers to these questions after the training.</li> <li>7. Proceed to the next scheduled activity.</li> </ol>	<ul style="list-style-type: none"> <li>• Questions in the examination should be based on the training objectives and the information contained in this manual.</li> </ul>

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## Pre-test Questionnaire

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Barangay: \_\_\_\_\_

**I. Piliin ang tamang sagot:** Bilugan ang letra ng tamang sagot.

1. Ang oral contraceptive pill ay: (answer: a)
  - a) hindi maaaring inumin ng isang taong nasuri at napatunayang may kanser sa atay.
  - b) maaaring inumin ng inang nagpapasuso ng sanggol na may gulang na di-hihigit sa 6 na buwan
  - c) maaaring simulang inumin kahit na anong araw
  - d) maaaring magbigay ng proteksyon laban sa mga sakit na nakakahawa tulad ng Sexually Transmitted Disease
  
2. Ang pinakamabuting paraan ng Family Planning para makaiwas sa pagbubuntis at sa STD ay ang paggamit ng: (answer: a)
  - a) Condom
  - b) Pills
  - c) DMPA
  
3. Ang mga mahahalagang bagay sa 'social marketing' na dapat alamin at pag-aralan ng Community-Based Distributor ay ang presyo (price), lugar (place), uri ng produkto (product) at: (answer: b)
  - a) kung magkano ang kikitain sa pagbenta ng produkto (profit)
  - b) kung papaano maibenta ang produkto (promotion)
  - c) kung sino ang magbebenta (person)
  
4. Ang isang Community-Based Distributor ay kinakailangang: (answer: b)
  - a) magbenta ng pills o condom sa lahat ng bibili nito
  - b) magbigay ng tamang kaalaman ukol sa tamang paggamit ng contraceptive pills, condom o DMPA sa mga nangangailangan nito
  - c) magbenta ng mga contraceptives na galing sa Rural Health Unit



## **Session 2: Getting Acquainted/Expectations Check**

### **Purpose:**

- To establish rapport among the participants
- To know each participant with regard to their expectations from the course

**Time:** 30 minutes

### **Preparation:**

- Prepare beforehand, 2-3 questions that will assist the participants in describing themselves and discussing their expectations from the training. These questions should be printed on manila paper or on the board.
- Write 'Expectations' as heading, on a big piece of manila paper or on one side of the board. This will be used to record the participant's responses.

### **Training Aids:**

Materials needed:

- manila paper
- marker pens or chalk
- masking tape
- scissors

### **Handouts:**

- Provide participants with the names and addresses of all the participants. This can be used for referral purposes.

STEPS	TRAINER'S NOTES
<p>1. Instruct the participants to introduce themselves following the guide questions posted on the board or written on the board.</p> <p>2. List down the participant's answers to questions 'c' and 'd', on the manila paper/board.</p> <p>3. After all participants have finished, thank them for their cooperation. Set aside the recorded 'Expectations' and proceed to the next activity.</p>	<ul style="list-style-type: none"> <li>• Possible questions that can be used are listed below. You may choose some or develop your own, adapted to the participants.</li> </ul> <p>Sample questions:</p> <ol style="list-style-type: none"> <li>a. What is your name?</li> <li>b. Give one word that describes you best.</li> <li>c. What do you wish to learn from this training?</li> <li>d. What do you hope to attain or achieve by participating in the CBD program?</li> </ol> <ul style="list-style-type: none"> <li>• If there is a need, immediately address and resolve the participants' anxieties or concerns that can affect their participation, prior to the start of the training.</li> </ul> <ul style="list-style-type: none"> <li>• The trainer will refer to this list after the training to verify if expectations were met.</li> </ul>

## **Session 3: Overview of the Training Course**

### **Purpose:**

- To familiarize the participants with the objectives, methodology and schedule of the training

**Time:** 15 minutes

### **Preparation:**

- Print on manila paper, the training objectives and schedule.

### **Training Aids:**

Materials needed:

- manila paper
- pad paper
- marker pens
- masking tape
- scissors
- bond paper

Reference needed:

CBD Training Curriculum, page 3 (sample Training Schedule); page 6 (Course Objectives)

STEPS	TRAINING AIDS
<p><b>Presentation of the 'Training Objectives and Schedule':</b></p> <ol style="list-style-type: none"> <li>1. Present the 'General Objective' and 'Specific Objectives' of the training course using the prepared visual aids.</li> <li>2. Compare these objectives with the expectations of the participants. State which expectations will be addressed by the course.</li> <li>3. Present the training schedule to the participants.</li> <li>4. After presenting the objectives and schedule, ask them if they have any questions regarding the training. If none, proceed to the next activity.</li> </ol>	<ul style="list-style-type: none"> <li>• The 'General Objective' and the 'Specific Objectives' are presented in the 'Course Objectives' of this manual.</li> <li>• You can mention that the expectations, which cannot be covered by this training course, could be discussed in future training.</li> <li>• The ideal training schedule can be based on the 'Course Content'.</li> </ul>

## **Session 4: House Rules**

### **Purpose:**

- To create an environment conducive to learning

**Time:** 5 minutes

### **Preparation:**

- Write 'House Rules' or 'Mga Paalala' as heading, on a big sheet of manila paper or on one side of the board. This will be used to record agreements made by the participants.

### **Training Aids:**

Materials needed:

- manila paper
- scissors
- marker pens/chalk
- masking tape

STEPS	TRAINER'S NOTES
<ol style="list-style-type: none"> <li>1. Explain to the participants that you are going to ask them to suggest appropriate 'house rules' to be observed during the training. The participants as well as the facilitators of the training should follow these rules during the conduct of the training.</li> <li>2. Ask a volunteer from the group to suggest a house rule and the reason for such.</li> <li>3. After a particular rule has been suggested, ask the rest of the participants if they accept it. If they don't agree with it, ask for any changes or modifications that will satisfy the majority. If they agree with it, record it on the manila paper/board.</li> <li>4. After all the possible rules have been stated, agreed upon and recorded, post in a place where these can be easily seen by the participants.</li> <li>5. Proceed to the next session.</li> </ol>	<ul style="list-style-type: none"> <li>• 'House Rules' are some guidelines or norms of behavior that should be observed by the participants and facilitators during the training.</li> <li>• Possible answers: <ul style="list-style-type: none"> <li>➤ Listen when someone is talking.</li> <li>➤ Sessions should start on time and end on time.</li> <li>➤ Participants should be on time for the scheduled activity.</li> <li>➤ Participants should feel comfortable to ask questions.</li> </ul> </li> </ul>

## **Session 5: Overview of the NGO's IPOPCORM Project**

### **Purpose:**

- To familiarize the participants with the NGO's IPOPCORM Project in their municipality

**Time:** 15 minutes

### **Preparation:**

- Prepare a 5-10 minutes overview or orientation on the IPOPCORM Project.

### **Training Aids:**

Materials needed:

- manila paper
- pad paper
- marker pens
- masking tape
- scissors
- bond paper

References needed:

- Project Description and Organizational Structure of the NGO's IPOPCORM Project
- Refer also to the sample diagram of a project organizational structure shown in the *Training Curriculum for CPEs*, page 27.

STEPS	TRAINING AIDS
<p><b>Presentation of the 'Project Overview and Structure'</b></p> <ol style="list-style-type: none"> <li>1. Give participants an orientation on your organization's IPOPCORM Project. Limit this to 5 – 10 minutes.</li> <li>2. After the general orientation, ask them if they have any questions. If none, proceed to the next activity.</li> </ol>	<ul style="list-style-type: none"> <li>• This will give the opportunity for Community-Based Distributors (CBDs) to know their importance to the program. This will also give them an overview of the IPOPCORM project in their area.</li> <li>• It is also helpful if the organizational structure of the NGO's IPOPCORM Project is presented. A sample of this can be seen in the <i>Training Curriculum for CPEs</i>, page 27.</li> </ul>



## TOPIC II: OVERVIEW OF THE COMMUNITY-BASED DISTRIBUTION SYSTEM

### Session 1: CBD Overview and the IPOPCORM CBD Model

#### Purpose:

- To discuss with the participants the IPOPCORM CBD program
- To familiarize the participants with the roles and functions of community-based distributors (CBDs)

**Time:** 45 minutes

#### Preparation:

- Prepare visual aids on the salient points of the lecture, on manila paper or meta-cards. Please be guided by the information contained in the 'Training Aids' and in the references indicated below.

#### Training Aids:

Materials needed:

- manila paper
- marker pens
- masking tape

Reference needed:

- Refer to information contained about CBD at the end of this session under 'Training Aids'.

#### Handouts:

- Translate to the local dialect pertinent information for CBDs found in the 'Training Aids' and related references.

STEPS	TRAINER'S NOTES
<p><b>Community-Based Distribution Program:</b></p> <ol style="list-style-type: none"> <li>1. Introduce the topic.</li> <li>2. Post on the board the prepared visual aids. Proceed first with the short lecture-discussion.</li> <li>3. Explain to the group of participants what a CBD program is. Answer and clarify inquiries from the participants regarding this.</li> <li>4. If there are no more questions or clarifications needed regarding what a CBD program is, proceed by asking the participants the question in the right column.</li> <li>5. To answer the question, group the participants into three (3). Give them 10 minutes to answer this. Have their answers written legibly on manila paper. Ask for a representative of the group to read their list.</li> <li>6. After their presentations, summarize the lists presented by the groups.</li> </ol>	<ul style="list-style-type: none"> <li>• Mention the purpose of the session.</li> <li>• Refer to the definition and other information found in the 'Training Aids' – What, How, Why.</li> <li>- <i>After knowing what a CBD program is, what do you think are the functions and roles of the CBDs?</i></li> <li>• Process the groups' responses guided by the information listed in the 'Training Aids' under the respective topics. The IPOPCORM CBD Model Structure can also be used to demonstrate that: <ul style="list-style-type: none"> <li>➤ the roles and functions of the CBD are vital to the implementation of the CBD program</li> </ul> </li> </ul>

STEPS	TRAINER'S NOTES
<p>3. If there are no questions or clarifications needed, proceed to the next activity.</p>	<ul style="list-style-type: none"> <li>➤ technical support and supply of pills, condoms and DMPA for sale will come from the lead agency (PATH Foundation Philippines, Inc.)</li> <li>➤ respective NGOs in selected target municipalities will be the lead recipient of the contraceptive commodities for sale (condoms, pills and DMPA)</li> <li>➤ these commodities will be provided to qualified FP acceptors through trained CBDs and PEs</li> <li>➤ the final recipient of the contraceptive commodities are the FP clients of the target barangays</li> </ul>

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### Community-Based Distribution:

**WHAT:** It is the use of **existing resources** within the community to distribute, deliver, and promote the use of Family Planning information, products and services.

It is called **community-based** because it uses the existing infrastructure within the community. It does not install new distribution systems.

**Existing resources** refer to the product or service distribution mechanism already in place in the community. Examples are: Botika sa Barangay, sarisari stores, or other commercial stalls. These existing mechanisms are effective distribution points of Family Planning commodities. These resources may refer to **Community-Based Distribution Agents (Peer Educators)** and **Community-Based Distribution Outlets (CBDs)**. *(Refer to the definition listed below.)*

**WHY:** The CBD program is done through the use of product/service distribution mechanisms in the community because these:

- are already existing and people in the community know where these are
- already have established relationships with the members of the community
- are often trusted by people around them
- are managed by entrepreneurs who know how to sell, keep inventory, and record sales

**HOW:** CBD system involves an agent (Peer Educator) in charge of informing, educating, communicating, and motivating clients for Family Planning. Agents can also carry free contraceptive commodities for clients who have no capacity to pay.

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### **CBD AGENTS/PEER EDUCATORS:**

Persons mainly responsible for providing information, education, communication and motivation to the Family Planning client (Peer Educator). This person can also function as the direct supplier of free contraceptive products, apart from counseling of FP clients, and monitoring of contraceptive sales (condoms, pills and DMPA).

### **CBD OUTLETS/ CBDs:**

Physical distribution points for contraceptive products within the barangay. This outlet is normally a small sarisari store, botika sa barangay or cigarette stall, etc., owners of which, are willing to carry contraceptive stocks for retail sales to FP clients. The owner or store keeper will also participate in the dissemination of Family Planning information, and stocking and sales of contraceptives.

For wider distribution, multiple CBDs can be strategically placed in the sitio.

### **ROLES AND FUNCTIONS OF THE CBD OUTLETS (CBDs):**

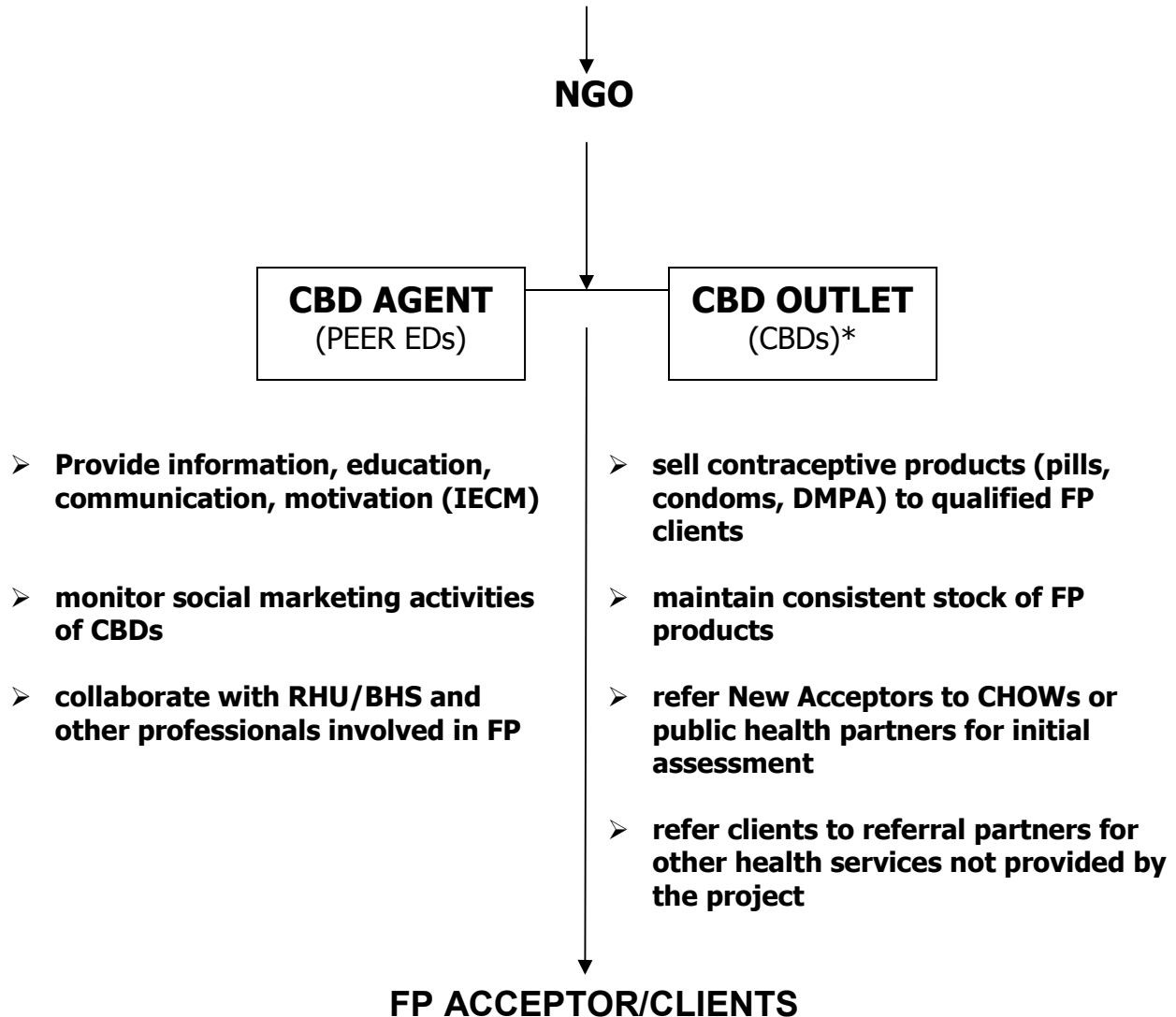
- Sell FP products (pills, condoms and DMPA) to qualified FP clients
- Maintain regular and consistent stock of FP products (pills, condoms and DMPA)
- Make sure that contraceptives are properly displayed and are visible to facilitate sales
- Ensure that contraceptive products are stored properly
- Ensure that price is set according to the suggested price guideline
- Ensure that posters, product dispensers and other point of sales materials are used properly
- Assist in the distribution of other RH products added to the product line at a later stage
- Always maintain good relationships with FP clients and Peer Educators in the community
- Keep a good record of contraceptive sales
- Maintain a 20% buffer stock at all times (while the concerned NGO shall maintain a 30% buffer stock at all times)
- Remit proceeds to responsible CHOW in a timely manner because the funds are needed to purchase additional stock

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(Figure 1)

## IPOPCORM CBD STRUCTURE

**PATH Foundation Philippines, Inc. (PFPI)**



- 3 types of clients:**
- 1) client has no capacity to pay for FP services and commodities and is not willing to pay
  - 2) client has capacity to pay for FP services and commodities but is not willing to pay
  - 3) client has capacity to pay for FP services and commodities and is willing to pay

\* N.B. Refer to Roles and Functions of the CBDs for more information.

## TOPIC III: SOCIAL MARKETING OF CBD CONTRACEPTIVES

### Session 1: Overview of the Social Marketing of CBDs

#### Purpose:

- To enable the participants to understand social marketing of FP commodities
- To enable the participants to understand the 4 Ps in marketing (place, product, price and promotion)
- To equip the participants with the knowledge and information regarding contraceptive products particularly condoms, combined oral contraceptives and DMPA

**Time:** 3 hours and 30 minutes

#### Preparation:

- Prepare on manila paper or appropriate meta-cards, the salient points of the lecture. Please be guided by the information contained in the 'Training Aids' and in the references indicated below.

#### Training Aids:

Materials needed:

- manila paper
- marker pens
- masking tape

References needed:

- Refer to information contained regarding CBD at the end of this session under 'Training Aids'.
- In the discussion of the COCs, condom and DMPA, refer to the *Training Curriculum for CPEs*, particularly COC, pages 108-124; Condoms, pages 86-91; and DMPA, page 99 as your reference in the conduct of the session.

#### Handouts:

- Translate to the local dialect, the pertinent information needed by the participants. Refer to the references listed above as sources of handouts.

STEPS	TRAINER'S NOTES
<p><b>Definition of Social Marketing:</b></p> <ol style="list-style-type: none"> <li>1. Introduce the topic.</li> <li>2. Ask in a plenary how they understand 'social marketing'?</li> <li>3. List their inputs on a manila paper or on the board.</li> <li>4. After all have contributed, summarize what were mentioned by reading the list.</li> <li>5. If no other clarifications are needed, proceed to the next step.</li> <li>6. Explain the relevance of the 4 Ps of Social Marketing to CBD: <ul style="list-style-type: none"> <li>• Place</li> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Mention the purpose of the exercise.</li> </ul> <ul style="list-style-type: none"> <li>• Lead the discussion to the definition below: <p><i><b>Social marketing</b> is the use of commercial marketing principles and techniques to advance a social issue, idea or behavior.</i></p> <p><i>Marketing is not just selling a product. It refers to the complete set of activities involved from the time a product is conceived to the time it is consumed.</i></p> </li> </ul> <ul style="list-style-type: none"> <li>• The 4 Ps are relevant and important in the accomplishment of the tasks of the PEs since they allow the development of a good marketing strategy.</li> </ul>



STEPS	TRAINER'S NOTES
<p><b>The 4 Ps of Social Marketing:</b></p> <p><b>Place:</b></p> <ol style="list-style-type: none"> <li>1. Emphasize the relevance of knowing the <b>place</b>.</li> <li>2. It is important to show the map of the place where the CBDs are located. Point each site in the map and emphasize areas where the participants are assigned.</li> <li>3. Clarify who will be the target audience for the pills, condoms and DMPA.</li> <li>4. After discussing these, proceed to the next.</li> </ol> <p><b>Product:</b></p> <ol style="list-style-type: none"> <li>1. Emphasize why it is important to know the <b>product</b>.</li> <li>2. Mention that the products that will be promoted are the following: <ul style="list-style-type: none"> <li>• Condoms</li> <li>• Combined Oral Contraceptive Pills</li> <li>• DMPA</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• <b>Reminder:</b> In discussing the 4 Ps, start with place, then product, price, and lastly promotion.</li> <li>• Knowing the place of the CBD may indicate how best to reach the clients and gain their trust and eventually counsel effectively. The place can help us understand the people's problems, needs and preferences.</li> <li>• Refer to your project description regarding target clients and number of clients to reach.</li> <li>• Knowledge of the product features can facilitate sales; knowledge regarding resistance is helpful in changing attitudes.</li> <li>• For the discussion of each product, use the reference, <i>Training Curriculum for CPEs, Module III, Session 3</i> as your guide.</li> <li>• <b>Remember:</b> Emphasize the points listed below for each product. These are the necessary information that should be learned by CBDs.</li> </ul>

STEPS	TRAINER'S NOTES
<p>3. Clarify myths, misconceptions and inquiries for each of the products.</p> <p>4. Proceed to the next topic after thorough discussion of all the products.</p>	<p><b>Condoms:</b></p> <ul style="list-style-type: none"> <li>• What is a condom?</li> <li>• Who should use a condom?</li> <li>• How to use a condom?</li> </ul> <p><b>Combined Oral Contraceptive Pills:</b></p> <ul style="list-style-type: none"> <li>• What is it?</li> <li>• Who should use it?</li> <li>• How to use it?</li> <li>• When to refer FP clients regarding pill-use. Discuss at this point the precautions to pill-use, expected side effects, and the danger signs.</li> </ul> <p><b>DMPA:</b></p> <ul style="list-style-type: none"> <li>• What is it?</li> <li>• Who should use it?</li> <li>• How to use it?</li> <li>• Mention also that for clients who want to have bilateral tubal ligation (BTL) or vasectomy, they should be referred to the CHOWs or to the RHU.</li> </ul>

STEPS	TRAINER'S NOTES
<p><b>Price:</b></p> <ol style="list-style-type: none"> <li>1. Emphasize the importance of <b>price</b>.</li> <li>2. Show and explain to the participants the proposed pricing scheme for condoms, pills and DMPA and their corresponding incentives.</li> <li>3. If all clarifications needed have been made, proceed to the next topic.</li> </ol>	<ul style="list-style-type: none"> <li>• Price is a strong selling point. Incentives will attract outlets to participate. See pricing scheme at the end of this session.</li> </ul>
<p><b>Promotion:</b></p> <ol style="list-style-type: none"> <li>1. Emphasize why a <b>promotion</b> is needed.</li> <li>2. It is advised at this point that the plan on the CBD launching be discussed with the participants.</li> <li>3. If no clarifications are required, proceed to the next session.</li> </ol>	<ul style="list-style-type: none"> <li>• Having a plan for the promotion of the product can attract FP acceptors to try the product; effective use of point-of-sales (POS) materials can attract buyers</li> </ul>

## TRAINING AIDS

### PRICING SCHEME

<b>Contraceptive Product</b>	<b>Actual Cost in the Commercial Market (Mla)</b>	<b>NGO Price (Suggested Price given to CBDs)</b>	<b>CBD Outlet (Suggested Retail Price given to FP Clients)</b>
TRUST PILL	35.00	30.00	35.00
LADY PILL	29.50	24.00	28.00
DMPA (with syringe & needle)	107.00	85.00	99.50
CONDOM	6.00	4.50	5.00

## TOPIC IV: MANAGEMENT INFORMATION SYSTEM FOR THE CBD

### Session 1: Reporting/Monitoring Forms

#### Purpose:

- To equip the participants with the knowledge and skills in preparing reports needed to monitor and evaluate the CBD program

**Time:** 60 minutes

#### Preparation:

- Prepare on manila paper or appropriate meta-cards the salient points of the lecture. Photocopy sample reporting forms for distribution to participants.

#### Training Aids:

Materials needed:

- manila paper
- marker pens
- masking tape
- bond paper for photocopying

#### Handouts:

- CBD Forms

<b>STEPS</b>	<b>TRAINER'S NOTES</b>
<p><b>Reporting Forms/Monitoring Forms:</b></p> <ol style="list-style-type: none"><li>1. Provide the group sample forms they need to fill up regularly.</li><li>2. Explain each item of the form. Address concerns and set dates for submission.</li><li>3. Proceed to the next topic when finished.</li></ol>	

## CBD OUTLET REPORTING FORM

Name of CBD Outlet: \_\_\_\_\_

Date	COMMODITIES DELIVERED				COMMODITIES DISTRIBUTED				END BALANCE				AMOUNT COLLECTED				Signature of CHOW/ CBD
	Pills	Condom	DMPA	IEC	Pills	Condom	DMPA	IEC	Pills	Condom	DMPA	IEC	Pills	Condom	DMPA	Total	

## CBD RECORD OF FP COMMODITIES SOLD/DISTRIBUTED

**Name of CBD Outlet:** \_\_\_\_\_

**Location of CBD (Sitio/Barangay/Municipality):** \_\_\_\_\_

DATE	NAME OF CLIENT	AGE/ SEX	FP COMMODITY SOLD/ DISTRIBUTED	QUANTITY OF FP COMMODITY SOLD/ DISTRIBUTED	AMOUNT/ COST	IEC MATERIALS GIVEN	CLIENT'S SIGNATURE (optional)



## Referral Form

### Referral Form

Name of Client: \_\_\_\_\_ Date: \_\_\_\_\_  
Brgy. Address: \_\_\_\_\_ Age: \_\_\_\_\_ Civil Status: \_\_\_\_\_

Referred to: \_\_\_\_\_

Reason for Referral:  
\_\_\_\_\_

Action Taken:  
\_\_\_\_\_

Referred by:  
\_\_\_\_\_  
Peer Educator/CHOW

Received by:  
\_\_\_\_\_  
Designation: \_\_\_\_\_  
Date: \_\_\_\_\_

## TOPIC V: EVALUATION OF THE TRAINING COURSE

### Session 1: Post–test

#### Purpose:

- To measure participant’s level of knowledge post-training
- To assess overall conduct of the course

**Time:** 15 minutes

#### Preparation:

- Prepare printed copies of post-test questionnaire.

#### Training Aids:

Materials needed:

- bond paper for photocopying
- pens
- printed copies of post-test

Reference needed:

- Refer to ‘Training Aids’

STEPS	TRAINER'S NOTES
<p><b>Post-test:</b></p> <ol style="list-style-type: none"> <li>1. Greet participants.</li> <li>2. Explain that they will each take an examination related to their training. Clarify that the purpose of the examination is to determine their level of knowledge regarding the topics learned after the training.</li> <li>3. Also mention that they have to finish examination in 15 minutes.</li> <li>4. Emphasize that they should strictly follow the directions for the examination. They may ask questions if there are items/questions/instructions in the questionnaire that are confusing.</li> <li>5. After 15 minutes, ask them to exchange papers for checking. Let each of the participants read and answer one question in the test.</li> <li>6. After this activity, let them fill out the course evaluation forms.</li> <li>7. Collect forms when participants are done.</li> <li>8. Thank the participants for attending the training. Hand out certificates if these were prepared.</li> </ol>	<ul style="list-style-type: none"> <li>• Ask the rest of the participants after each question is read and answered, whether there still are clarifications that need to be made.</li> </ul>

# TRAINING AIDS

## Post-test Questionnaire

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Barangay: \_\_\_\_\_

### I. Piliin ang tamang sagot: Bilugan ang letra ng tamang sagot.

1. Ang oral contraceptive pill ay: (answer: a)
  - a) hindi maaaring inumin ng isang taong nasuri at napatunayang may kanser sa atay.
  - b) maaaring inumin ng inang nagpapasuso ng sanggol na may gulang na di-hihigit sa 6 na buwan
  - c) maaaring simulang inumin kahit na anong araw
  - d) maaaring magbigay ng proteksyon laban sa mga sakit na nakakahawa tulad ng Sexually Transmitted Disease
  
2. Ang pinakamabuting paraan ng Family Planning para makaiwas sa pagbubuntis at sa STD ay ang paggamit ng: (answer: a)
  - a) Condom
  - b) Pills
  - c) DMPA
  
3. Ang mga mahahalagang bagay sa 'social marketing' na dapat alamin at pag-aralan ng Community-Based Distributor ay ang presyo (price), lugar (place), uri ng produkto (product) at: (answer: b)
  - a) kung magkano ang kikitain sa pagbenta ng produkto (profit)
  - b) kung papaano maibenta ang produkto (promotion)
  - c) kung sino ang magbebenta (person)
  
4. Ang isang Community-Based Distributor ay kinakailangang: (answer: b)
  - a) magbenta ng pills o condom sa lahat ng bibili nito
  - b) magbigay ng tamang kaalaman ukol sa tamang paggamit ng contraceptive pills, condom o DMPA sa mga nangangailangan nito
  - c) magbenta ng mga contraceptives na galing sa Rural Health Unit

## Course Evaluation

Training: \_\_\_\_\_

Date: \_\_\_\_\_

- 1. Magagamit mo ba sa iyong trabaho o personal na buhay ang mga bagay na natutunan mo sa training? Sa paanong paraan?**
- 2. Ano ang mga natutunan mo rito sa training?**
- 3. Ano ang pinakagusto mong bahagi ng training? Bakit mo ito nagustuhan?**
- 4. Meron ka bang di-nagustuhan sa training? Anu-ano ito? Bakit?**
- 5. Ano sa palagay mo ang pwede mo pang gawin para makatulong sa proyekto? Ano pa ang kailangan ninyong tulong para maisagawa ito?**



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