Harnessing Community Participation in Localizing the Millennium Development Goals (MDGs) Using CBMS

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Introduction
1. Pasay City’s Current Activities in mobilizing its constituents to participate in our nation’s global commitment to achieve the Millennium Development Goals (MDGs) of halving the number of world’s poor by 2015.
2. Pasay’s resident population of 304,882 is more than doubled each day by workers reporting for work from other districts and by commuters passing through. Pasay has 201 villages covering a total of 18.5 sq kms, of which 9.5 sq kms are occupied by international and domestic airports. This leaves only 5.5 sq kms for the residents which at present is bulging with a population density of 15,949 persons per sq km. Pasay is a home to 33,207 poor Hhs.
3. The presentation is about Pasay’s little answer to the gargantuan problem of poverty in our country. An ultimate expression of why local governments exist and how they use their resources.

Pasay’s Vision
4. First and foremost, Pasay has a vision. “A scenic, premiere city thriving with business and economic opportunities, guided by dynamic and efficient local leadership and a home to self reliant, healthy and morally upright people.”
5. To realize the vision, Pasay built strategic alliances among the business and civil society sectors. Harnessing the strengths and potentials of this public-private-civil society partnership ascertain the fulfillment of Pasay Vision.

Global Commitment
6. Committed to the said vision and taking action on the Philippine commitment to achieve the Millennium Development Goals or MDGs, Pasay took part in the UN-initiated MDG Localization as one of the 12 pilot cities. Now, Pasay is one of the 14 Resource Cities for MDG Localization.
7. In 2004, the Philippine Business Community acted in response to the MDG Localization. They presented a milestone contribution for the attainment of MDGs thru their square-table discussion. They published, “Responding to the Millennium Challenge: a roadmap for Philippine business”. They presented 4 Areas of Concern where business establishments could apply their corporate social responsibility. They are Poverty, Education, Health and Environment.
8. On the other hand, Pasay’s Response to MDG Localization are:
   - Establish local benchmarks on each MDG target and integrate MDG into City Development Plans
   - Adopt Policies and Programs (to facilitate the achievement of MDGs)
   - Realign existing programs, projects and activities (toward achievement of MDGs)
   - Increase budgetary allocation for MDG-related services
   - Replicate MDG-responsive good practices

Community Based Monitoring System (CBMS)
9. To wage a successful fight against poverty, it is important to know the nature and extent of poverty in the community. To achieve our MDG targets on a per Barangay basis, we use Community-Based Monitoring System or CBMS
Through CBMS, we now know who the poor are, where they are and why they are poor.

- CBMS gauges the living condition of each household in every barangay.
- In CBMS, “Whatever gets measured gets done.”
- Led by the City Planning Office in partnership with the church-based NGOs, CBMS was pilot tested in Bgy 179 in December 2004.
- Then, conducted CBMS in the entire 201 barangays in Pasay.
- Incorporated the Fact-Based Intervention Exchange, a need-solution quick matching system.
- And Popularized MDG through a family-based pledge of commitment and RAFMAS.

10. The CBMS provides us the sex disaggregated lists of Households, No. of unemployed, out of school youth, solo parents, OFWs, etc. CBMS generates poverty core indicators like, HH w/ Income < poverty threshold, HH w/ Inc < food threshold, HH that experienced food shortage, Unemployment Rate, Prop of HH victimized by crime, Elem and High School Participation Rates, Infants Mortality Rate. Malnutrition Prevalence, Maternal Mortality, HH w/o access to safe water, HH w/o sanitary toilet facility, Informal Settlers, HH with makeshift housing, Persons victimized by crime.

11. It also provides us specific indicators like, Household’s dwelling type, HH members who are spiritually active, HH with OFWs, Solo parents, HH with members of the third sex, No. of gays, lesbians, Disabled members, type of disability, Transient residents.

12. Also HH engaged in specific businesses with their specific income (Publishing, Maintenance services, Food services, Entertainment services, Computer and internet services), HH who accessed LGU programs/projects on Gender related issues, Peace and Order/Drug Campaign, Bayanihan Banking Program, Cleanliness projects. And Households with personal computers, mobile phones, tv sets, etc. We now have all these information available. Pasay is the first city in Metro Manila to have this data available at the barangay level. Pasay City Planning Officer is tasked to equip other planning officers to replicate Pasay experience.

13. Each village produced CBMS Databoard highlighting the 14 indicators arranged according to MDGs. The CBMS Output are a) Digitized Bgy Spot Map; b) Disaggregated information on bgy welfare status; c) Community Validated data.

**Fact-Based Intervention Exchange (FBI Ex)**

14. CBMS provides the poverty diagnosis of a barangay. But we all know that a diagnosis without a prescription will frustrate the sick. Along with CBMS, Pasay incorporated the Fact-Based Intervention Exchange (FBI Ex). It is the Prescription. It immediately matches the identified needs (CBMS results) to the list of Solution Providers based on the development indicators. FBI Ex provides the decision makers factual information on needs versus solutions (programs/projects) from Resource Providers, government or private sector.

15. FBI Ex when applied will satisfy both the recipients and the providers. The FBI Ex has 3 Major Outcome Indicators, namely: a) Promotion of People Empowerment; b) Transferability and Sustainability, and c) Efficiency in Service Delivery.

16. Public-Private-civil society partnership is the key to good local governance. To ensure multi-sectoral partnership and promote people empowerment, functional committees and councils shall be in placed evidenced by regular meetings and time-bound workplans/activities.
17. Transferability and Sustainability is ensured by the availability of the following documents: a) small, medium term devt plan, BDP, AIP, LIP; b) Updated village and city profile; budget allocation; c) passage of EO, City Ordinance, Bgy Ordinance.

18. Efficiency in Service Delivery is ascertain by having the directory of resource providers, monitoring and evaluation system and collaboration with similar programs. Reaching the critical mass of targeted population validated its efficient and effective operation. These three FBI Ex Outcome Indicators are applied in every MDG.

19. CBMS automatically identified the Major Problems in Pasay which are Unemployment, High Incidence of Poverty, High Incidence of Subsistence Poor, and High number of children not attending school.

### Pasay MDG Watch

20. Through CBMS, Pasay now have MDG Watch to monitor the city’s progress in attaining the MDGs. It is monitored through a set of core indicators defined by UN and locally rationalized by Pasay in partnership with CBMS.

#### a) The Pasay MDG Poverty Watch

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<tbody>
<tr>
<td>MDG 1: Eradicate Extreme Poverty and Hunger</td>
<td>T1/In1: Proportion Hh with income below pov threshold</td>
<td>2003: 30.4</td>
<td>2015: 22.7</td>
<td>High</td>
<td>13.7 (8,933)</td>
<td>High</td>
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<tr>
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<td>Prop of Hh with Inc Below food threshold</td>
<td></td>
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<td>3.8 (2,497)</td>
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<td>Prop Hh who experienced food shortage</td>
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<td>1.2 (785)</td>
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<td></td>
<td>T1/In4: Prevalence of underweight children under 5 years old</td>
<td>2003: 27.6</td>
<td>2015: 17.3</td>
<td>Med</td>
<td>20 (64)</td>
<td>Med</td>
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#### b) Pasay MDG Education and Gender Watch

| MDG 2: Achieve Universal Primary Education | T 3/In 6: Prop of children 6-12 yrs old not attending elem school | 2003: 9.9      | 0            | Low             | 22.1 (8,216)       | Low              |
|                                          | T 3/In 6: Prop of children 13-16 yrs old not attending high school | 0              | Low          | 29.7 (5,709)    |                     |                  |
|                                          | T 3/In 7: Prop pupils starting grade 1 who reaches grade 6          | 2002: 69.8     | 100          | Low             |                     |                  |
| MDG 3: Promote Gender Equality          | T 4/In 9: Ratio of girls to boys in primary education                | 2002: 110      | 2015: 100    | High            |                     |                  |
|                                          | T 4/In 9: Ratio of girls to boys in secondary education              | 2002: 110      | 2015: 100    | High            |                     |                  |
|                                          | T 4/In 10: Ratio of literate females to males of 15 to 24 year olds | 2000: 100      | 2015: 100    | High            |                     |                  |

#### c) Pasay MDG Health Watch

| MDG 4: Reduce Child Mortality          | T 5/In 13: Prop of children 0-5 yrs old who died                   | 2003: 42       | 2015: 26.7   | High            | 0.2 (64)           | High             |
|                                          | T 5/In 14: Infant Mortality Rate                                   | 2003: 30       | 2015: 19     | High            |                     |                  |
|                                          | T 5/In 15: Prop of 1 yr-old children                               | 2002:          | 2015:        | Low             |                     |                  |
| MDG 5: Improve Maternal Health | T6/In16: Proportion of women who died due to pregnancy related causes | 1998: 172 | 2015: 52.3 | Med | 0.3 (18) | High |
| MdG 6: Combat HIV/AIDS, Malaria and other Diseases | T6/In17: Prop of births attended by skilled health personnel | 2001: 69.1 | 2015: 52.3 | High |
| | T7/In18: Condom use rate of the contraceptive prevalence rate | 2003: 1.9 | Inc | Low |
| | T8/In23a: Prevalence associated with TB | 2003: 143.7 | 2015: 0 | Med |
| | T8/In23b: Death rate associated with TB | 1998: 37.4 | 2015: 0 | Low |
| | T8/In21a: Prevalence associated with Malaria | 2002: 50.3 | 2015: 0 | High |

**d) Pasay MDG Environment Watch**

| MDG 7: Ensure Environmental Sustainability | T11/In32a: Proportion Hh living in makeshift housing | 6.5 (4,218) | Med |
| | T11/In32b: Prop of Hh who are squatters | 2000: 18.8 | Inc | Low | 3.7 (2,440) | Med |
| | T9/In30: Prop Hh without access to safe water | 2002: 20 | 2015: 13.5 | High | 1.8 (1,160) | High |
| | T9/In31: Prop Hh without access to sanitary toilet facilities | 2002: 13.9 | 2015: 16.2 | High | 2.7 (1,787) | High |

**e) Pasay MDG Partnership Watch**

| | T18/In47: Prop of Hh with land and mobile phones | | | | 68.61 (44,673) | High |
| | Prop Hh who owns personal computers | | | | 15.9 (10,347) | Med |
| | Prop of Hh with television set | | | | | |

21. MDG Watch showed that the unemployment rate in Pasay is 19.8% or 21,760 unemployed. Its proportion of Households with Income below poverty threshold is 13.7% or 8,933 Hhs.

22. The FBI Ex applied in addressing Unemployment and High Incidence of Poverty are the following: a) PESO conducted Massive Job Fairs resulting to the hiring of 6,380 applicants from July 2005 to April 2006. Unsuccessful applicants are equipped through TESDC.

23. To ensure high efficiency and sustainability, Pasay enacted City Ordinance 3522 s-2005 requiring 60 % of total work force of any given company within the city limits shall be residents of Pasay City.

24. Also on Policy Making: Facilitated the legislation of the following City Ordinances
   - Created TESDC, a consortia that equips and prepares Pasay residents for immediate employment. TESDC together with TESDA facilitate the linkage of the ill-equipped job seekers and the demand-oriented training providers. Of which Call Center-related jobs are the priority.
• SMEDC, a consortia that enables Micro-entrepreneurs to participate in the actual market playing field, and strengthens Small and Medium Enterprises to sustain their growth.

Other FBI Ex
25. Other FBI Ex to address unemployment and high incidence of subsistence poor are the following: a) for the Overseas Filipino Workers (OFWs) - Created 16 OFW Bayanihan Savings Groups in partnership with CDO and OWWA for Groceria Project, a mini-mart owned and operated by active and inactive OFWs and OFW dependents; b) Bayanihan Peoples’ Mart, a supermarket owned and operated by at least 500 Bayanihan Savers; c) For the underprivileged but talented Pasay residents, we have the Animation Training Center, a train now, sure job, pay later program in partnership with the Animation Council of the Philippines; d) Savings for the poor through the Bayanihan Banking Program is on-going; e) YESO or Youth Empowerment thru Self-help Operation Program inculcates positive values and entrepreneurship among public high school students.

26. On Education, in one village, Bgy 179, CBMS result showed a high of 123 out of 943 children do not attend school for various reasons. Pasay CBMS MDG Watch registered 8,216 children ages 6-12 yrs old not attending elementary school and 5,709 children not attending high school. CBMS generated the list of households having 6-16 year-old children not attending school in village 179.

27. The FBI Ex done through public-private partnership are the following:
• Scholarship Program by St. Vincent Foundation availed by 100 families: Free tuition fees, school supplies, uniforms, and monthly allowance, etc,
• SPECS (Daycare Center scholarship): Free school supplies
• Rotary Club expressed desire to help
• Faith-based groups donated schools supplies to 200 indigent children
• Scholarship programs sponsored by city officials (Vice Mayor, congresswoman, Bgy Allocation)

28. On MDG 7. Makeshift Housing addressed thru PCIACH for MDG7/11 and keeping the city clean handled by our Solid Waste Management Department.

29. On MDG6, HIV-AIDS Program thru Local AIDS Council. TB, Malaria and other infectious diseases handled by CHO

30. MDG 8, Public-Private-Civil Society Partnership is handled by our Business Development Officer thru a regular Business Forum. Local Development Council (LDC) and Area Development Council (ADC) meetings are handled by our City Planning Officer also through regular relevant consultation meetings.

31. Also on MDG 8, Adopt a Tribe Movement. Each City Caring for Each Tribe will address the plight of our IPs considered as one of the poorest of the poor groups.

32. MDG Localization is basically the rallying point. It is a tool that brings the business sector and the government sector together to achieve a common goal. They, as duty bearers, provide conducive atmosphere to facilitate the access of services resulting to MDGs attainment.

33. In our fight against poverty, PASAY CITY sees that the families have a major role in achieving the MDGs. Family, as the society’s smallest unit can be one of the most powerful forces in combating poverty. Pasay believes that “Strong family means Strong City and Strong Nation”. Pasay in partnership with the Brotherhood of Christian Ministers in Pasay, embarks into localizing MDG in every family.
34. A consultation meeting with UN habitat, Commission on Human Rights, and other agencies resulted to Pasay designing a Family-based MDG Pledge of Commitment aimed at encouraging household members to achieve MDGs in their own families at their own level. The 8 global MDG statements are translated into Family MDG statements which are simple and easy to understand.

35. The OBJECTIVE is to mobilize the families as the advocates, promoters, and achievers of MDGs in the community. While the LGU and the Business Community provide a conducive political and legal atmosphere as well as doable programs to facilitate the attainment of MDGs by families.

Family-based MDG
36. Global MDG 1: Eradicate Extreme Poverty and Hunger. Family MDG 1: “One Family one job plus savings”. Each family aims to have at least a job plus savings.
37. Global MDG 2: Achieve Universal Primary Education. Family MDG 2: “All children are going to school”. The parents shall see to it that not one of their school-aged children do not go to school.
39. Global MDG 4: Reduce Child Mortality. Family MDG 4: “All my children are healthy”. Not again, shall we see infants die because of malnourishment.
40. Global MDG 5: Improved Maternal Health. Family MDG 5: “Healthy pregnant mother is a must”. No more mothers die because of pregnancy related causes.
42. Global MDG 7: Ensure Environmental Sustainability. Family MDG 7: “Care of own home and environment”.
43. Global MDG 8: Develop Global Partnership for Development. Family MDG 8: “Each family belongs to an organization in the community”. Encouraging everyone to get involved in community development.
44. Each Family MDG Pledge of Commitment sheet has a list of solution providers arranged according to MDGs with their contact numbers at the back.
45. Family MDG pledge of commitment is recited during the CBMS community validation or Barangay Assembly led by the Bgy Captain and at the Bayanihan People’s Congress at Cuneta Astrodome led by City Mayor Trinidad. More than 10,000 Committed Family members affixed their signatures together with their witnesses. The more families expressed their MDG commitment, the nearer we are in achieving our goals.

The Family MDG Watch
46. The Strategy is to a) Orient and partner with the existing organizations, associations, churches (formal or informal) in the community on the Family MDG; b) The organization conducts Rapid Family MDG Assessment or RAFMAS among its member families to know the poverty status of each family. Then, the organization solicits the commitment of their members using the Family MDG Pledge of Commitment; c) The organization periodically measures and monitors family poverty status’ progress using the RAFMAS and facilitates the linkage of needy families with appropriate programs/ projects offered by the Service Providers (Business and Government Sectors).
47. Note that the
   - Strength of the organizations and churches depends on the strength of their individual
     member-families.
   - Families should aim to achieve the MDGs at their level.
   - The organizations or churches having the right linkage with the business and
government sectors become the channels of services to their members.
   - The organization becomes the solution provider to their member-families
48. Pasay believes that families can triumph over poverty in our country.
   - History tells us that families have survived even the worst and fearful conditions ever
     experienced by men.
   - Strong families with positive values can contaminate and influence others
49. In Pasay: “Strong Family Makes a Strong City and a Strong Nation”. Pasay’s CBMS,
FBI Ex and Family-based MDG Localization demonstrate that the potential effect of
harnessed resources is greater than individual thrust. Pasay calls it “BAYANIHAN”. It is
the synergy that will surely translate the MDGs from ASPIRATIONS to ACTION.
50. In Pasay, diligent claimholders (the families & households) and the duty bearers (the
public servants and socially responsible businessmen) working together for growth and
development guarantees the making of a real gateway cyber city, the pride of the People
of Pasay.