



SOCIAL DEVELOPMENT RESEARCH CENTER UPDATE

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NEW PROJECT GRANTS AT SDRC

The Social Development Research Center recently received grants to pursue research in two diverse areas—childhood care and corporate reputation.

The first, with support from UNICEF and Plan International, Inc., is a study on the “Development of a Capacity Assessment Tool on Early Childhood Care and Development (ECCD) in Disaster Risk Reduction and Management.” The project seeks to develop a tested tool for assessing the capacity of service providers, parents, children, and community members to extend ECCD services and programs before, during and after emergency situations. The project also seeks to use the tool to assess the capacity of ECCD service providers in a representative sample of communities. The results of the assessment will provide the basis for policy recommendations to be submitted to national and local government units. Project leader is Behavioral Sciences faculty member Leah Veneessa Valbuena, with co-faculty Ma. Teresa De Guzman and Dindo Café as project team members.

The second, “Kraft Foods Philippines: 2011 Corporate Reputation Survey,” funded by Kraft Foods (Philippines), Inc., aims to 1) define the degree of association between the product and brands carried by Kraft Foods Philippines and the company; 2) outline

key global indicators to the measure of reputation; 3) assess Kraft Foods Philippines' performance in reputation indicators relative to key food and beverage companies in the Philippines; 4) describe socio-demographic variables closely associated with the assessment of Kraft Foods Philippines' reputation; 5) identify key indicators of reputation most important to Filipino consumers; and 6) determine whether Kraft Foods Philippines' reputation performance influences consumer preference and purchase. Project director is Leah Veneessa Valbuena with SDRC Director Ferdinand Dagmang as consultant, and Behavioral Sciences faculty members Enrico Baula as co-investigator and Graeme Ferdinand Armechin as statistician.



Contract signing for the project “Development of a Capacity Assessment Tool on Early Childhood Care and Development (ECCD) in Disaster Risk Reduction and Management” between SDRC and UNICEF

SDRC Director Conducts Research Presentation on Urbanization and Childbirth Practices in RP

SDRC Director Ferdinand D. Dagmang conducted a presentation on “Urbanization and its Impact on Childbirth Practices in the Philippines” for the CHED Zonal Research Center on October 4 at the Angelo King International Center. The workshop was held under CHED's Zonal Research Program to provide research inputs for the zone's development needs. Participants from Colegio de San Juan de Letran, Lyceum of the Philippines University, Arellano University, FEATI University, San Beda College, and Philippine Women's University attended the one-day workshop.

To provide the participants with a perspective of the research topic, Dr. Dagmang spoke on the approach that was being adapted as guided by a theory of Impingements. He further explained that the study “assumes that the task of context reconstruction will pave the way for the discovery, analysis, and interpretation of the problems of impingements and their observable presence in childbirth practices.” The participants were later given a choice of possible areas of study that they could pursue as teams: History of Urbanization and Childbirth Practices in the Philippines;

The Impact of Urban Practices on Traditions; A Comparison Between Various Childbirth Practices (Conventional, Alternative, and Indigenous/Traditional); Case Studies (Ethnography) on Childbirth Practices; or The Nature of Alternative Childbirth Practices (cf. Lamaze Method).

The workshop concluded with remarks from DLSU CHED-ZRC Assistant Director Louie Montemar, who took the opportunity to clarify issues regarding copyrights and authorship, and expressed his hope in the success of the team endeavors in this program.



SDRC Staff Attend Local Governance Policy Forum



Members of the SDRC Core Staff represented the Center at the Local Governance Policy Forum convened by the Department of the Interior and Local Government on October 18, 2010 at the Heritage Hotel in Pasay City.

Coordinator for Research Dissemination and Publication Connie Maraan and SDRC Secretary Lolita Rosell attended sessions on “Improving Local Fiscal Capacities,” which aimed to provide a venue for discussing and addressing issues and concerns on Local Fiscal Resource Mobilization to further enhance local autonomy; “Addressing the Plight of the Informal Settlers,” which sought to gather policy-makers in urban/local development and informal settlers to discuss and chart ways and means of addressing the plight of the latter; and “Strengthening Collaboration to Address

Human Trafficking,” which involved addressing human trafficking with the end in view of thoroughly understanding the problem and resolving it comprehensively.

The policy forum was conducted as part of the year-long celebration of the 20th anniversary of local autonomy in the Philippines. Dubbed as “Biyaheng Pinoy: Tapat na Palakad, Bayang Maunlad,” the 20th anniversary program involves a series

of activities at the local and national level. These activities aim to contribute to the broader valuation of local autonomy towards national development, and to increase awareness of the general public on local governance issues by conducting different activities with the participation of various stakeholders.

The forum concluded with an inter-active plenary session that included a presentation of the proposed Local Governance Code Amendments from the perspective of LGUs; a response and legislative agenda of Congress; and the reaction from a multi-sectoral panel. The proposed legislative agenda, dubbed as “10-10-10” and to be handed over to President Benigno Aquino III, is composed of 10 Gains for LGUs; 10 Lessons after a Decade of the Passage of the LG Code; and the proposed 10 Amendments.

Publications Staff Attend Newsletter Editing Seminar

SDRC Coordinator for Research Dissemination and Publications Connie Maraán and Resource and Information Assistant/Creative Artist Maria Catherine Domingo attended the short course on “Editing a Corporate Newsletter Today,” conducted by the DLSU Continuing Education Office on February 26, 2011 at the 21st floor of the Bro. Andrew Gonzalez Building. The course was intended to provide participants a look at and appreciation of standards in editing and managing the corporate newsletter to make it purposive, effective, and at par with professional standards.

Resource person for the short course was Ms. Ritzi Villarico Ronquillo, APR, a broadcast

communication graduate of the College of Mass Communication of the University of the Philippines. She spoke from her personal experience as a long-time corporate editor, particularly for the Meralco Newsletter. Having been in the communication profession for 31 years, Ms. Ronquillo is currently Regional Director for North Asia of the International Association of Business Communicators (IABC), and Vice President of IABC Philippines.

The short course was attended by corporate editors, writers, newsletter contributors and staff members involved in corporate publications.

SDRC Core Staff Attend SERP-P Members Meeting

Members of the SDRC Core Staff attended the meeting of members of the SocioEconomic Research Portal for the Philippines (SERP-P) of the Philippine Institute for Development Studies on November 4 at the Carlos P. Romulo Hall of the NEDA Building in Makati. Coordinator for Research Publications and Dissemination Connie Maraán and Resource and Information Assistant Catherine Dacillo-Domingo represented the Center at the meeting, which discussed the different ways in which the portal can be useful, and features of the enhanced SERP-P.



SERP-P seeks to develop and maintain an electronic repository of completed, ongoing and pipeline research conducted by PIDS and other major research institutions; and to disseminate the availability of and key information about research materials and studies required for the formulation of national development plans and policies. SDRC is one of 43 members currently participating in the network.

Mangyan School Project Undergoes Review

The longest-running project undertaken by SDRC, involving the Pundasyon Hanunuo Mangyan School, is currently the subject of a review to assess the viability of continuing the project. Operations have been suspended since 2009 due to internal conflict between the Mangyan tribes. While data seem to validate the relevance of the project, a re-assessment will determine the impact of the school on its beneficiaries, the Mangyan culture, and specifically the Bulalacao community. DLSU through Chancellor Br. Ricky Laguda, FSC has given SDRC Director Ferdinand Dagmang the mandate to appoint and organize a Task Force for the purpose of this re-assessment.

SDRC has devoted decades of work to assisting the Mangyans and raising their standard of living through upland development initiatives. However, documents are lacking and initiatives to teach the Mangyans to be self-sufficient have been inadequate. The need to propose long-term steps to ensure the sustainability of the PHMS programs must now be addressed.

The PHMS Review thus seeks to gather pertinent documents to establish the viability of the project; ascertain the relevance and impact of the study through a designed assessment tool; propose



fiscal management strategies and self-sustaining/income-generating programs to ensure the feasibility of continuing the project; review the basic education curriculum offered and assess its re-alignment with DEPED basic education requirements; and identify concrete steps in managing, controlling and supervising PHMS if it is decided that it will fall under LASSO supervision.

Project researchers Rica Ancheta and Graeme Ferdinand Armechin, and administrative assistant Lyndia Navarro, made the first visit to the PHMS in Sitio Bulalacao, Oriental Mindoro, from February 24 to 26, 2011. Findings and recommendations for PHMS will be submitted by the Task Force during the third term of AY 2010-2011.

Dengue Researchers Attend Workshop and Meeting in Koh Chang

Ysadora F. Mendoza, researcher for the SDRC project “Eco-bio-social Factors of Vector Density in Developing an Effective Approach to Dengue Control in the Philippines, Phase 2,” attended the “Final Data Analysis

Workshop and Community of Practice (CoP) Meeting for Research Teams Participating in the World Health Organization Special Programme for Research & Training in Tropical Diseases (WHO-TDR)/International

Development Research Centre (IDRC) Research Initiative on ‘Eco-Bio-Social Research on Dengue in Asia’” conducted in Koh Chang, Thailand from January 24 to 28, 2011. The workshop was conducted with the aim of providing a workspace for single and cross-site analysis of data from Phases I and II of the project; finalization of technical reports; and the development of a first draft of single-site and cross-site publications.

Associate Vice Chancellor for Research and Learning, and Dengue Control project director, Jesusa M. Marco, meanwhile, was invited to participate in the 1st Ecohealth Network Asia meeting, held at the same venue from January 29 to 31, 2011 immediately following the workshop. To build up a sustainable “Ecohealth Network” in

Asia, a core group of key researchers from different networks working within the Asian Region was needed to meet face-to-face and to brainstorm on relevant key issues. The core

researchers included representatives from various research networks in Asia, as well as other key ecohealth researchers who were located in the Asian region and did not belong to any existing networks. The brainstorming focused on an integrative “Ecohealth Network”

in Asia; a regional chapter of

the International Association for Ecology and Health (IAEH); capacity building in ecohealth through research and training; and regional communication and information sharing among “Ecohealth Network” country members. Dr. Marco participated in the meeting as co-principal investigator of a new collaborative (Department of Health-Research Institute for Tropical Medicine-DLSU) IDRC-supported project on “Application of the Eco-Bio-Social Approach to Emergency Infectious Diseases in SEA Global Hot Spots,” to discuss details of the said multi-country study with other countries involved.

Both events were hosted by the Center of Excellence for Vectors and Vector-Borne Diseases, Faculty of Science of Mahidol University at Salaya.



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Social Action Exhibit Marks Lasallian Action Week

SDRC together with the La Salle Institute of Governance represented the College of Liberal Arts research centers in a social action exhibit held during Lasallian Action Week. The celebration was held from November 15 to 20, 2010 and had as its theme “Tungo sa Sentenaryo: Lasalyano Patuloy sa Maka-Diyos at Makataong Panlipunang Pagbabago”. The week's activities, which were planned by the Center for Social Concern and Action and the Lasallian Pastoral Office, emphasized aspects of Lasallian spirituality and its manifestation through different forms of social action engagement with the community and with institutional partners.

Social action and community-based outreach interventions that were featured in SDRC's contribution to the exhibit were the projects “Agroforestry and Sustainable Vegetable Production in SEA Watersheds: Market and Gender Components of TMPEGS Philippines”; “Assessment of the Child and Family Welfare System in the



Philippines”; “Eco-Bio-Social Factors of Vector Density in Developing an Effective Approach to Dengue Control in the Philippines”; “Forced to Flee by Nature: Perceptions and Experiences of Displaced People in a Rural Philippine Municipality”; “Paths to Social Integration and Participation for the Youth in the Philippines and in Asia”; “Piloting a Participatory Process and Tool to Establish IP Household Database for Ancestral Domain Claim”; and “Women and Sustainable Technology: Scaling Up Vermicomposting Among the Talaandigs”.

Dengue Researchers Attend Workshop and Meeting in Koh Chang, from page 6

The multi-country EBS initiative in Asia has been conducted through a collaboration between TDR and IDRC to develop “Innovative Community-based Ecosystem Management Interventions for Improved Dengue Disease Prevention in Asia,” based on an already successful collaboration with pilot studies in Latin America. The initiative and results of the first phase (involving a situational analysis) of the project, which were prepared by six study teams, have been published and the five-day Koh Chang workshop enabled the study teams to finalize the work on the second phase, analyzing the process and impact of community-based intervention packages tailored around the results of the first phase.

SDRC Participates in the 4th DLSU Arts Congress



Rendering their version of the Visayan harana “Usahay,” the Director and Staff of the Center participated in the 4th DLSU Arts Congress held on February 16 and 17, 2011 at the Teresa Yuchengco Theater. The harana was part of the Afternoon of Performances that capped the Arts Congress, which had as its theme “Culture and Arts in Nation-Building.” The annual event is sponsored by the Office of Associate Vice Chancellor for Research and Learning Dr. Jesusa Marco.

In Remembrance

The director and staff of the Social Development Research Center mourn the loss of former research fellow Cristela Goce-Dakila, who passed away on January 29, 2011.

An associate professor of the Department of Economics of the DLSU School of Economics, Telly, as she was known to colleagues, joined the University in 1988. At SDRC she was project director for the study “Health Care Financing System for Surigao del Norte” conducted in the late 1990s, and most recently was a research associate for the project “Assessment of the Child and Family Welfare System in the Philippines” completed in 2009. Upon obtaining her Doctor of Engineering degree in 2007 from Kumamoto University in Japan, she also became active in pursuing research in the areas of transport economics and urban mobility.

She is survived by her husband, Francis, and sister Aida.



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