

SOCIAL DEVELOPMENT RESEARCH CENTER

2010-2011

annual report



Annual Report

2010-2011



**SOCIAL DEVELOPMENT RESEARCH CENTER
DE LA SALLE UNIVERSITY-MANILA**

COPYRIGHT © 2011

Social Development Research Center
De La Salle University-Manila

Editor/Writer: Connie Jan Maraan
Creative Design/Layout: Maria Catherine Dacillo-Domingo

DIRECTOR'S MESSAGE i

RESEARCH DISSEMINATION AND PUBLICATIONS

Anniversary Program Features Forum on Kraft and Peace Corps Project 1

AUN Representatives Visit SDRC 2

Social Action Exhibit Marks Lasallian Action Week 3

Green Ventures Pilot Project Announced during Fellows' Meeting 4

SDRC Participates in Family Planning Health Promotion Fair 5

RESEARCH PROJECTS

Poverty and Social Protection/Social Inclusion

Development of a Capacity Assessment Tool on Early Childhood Care and Development (ECCD) in Disaster Risk Reduction and Management 6

Seeds of Change 30/15 Being Poor, Becoming Non-Poor: Perspectives, Evidence and Insights 7

Forced to Flee by Nature: Perceptions and Experiences of Displaced People In a Rural Philippine Municipality 9

Health Outcomes and Policy/Family Health/Population

Eco-bio-social Factors of Vector Density in Developing an Effective Approach to Dengue Control in the Philippines Phase II 10

Rural and Urban Development/Sustainable Development and Social Change

Piloting a Participatory Process and Tool to Establish IP Household Database for Ancestral Domain Claim 11

Women and Sustainable Technology: Scaling Up Vermicomposting Among the Talaandigs 13

Agroforestry and Sustainable Vegetable Production in SEA Watersheds: Market and Gender Components of TMPEGS Philippines 15

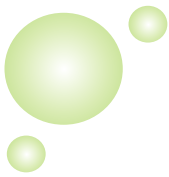
Human, Social and Cultural Capital Formation

Impact Study on the Education Projects of Peace Corps Philippines 17

Pundasyon Hanunuo Mangyan School Review 18

Institutional Reforms/Local Government Development

Kraft Foods Philippines: 2011 Corporate Reputation Survey 21



DIRECTOR AND FELLOWS ACTIVITIES

- New SDRC Director Appointed for AY2010-2011 24*
- SDRC Director Participates in CLA Joint Workshop 24*
- Dengue Researchers Attended Workshop and Meeting in Koh Chang 25*
- SDRC Director Conducts Research Presentation on Urbanization and Childbirth Practices in RP 27*
- International Colloquium on Population Displacements Attended by SDRC Research Fellow 28*

VISITING RESEARCHERS

- Visiting Researcher Discusses Post-Colonial Health Perceptions in Contemporary Philippines 29*

SDRC STAFF ACTIVITIES

- SDRC Staff Participates in CLA Workshop with Research Center Directors 31*
- SDRC Staff Attend Local Governance Policy Forum 32*
- SDRC Core Staff Attend SERP-P Members Meeting 33*
- SDRC Participates in the 4th DLSU Arts Congress 33*
- Publications Staff Attend Newsletter Editing Seminar 34*

RESEARCH FELLOWS AND ASSOCIATES 35

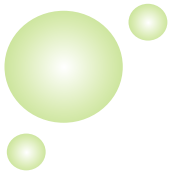
CORE STAFF 36

PROJECT RESEARCH STAFF 37

Year 2010-2011 has been one of the best years at SDRC. First, it has been a fruitful year of continuing research projects; and second, it marked the 32nd anniversary of the Center. Anniversaries oftentimes bring back the “good ol’ memories” that make us a bit nostalgic. But to us, this anniversary has been an opportunity to mull over the quality of our research projects and to re-assess our commitment to our mandate to advance policy and development thrusts.

Our commitment to human development, social welfare, and policy research has led us beyond conventional project proposals. Thus, we ventured onto new ground in a project with Kraft Foods Philippines. Ms. Leah Veneesa Valbuena being its Project Director, this study offered a different approach to the Corporate Reputation Survey (CRS) and thus, it carried the title “Corporate Reputation Survey: Infusing Cultural Sensitivity with Market Research.” CRS seen in a different perspective elevates the purpose of a run-of-the-mill corporate reputation survey to what SDRC hopes it can be: a tool geared at improving the company's social responsibility through a deeper insight into the Philippine society and culture.

Another project, “The Impact Assessment of the Peace Corps” headed by Dr. Ma. Teresa de Guzman, is an attempt to unveil Filipino qualities in assessing how the presence of the Peace Corps has impacted the life of its beneficiaries. Other relevant projects were “Seeds of Change 30/15 Being Poor, Becoming Non-Poor: Perspectives, Evidence and Insights” headed by Dr. Exaltacion E. Lamberte, which provides an account of poverty from a multi-dimensional perspective; “Forced to Flee by Nature: Perceptions and Experiences of Displaced People in a Rural Philippine Municipality” led by Ms. Alicia B. Manlagnit, which explores realities about internal displacement caused by different factors; and “Eco-bio-social Factors of Vector Density in Developing an Effective Approach to Dengue Control in the Philippines Phase II” led by Dr. Jesusa M. Marco, which delves into the ecosystem-related, biological and social determinants of dengue. These and the other continuing researches demonstrate the dynamism and innovativeness of the Center to advance research. I am thankful that I have been part of these new ventures and thrusts. I believe the Center's relevance lies in its being a dynamic research arm of a University that aspires to become part of a global network of research universities. Doing research isn't an easy feat. Every new learning acquires relevance if it disproves something. I have seen researchers do research to seek answers to compelling questions. No doubt, they forge new frontiers.



I am thankful then to the fellows and staff who have made the Center relevant each year. To the budding researchers who beat all the odds to become a different breed– thank you. The Center is banking on you, young and “young-once” researchers who are avant-garde and audacious. We look forward to more fruitful years of research! May there be more project grants and research prospects that arouse curiosity, stimulate learning, and transform lives! Lastly, I thank the core staff of SDRC who made my days at SDRC “worth reminiscin”. Thank you for filling in the gaps and pitching in. I am indebted to all of you!

FERDINAND D. DAGMANG, Ph.D.

Anniversary Program Features Forum on Kraft and Peace Corps Projects

The Social Development Research Center celebrated its 32nd anniversary on April 7, 2011 with a program entitled “Forging New Avenues in Social Development Research” at the Yuchengco Building. The program was highlighted by a research dissemination forum during which the findings from two on-going research studies were presented.

Behavioral Sciences faculty member and project director Leah Veneessa Valbuena gave the opening presentation entitled “Kraft Foods Philippines' Corporate Reputation Survey: Infusing Cultural Sensitivity with Market Research,” during which she discussed findings in relation to the consumer sector. Based on knowledge and awareness of Kraft products as opposed to competing brands, the Kraft Foods study established that a company's reputation is based on the reputation of the products and brands it carries. Since a company's reputation is highly dependent on its products, visible advertisement that strongly associates the product with its company establishes reputation. Ultimately, consumer preference and the decision to purchase a product, based on the study, were determined by the product's price.



The discussant for the Kraft Foods study was OIC for the Office of the CLA Vice Dean and Filipino Department faculty member Dr. Feorillo Petronilo Demeterio III. He noted that while the Kraft Foods study centered on its marketing survey, the work of the team was commendable as a means of supporting the company's efforts to improve its corporate social responsibility (CSR) program.

The second presentation, “Pagiging 'Natural' sa Usaping 'Pangkultural': Isang Pagbabahagi sa Ginawang Impact Assessment Tungkol sa Proyekto Pang-Edukasyon ng Peace Corps Philippines,” was made by project director Dr. Ma. Teresa de Guzman, also of the Behavioral Sciences Department. Through the presentation, Dr. de Guzman shared the experiences of the research team in conducting the impact assessment of the Peace Corps education project. Among the significant points shared was the team's utilization of a “natural” approach to data gathering, which helped in making respondents feel more relaxed in sharing information, as well

as enabled them to remember more and reflect at a deeper level with regard to their experiences in participating in the Peace Corps project. She also cited problems the team encountered in the data gathering, including the informants' providing responses through "liminal calibration," or answers that were vague or inexact; and the difficulty of interpreting non-verbal responses such as physical gestures or facial expressions.



Reacting to her study was Theology and Religious Education faculty member and SDRC Director Dr. Ferdinand Dagmang, who affirmed the finding that, in the Philippine context, researchers must look beyond what an informant says, and seek the underlying meaning in responses that are given.

Among the guests in attendance during the anniversary program was Ms. Anya Nuyda-Mayor, Program Assistant of Peace Corps Philippines.

Coinciding with the dissemination forum was an exhibit on current SDRC projects, held at the Yuchengco Lobby.

AUN Representatives Visit SDRC

Representatives of the ASEAN University Network (AUN) visited the Center on November 22, 2010 as part of the three-day 9th AUN Actual Quality Assessment at Programme Level held at DLSU. The visit to SDRC was in connection with the assessment made on undergraduate programs of the Psychology Department, which together with the Literature Department of the College of Liberal Arts, and the Chemistry Department of the College of Science, were the three units selected for evaluation. Coordinating the AUN visit for the Psychology Department, whose project reports and materials were on exhibit at SDRC, were Dr. Roseann Tan-Mansukhani and Ms. May Ann Garo-Santiago.



The AUN evaluation team was composed of representatives from member universities National University of Singapore, Universiti Sains Malaysia, Institut Teknologi Bandung (Indonesia), Universiti Brunei Darussalam, the Vietnam National University-Hanoi, and the Chulalongkorn University (Thailand), at which the AUN secretariat is based.

The general objective of the AUN is to strengthen the existing network of cooperation among universities in ASEAN by promoting collaborative studies and research programs on the priority areas identified by ASEAN. The specific objectives are to promote cooperation and solidarity among scientists and scholars in the ASEAN Member Countries; to develop academic and professional human resources in the region; and to produce and transmit scientific and scholarly knowledge and information to achieve ASEAN goals.

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”.

Green Ventures Pilot Project Announced during Fellows' Meeting

During the Research Fellows and Associates meeting held on August 13 at Andrew Hall, it was announced that SDRC was selected to participate in the Green Ventures database pilot project at DLSU. A presentation about the project, which proposes a centralized database system for the University, was made by Chelsea Celestino, a member of the College of Computer Science faculty.



Ms. Celestino introduced the Green Ventures project as the initiative of Alvin Chua, who won in the University competition. She explained that the proposed database would integrate existing database systems at DLSU. Since the preliminary focus of the database is on research, data to be included is that involving ongoing projects, publications, MOAs, and conference attendance records. Because a partner was needed in order to implement the system, SDRC was volunteered to participate in the pilot project.

Ms. Celestino pointed out that Green Ventures will provide a convenient way of accessing data, by making data automated. Likewise, it will make the retrieval of data from faculty (which is currently being done through the FSO form) easier, as this can be sourced from the faculty members' profiles. Moreover, through the system, forms can be filled out online; data will be saved; and validation (submission to Chair)/reports can be done through the capturing of data by the system. If successful, it is hoped the system can be adopted by the University.



Also discussed during the Fellows meeting were new project proposals, the status of ongoing SDRC projects, initiatives toward project development, coordination between SDRC and the College of Liberal Arts Research and Publications Office, and clarification on policies regarding retired research fellows.

SDRC Participates in Family Planning Health Promotion Fair

The Social Development Research Center was among the exhibit participants during the Family Planning Health Promotion Fair held on June 21, 2010 at the Manila Grand Opera Hotel. Sponsored by the Department of Health, in line with its theme “*Planuhin ang pamilya, Planuhin ang kinabukasan,*” the opening program was highlighted by the presentation of the FP Communication Strategy and Communication Package, and their endorsement by DOH Secretary Esperanza Cabral. Responses were rendered by DOH partners, among them the Philippine Non-Government Organization Council on Population, Health, and Welfare, Inc. (PNGOC), represented by former SDRC Research Fellow Pilar Ramos-Jimenez.



Included in the SDRC exhibit were materials on the projects Young Men's Reproductive Health; Behavior Change Communication (BCC) Training for Program Managers for Reproductive Health and Advocacy; Capacity Building on Leadership and Program Management: Focus on Reproductive Health; and Assessment of Health Systems' Performance for Local Government Units. Publications displayed included the book *Quality of Family Planning Counseling: Lens from Stakeholders*; the monograph series on *Gender, Sexuality & Reproductive Health in South East Asia*; and the conference proceedings for *Improving Quality of Care in Family Planning Services*.



POVERTY AND SOCIAL PROTECTION/SOCIAL INCLUSION

Development of a Capacity Assessment Tool on Early Childhood Care and Development (ECCD) in Disaster Risk Reduction and Management

Project Director: Leah Veneessa Valbuena

Supervisor: Exaltacion Lamberte

Research Team: Ma. Teresa De Guzman and Dindo Café

Funding Agency: UNICEF and Plan International, Inc.

Status: Ongoing

The Philippines is a disaster-prone area and a setting of insurgencies. The continuous experience of these emergency situations puts the most vulnerable group – the children– in danger. It is imperative then that while services for children are in place, these services can also be delivered in times of crisis.

The primary goal of this project is to develop a self-administered assessment tool that would allow communities to evaluate their capacity to continuously deliver Early Childhood Care and Development (ECCD) programs and services (specifically on education, health and nutrition, and social protection) before, during, and after disasters. The project's conceptual framework epitomizes the delivery of ECCD within the context of emergency. The delivery of ECCD centers on three basic sectors, (1) education, (2) health and nutrition, and (3) social protection and other services. These sectors will be assessed primarily in terms of policies, programs and services, structure and facilities, service providers and stakeholders, network and linkages, monitoring and evaluation.

It is hoped that data from the assessment tool could empower stakeholders to design intervention programs that would further capacitate the community and its ECCD service providers. In the end, it is also hoped that a sustainable right-based, gender-sensitive program on ECCD in Disasters shall be put to place.



Seeds of Change 30/15

Being Poor, Becoming Non-Poor: Perspectives, Evidence and Insights

Project Director: Exaltacion E. Lamberte

Funding Agency: East Asian Development Network (EADN)

Status: Ongoing

From a social science perspective, the volume, using evidence gathered from different surveys and case studies, attempts to portray and provide an account of poverty from a multi-dimensional perspective. It also deals with poverty dynamics as experienced by individuals and families living in depressed areas of Philippine cities. It depicts the features and magnitude of poverty, not only in terms of its commonplace measure, income, but also those non-income dimensions of deprivation.



Adopting a multi-dimensional perspective of the concept of poverty, a description of the varying facets of poverty is provided, specifically of:

- income and other monetary measures;
- health;
- education;
- security; and
- social inclusion

The volume also gives a small picture of how poor people view their life, how they look at poverty, how they characterize the features of poor individuals as well as community, and the perceived life essentials for enduring and exiting poverty. Moreover, the material generates a discussion on the conditions of selected vulnerable sectors in urban areas, namely the children of families living at the low edge, and informal settlers.

The questions of interest are:

- What is the concept of poverty among poor people living in Philippine cities? How do the poor characterize a poor individual, family, and a poor community? What factors and processes lead people to slide to poverty? For some, how were they able to move out of poverty?

- From a holistic perspective, what are the contemporary characteristic features of poverty in Philippine cities?
- From the lens of the mass elite and the poor themselves, what are the different groups of poor people in urban areas? What characterize each of these groups?
- What structural and institutional barriers of poverty exist? What specific factors contribute to the persistence of poverty among the poorest segments of the urban population?
- How might Philippine society address the problem of poverty existing in urban areas?

The significant contribution of this material is its attempt to ascertain subject areas not dealt with adequately in previous researches in the country, and these have been:

- the urban poor people's concept of poverty and the life essentials to endure and exit from poverty;
- how people slide into and move out of poverty;
- using both objective and subjective measures, whether or not an improvement has occurred in their socio-economic status;
- social exclusion as a dimension of poverty; and
- people's responses to government's poverty-related programs and initiatives, and values and views of people regarding availability of chances and opportunities to improve their lives

Aside from utilizing a holistic framework in looking at poverty, the material also demonstrates the use of both quantitative and qualitative techniques of analyzing data, the use of developed measures as well as indicators for social exclusion within the context of low level of well-being and depressed social as well as economic urban environment.



In addition, together with the discussion on the theoretical underpinnings of the overall research outcome, a re-thinking of the manner of studying poverty-related experiences is introduced. A reformulated overall strategic framework for confronting poverty is also suggested, together with the mapping of some policies and forward-looking action initiatives and programs.

Forced to Flee by Nature: Perceptions and Experiences of Displaced People in a Rural Philippine Municipality

Project Director: Alicia B. Manlagnit

Research Assistant: Kay Katherine Zabala

Funding Agency: International Federation of Catholic Universities (IFCU)-
Center for Coordination of Research

Status: Completed

This study is a multi-country research endeavor that involves five research institutions in four different countries: India, Lebanon, the Philippines, and Thailand. It aims to explore realities about internal displacement caused by different factors. The Philippine component primarily seeks to describe people's perceptions about and experiences during displacement caused by natural disasters, most particularly mudslides in a rural municipality in Southern Philippines.



More specifically, this study has aimed to:

- obtain relevant information about displaced people's perceptions on natural disaster and displacement phenomena, and describe how these perceptions shape their experiences during displacement;
- determine the pattern of displacement and describe its consequences, with a particular focus on the problems people experience during displacement;
- look into the different self-help strategies displaced people use to cope with the problems they encounter;
- identify structures that assist displaced people and describe the nature and process of assistance; and
- identify key issues and relevant concerns on the return process

HEALTH OUTCOMES AND POLICY/FAMILY HEALTH/POPULATION

Eco-bio-social Factors of Vector Density in Developing an Effective Approach to Dengue Control in the Philippines Phase II

Project Director: Jesusa M. Marco

Researchers: Ysadora Mendoza and Aldwin Velazco

Funding Agency: International Development Research Centre with
World Health Organization/TDR

Status: Ongoing

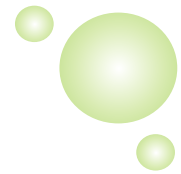


The overall objective of the two-phase study is to understand ecosystem-related, biological and social determinants of dengue for a community-centered ecosystem intervention directed at reducing vector larval habitats through intersectoral actions. The second phase of the study seeks to determine process, progress and outcome indicators of community-based ecosystem management strategies at the household, cluster, barangay and city levels; and to determine and evaluate the differences in the

processes of setting up the community-based strategies at the household and cluster levels of four selected clusters.

The project continued on a no-cost extension until October 2010. Some form of monitoring was done during the early part of 2010 coupled with a Knowledge, Attitude, Practices (KAP) survey of all 400 households. The data from the monitoring of compliance of each household to the intervention package was encoded and analyzed. Some focus group discussions and key-informant interviews were also undertaken with the different stakeholders in the community. Plans for an entomological survey and a more improved intervention package were also conceptualized by the Project Team.





RURAL AND URBAN DEVELOPMENT/SUSTAINABLE DEVELOPMENT AND SOCIAL CHANGE

Piloting a Participatory Process and Tool to Establish IP Household Database for Ancestral Domain Claim

Project Director: Ma. Elena Chiong-Javier

Research Associates: Cristina A. Rodriguez and Alvaro Calara

Research Assistant: Graeme Ferdinand Armecin

Funding Agency: Philippine Business for Social Progress and Upland NGO Assistance Committee


Status: Completed

Indigenous peoples' organizations that have established ancestral domain claims need household and community data in the formulation of their Ancestral Domain Sustainable Development and Protection Plans (ADSDPP). The lack of such data was often cited as a barrier in planning for this document. Moreover, the research knowledge and skills required to generate the household data are in the possession of academic researchers rather than in the hands of indigenous groups. Thus these groups face a huge challenge in their desire to fill their data gaps.

In addressing their challenges, this study piloted a participatory research process for developing a culturally sensitive household census tool/questionnaire and the necessary training manuals for data gathering through interviewing and for coding the data obtained. It was undertaken in the upland barangays of San Fabian and Acacia in Kapaya Municipality of Nueva Vizcaya Province. To make the research and its results broadly relevant and utilizable, all stakeholders of the pilot study particularly the concerned indigenous communities were engaged in every



possible extent from the beginning to the end of the research process. The main stakeholders are composed of the following institutions: local government units of the concerned barangays and municipality, the National Commission on Indigenous Peoples (NCIP), Katutubong Samahan ng Pilipinas, Inc. (KASAPI), Philippine Association for Intercultural Development (PAFID), Kalahan Educational Foundation (KEF), the Upland NGO Assistance Committee (UNAC), and SDRC.



The following are the main lessons derived from the study's pilot experiences in establishing a household database for indigenous communities through a participatory process that engaged local multi-stakeholders.

1. ***Generating a more comprehensive indigenous household database.*** The census which requires a complete enumeration was the research method selected to be piloted in order that no resident household would be excluded. Therefore, developing a good and easily administered data gathering instrument or tool became a major focus of the study. The census tool designed for data collection in the study was found to have demonstrated its capacity to provide a more comprehensive database for profiling indigenous households and communities than other available tools currently in use by NCIP or local government units.
2. ***Relevance of household baseline data beyond planning for ADSDPP.*** The study originally aimed at generating household baseline with community statistics not only for profiling households but also for establishing a community database that could be sourced by ancestral domain claimants for planning and formulating their ADSDPP document. For this purpose, the main database users are the indigenous claimants and the NCIP which shall ultimately approve the document. In the course of the participatory research, however, other potentials for using profile information beyond the ADSDPP objective became evident from multi-stakeholders' discussions. The most promising of these is the usage of the household-cum-community database for the planning and development work of local government units (LGU) at both the barangay and municipal levels.
3. ***Ensuring the stakeholders' "buy-in" through the participatory process.*** In this pilot study, "buy-in" refers to the major stakeholders' acceptance of the research methodology and process, and utilization of results. In observing a participatory research path in partnership with local and other stakeholders through this study, further demonstration of the advantages of direct engagement became evident. Especially with social research becoming a costly endeavor today, the continuing challenge is to make sure that in the end the research products like tools, training manuals and findings acquire more meaning when these are utilized to improve the wellbeing of individuals and societies.



Ultimately, the study demonstrated that the gauge of a successful participatory research undertaking is when academic researchers no longer need to motivate partners to make use of research findings. As experienced in the final validation meeting of the stakeholders for this study, the LGUs occupied center stage in discussing the value of continuing the set up of a community/household database system for local governance purposes. The municipal leaders, in particular, proactively demonstrated willingness and explored strategies for allocating

funds, manpower, and other resources needed to scale up adoption of the research products until all barangays in the municipality would be covered in the database. They also began identifying ways to partner with PAFID and NCIP to achieve the scaling up plan. All these have been possible because stakeholders took an active role in the research process.

Women and Sustainable Technology: Scaling Up Vermicomposting Among the Talaandigs

Project Director: Ma. Elena Chiong-Javier

Research Associates: Ma. Teresa de Guzman, Leah Veneessa Valbuena and Dindo Café

Funding Agency: Canada Fund for Local Initiatives/CIDA

Status: Completed

The project aimed to increase the Talaandig women's awareness of vermicomposting, eventually inducing upscale of its use. The increased adoption of the technology would lead to savings in farm inputs and an increase in environmental consciousness. The benefits of the technology and the increased involvement of women were expected to guarantee the sustainability of vermicomposting in the community.

The project's objectives were to increase knowledge and awareness of vermicomposting as



a sustainable upland farming technology; to promote adoption of vermicomposting as a cost-saving and environment-friendly strategy; to encourage women to actively engage in vermicomposting; and to scale up the adoption of vermicomposting in the community.

The project site was Bol-ogan, a predominantly Talaandig community in the barangay of Songco with a population of about 72 households. Songco is one of the villages in Lantapan, a 3rd class municipality found within the Kitanglad Mountain Range in Bukidnon Province of northern Mindanao. Lantapan is known as the “vegetable basket” in the island, with farming as the main occupation of residents. The Talaandigs of Bol-ogan are among the poorest residents of Songco.



During project evaluation, the following results were gathered from focus group discussion (FGD) with 18 (of 40) women beneficiaries from the first batch: 1) Of 40 women in the first batch, 38 are well underway in their culturing activities but two have yet to complete their vermibeds though they have already received the canvass and net materials; 2) All 18 women in the FGD described their personal vermicomposting experiences in very favorable terms, and were said to outweigh whatever negative ones were experienced (like bearing the heavy weight of substrates, the foul smell of animal wastes and decomposing substrates and some difficulty in acquiring appropriate substrates); 3) The benefits of vermicomposting, as perceived by the women beneficiaries who were FGD participants, include the ability to produce vermicast for use as fertilizer in their “gardens” (vegetable farms) at no financial cost to them; the ability to earn from selling the worms (wate) and the cast, to generate additional household income; the positive impact on family relations, as husbands and children cooperate and coordinate in the major work required; and positive impact also extending to the community as the common experiences in vermicomposting bring the participants closer to one another. Because of these benefits, the women declared they would encourage others in the community to undertake vermicomposting and, if necessary, they would share the ANCs from their harvest.





From the evaluation results, it appears that the women beneficiaries are not conscious about the beneficial effects of vermicomposting practice to the environment. The realization that vermicast is an organic form of fertilizer that is eco-friendly has not surfaced from them. This aspect of the learning will be emphasized in the community dissemination of project findings and sharing with Songco officials.

Agroforestry and Sustainable Vegetable Production in SEA Watersheds: Market and Gender Components of TMPEGS Philippines

Principal Collaborating Scientist: Ma. Elena Chiong-Javier

Research Associate: Cristina Rodriguez


Research Assistants: Kay Katherine Zabala, Euca Bolingot, Xyle Fe Verbal

Funding Agency: US Agency for International Development through the Sustainable Agriculture and Natural Resource Management Collaborative Research and Support Program (USAID-SANREM-CRSP) of the Office of International Research, Education, and Development (OIREd) at Virginia Polytechnic Institute and State University

Status: Ongoing

The study was launched in 2006 with funding from the United States Agency for International Development (USAID). It is being undertaken by a collaborative partnership between the North Carolina Agricultural and Technical State University (lead institution) and multiple institutions particularly from the countries of Vietnam, Indonesia, and the Philippines in the Southeast Asian (SEA) region. The project belongs to an umbrella program called Sustainable Agriculture and Natural Resource Management-Collaborative Research Support Program (SANREM-CRSP) managed by Virginia Tech.

In general, the project seeks to reduce poverty, food scarcity, and environmental degradation in the region by combining economically-viable and resource-conserving technologies and gender friendly socio-economic policies that will benefit and reward stakeholders in a watershed, especially small scale women and men farmers. It is hypothesized that “integrating vegetable production in the agroforestry system on small farms will help to alleviate poverty and enhance environmental protection, sustainability, and ecosystem biodiversity in SEA watersheds and vice versa.” The project has specific objectives on SANREM technology, marketing, policy, environmental and socioeconomic impacts, gender, and scaling-up (TMPEGS). Different studies to realize each of these objectives are simultaneously and sequentially being conducted



primarily by collaborating institutions in the three countries with inputs from technical experts from western academic institutions and international research centers. In the Philippine case, the market and gender studies were assigned to SDRC.

The market component of the TMPEGS study was undertaken in Songco, an upland village in Lantapan Municipality, Bukidnon Province, where traditional agroforestry systems have been transformed by the introduction of commercially-viable vegetable crops. This component of the study sought to understand local marketing channels, practices or strategies, constraints and opportunities, in order to recommend appropriate program interventions. Data were gathered through literature review, participant observation, focus group discussions, and key informant interviews. Findings revealed that the marketing of tree crops is economically unreliable and undeveloped compared to that of vegetables; therefore smallholders focus their efforts on vegetable marketing. The vegetable supply chain shows that smallholders are connected to urban wet markets by multi-tiered channels characterized by small intermediaries at the upstream who are bound by informal transactions, but are distanced from end consumers. Women in many farm households are increasingly bringing their produce to the market or becoming biyahidors/traders in order to get more profits. Market roles are gender-differentiated as women figure prominently in small enterprises while men are in larger marketing endeavors. The major marketing constraints for both farmers and biyahidors include lack of access to organized market information (which affects farm production and marketing decisions), inability to maintain product quality and control market pricing, high cost of farm-to-market delivery, and poor transport facilities. Program interventions should build marketing collectives that are directly linked with institutional buyers, enhance farmers' knowledge about the demand-driven side of the market, and integrate market and gender concerns in technology development programs.

Meanwhile, the gender component of the TMPEGS study investigated the personal networks formed by a group of women producers in Songco who market high-value vegetables to lowland/urban markets. It sought to determine how gendered the networks are and how networks impact on women's market participation and household status. Findings underscore that (1) women's market networks are varied in size, informal, and established mostly with individuals located strategically along the vegetable supply chain; (2) networks dominated by female nodes are larger compared to male-dominated ones; (3) networks are sustained by trust or dependability which is founded on kinship, enduring friendship or neighborly ties, and regularity of transactions; and (4) through networks women gain access to farm and marketing capital/credit, sources of additional stocks, trucking services, warehousing facilities, wholesale buyers, and updated information on market pricing, supply and demand. The social capital generated through market networks provides not only direct and indirect benefits but also masks certain costs to women.

HUMAN, SOCIAL AND CULTURAL CAPITAL FORMATION

Impact Study on the Education Projects of Peace Corps Philippines

Project Director: Ma. Teresa G. de Guzman

Research Team: Dindo Café, Alvaro N. Calara, Maria Judy San Juan,
Enrico Baula and Leah Veneessa Valbuena

Funding Agency: US Peace Corps/Philippines

Status: Ongoing

This study looks into the work of the Peace Corps Volunteers (PCV) posted in the Philippines between 2000 and 2005. After 50 years of posting PCVs all over the country, the US Peace Corps would like to find out if the education objectives that were framed have been addressed by the work of the PCVs. The primary objective of the study is to document the impact of Peace Corps Volunteers (PCVs) who worked in the Philippines between the period 2000-2005. Specifically, the study will assess the impact of the PCVs' activities associated with the Education project based on the two Peace Corps objectives: 1) Helping people in interested countries in meeting their need for trained men and women; and 2) Helping promote a better understanding of the Americans among Filipinos. There are two goals in turn to answer the objectives. The first goal is “to evaluate the work of the Peace Corps Volunteer in the *school/community* and the observed changes in school or community since the start of the Volunteer's work, and any changes as a result of working with the Peace Corps”; and, the second goal is “to evaluate what the Filipinos learned about the United States and the Americans based on their interaction with the Volunteers.”

In November and December of 2010, 10 researchers from De La Salle University were dispatched to 26 research sites in Luzon and Central Philippines from which 45 departments/schools/colleges and universities were also pre-selected. Two hundred forty-five (245) respondents were interviewed through a face-to-face and one-on-one interview that lasted

between 30-120 minutes. Respondents were composed of 23 stakeholders, 55 counterpart/beneficiaries (head teachers, teachers, librarians), 45 students, 24 host families, 50 control group beneficiaries or counterparts and 48 control group students.



Among the findings obtained from the analysis of the responses are the following:

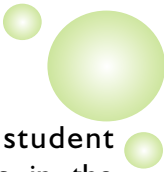
Stakeholders: The 30 stakeholders were people, agencies and institutions that had major involvement in the design, implementation and results of the Peace Corps' Education Project. From the stakeholders' answers, it was revealed that 1) the collaboration between agencies actually contributes to the success of the program; and, 2) gaps and constraints were seen as impeding the proper implementation of the program.

As far as the work of the PCVs was concerned, the innovations that they introduced on teaching approaches/strategies yielded positive outcomes as the school communities are still using these changes and are quite optimistic and hopeful that the changes introduced by the PCVs will be sustained. Overall, there were no lasting negative effects of the PCVs' work simply because there were no complaints that were properly filed or documented according to the PNVSCA.

Beneficiaries: The 55 Beneficiaries can be divided into the counterpart group made up of teachers who were directly assigned to help in the implementation of the PCVs' work while the other beneficiaries were composed of the teachers, librarians, and students who were solely recipients of the PCVs' work. Various trainings were extended by the PCVs to their beneficiaries and counterparts. The trainings included teaching methods, classroom resource development, professional development, mentoring, English language tutorials, social/community program development and implementation and mobilization of local and non-local resources.

Most respondents reacted positively to the trainings/seminars conducted by the PCVs because of the enhanced teaching and English skills it did for them. But there were also those who claimed not to have learned anything new since "they already knew what the PCVs were doing." Likewise, most respondents declared no lasting negative effects for the PCVs' work. The beneficiaries claimed that the negative effects dealt more with the PCVs' general behavior and not with their work as partners or co-teachers.





Student Beneficiaries: The 45 student beneficiaries interacted with the PCVs in the school. The students explained that the PCVs' role in their classrooms involved classroom observation, teaching demonstration, and co-teaching with resident teachers. The PCVs conducted English tutorials or remedial classes and handled special reading classes for the students. Around half of the students commented that the PCVs are somewhat different from their English teachers because they included activities like fun

games, oral or speech and mouth exercises, recital of sonnets, reading a selection out loud, singing in class, practice in the correct pronunciation of words, and use of many visual aids. Students also pointed out the changes brought about by the PCV in their schools, such as more and new resources introduced in their classrooms, new libraries established, more student participation in their English class than before, and more interactive lessons like singing and fun games.

Host Family: The host family interactions with the PCVs were mostly on the “*pakikisama*” or relational level. The host family member was a “father”, “mother”, “*kuya*” or “*ate*”, “*uncle/tito*” or “*auntie/tita*”. Assessment done by the host family member focused more on the PCVs' behavior. Respondents see Americans as helpful, kind, having a positive attitude, getting along well with others, being peace-loving, friendly, and serving as role models. They also observed that Americans in the Philippines are active in religious activities—they are respectable and have high esteem. Negative perceptions are mostly focused on the behavioral or personal characteristics of the PCVs, often noted for being frank or straightforward, for having a luxurious way of living, making his life with the host family difficult.

Control Group: Fifteen schools that have never experienced having a PCV were identified by the PCP to comprise the control group. Respondents in this group were divided into teacher and student beneficiaries. The English program in their school is regulated by the Department of Education. Despite the major changes that the program has undergone, respondents still feel the need to acquire updated learning and teaching materials and methods to be more effective.



There are several challenges faced by the educational system in the Philippines that beneficiaries perceived as hindering its growth: Lack of sufficient funding, lack of people that have the skills and training to maintain changes in the English program and/or basic education curriculum, lack of support from school staff, and students' apathy/lack of concentration and motivation to listen.

Understanding of the Americans ranged from moderate for beneficiaries to somewhat limited for the students. While information about the Americans is limited, opinions about them are generally positive. Americans are perceived to be fluent in English and are learned, intelligent, confident and liberated. Added to this, Americans live in a modern society where they are at the forefront of technological innovation. They are also perceived as free and freedom-loving and quite relaxed. Lastly, Americans are perceived by most respondents to be allies or friends of the Filipinos.

In case these schools are given a Peace Corps Volunteer, they expect him/her to infuse the new teaching methods in English and learning about the American culture.

Pundasyon Hanunuo Mangyan School Review

Project Director: Ferdinand D. Dagmang

Project Team: Rica Ancheta, Graeme Ferdinand Armechin and Yolly Macalintal

Funding Agency: Benefactor

Status: Ongoing

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 validates 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.

INSTITUTIONAL REFORMS/LOCAL GOVERNMENT DEVELOPMENT

Kraft Foods Philippines: 2011 Corporate Reputation Survey

Project Director: Leah Veneessa Valbuena

Consultant: Ferdinand Dagmang

Research Team: Graeme Ferdinand Armechin and Enrico Baula

Funding Agency: Kraft Foods (Philippines), Inc.

Status: Ongoing

Leading public relations and corporate reputation research figures such as Kim Harrison and Prof. Charles Fombrun have defined “corporate reputation” as the “overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.” Intangible as the concept is, there are a number of significant benefits



that corporate reputation can provide, such as 1) securing customer preference when other companies' products and services may be available at a similar cost and quality; 2) enjoying the ability to charge a premium for products and services; 3) obtaining the support of stakeholders in times of controversy; and 4) yielding higher value in the financial market.



Kraft Foods is one American company that recognizes the importance of reputation. In fact, in the 2009 Reputation Institute survey, Kraft Foods was named one of the World's Most Respected Companies. Kraft Foods Philippines endeavors to acquire the same status not just in the Philippines but also in the Asia Pacific region. Thus, this commissioned research is primarily aimed at understanding what “reputable company” means to select Filipino stakeholders and consumers. It is believed that working with a grassroots definition of “reputation” may significantly aid Kraft Foods Philippines in installing appropriate systems and programs to yield significant benefits. Other objectives of the research include: 1) measuring Kraft Foods Philippines' performance using local and global indicators of corporate reputation; 2) comparing Kraft Foods Philippines' corporate reputation performance with that of other multinational companies in the country; and 3) assessing whether Kraft Foods Philippines's corporate reputation performance would translate to preference and purchase.

Indicators identified in assessing corporate reputation in the study are whether the organization has talented employees, treats its people well, and is an appealing workplace; whether the organization is financially strong, has a record of profitability, and has growth prospects; whether the organization is a leader rather than a follower, and is innovative; whether the organization is well managed, has high quality management, and has a clear vision for the future; whether the organization recognizes social responsibilities, and supports good causes; whether the organization cares about customers, is strongly committed to customers; whether the organization offers high quality products and services; whether the organization





stands behind its products and services, and provides consistent service; whether the organization is one customers feel good about, is kind, and is fun; and whether the organization behaves ethically, is admirable, is worthy of respect, and is trustworthy.

As a result of being reputable, the company can expect to benefit from customer preference when other companies' products and services may be available at a similar cost and quality; acquire the

ability to charge a premium for products and services; obtain the support of stakeholders in times of controversy; and yield higher value in the financial market.

Through the study survey, Kraft Foods Philippines was viewed together with its competitors—Nestlé Philippines, Universal Robina Corporation, Monde Nissin Corporation, Coca-Cola, Pepsi Cola Products Philippines, Inc., San Miguel Corporation, Unilever Foodsolutions Asia, Del Monte, and Dole – by respondents from the media (national and regional broad sheet newspapers), government (the Local Government Unit of Parañaque, Department of Health (FDA), Department of Environment and Natural Resources, and Department of Labor and Employment), non-government organizations (Haribon Foundation (environment), Philippine Business for Social Progress and American Chamber Foundation Philippines, Inc. (social development), Plan International (children & family), and Nutritionists-Dieticians' Association of the Philippines (health)) and the consumer sectors. Among the preliminary findings of the study, it was determined that consumer products are representative of the company that manufactures them; product brands establish a company's reputation; product advertisements create consumers' knowledge of products and the companies they are associated with, which in turn develops the reputation that is perceived; and that consumer preference and the decision to purchase amount to product price.



Director and Fellows Activities

New SDRC Director Appointed for AY 2010-2011

Dr. Ferdinand D. Dagmang, an associate professor of the Theology and Religious Studies Department, was appointed director of the Social Development Research Center for AY 2010-2011.

Dr. Dagmang obtained his Ph.D. in Religious Studies from the Catholic University of Louvain and his M.A. in Theological Studies at Maryhill School of Theology in Quezon City. Prior to his current position at SDRC, he served as Graduate School Coordinator of TRED and as College Research Council representative for CLA.



He has published articles and monographs on the subjects of ethics, sexuality, popular religion and culture and, for the College of Liberal Arts, he has served as editor of the *Asia-Pacific Social Science Review*. Most recently his book *The Predicaments of Intimacy & Solidarity* was published by Central Book Supply, Inc. for DLSU.

SDRC Director Participates in CLA Joint Workshop

SDRC Director Ferdinand D. Dagmang was among the research center directors who participated in the joint workshop for the College of Liberal Arts research centers' directors, College Research Committee (CRC) representatives, and graduate studies coordinators held on July 9, 2010 at Andrew Hall 1602.



Presided over by CLA Research and Publications Director Coordinator Feorillo Demeterio, the workshop was held to address the need to involve graduate students in faculty research, which is one of the College's strategic thrusts, by strengthening the research centers at CLA. Moreover,



the workshop sought to identify interdisciplinary programs and research thrusts to accommodate graduate students in research— a task that could result in the formation of multidisciplinary programs. The interfacing of some of the College's graduate programs to develop more streamlined courses, and a review of the graduate students' manuals to clarify policies, were likewise discussed.

During the workshop, the CLA research center directors were tasked to go through the database files for publications of CLA professors and identify recurring themes (after which more researches could possibly be generated); identify which faculty were the most productive for these themes; document problems concerning faculty research; and look into ways of encouraging graduate students to work at the CLA research centers.

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 data 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

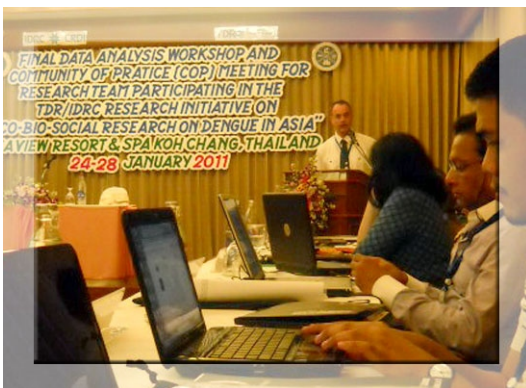


participate in the 1st Ecohealth Network Asia meeting, held at the same venue from January 29 to 31, 2011 immediately following the workshop. To build up a sustainable “Ecohealth Network” in Asia, a core group of key researchers from different networks working within the Asian Region was needed to meet 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. 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 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.



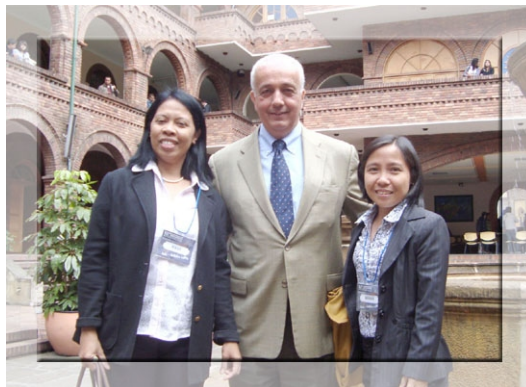
To provide the participants with a perspective of the research topic, Dr. Dagmang spoke on the approach that was being adapted — A Theory of Impingements — for which three aspects could be considered: externalities; psycho-neuro impacts; and interlocking institutions and persons. He further explained 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.

International Colloquium on Population Displacements Attended by SDRC Research Fellow

Alicia Manlagnit, Project Director of the study “Forced to Flee by Nature: Perception and Experiences of Displaced People in a Rural Philippine Municipality,” and project research assistant Kay Katherine Zabala attended the International Colloquium for Latin America and Asia on “Understanding Population Displacements: A Plurality of Views from the University” held from June 21-24 in Bogotá, Colombia. The colloquium was sponsored by the International Federation of Catholic Universities Center for Coordination of Research, in collaboration with the Universidad Santo Tomás in Bogotá.



The inaugural conference on “The Issue of Displacement in the Current World Context” was led by Mr. Johan Ketelers of the International Catholic Migration Commission in Switzerland. Ms. Manlagnit sat on the panel on “Displacements by Natural Disasters” representing the DLSU System for the Philippines. All of the research teams from Latin America, the Near East and Asia

involved in the CCR-IFCU international project “Insights into Displaced Populations,” of which the “Forced to Flee by Nature” study is a part, were invited to participate in the Colloquium. Ms. Manlagnit was joined on the panel by representatives of the Universidad Católica de Honduras in Honduras and the Université Notre Dame d’Haïti in Haiti. Other panel presentations centered on displacements by regional urban development, by sociopolitical violence, and in relation to gender dynamics.



Visiting Researcher Discusses Post-Colonial Health Perceptions in Contemporary Philippines

SDRC Visiting Researcher John Friend shared the initial findings of his dissertation study in a presentation entitled “Discipline, Health, and the Shaping of Medical Perceptions and Practices: Toward a Theory of Biological Citizenship in the Philippines” on June 21 at the Ariston Estrada Seminar Room. A faculty member of the Department of Political Science at the University of Hawaii at Manoa, Mr. Friend focused on providing a working definition of “biological citizenship” and on a background of medical perceptions stemming from “the birth of Bacteriology and the 'New Public Health'.”

Mr. Friend traced the birth of “Bacteriology” to the disease theories of the 19th century. Among these were the Miasma Theory, which perceived disease as a product of dirt, gases, and other pollutants; it was addressed through massive sanitation movements to clean garbage and sewage from the streets and to protect potable water sources. The Germ Theory, meanwhile, posited by Robert Koch and Louis Pasteur, revolutionized medical theory with the identification of the contagious microbe, and thus attributed epidemics to the spread of germs rather than sordid urban conditions.



“Bacteriology” was subsequently pronounced by Charles Chapin to be “the scientific backbone of public health,” in which sanitarians were disregarded and importance was now given to “scientists, microscopes, and laboratories.” This “New Public Health,” which emphasized the “cultivation or care of the self,” was later taken abroad, resulting in the establishment of schools for the study of tropical medicine to help acclimatize the Europeans. Beyond this, it identified as “the White Man's burden” the task of “disciplining and sanitizing the disease-carrying, 'feeble-minded' native.”

“Biological citizenships,” as explained by Mr. Friend, stem from Paul Rabinow's concept of “biosociality,” or the formation of social identities associated with the biologicalization of the self. “Biological citizenships” have two dimensions—the collectivized, and the individualized. As a result of the “New Public Health,” there was a shift from a population environment-based approach to an individualistic laboratory-based approach. Individuals thus came to be referred to as “Germ Distributors,” “Chronic Carriers,” or “Healthy Carriers.”



In placing his investigation within a local context, Mr. Friend cited that during the colonial era, “the native body was seen as an obstacle” by the Americans due to “the 'primitive practices' and knowledges of the Filipinos.” Transforming the “weak and feeble race” into the “strong, healthy and enduring people that they may yet become” was perceived to require “*Hygieine Pragmateia* and rigorous self-governance.” An example given to illustrate this practice was that of the leper colony on Culion Island, where “citizenship” was achieved through hygienic discipline. Though the Culion was

later used as a model for other leper colonies around the world, native resistance to bacteriology was also documented, and the American public health officer's attempt to spread the “gospel of the germ” was challenged.

At the end of his presentation, Mr. Friend discussed how health perceptions and practices continue to be influenced by American public health in contemporary Philippines. This can be seen in the role of science and technology in shaping the perception and treatment of individuals with HIV/AIDS. The disease is portrayed as a debilitating and disgraceful one, which specific groups (homosexuals, commercial sex workers, *balikbayans*, foreign visitors/tourists—especially the U.S. military and call center workers) are blamed for spreading. This enables the state to “police” HIV “fugitives” through forced testing and meticulous surveillance, and through the control of “at risk” behavior.

The presentation was attended by members of the CLA faculty and graduate students of the Masters in Health Social Science program of the Behavioral Sciences Department.

Mr. Friend was a visiting researcher at the Social Development Research Center from May 31 to June 26. For his dissertation research he reviewed archival material and publications on American public health campaigns in the Philippines during the U.S. occupation, as well as accessing documents and policy papers at the Department of Health and the Department of Science and Technology.



SDRC Staff Participates in CLA Workshop with Research Center Directors

The Director and Core Staff of the Social Development Research Center participated in the College of Liberal Arts workshop with research center directors and staff on June 25, 2010 at Andrew Hall. The workshop was held for purposes of standardizing practices in all of the CLA research centers; to share experiences; and to discuss policies relevant to the Center. CLA Dean Exaltacion Lamberte further cited the importance of standardizing practices among the centers to ensure cost efficiency at the college, as well as to meet the expectations set for accreditation bodies such as the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) and the ASEAN University Network (AUN).



As SDRC was the longest existing center among the three centers at CLA (which also include the La Salle Institute of Governance and the Bienvenido N. Santos Creative Writing Center), the core staff together with Nelly Ann Cruz of the University Research Coordination Office (URCO) were asked to share their knowledge of practices in fund management and budgeting, research and publications, and procedures in conducting conferences. In addition, Dean Lamberte provided a list of common terms referring to faculty and project staff that should be used by the centers, and led in a discussion on copyrights and permissions.

With regard to the aspect of research in relation to faculty output, CLA Research and Publications Director Feorillo Demeterio emphasized the importance of submitting faculty updates on scholarly output, as these were indicative of which departments were most productive. He suggested that incentives could be given to encourage the submission of the faculty update form.

Dean Lamberte pointed out that conducting the workshop for the CLA center directors was timely since the directors for all three centers were newly appointed for AY 2010-2011: Dr. Ferdinand Dagmang for SDRC, Mr. Antonio Pedro, Jr. for LSIG, and Dr. Gerardo Torres for BNS-CWC.

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.

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 Maraan 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.

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.



Publications Staff Attend Newsletter Editing Seminar

SDRC Coordinator for Research Dissemination and Publications Connie Maraán and Resource and Information Assistant 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 including SDRC Secretary Lolita Roselle, who attended on behalf of the University co-academic personnel.

Rica D. Ancheta, Master of Education in School Leadership

Graeme Ferdinand D. Armecin, M. A. in Health Social Science

Enrico U. Baula, M. A. in Sociology

Dindo P. Café, M. A. in Sociology

Alvaro N. Calara, Master of Social Change and Development

Ferdinand D. Dagmang, Ph.D. in Religious Studies

Ma. Teresa G. de Guzman, Ph.D. in Anthropology

Dennis S. Erasga, Ph.D. in Environmental Science

Ma. Elena Chiong-Javier, Ph.D. in Community Development

Exaltacion E. Lamberte, Ph.D. in Sociology

Alicia B. Manlagnit, M. A. in Medical Anthropology

Jesusa M. Marco, Ph.D. in Sociology

Ma. Cristina A. Rodriguez, M. A. in Demography

Maria Judy S. San Juan, M. A. in Sociology

Leah Veneessa Valbuena, M. A. in Psychology



Core Staff



Ferdinand D. Dagmang, Ph.D.
Director

Michelle C. Paunlagui
Assistant for Administration and Budget (June-August, 2010)

Rica Ancheta
Assistant for Administration and Budget (September 2010-March 2011)

Relly P. Limliman
Assistant for Administration and Budget (April-May, 2011)

Connie Jan Maraan
Coordinator for Research Dissemination and Publication

Rommel M. Billena
*Coordinator for Project Support Services
for Fellows and Visiting Researcher Program*

Lyndia E. Navarro
Disbursement and Operation Liaison Officer

Maria Catherine D. Domingo
Resource and Information Assistant/Creative Artist

Lolita P. Rosell
Coordinator for Secretarial and Support Services/Practicum/Apprenticeship

Reynaldo V. Porsuelo
Aide for Messengerial and Equipment Maintenance

Ysadora F. Mendoza

Aldwin Velazco

Kay Katherine Zabala

SOCIAL DEVELOPMENT RESEARCH CENTER

DE LA SALLE UNIVERSITY-MANILA

3/F William Hall Building

2401 Taft Avenue, Manila 1004 Philippines

Tel. No. (632) 524-4611 loc. 402 / 524-5349 Telefax No. (632) 524-5351

Website: www.dlsu.edu.ph/research/centers/sdrc