

Rotary Year 2006-2007

Report of an International Service Project

**The Nutrition Program for
Undernourished Philippine Children**

organized by

The Rotary Club of Hong Kong Island West

In partnership with

The Rotary Club of Downtown Manila



Prepared by President Allen Au
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1. Executive Summary

In support of **Rotary International President Bill Boyd's emphasis on alleviating hunger and improving public health** and to put Service Above Self, the Rotary Club of Hong Kong Island West led the way to organize a humanitarian project - ***The Nutrition Program for Undernourished Philippine Children*** in partnership with our Sister Club, the **Rotary Club of Downtown Manila** in the Philippines.

The project qualifies as a World Community Service project and supplements the calcium nutritional requirements of 220 undernourished pre-school and nursery children enrolled in "Palanza Day Care Center", "Chamberette Day Care Center", and "Betty Go Belmonte Public Elementary School". These schools are all located in Barangay Dofia Imelda, Quezon City, one of the most impoverished areas in the Philippines. The project will provide one school year of Tetra-pack Fresh Milk products to these children.

The Nutrition Program for Undernourished Philippine Children project achieves the following:

- Provides calcium supplements for undernourished children in a poverty-stricken area in the Philippines to alleviate hunger and improve public health;
- Improves academic aptitude due to improved school attendance;
- Promotes partnership and cooperation between the Rotary Club of Hong Kong Island West and the Rotary Club of Downtown Manila in two Rotary International Districts;
- Promotes member participation in a "World Community Service" project. 12 Rotarians from our Club as well as their family members and many Rotarians of the Rotary Club of Downtown Manila and their family members participated in the project.
- Advances world understanding, goodwill and peace;
- Promotes the understanding and awareness of Rotary;
- Promotes cooperation among Rotarians and their family members of two Rotary Clubs in different countries.

In summary, ***The Nutrition Program for Undernourished Philippine Children*** project adheres to Rotary International President Bill Boyd's emphasis on alleviating hunger and improving public health and helps advance world understanding, goodwill and peace.

2. Project Description

A. Introduction

The Philippine Government is currently in the midst of a fiscal crisis, which necessitates the cutting of many basic social service programs. Undernourished children of poverty-stricken families are no longer being helped by the Department of Social Welfare & Development in the Philippines. Please refer to the attached Philippine Star editorial "Too sick for school" dated 14th November 2006.

Barangay Dofia Imelda, near the Darius/San Juan Creek in Quezon City, is one of the poorest areas in the Philippines, where the homeless construct their temporary dwellings that are usually flooded during the rainy days. Poverty-stricken families who reside in this area earn about US\$1 a day and the children of these families could only afford to eat congee/rice during meals. The diet of these undernourished children severely lack calcium, which is essential for a healthy child growth and bone formation.

In support of **Rotary International President Bill Boyd's** emphasis on alleviating hunger and improving public health and to put Service Above Self, the Rotary Club of Hong Kong Island West led the way to organize ***The Nutrition Program for Undernourished Philippine Children*** project in partnership with the **Rotary Club of Downtown Manila** in the Philippines. The Rotary Club of Downtown Manila is a Rotary Club in Rotary International District 3810 and is a Sister Club of the Rotary Club of Hong Kong Island West.

The Nutrition Program for Undernourished Philippine Children project is developed through careful planning and research. It identifies a real need in a community and addresses it in an open, cooperative and sustainable way through steady effort and sound knowledge of how best to serve the needy.

The goals of the project are:

- Provides calcium supplements for undernourished children in a poverty-stricken area in the Philippines to alleviate hunger and improve public health;
- To improve academic aptitude due to improved school attendance;
- To promote partnership and cooperation among Rotary Clubs in different countries;
- To promote cooperation among members of the Family of Rotary.

- To promote member and the Family of Rotary participation in a “World Community Service” project¹.
- To advance world understanding, goodwill and peace;
- To promote the understanding and awareness of Rotary;

The Nutrition Program for Undernourished Philippine Children project supplements the calcium nutritional requirements of 220 undernourished pre-school and nursery children enrolled in "Palanza Day Care Center", "Chamberette Day Care Center", and "Betty Go Belmonte Public Elementary School". These schools are all located in Barangay Dofia Imelda, Quezon City, one of the most impoverished areas in the Philippines. The project will provide one school year, totaling nearly 200 school days of Tetra-pack Fresh Milk products to these children.

The Rotary Club of Downtown Manila will work with two day care centers and the elementary school for the distribution and storage of milk products. The Rotary Club of Downtown Manila and the Rotary Club of Hong Kong Island West will conduct surprised monthly visits to double check and verify the distribution besides obtaining the monthly report from the day care centers and the elementary school.

B. Funds Required for the Project

The total cost of the project is approximately HK\$100,000. The Rotary Club of Hong Kong Island West and the Rotary Club of Downtown Manila will contribute half of the required funds for the project, while both Clubs will apply for a Rotary Foundation matching grant for the project.

C. Timeline for the Project

January 17, 2007 to February 15, 2007 – Formulated project plan and budget for the project. Finalized project plan and obtained Board approval and funding to proceed. Completed the application for a Matching Grant for the project.

February 16, 2007 to March 31, 2007 – Fine-tuned the logistics and timeline of the project.

¹ A World Community Service project is born when Rotary clubs from two or more countries join together to accomplish a community service project. World Community Service projects have three criteria:

- The project must be humanitarian in nature.
- Rotarians in two or more Rotary countries must be involved.
- One of the participating countries must contain the site of the project.

May 1, 2007 – Organize a kick-off ceremony for the project.

December 22, 2007 – Organize a Christmas party for the children of the project.

May 14, 2007 to April 30, 2008 – Work with the day care centers and the elementary school to distribute milk products to 220 pre-school and nursery pupils.

Conduct at least 4 visits to and on-site inspections for the day care centers and the elementary school.

D. Rotary Club of Hong Kong Island West Involvement in the Project

The Rotary Club of Hong Kong Island West conceived ***The Nutrition Program for Undernourished Philippine Children*** project and was involved in the planning and execution of the various facets of the project, including but not limited to the following:

- Formulation of the format of the project;
- Formulation of the budget of the project;
- Application for the Rotary Foundation Matching Grant;
- Coordination with the Rotary Club of Downtown Manila to conduct inspections and checks for the distribution of milk products;
- Coordination of visits to the day care centers and elementary school for Club members and their family members;
- Coordination of the Kick-Off Ceremony and Christmas party for the project;
- Development of publicity program to help promote the project and Rotary.

3. Publicity Program

The Publicity Program of this project aims to promote ***The Nutrition Program for Undernourished Philippine Children*** project as well as to publicize the projects carried out by Rotary International, the Rotary Foundation, the Rotary District 3450, and the Rotary Club of Hong Kong Island West and to enhance the image of Rotary.

The Publicity Program of the project consisted of the following elements:

A. Public Announcements

With the help of President Albert Santillan of the Rotary Club of Downtown Manila and President Allen Au, the good works of Rotary International, the Rotary Foundation, the Rotary District 3810, the Rotary District 3450, the Rotary Club of Hong Kong Island West and the Rotary Club of Downtown Manila will be publicized in the Kick-off Ceremony and Christmas party for the project.

B. Press Releases

Press releases will be sent to newspapers, radio and TV stations in Quezon City and Metro Manila to publicize the project.

C. Banners & Backdrop

An 8' x 8' backdrop will be developed and produced for the Kick-off Ceremony and Christmas party of the project. 4' x 10' banners will be developed and used at the day care centers and the elementary school. Both the banner and backdrop will display not only the title of the project, but also a large Rotary logo.

4. Promote World Understanding and Increase Awareness of Rotary

The Nutrition Program for Undernourished Philippine Children project enables Rotarians in two Rotary International Districts to advance world understanding, goodwill and peace through health improvement and poverty alleviation in a poverty-stricken area in the Philippines.

Through the execution of the publicity program as outlined in section 3 of this report, the general public will be made aware of the meaningful community service projects carried out by Rotary International, the Rotary Foundation, the Rotary District 3810, Rotary District 3450, and the Rotary Club of Downtown Manila and the Rotary Club of Hong Kong Island West.

Through participation in this project, Rotary Club members and their family members have a better understanding about Rotary's work on humanitarian projects as well as the good works carried out by other Rotary Clubs in the world. In addition, Rotarians from different countries learn to cooperate with each other and attain a better understanding about each other's culture and country.

5. Rotarian Involvement

This project is participated by many of our Rotary club members. It is through the team effort and contribution of many Rotarians that made this project possible. The following Rotarians from our Rotary club have made contributions to this project:

President Allen Au
VP Jeff Ng
PE Tony Yue
PP Lawrence Chan

PP Joe Lu
PP Thomas Wong
IPP Allan Aw
Rotarian Edward Chow

Rotarian Albert Ng
Rotarian Tony Niem
Rotarian Norman Yeung
Rotarian Tony Yip

In addition, many Rotarians from the Rotary Club of Downtown Manila participated in the project, including but not limited to the following:

President Albert Santillan
PP Joseph Lim
PP Arsenio Ong
PP Danny Sy
PE Henry Kho

6. Conclusion

In support of **Rotary International President Bill Boyd's** emphasis on alleviating hunger and improving public health and to put Service Above Self, the Rotary Club of Hong Kong Island West led the way to organize a humanitarian project - ***The Nutrition Program for Undernourished Philippine Children*** in partnership with our Sister Club, the **Rotary Club of Downtown Manila** in the Philippines.

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Appendix

EDITORIAL – Too sick for school

The Philippine Star 11/14/2008



Health, it has often been said, is wealth. For many Filipino students, poor health has also meant poor performance in school. Poor health has even forced young students to drop out of school altogether. The Department of Education, citing statistics in the past 30 years, said only 83 out of every 100 students who enter Grade 1 move on to Grade 2. Only 77 make it to fourth grade and only 70 reach Grade 6.

There's more depressing news: out of those 70 students, only 67 go on to high school, 23 reach college and only 14 actually obtain a degree.

Education officials attribute the high dropout rate to health problems, which start at an early age. Undernourishment and short-term hunger are among the major factors that

lead to health problems starting at pre-school. Poor health makes students miss classes; too many absences make it difficult for the unhealthy to catch up on lessons. Retarded in health and education at an early age, survival in a highly competitive world will always be a struggle for such students.

Education is free in all public elementary and high schools, but the quality of that free education has steadily deteriorated. The problem is compounded by all the other difficulties encountered by the impoverished, such as hunger, malnutrition and poor health care. Public health care is expected to worsen as the exodus of health professionals for better paying jobs overseas continues.

The government, with its limited resources, cannot fully address those problems. But every effort counts, especially in improving the nourishment of preschoolers. The private sector has been tapped to fortify processed food products with vitamins and nutrients essential for children's physical and mental development. Despite limited resources, the Department of Health is achieving its targets in its immunization programs.

Still, a lot remains to be done. When children drop out of school because they would rather get high on drugs and spend all their time with friends, it is a social problem. A greater national tragedy is when they drop out of school because of undernourishment and health problems.