

Transforming Ultrapoor Communities in the Philippines: A Qualitative Approach

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Funded by CHW under the *Internships in Global Health Program*

ICM and the Filipino Community

The **International Care Ministries (ICM)** is an NGO dedicated to alleviating the burden of poverty and instilling hope among the ultrapoor communities of the Philippines. The Philippines is the thirteenth most populous country in the world and home to more than 100 million people. Despite their recently robust economic growth:

- **25 million Filipinos** live in extreme poverty with incomes **below US\$1.25 a day**.
- **7 million Filipinos** struggle to survive in ultra-poverty situations with incomes **less than US\$0.50 a day**.

ICM has been working in 12 regional districts within the Phillipines since 1992 to alleviate poverty.

The Transform Program

Transform is ICM's holistic, peer-to-peer program that creates supportive communal environments for families to cultivate financial, social, educational, and health values. With a team of ICM staff, community volunteers, and pastors, the program is sustainable and effective with:

- **167% increase in income** among families
- **18% reduction in illness** among the community
- **32% reduction in hopelessness** with an objective of cultivating dreams and goals

Tuberculosis Workflow and Theory of Change

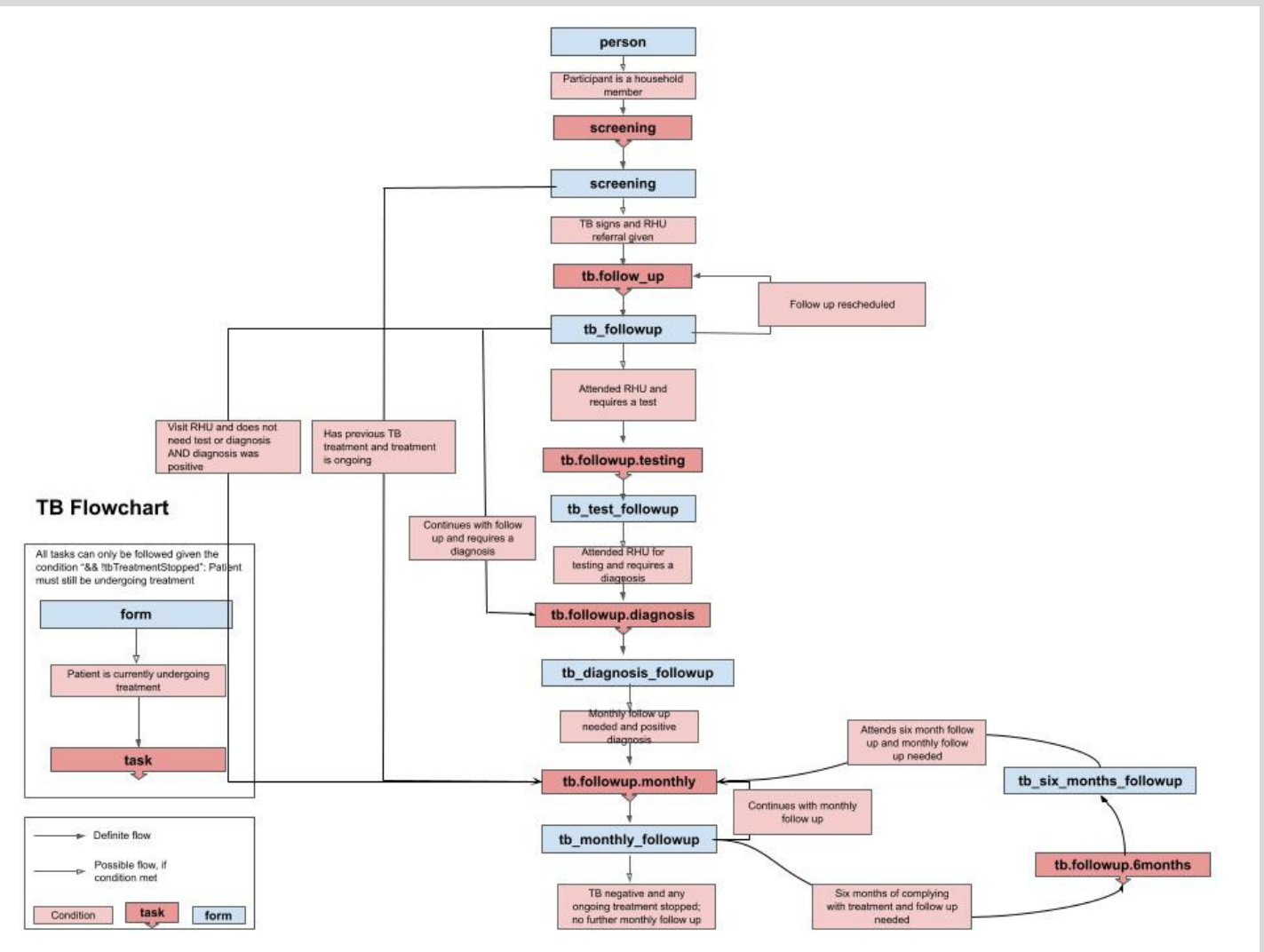
The Transform program, being holistic, has several working wheels -- two of which are health and financial knowledge.

1) Health: The program offers screening, diagnosis, testing, and treatment options for pregnancy, malnutrition, tuberculosis, and much more. In order for the field volunteers to easily access the online forms and apps that help collect data, a suitable workflow must be created to show the different situations patients might be in and possible paths. Such a workflow was created for the tuberculosis apps (Fig 1) and the backend of each form was cross-referenced with health experts to ensure accuracy and smooth progression from one task to another.

2) Financial Literacy: A soap opera randomized control trial (RCT) was created to see if teaching financial literacy would be effective through a soap opera episode medium. The Theory of

Change created (Fig 2) is the backbone for this project and ensures that the project team can explicitly define their goals and know what to measure for.

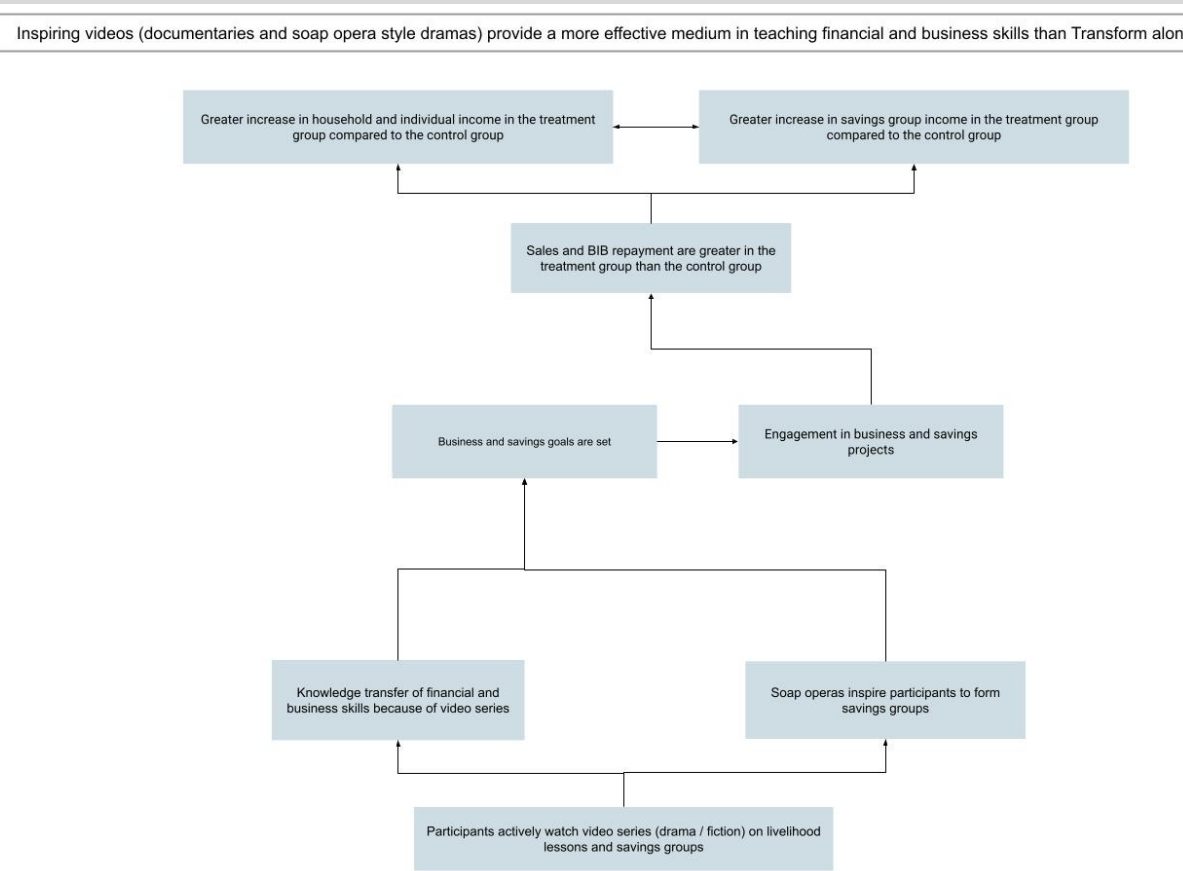
Fig 1: The tuberculosis workflow created to document the various pathways of the TB apps.



Reflections & Conclusions

Both the TB workflow and the Theory of Change were created to provide a backbone to their corresponding projects and to clearly define expectations and parameters. Both these final products were created with preexisting R scripts and serve to simplify and add more context to them. Future work can involve creating RCT survey questions.

Fig 2: The Theory of Change created for the soap opera RCT program.



Acknowledgements

This opportunity would not have been possible without help and support from the ICM Manila team, with special thanks to **Kendall Wilson, Helena Manguerra, and Dr. Lincoln Lau**. This internship was funded through the **Center of Health and Wellbeing's Internships in Global Health** program.

