

# SPECIAL FEATURE

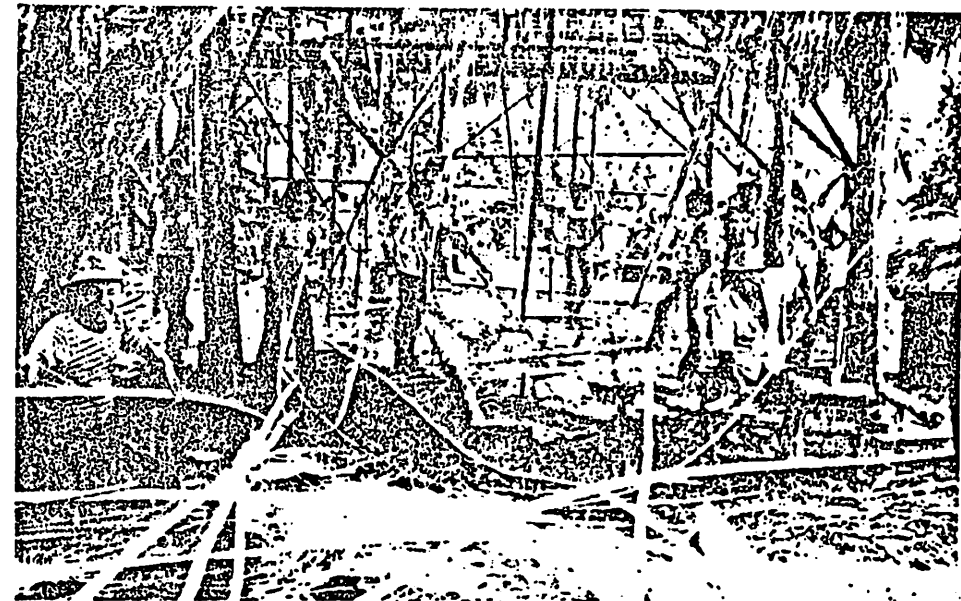
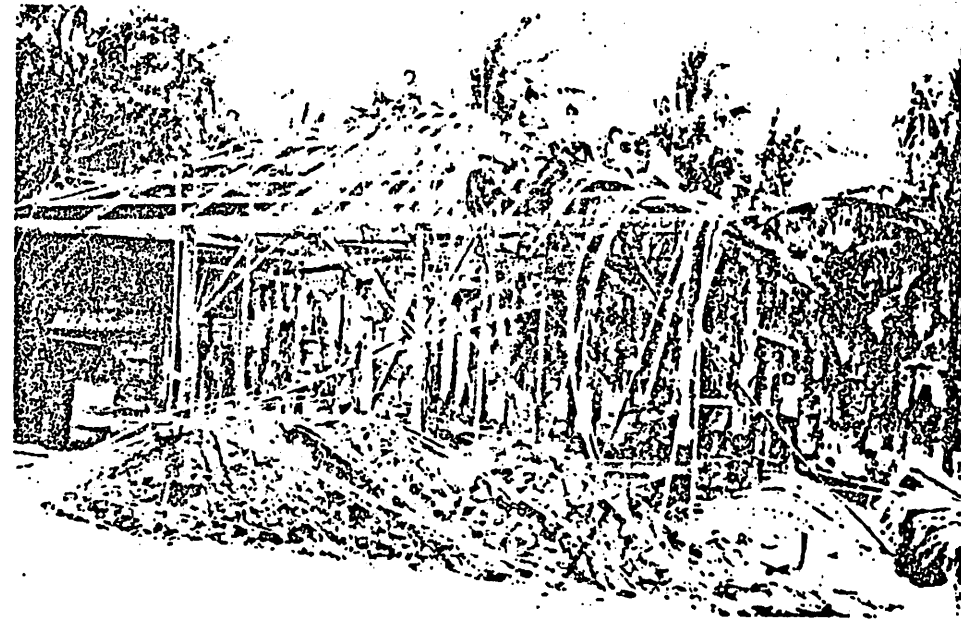
*(Editor's Note: Two weeks ago, an editorial in the Davao Star caught our attention. We thought the message inspiring and we asked our good friend Pilar if we could reprint it for those of our readers who missed it. She obliged, wrote us a postscript in between conferences of the Davao Association of Colleges and Schools of which she is Executive Secretary, and gave us photos to boot. Tony Elizondo is with the ICA office in Hongkong and used to be resident representative in Davao.)*

While Mindanao is faced with the reality of a rebellion that has brought about senseless killings, destruction to property and economic dislocation evincing a design to overthrow the duly constituted authority, in a remote and unknown barrio called Langub, a contrast — a novel global revolution is in emergence under the initiative of a group that has for its concern the human element in world development.

Langub is a depressed farming community located on a high mountain

ridge overlooking the city of Davao. Langub is a sitio of Ma-a, Davao City. Langub is virtually cut off from the benefits of the booming city of Davao. A single heavy rain makes the road impassable and the 800 settlers must hike down its steep muddy trails for most services. Subsistence farming is the mainstay; water supply is a severe problem; and the community is spread out with little focus on the development of economic and social life. The climate is mountain tropical, the soil is rich but poorly cultivated. The people are Visayan homesteaders who see the need to build a thriving community in order to deal with the challenges of the future.

Actually, the "Langub Human



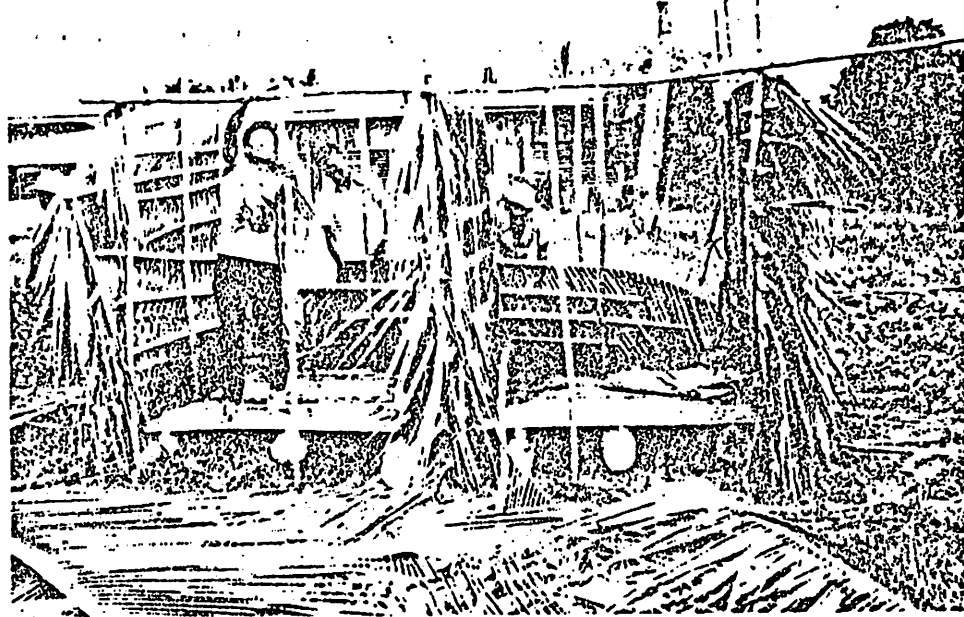
## THE WORLDS OF LANGUB

An Experiment  
in Community

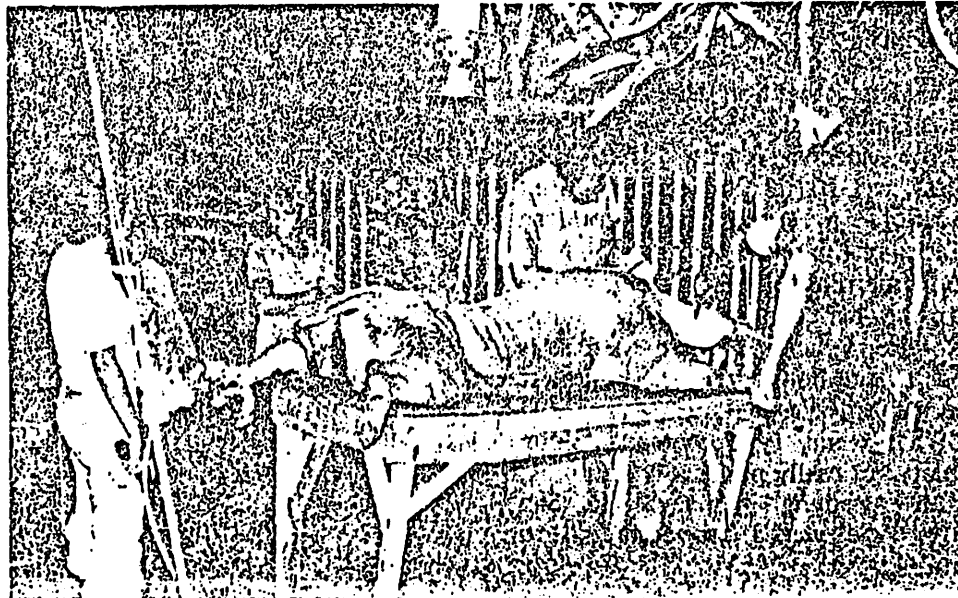
By Pilar C. Eraga

Photos by Tony Elizondo

# SPECIAL FEATURE



*The comfort rooms.*



The Institute of Cultural Affairs is world-wide. It is a global research, training and demonstration group concerned with the human factor in world development. It is non-profit, non-religious and non-political. ICA's human development projects interrelate social and economic developments and emphasize effective actuation methods as well as planning. The ICA staff is multi-racial — Filipinos, Americans, Chinese, Indians, etc. The ICA headquarters is in Chicago, USA. Mr. Leroy E. Philbrook is the regional director of ICA for the Mindanao area.

The Davao Integrated Press Club, therefore, is strongly endorsing and commending ICA's "Langub Human Development Project". It is our hope that through this article we will be able "to stir some conscience" and "generate some actions" from our citizens and government officials. We are respectfully calling the attention of our good Mayor Luis T. Santos, the honorable members of the Sangguniang Bayan, the DLGCD, CCOD, the Church, and all civic organizations worth their salt — to demonstrate their concern, together with some foreigners, over the pitiful plight of the people of Langub in Ma-a.

Langub — is, indeed, a scene of global revolution . . . a peaceful revolution of people determined to demonstrate to the whole world that in solidarity there is strength and that this strength can be a force to build a bright future for Langub and for other Langubs.

Development Project" is the second project of this kind in the Philippines undertaken by the ICA (Institute of Cultural Affairs), the first of which was the "Sudtongan Project" on the island of Mactan in Cebu City.

Thus, on January 7 to 15, this year, consultants from around the world, from across the Philippines, from within Sudtongan and from the Davao area will be participating with 50 local residents from Langub to create their plan for the future. During this week-long consult, consultants working in expertise arenas of services, education, community life, commerce and agriculture will work together in teams to discern the vision of the people, the underlying difficulties they experience, the practical proposals necessary, the concrete tactics for the development and, finally, the detailed implementaries. At present, they are in need of expertise in agriculture, civic engineering, town planning, water-works and cottage industries. It is our hope that through this write-up, we could generate wonderful response from concerned citizens of Davao. Consultants, by the way, will be accommo-

the Consult and the five days of Document-Writing (January 15-20, 1978).

Needless to say, therefore, the purpose of the Consult is to accelerate the on-going development of Langub by creating a comprehensive socio-economic development plan.

For those of us who feel that the Langub Project is another exercise in futility — after having gone through all sorts of “paper planning,” we do not blame you. However, let us give these people from the Institute of Cultural Affairs (ICA) a chance to help the people of Langub to help themselves. And in the process, they need our help, too. They need our expertise — our skill in whatever area—education, church, government, health, etc. — necessary for the total development of Langub. They need concerned people to show a little concern for what they are doing out there in the boondocks. If you have something to give — time, treasure, talent — give and experience the joy of being a part of a beautiful and soul-enriching undertaking.

We salute the self-sacrificing and dedicated men and women of the Institute of Cultural Affairs (ICA) and we thank you for coming to the Philippines, particularly in Davao. They have worked silently this past five years and silently they are accomplishing many wonderful, incredible projects here and around us. The recipients of their good work are themselves testimonies to what they have done so far. Don't take our word for it — you may see for yourself and judge by what you see.



*Posing for a souvenir photo.*



*The Barangay Hall completed.*

...the Tubig Crew ...  
Langub.

The timing was perfect, the enthusiasm was real and the need for the at Langub was acute. I am, of course referring to the fourteen men from the Davao City Waterworks District headed by Engineer Iluminado Quinto “Luming” to his friends.

They timed their PBL, Paglilingko sa Bagong Lipunan or rural service to coincide with the consult for the Langub Project.

The “Tubig” Crew started serving the people of Langub on January 2nd and they haven't stopped serving since then, way past their rural service stint. Having actually experienced “poverty” by living with the people of Langub they believe that they can now all the better relate to their difficulties, the dreams, hopes and aspirations.

Their technical skills and expertise in engineering they put to good use by helping the people of Langub build a Barangay Hall, toilets, bathrooms, community kitchen, roads and wells.

But over and above these physical facilities, the men from DCWWD have built into the hearts of the people a new kind of Hope and Faith. Hope for a better life and Faith in the fellowmen.

We congratulate the “Tubig” Crew Engineer Luming Quinto, Engineer Leonardo Pasia, Engineer Feliciano Sodusta, Engineer Lindy Montañez, Engineer Patrocinio Mejos, Felix Villanueva, Numeriano Pil, Jimmy Mojares, Danilo Versola, Manuel Rapolo, Restituto Rodaje, Desiderio Toledanes and Imelda Suriva. We need more of you kind!



## SUDTONGGAN: Showcase of Rural Development

By F.S. Roco

The people of Sitio Sudtonggan in Cebu love basketball. They love it so much they built a basketball court complete with night lights for evening games.

So what, you might say. Everybody loves basketball in this basketball-crazy country. If it's any indication, Robert Jaworski would probably beat the hell out of many old society politicians in any popularity contest. So what's so unusual about the people of Sudtonggan playing basketball?

Nothing's unusual about them playing basketball, or any game for that matter. None at all. What is unusual is that they can now play basketball at night. Because Sitio Sudtonggan — which means "inside the remote, swampy place" — is just that. A remote, swampy place. How can they play with night lights in a remote place like that?

The answer to that query is a 14 KVA generator run by the Sudtonggan Electric Cooperative, a unique achievement in rural develop-

ment that has literally brought light to this once remote, backward village.

Credit for this goes to a little known organization called the Institute of Cultural Affairs which is supported by Pilipinas Shell and other companies committed to social development. Through a unique recipe of motivational training, technological transfer, organization and an almost messianic zeal, the ICA has succeeded in bringing not only electricity to Sudtonggan, but the many other benefits of economic and social upliftment.

The Institute of Cultural Affairs is an international organization composed of some 2,000 members of various nationalities, dedicated to promoting human development in the depressed areas around the world. With 24 different human development projects in various stages of completion throughout the world, the ICA has proven that local people, with a little help from the public and private sectors, can achieve economic self-

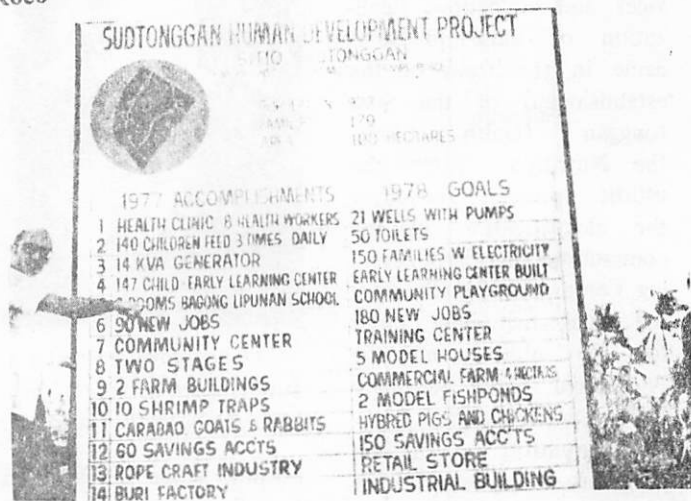


Photo above shows an ICA consultant pointing to a big signboard visible to everyone in the village detailing their goals and accomplishments. At left, below, is the handicraft factory set up by the people themselves.

sufficiency and social self-dependence with a minimum infusion of funds.

How does the ICA achieve all of these?

Each ICA Project begins with a week-long consultation during which residents and volunteer consultants from around the world share their expertise in building a plan to meet the community's needs. First, the consultation elicits from the community a picture of its hopes and dreams for the future. It then determines the major factors blocking this vision and designs practical proposals and specific tactics to ensure the implementation of the plan for comprehensive socio-economic development. Programs unique to each community are created by residents and auxiliary staff. The Sudtonggan Human Development Project

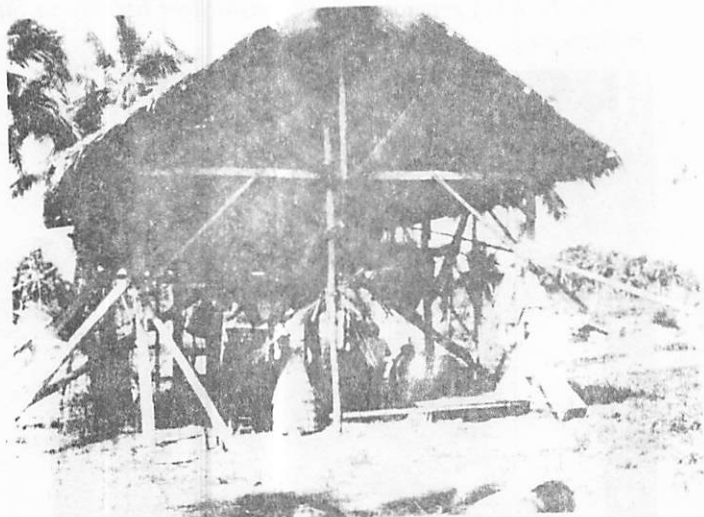
The Sudtonggan Project is one of the more remarkable of the ICA's successes. But, as James Oberg, a former Shell Oil engineer now work-

ing full-time as an ICA consultant, was quick to point out, "the success of the project is the success of the local people. They made the decisions, not us. The programs were planned and prepared by them — with only a little help from us. We merely provided the initial stimulus and the securing of funds through donations. Then they were on their own."

No matter what the disclaimers are for the success of the project, there is no denying that the ICA was instrumental in developing Sudtonggan from a depressed area into a prosperous self-sufficient community.

### The Development Programs

The ICA's programs for Sudtonggan, developed in consultation with the community members, were fourteen in all. All of them were geared towards promoting three goals — social self-reliance, community for-



mation, and economic self-dependence.

Social self-reliance programs encompassed the development of community services and education. Realization of these programs came in the form of the establishment of the Sudtonggan Health Clinic, the Nutrition Center, the utilities projects (including the electrification of the community), the Early Learning Center for the Children, the Village Schooling Center for the adults, and the Functional Skills Academy for vocational training.

Community formation programs were based on the establishment of the Sudtonggan Community Center and the organization of the Community Involvement Association. Within the Center and the Association, various other programs were formed.

To promote economic self-dependence, revenue-generating projects — and some of them quite unique, were initiated. These included the creation of the Sudtonggan Trading Company and the Sudtonggan Industrial Complex. The Trading Company provided product promotion, market development, cooperative services, and a retail store for the community's

*Below, members of the graduating class sing for Sudtonggan's guests. ICA organizers invited representatives of the donor companies to come and see for themselves the achievements made in Sitio Sudtonggan.*



*Above, former VFAA Cesar Singson (left) VMM Joe Tan (third from left) and PAM Noel Ison (fourth from left) talk with members of the Sudtonggan project during the recent graduation ceremonies of the project's training seminar.*

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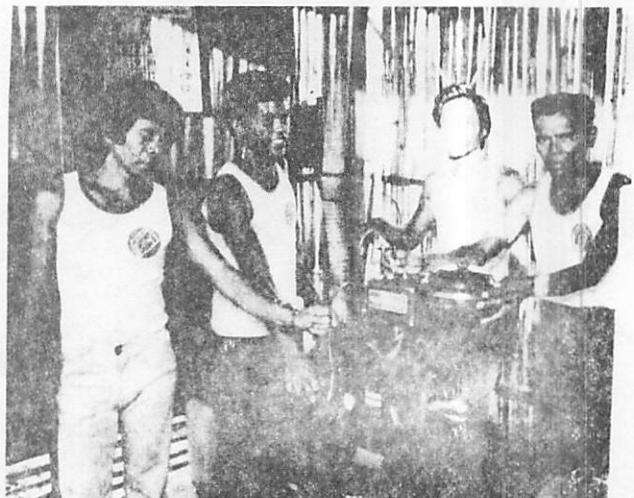
#### Shell's Role in the Sudtonggan Projects

All of the programs initiated and brought to a successful ending by the people of Sudtonggan and their ICA consultants were achieved with a little help

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"But," Oberg emphasizes, "we do not go for dole-outs. All the funds that are donated for a project go to that project. And we see to it that the projects are self-maintaining so that when the local people have finally succeeded in standing alone, we can leave them with the knowledge that the projects we helped initiate will continue to function even without us."

*The 14 KVA generator that brought light literally to Sitio Sudtonggan.*



The Sudtonggan Project is now on its third year. When it started two years back, the village was in an unenviable position. Today, the village of Sudtonggan sparkles in the distance in the dead of the night.

People in the other villages nearby are now beginning to wonder how they did it. Perhaps, it is not farfetched to think that they are even now planning to emulate the example set by the people of Sudtonggan.

And that's good. Because this is what the Human Development Project is all about. Motivating the local folk to think, plan and act for themselves.

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SUDTONGGAN HUMAN DEVELOPMENT PROJECT	
SITIO SUDTONGGAN	
ESTABLISHED 1977	
FAMILIES 179	
AREA 100 HECTARES	
1977 ACCOMPLISHMENTS	1978 GOALS
1 HEALTH CLINIC 8 HEALTH WORKERS	21 WELLS WITH PUMPS
2 140 CHILDREN FEED 3 TIMES DAILY	50 TOILETS
3 14 KVA GENERATOR	150 FAMILIES W ELECTRICITY
4 147 CHILD-EARLY LEARNING CENTER	EARLY LEARNING CENTER BUILT
5 ROOMS BAGONG LIPUNAN SCHOOL	COMMUNITY PLAYGROUND
6 90 NEW JOBS	180 NEW JOBS
7 COMMUNITY CENTER	TRAINING CENTER
8 TWO STAGES	5 MODEL HOUSES
9 2 FARM BUILDINGS	COMMERCIAL FARM 4 HECTARES
10 10 SHRIMP TRAPS	2 MODEL FISHPONDS
11 CARABAO, GOATS & RABBITS	HYBRID PIGS AND CHICKENS
12 60 SAVINGS ACCTS	150 SAVINGS ACCTS
13 ROPE CRAFT INDUSTRY	RETAIL STORE
14 BURI FACTORY	INDUSTRIAL BUILDING

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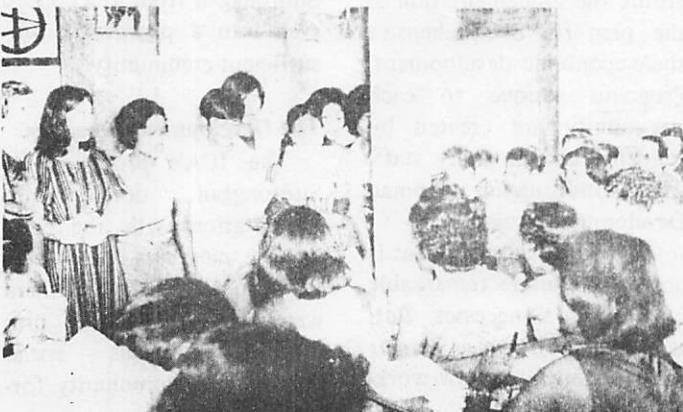
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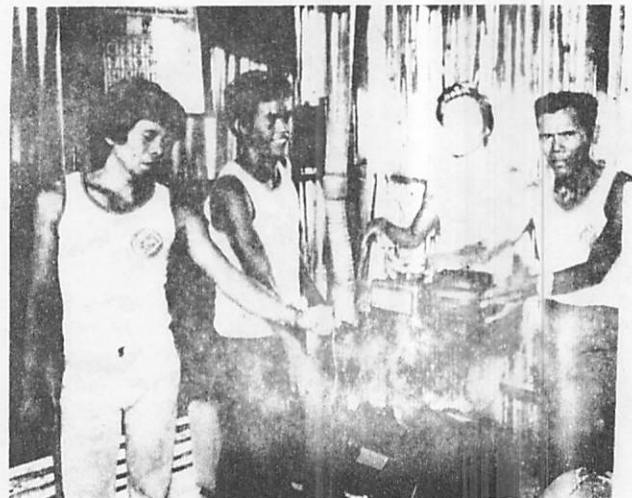
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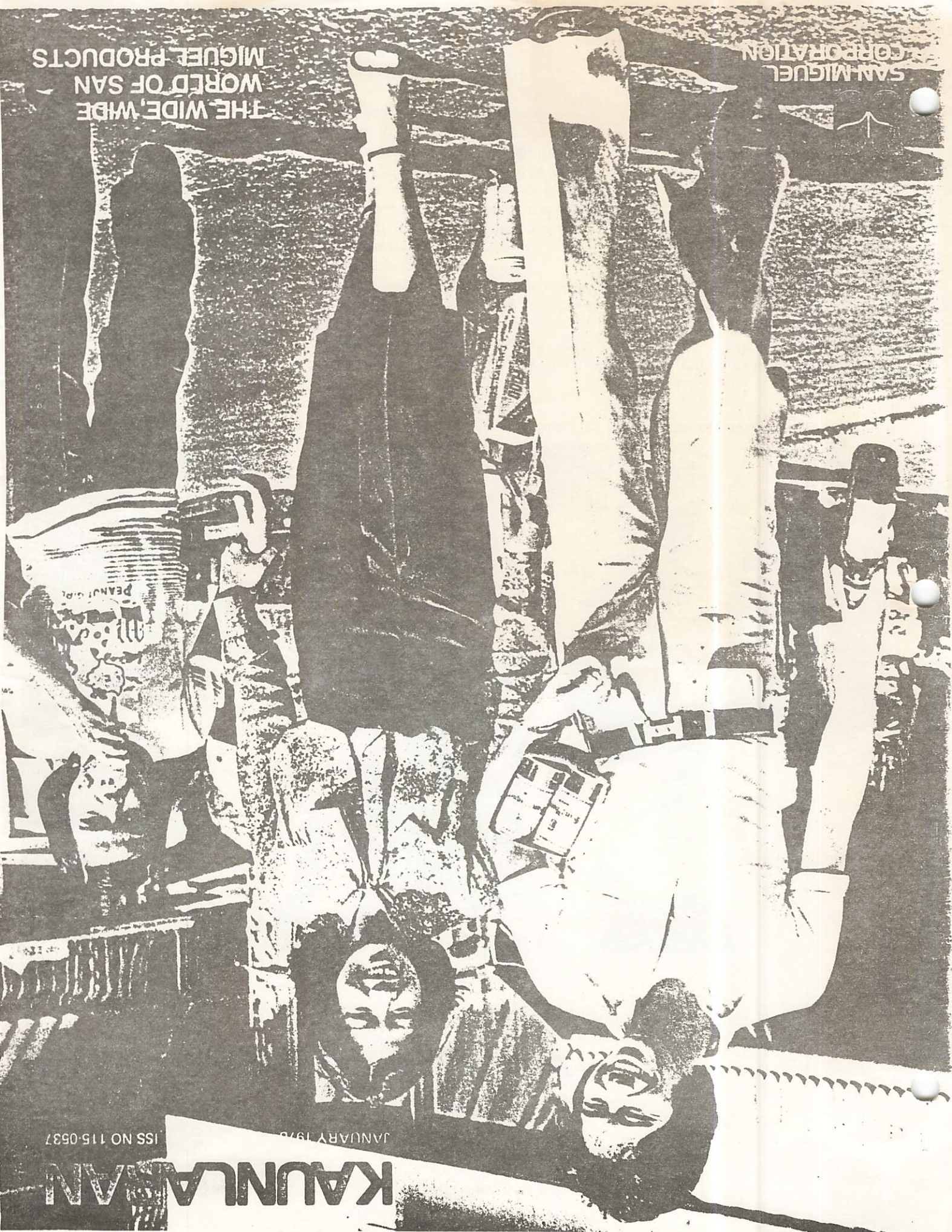
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THE WIDE, WIDE  
WORLD OF SAN  
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CORPORATION



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KAUNLANAN



# San Miguel Helps A Community Grow

By Manny Marbella



Youngsters in Sudtonggan, Cebu engage in handicraft, a growing business and source of income in the community.

A once sleepy community is stirring to productive life at Sudtonggan, Lapu-Lapu City in Cebu.

Until two years ago, Sudtonggan was what social scientists call a "depressed area." Its population of 900-or-so consisted mostly of simple folk content to scrape meager earnings from their individual plots of land. People were kind but they kept much to themselves and there wasn't much of a community spirit to speak of.

Today, Sudtonggan is taking on a new image. Under a unique experiment, the community is pulling

itself up by its bootstraps, so to speak, and moving towards total development. Spurred to action by a concerned group, the residents are shaping a brighter tomorrow for themselves and their children.

Sudtonggan occupies 100 hectares of rocky soil now greening with patches of cornfields and backyard gardens. A billboard by the side of the city's main road marks the entrance to the village, through a bumpy two-kilometer stretch. The road within Sudtonggan itself is lined on both sides by whitewashed stones and flowering plants.

Past the main cluster of wooden houses is the hub of the community where residents now have a public hall, a health clinic, a vocational school, a buri factory and a nutrition center. In the same area is a one-story home for volunteer workers, mostly foreigners.

The workers, headed by a director, are members of the Institute of Cultural Affairs (ICA), an international organization concerned with the human factor in world development. The ICA was formed in Texas by a handful of students and professors 25 years



Above: Teachers conduct an outdoor game for preschoolers in Sudtonggan's Early Learning Center in Cebu. Free schooling is one of the community's human development projects.

ago to help poor communities help themselves. Through the years, the staff had expanded to embrace other nationalities. Today staffers come from 24 countries across the continents of the world. There are five headquarters scattered worldwide, manned by 110 ICA officers. In Asia, the headquarters are in Hong Kong. Staffers — mostly volunteers — range from students to businessmen and social workers.

Sudtonggan is the first human development project of the ICA in the Philippines, chosen from some 200 villages. Among the project's original staff are a young American couple — Lester Knutsen, an anthropologist, and wife Linda, a teacher. They have a one-year-old son who was born in the community.

"Sudtonggan was picked out because it was isolated, forgotten and socially and economically depressed," says Lester. "We thought that if we could improve things around here, we could convince

people it could be done elsewhere."

The first thing the ICA did was to conduct a week-long consultation with the villagers. ICA officers from around the world came and drew up with them socio-economic programs for self-reliance.

Five guilds, each made up of 20 to 40 people, were formed to get the programs going. With ICA staffers as advisers, guilds planned activities to carry out programs on education, services, community formation, agriculture and commerce.

In the beginning, 15 ICA volunteers were assigned to Sudtonggan. As the villagers learned to manage their own guilds and develop their community, the number was gradually reduced. Today the staff is down to nine. Eventually, the community will be left to thrive on its own.

"Our role is mainly to catalyze and initiate the projects," says Lester, who is with the commerce guild. "My function, for instance, is to train people here to set up new businesses and be self-dependent."

Wife Linda, on the other hand, trains teachers for the community's Early Learning Center, a free schooling program. The trainees are all residents of Sudtonggan, as are all the schoolchildren.

Sudtonggan's Early Learning Center opened in April 1976 on a half-day basis and was expanded to a

full-day program in June. The center is housed in a three-classroom Bagong Lipunan Schoolbuilding donated by the community. It has 150 pupils in the infant school, preschool and grades I and II levels.

Soon, a new and bigger five-classroom building will rise next to the first schoolhouse. Part of the cost will be funded by the San Miguel Corporation in line with the Company's policy of supporting youth and community development projects.

The new schoolhouse will accommodate more than double the number of present pupils. The school incorporates a nutrition program into the regular curriculum. Pupils are given two hot snacks and a well-balanced lunch daily.

The Sudtonggan human development project was initially projected to take four years to complete. But with the residents fast learning the basics of community programs, the timetable has been shortened to less than three years. ICA will, however, keep monitoring the area to extend further help, if necessary, even after its staffers have left the place.

"We'll make Sudtonggan a pivot point where people from other villages can learn and then spread the knowledge to still other villagers," says Lester. "A similar project is scheduled to reel off in Mindanao this year."

So far, results of the Sudtonggan project have been very encouraging. The average family income has since doubled. Since residents supply each other's needs, prices of local products have gone down. Community industries are sprouting and land and sea food projects are underway.

But more important than the budding material progress of Sudtonggan is the people's new-found pride in being members of a forward-looking community—working together and sharing each other's blessings.



# PHILIPPINE NEWS

Issue No. 1 - First Quarter, 1978



**SHOE MART APPLIANCES and CAR ACCESSORIES:**  
*Satisfying the needs of high-performance oriented motorists.*

# SUDTONGGAN HUMAN DEVELOPMENT PROJECT:

restoring to the village folks the power to meet their own requirements.

SITUATED on a shelf of weather battered limestone outcroppings on Mactan Island, the village of Sudtonggan is more of an anachronism than a living reality.

Deprived of the will for self improvement, the village folks appear to be resigned to whatever fate has in store for them. With a population of 850 souls, 70 per cent of whom are below the 15 years of age, the village folks are eking out a living that can be best described as bare existence.

That was before the Institute of Cultural Affairs volunteers with their total human development program entered the scene. Slowly this past few months, the barrio folks of Sudtonggan are realizing that they too can do something to improve their lot.

Working among the poorest of the poor in 20 countries around the world, the Institute of Cultural Affairs saw in the Sudtonggan situation an opportunity to put into practice what they have been preaching. And so the Sudtonggan Human Development project was born.

And Goodyear, constantly aware of its responsibilities to the economic, social as well as moral development of the members of the community where it



GROUP DISCUSSION — Members of the Sudtonggan community discuss their problems with an ICA volunteer worker. This kind of group meetings are held once a week to dissect problems of individual members of the community.

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operates, was among the first to see the relevance of the project to this commitment. Not only is it contributing to the financial needs of the project, it likewise provides leadership in the project.

The project involves both the social and economic development of the village. It was began through the cooperative effort of the villagers and the staff of the Institute of Cultural Affairs, Manila, Inc. with the cooperation and encouragement of various government offices. The aim is to create the entire structure of

*(Please Turn to Next Page)*

## SUDTONGGAN . . .

community services now lacking, to expand the economic base of the community beyond subsistence economy and to release the creative potential of the community and its individual residents.

To carry out these objectives, ICA, in a simultaneous moves in June, 1976, initiated a health clinic, a nutrition center, the Early Learning Center, provided electricity for the villagers organized the Sudtonggan Trading Company, and expanded the various existing livelihood of the village folks.

The health clinic which was the first project to be opened provided medical care on a weekly basis. A vehicle has been made available for emergency purposes and referral relationships with three hospitals in Cebu City has been established.

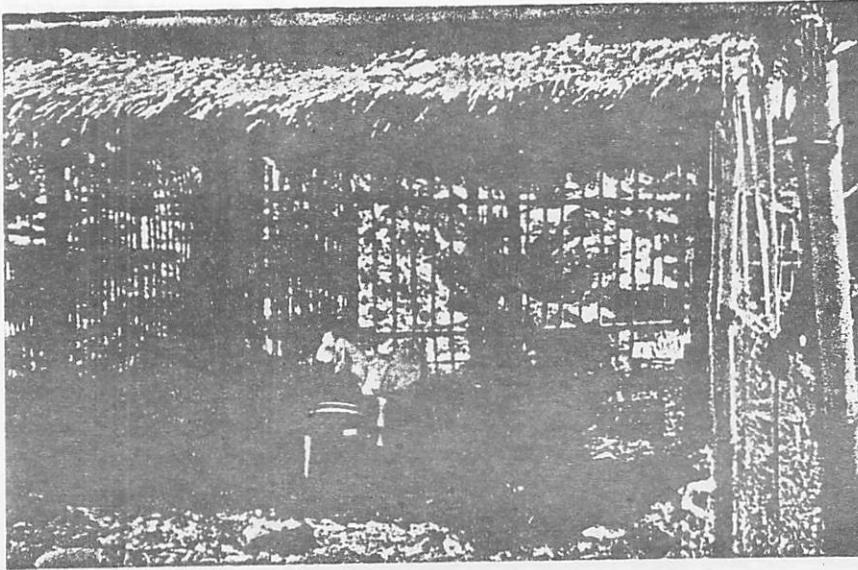
The nutrition center started with a feeding program for the children enrolled in the Early Learning Center and it has been extended to include nutrition classes for mothers in the community on the value of different foods. Under the nutrition program, the children are weighed each month and all have shown progress at least one degree on a scale of 1-10 toward normal weight. The most critical malnutrition discovered was among infants and children under 2 years of age. One accomplishment of the program is that since its start, there has been no infant death in the community due to malnutrition.

In the Early Education Center, children are taught a curriculum that includes the basics such as the alphabet and arithmetic as



**ECONOMIC AMELIORATION PROJECTS** — To help the economic well being of the Sudtonggan folks, the ICA established cottage industries in rattanware (1); rope-making (2 and 3) goat raising for milk and meat (4) and vegetable gardening (5).

*. . . the village folks are proud once again that they are from Sudtonggan*



well as physical care, social relationship and self-image development.

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# NEWSBRIEFS

## Japanese Assistance

Masahido Shibusawa of the East West Seminar, a non-profit agency in Japan which sponsors seminars on Southeast Asian Affairs, met with PBSP staff recently to survey possibilities of joint efforts between PBSP and his organization. His Philippine visit was in fulfillment of his commitment to PBSP officials whom he met during the Symposium on Philanthropy held in Japan recently. Shibusawa was accompanied by Toshio Shibata of JETRO.

## British Connection

Dr. Richard Philipps, Executive Director of the Volunteer Service Overseas in the Philippines, has considered the possibility of assigning British volunteers to PBSP-assisted projects needing technical assistance. The VSO is an affiliate of the British Volunteer Corps which sends volunteer all over the world to help developing nations. A few PBSP-assisted projects, including the Tala Human Resource Development and Culion Agricultural Development Pilot Project have been considered for possible assistance.

## Hongkong Observer

Kwok Zack Kuen, Research Director of the Hongkong Boys and Girls Association was guest of PBSP for two weeks where he observed research and evaluation methodologies. Aside from meeting with PBSP staff, Mr. Kwok was also exposed to the operations of the Laguna Rural Development Prototype and the Mandaluyong Social Condominium projects of PBSP. He was referred to PBSP by the Philippine School of Social Work through the office of Mrs. Erlinda A. Cordero, Officer-in-Charge.

## Sharing Methodology

The PBSP Research Unit was invited recently to brief government representatives about the methodology used by the foundation in evaluating the implementation of its assisted projects. Ms. Victoria Paz Cruz, PBSP Research & Evaluation Unit Manager gave the orientation last March 23 at the NEDA Region IV Office upon invitation of Ms. Teodora B. Reyes, Social Services Specialist and Project Coordinator of the National Economic and Development Authority. Among the government offices represented at the orientation were: Department of Social Welfare, Department of Labor, University of the Philippines, National Economic and Development Authority, Population Commission, Department of Education and the National Nutrition Council.

## Methane Generator

A methane generator developed by a US Peace Corps volunteer is now producing methane gas, fertilizer and plain water in Laguna.

James Scotty, a PCV developed the generator with funding from Laguna Governor Felicisimo T. San Luis, amounting to P2,000.00.

The gadget has three separate compartments for the gas, the fertilizer and water. These are the feeding area, the digester, and the residue deposit.

To produce the gas, hog manure is placed on the feeding area which goes automatically to the digester filled with water where chemical reaction takes place. The gas passes through a plastic hose attached to a sealed steel container. The solidified residue goes to the third compartment as fertilizer, while the liquid leftover becomes plain water. (DPI, Region IV)

## Consult on Human Development Up in Lapu-Lapu City

A 7-day consultation on human development has been scheduled from May 23 to 30, 1976 in Lapulapu City, province of Cebu, preparatory to the launching of the Lapulapu Human Development Project. The Consult is sponsored by the Institute of Cultural Affairs with support and active participation of the government and private sector. ICA Manila is part of a global network of a not-for-profit corporation originally incorporated in the United States. It has operations in 23 nations through 101 offices. It will bring in some 80 participants composed of local leaders and government officials, including national and foreign experts in community development. With the implementation of the Lapulapu project immediately after the consultation, it will bring to eight the number of global social demonstration projects currently implemented by ICA. In the Philippines, ICA has sponsored 3-day seminars in methods of managerial effectivity for corporation executives and institutional leaders and a series of 3-week International Training Institutes (ITI) which have dealt with methods of socio-economic development on the local level. PBSP Cebu staff have been invited to this consultation.

## PBSP Research Head. .

(From page 5)

D. and its Impact upon Small Farmers in Indonesia; and An Evaluation of Compact Farms and the Masagana 99 Rice Production Programs for Improving Credit Repayment in Panay, the Philippines.

The Philippine project has been approved for funding by the Ford Foundation and is now in the data collection stage. It was officially launched at a conference consultation session last May 7, 1976 with representatives of agencies in Panay such as the NEDA, ACA, BAE, DLGCD, PNB, RBA, and PDS and six participating educational institutions.

# SUDTONGGAN HUMAN DEVELOPMENT PROJECT:

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Working among the poorest of the poor in 20 countries around the world, the Institute of Cultural Affairs saw in the Sudtonggan situation an opportunity to put into practice what they have been preaching. And so the Sudtonggan Human Development project was born.

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The project involves both the social and economic development of the village. It was began through the cooperative effort of the villagers and the staff of the Institute of Cultural Affairs, Manila, Inc. with the cooperation and encouragement of various government offices. The aim is to create the entire structure of

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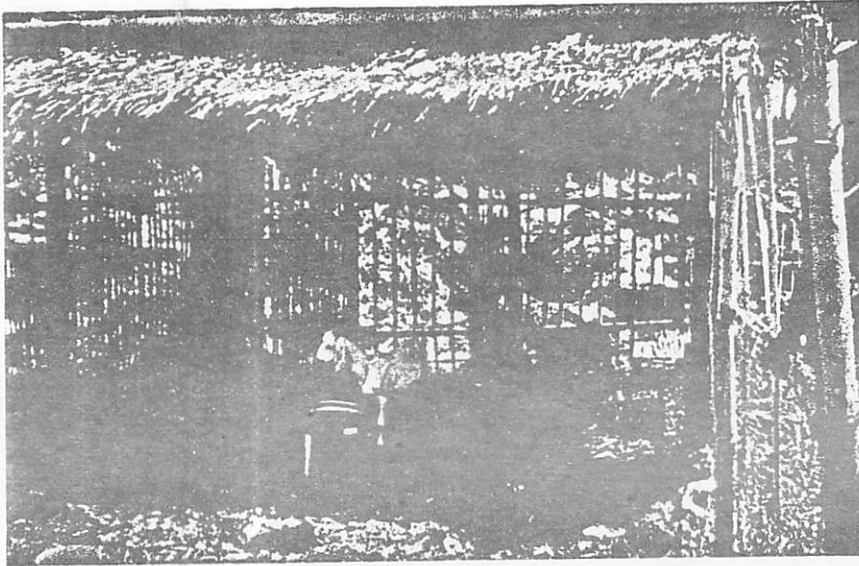


# PHILIPPINE NEWS

Issue No. 1 - First Quarter, 1978



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*Satisfying the needs of high-performance oriented motorists.*



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To carry out these objectives, ICA, in a simultaneous moves in June, 1976, initiated a health clinic, a nutrition center, the Early Learning Center, provided electricity for the villagers organized the Sudtonggan Trading Company, and expanded the various existing livelihood of the village folks.

The health clinic which was the first project to be opened provided medical care on a weekly basis. A vehicle has been made available for emergency purposes and referral relationships with three hospitals in Cebu City has been established.

The nutrition center started with a feeding program for the children enrolled in the Early Learning Center and it has been extended to include nutrition classes for mothers in the community on the value of different foods. Under the nutrition program, the children are weighed each month and all have shown progress at least one degree on a scale of 1-10 toward normal weight. The most critical malnutrition discovered was among infants and children under 2 years of age. One accomplishment of the program is that since its start, there has been no infant death in the community due to malnutrition.

In the Early Education Center, children are taught a curriculum that includes the basics such as the alphabet and arithmetic as



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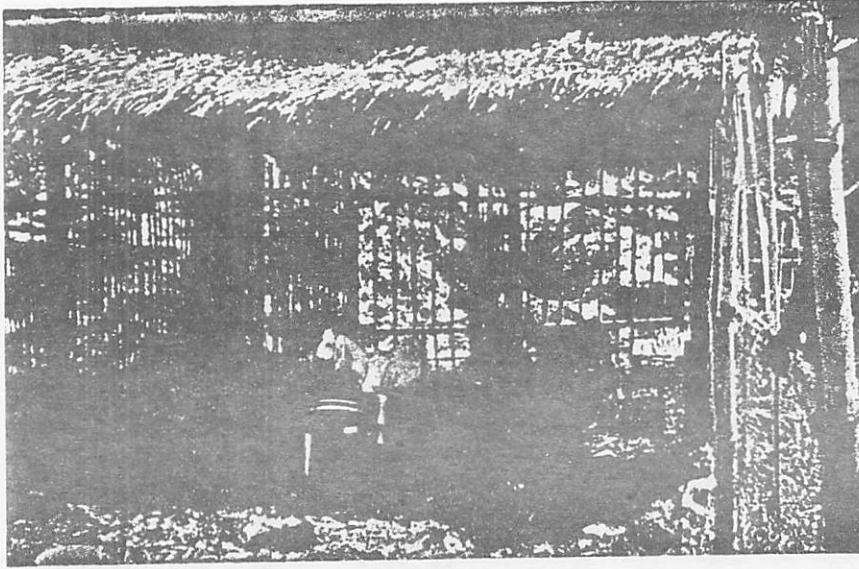
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# SCENE

MAY 1979



## Pfizer and ICA Team Up Around



Chicago is world headquarters for the Institute of Cultural Affairs.

International cooperation to improve the quality of life for people the world over begins with local citizens working together at the community level. Strengthening and developing the human potential of villages and towns from Kansas to Kenya is the mission of the Institute of Cultural Affairs (ICA), a private, nonprofit organization sponsoring diverse educational, economic, and cultural enrichment programs in 29 nations. Based in Chicago, the Institute has over 100 offices around the world, plus coordinating centers in Nairobi, Bombay, Singapore, Hong Kong, and Brussels. It has been operating for 21 years. The ICA is supported by corporations—including Pfizer—foundations, government agencies, and concerned individuals.

The Institute's work embraces local, national, and international matters. Wherever there is an opportunity to help people attain economic self-sufficiency and social interdependence, the ICA seeks involvement. Accordingly, it has sponsored projects ranging from management seminars and planning consultations for corporate executives and community organizations to more than 5,000 one-day town meetings across America in celebration of the Bicentennial. The twentieth-century versions of the New England town meeting, were extraordinarily successful.

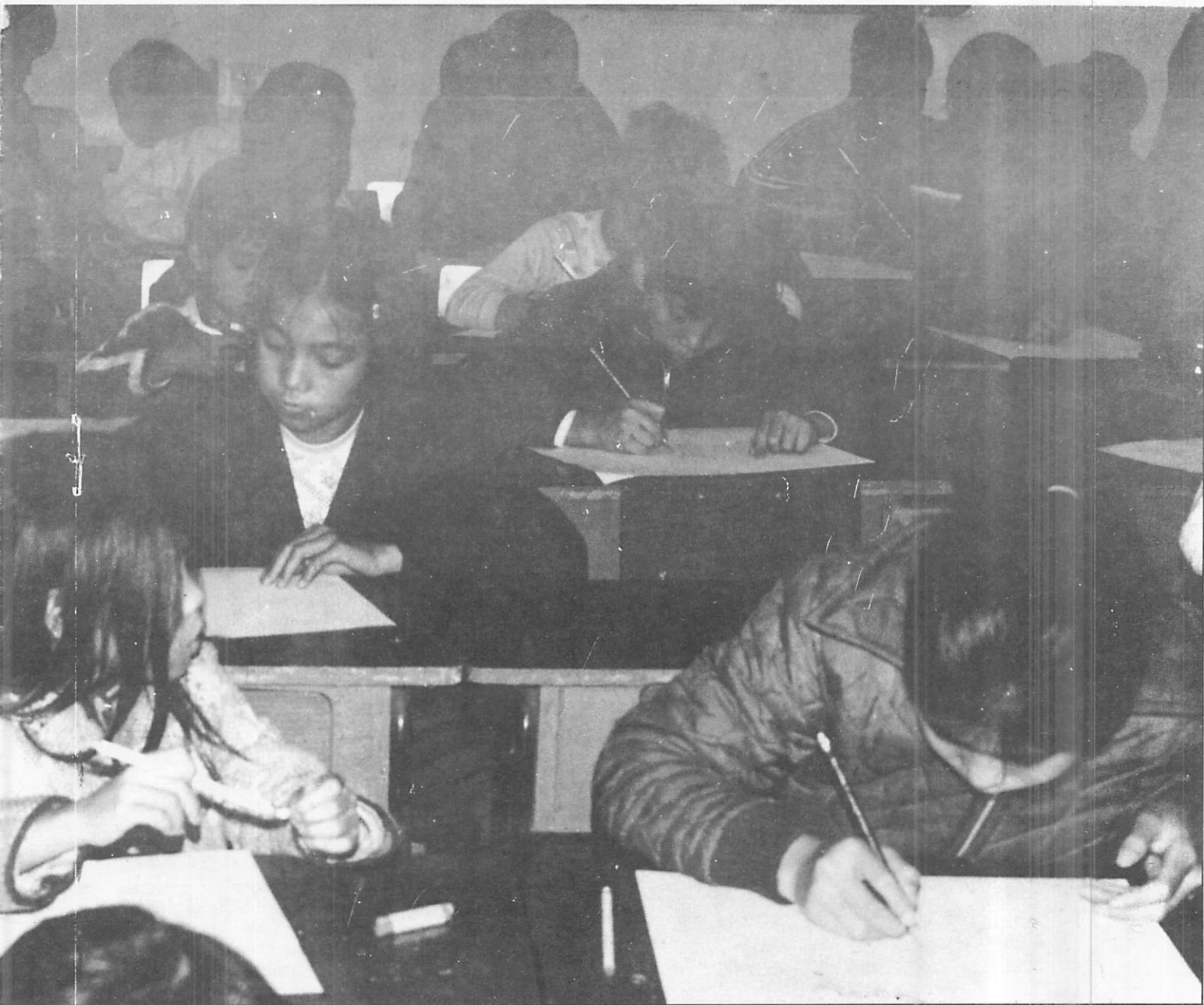
The ICA's major international initiative of the last three years has been the directing of 48 Human Development Projects. It is this effort in international cooperation that Pfizer supports. In 48 localities from the United States, Canada, England, West Germany, and Italy to Egypt, Kenya, Zambia, India, the Philippines, Indonesia, South Korea, Australia, Nigeria, Hong Kong, Taiwan, and Japan, resident ICA staff work with local people to catalyze the *total* socioeconomic advancement of the community in such a way that the populace can become a self-sustaining and closely knit group. This goal is attained through the careful attention of ICA's expert consultants, who sit down with citizens and draw up extensive plans to meet community needs. The townspeople enumerate some of their hopes and dreams for the future. The consultants translate some of those hopes into steps to be taken in removing obstacles to that vision.

### Philippines

In the village of Sud-tonggan in the central Philippines, 85 percent of its 850 people are illiterate; malnutrition and lack of capital have prevented development for generations. Health and education programs now effectively deal with these problems. Pfizer Combantrin has been used in government-sponsored deworming programs.

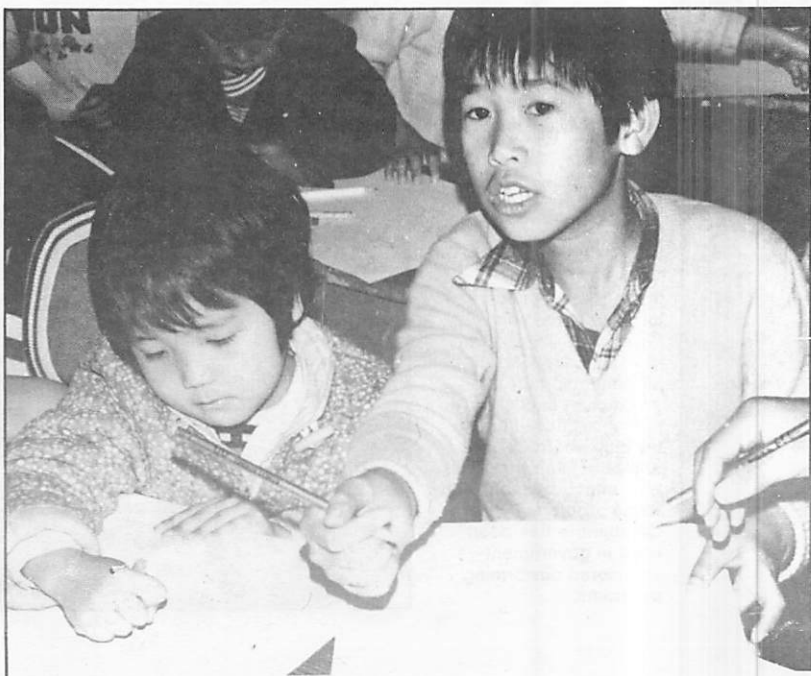


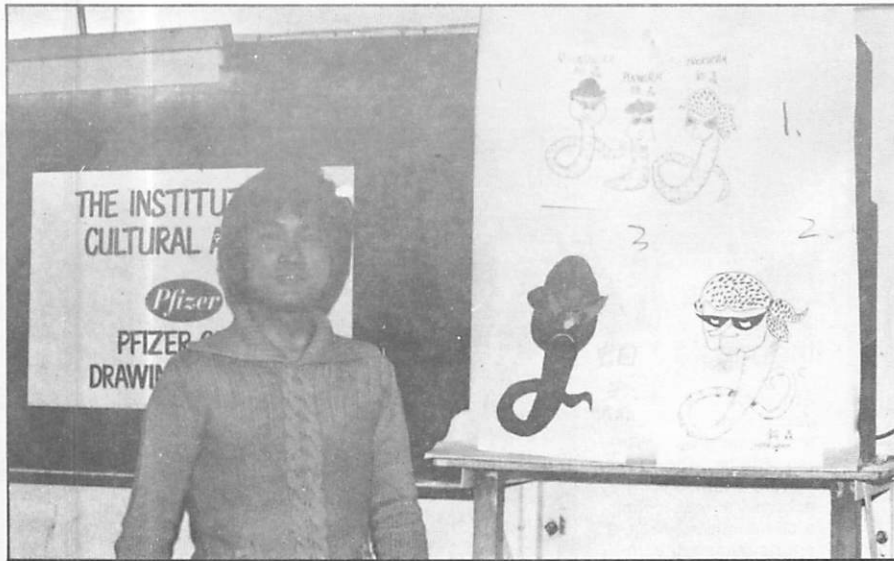




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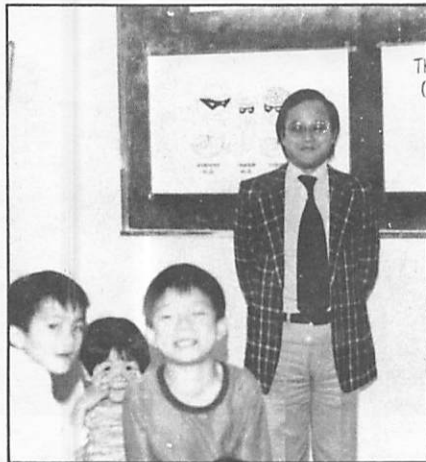
crease their understanding and awareness of the serious effects these parasites have on their health and economy. Post treatment of deworming program revealed that Combantrin had an 82.6 percent cure rate.





Paul Chung, Pharmaceutical Sales Manager for the Hong Kong market, awarded prizes to top 3 school children drawings.

## Pfizer and ICA in Nam Wai, Hong Kong



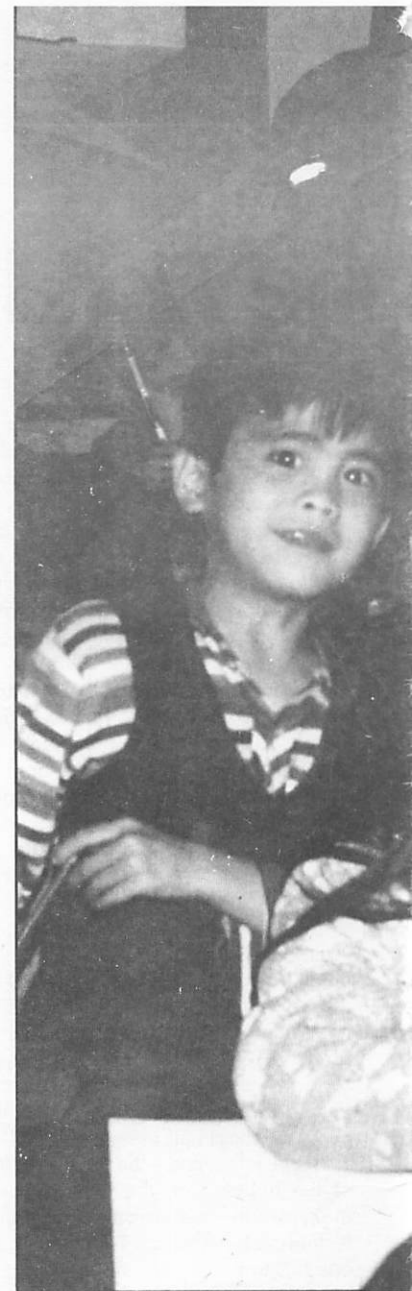
### ICA CONTINUED

nation and youthful enthusiasm as well.

As part of the comprehensive deworming campaign, Pfizer distributed Combantrin in the village, a technique that had met with great success at a similar ICA Human Development Project in South Korea. To supplement this medical care, Pfizer employees delivered brief health education courses featuring slides and film strip stories about helminth infections. These lectures increased the villagers' understanding of the serious effects that parasites have on a community's health and economy. Everyone concerned was delighted with the results of the follow-up medical examinations: Combantrin showed an 82.6 percent cure rate for worm diseases.

The most charming highlight of the Pfizer campaign was easily the drawing competition sponsored for children. The contestants were encouraged to give their imagination free rein in depicting the dreaded worms.

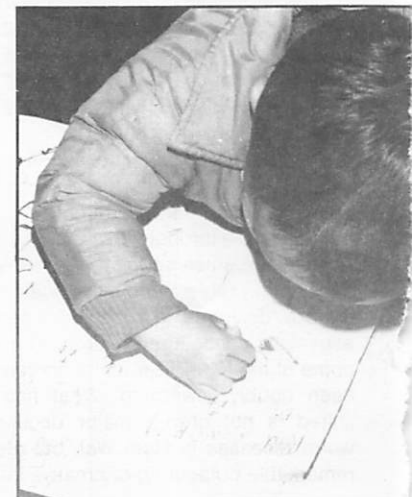
As the pictures show, the children entered into the learning process eagerly. The top three drawings were awarded prizes, but it is safe to say that all participants—children, parents, teachers, and Pfizer and ICA staff—emerged as winners at the end of this instructive and entertaining artistic venture.



Nam Cheong school children showed keen interest in the ICA-Pfizer Drawing Contest. Contestants worked hard at depicting the dreaded worm disease. Prior to competition, slides and film were shown to



Lawrence Woo (top), Country Mgr., Hong Kong, visits classroom at the Nam Cheong School. Above is local ICA Project Center.



# the World

Through this system, a village in Taiwan has established two new industries; a rural area in Indonesia has started a health clinic, a community kitchen facility, and a sports league; and a community in Egypt has erected new housing and maintained a clean water supply for the first time in 500 years. Here, at the level of the specific, individual project is where Pfizer teams up with the ICA. Pfizer donates supplies of Combantrin, the anti-parasitic agent for use against worms, to the Human Development Projects in Hong Kong and South Korea. The company also gives financial and/or technical aid to ICA programs in the Philippines, Kenya, and Nigeria. By providing this assistance, Pfizer remains committed to the policy of helping people to lead healthier and more productive lives.

Pfizer is proud to be associated with the work going on at the Institute of Cultural Affairs. In the words of Chairman Edmund T. Pratt, Jr., it gives us "a sense of accomplishment knowing that together we are contributing to the well-being of people all over the world."

Worm infections—the harmful effects of the roundworm, the hookworm, and the pinworm—are the most prevalent infections of mankind. They afflict over one billion people around the world. Exposure to worms tends to come from dirt or contaminated fruits and vegetables, meaning that many victims are children, who are unaware of the need for clean hands and washed food.

In the agricultural village of Nam Wai outside of Kowloon, Hong Kong, worms were a significant public health problem until recently. All that changed when ICA consultants at Nam Wai's Human Development Project organized an education and treatment program to eradicate worm (helminth) infections. Pfizer is helping the ICA control the spread of helminthiasis through this community on both fronts—through instructions and publicity heightening local awareness of this health problem and large-scale drug therapy designed to reach 500 people, especially schoolage children. The outcome of the ICA-Pfizer collaboration has been doubly rewarding. What has resulted is not only a major decline in worm diseases in Nam Wai, but also a remarkable outpouring of creative imagi-

## Indonesia

At Kelapa Dua, near Jakarta, villagers repair an irrigation wall. Working together, they have started a new crop scheme, a health clinic, a community kitchen, a sports league, a community center and an educational curriculum for children, youth and adults in the village of 750 inhabitants.



Young farmer operates a cultivator in a new garden plot in Sungai Lui. Twenty-one miles from Kuala Lumpur, it is set in a fertile valley of fruit and rubber trees, interspersed with cropland, thick jungle and bamboo. Here, ICA's project stresses modernization of agricultural and business ventures, including vegetable gardens and a tailoring industry.



## Korea

On Jeju Do, a volcanic island off the tip of South Korea, workers erect a hot house vegetable garden. Other projects are under way to set up cooperative farms, build a grain mill and raise beef cattle. In the village primary school, Combantrin has been administered as part of an extensive worm eradication campaign.

