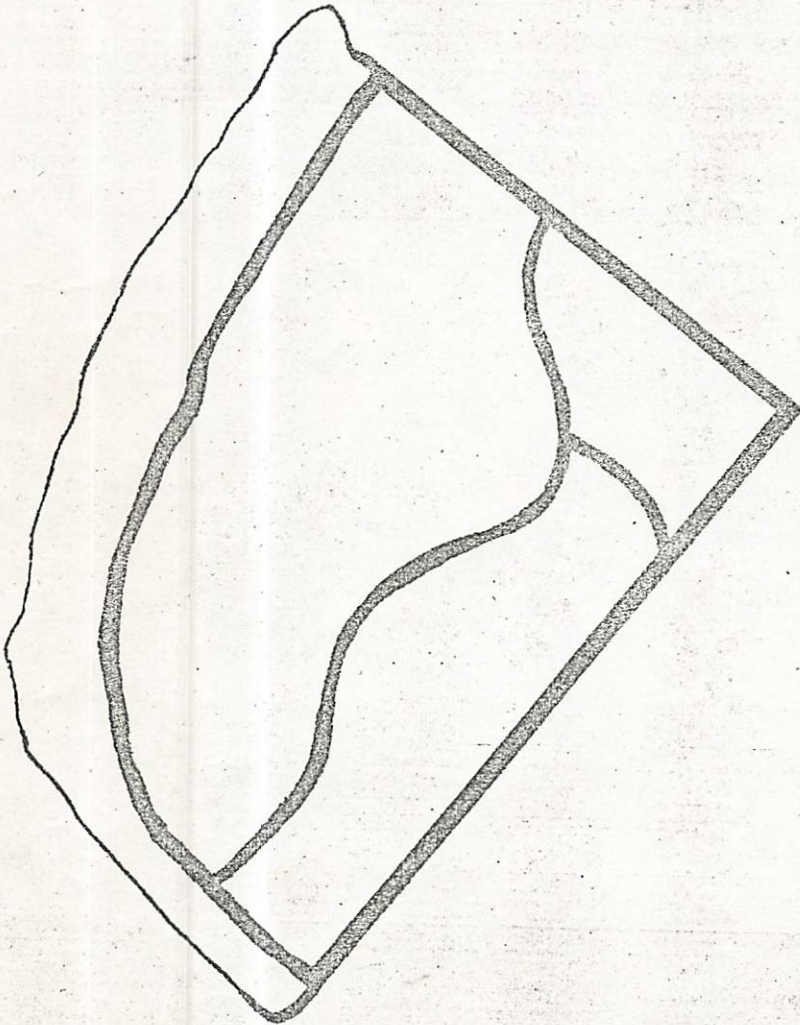


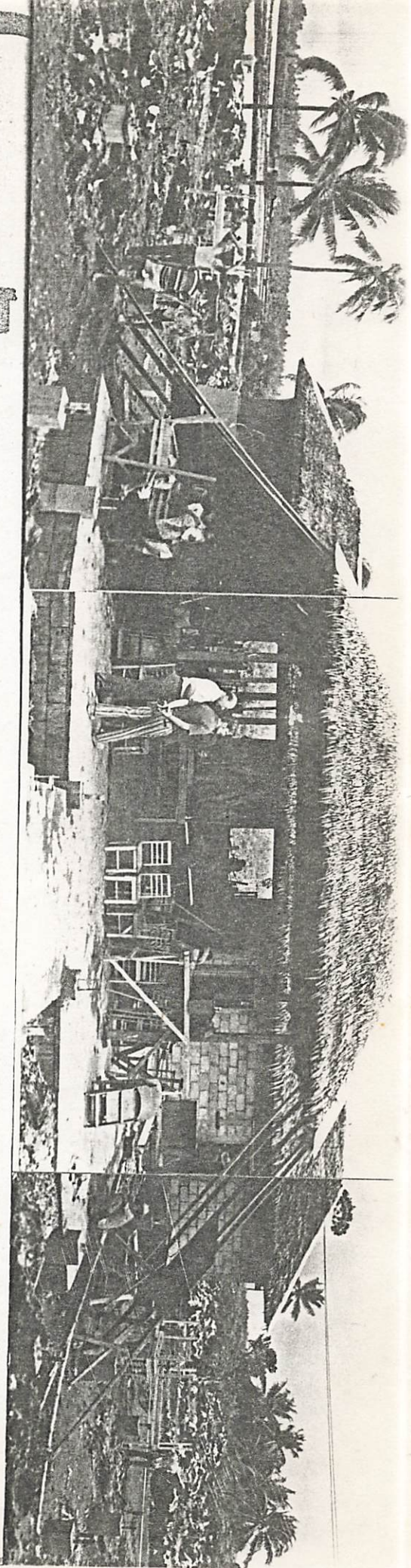
OPERATIONS

# SUDTONGGAN

## HUMAN DEVELOPMENT PROJECT



**PROJECT  
IMPLEMENTATION REPORT  
MAY 1976-JULY 1977**



Ipil Ipil



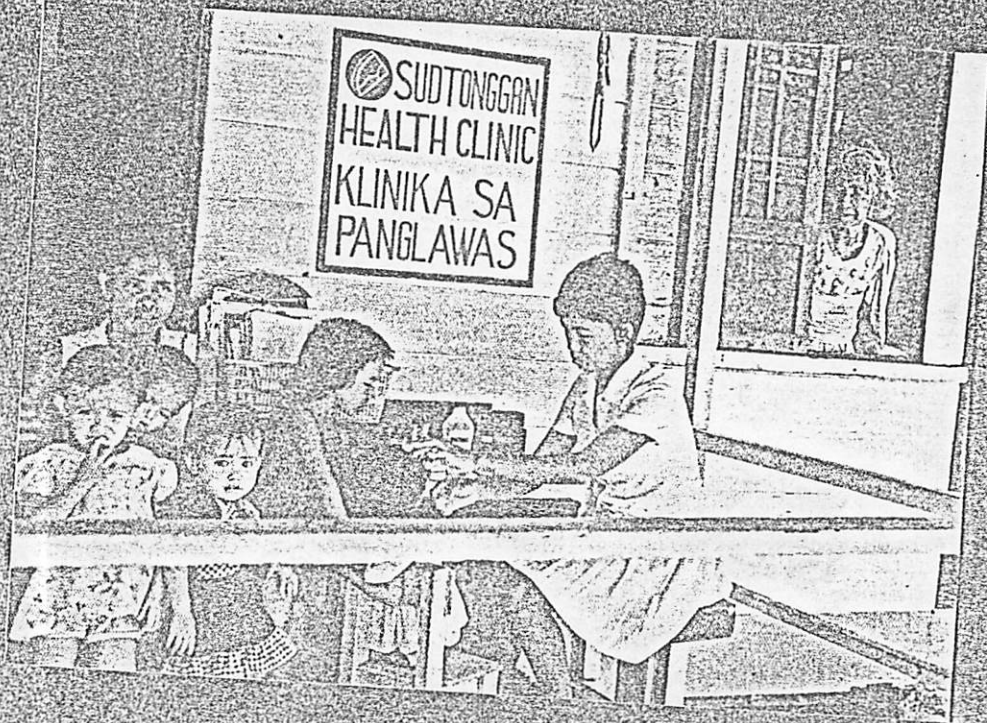
## INTRODUCTION

This is a summary report on the implementation of the Fourteen Actuating Programs of the Sudtonggan Human Development Project, a comprehensive development demonstration project by the people of Sudtonggan, a rural sition located on Mactan Island in Lapu-Lapu City, Cebu. The project involves both the social and economic development of the village. It was begun through a cooperative effort by the villagers and the staff of the Institute of Cultural Affairs, Manila, Inc., with the knowledge and encouragement of various government offices. The intention is to create the entire structure of community services now lacking, to expand the economic base of the community beyond a subsistence economy, and to release the creative potential of the community and its individual residents. This project is seen as a demonstration of methods which can be used by any rural community in the nation and which, therefore, could be duplicated elsewhere. The following is a report on the progress of the project since its initiation last May 1976.

## TOWARD COMMUNITY FORMULATION ACTUATING PROGRAMS VII AND VIII

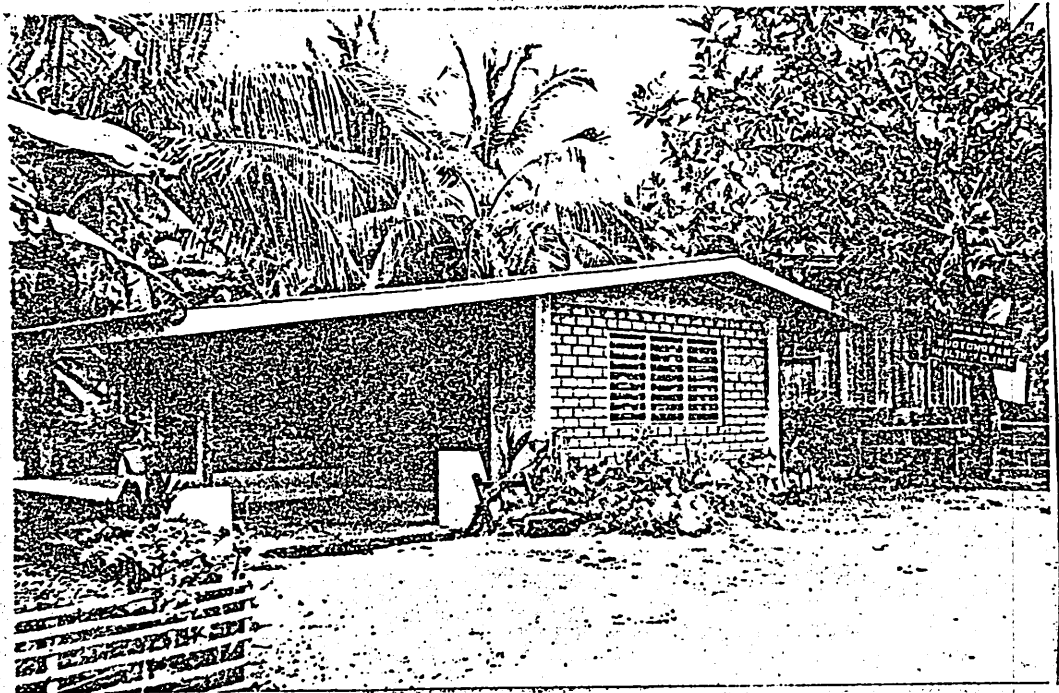
### OVERALL RESULTS

Sudtonggan used to be imaged by its residents as a "forgotten place", a barrio isolated from civilization. As a result of their voluntary effort in improving the physical environment of the village and the hosting of many events for outsiders, Sudtonggan has become a center of activity. This has changed the community's self-image, and developed a sense of identity so that people are once again proud to be from Sudtonggan. Along with this new sense of identity, a stronger leadership group has emerged in the village. In each of the guilds implementing the project, people are developing the skills to continue the project on their own. An illustration of this is the fact that the ICA has been able to reduce the number of staff working in the village without losing momentum. A third result is the physical change in the village, as indicated by the new buildings, the beautification, and the improved cleanliness.



## I Sudtonggan Health Clinic

The Sudtonggan Health Clinic began last June 1976 in a house donated for its use by a family in Sudtonggan and with eight volunteers from the community. It has provided medical care for the community six days a week and has had the presence of qualified medical personnel on a weekly basis. A vehicle has been made available for emergency purposes and referral relationships have been established with three hospitals. To initiate preventive medical care, health records have been established for every household with regular family visitations and immunizations for TB, polio, DPT, cholera, and typhoid being given. Through donations, a supply of medicines and equipment has been obtained for the use of the clinic. The eight health workers have received extensive medical training to enable them to fulfill their roles in operating the clinic and in caring for the health of the community. Health education for the community involving prenatal care, infant care, and childspacing has also taken place. At present a new clinic building is under construction which will allow for expanded operations to include other villages around Sudtonggan.





## II Sudtonggan Nutrition Center

The Sudtonggan Nutrition Center began with a feeding program for the children enrolled in the ELC last June 1976. Since then it has expanded to include nutrition classes for mothers in the community on the value of different foods. Cooking demonstrations have been held twice a week and many new methods and types of food to improve the diet have been introduced. The Community Kitchen has continued to serve the ELC children one meal and two snacks per day but also now includes the whole community on the community workdays held twice a month. Each month the children are weighed and all have progressed at least one degree on a scale of 1-10 toward normal weight. The most critical malnutrition discovered was among infants and children under two years of age, two of which were immediately referred to a mal ward. Mothers have been taught methods of drying food for preservation, particularly for infants. One accomplishment of this program is that since November 1976, there have been no infant deaths due to malnutrition in the community.



### III Sudtonggan Utilities Project

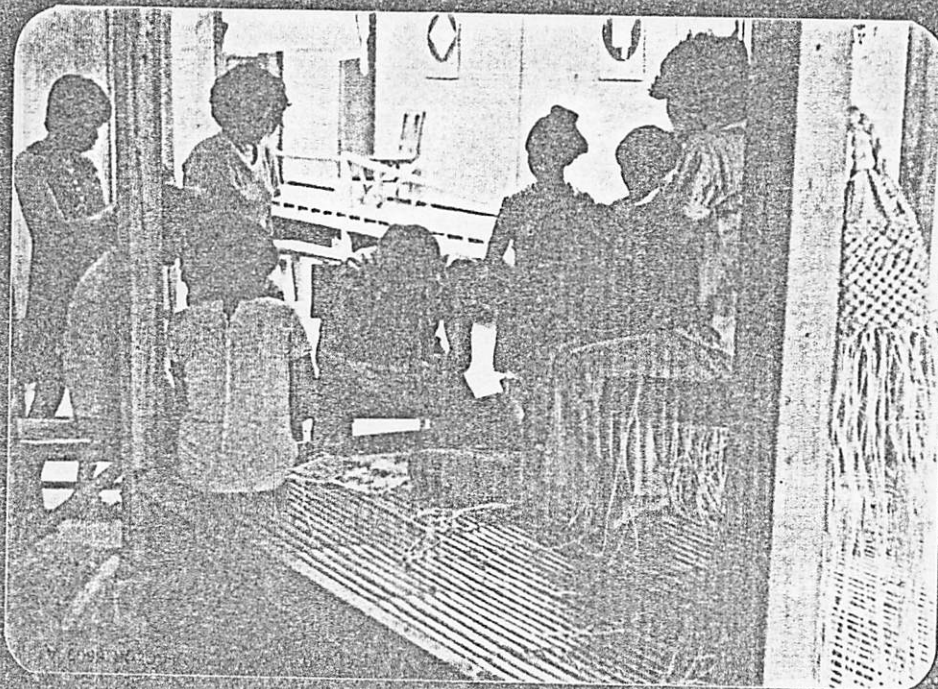
The first accomplishment of this project was the providing of electricity to the Village Square and Community Center in June 1976 through a small generator that had been loaned to the project. Since that time a 14 KVA generating set has been acquired with the capacity to provide electricity to every house in the village. The main power line to connect one-fifth of the village has been installed. Electricity has also been made available to the Buri Factory. The community has consensed on the establishment of an electrical co-operative through which those who receive light would pay a fee and be responsible for the servicing and maintenance of the generating set. The barangay that is responsible for the main road in Sudtonggan has implemented its road maintenance by repairing the major potholes on the road. Five wells in the community have been cleaned, covered, and washing areas cemented to begin to solve the problem of contaminated water in the community. The first communal toilet is presently under construction in the community to provide a model of sanitation facilities for the community.



#### IV Early Learning Center

The Early Learning Center was initiated before the Consult. in April 1976 on a half-day basis and then in June it was expanded to a full-day program. It is located in a building donated by the community and has seven enrolled in the Infant School, 101 enrolled in the Pre-school in two classes, and 36 enrolled in the Kindergarten Program. The children are taught a curriculum that includes the basics such as the alphabet and math, as well as physical care, social relationships, and self-image development. During the past year the high points have been the field trips out of Sudtonggan to Opon Emergency Hospital, Magellan Monument, and St. Theresa's College in Cebu City. For many of the children, these trips were the first they made outside of the community. Fifteen women from the community who have had very little education have been trained as teachers, and one woman has been trained as director of the school. This program is the first one to be initiated in another barangay outside of Sudtonggan with the opening of an Early Learning Center in Gun-ob with 30 children. The teacher for the Gun-ob School was trained by the Sudtonggan teachers.





## VI Functional Skills Academy

This program was begun in June 1976 with a Crafts Workshop training the girls in the community to make abaca rope handicraft. Since that time the vocational training has been expanded to include basket making, sewing classes, buri furniture making and apprentice training in welding and construction. Technical skills training has been conducted in agriculture by three government agencies and the extension services of a local university. Also, many individuals have helped share their technical expertise in fishing, mechanics, and agriculture to the community. The Social Methods training has involved six people attending the International Training Institute in Manila in April 1977, three people attending the LENS seminar in Cebu in November 1976, one attending the Social Methods School in India in October and November 1976 and 15 community leaders attending a Leadership Methods Seminar held in Sudtonggan. The job placement program has located over 90 people in new jobs at the project site and also in Lapu-Lapu City.

TCWARD COMMUNITY FORMULATION  
ACTUATING PROGRAMS VII AND VIII

OVERALL RESULTS

Sudtonggan used to be imaged by its residents as a "forgotten place", a barrio isolated from civilization. As a result of their voluntary effort in improving the physical environment of the village and the hosting of many events for outsiders, Sudtonggan has become a center of activity. This has changed the community's self-image, and developed a sense of identity so that people are once again proud to be from Sudtonggan. Along with this new sense of identity, a stronger leadership group has emerged in the village. In each of the guilds implementing the project, people are developing the skills to continue the project on their own. An illustration of this is the fact that the ICA has been able to reduce the number of staff working in the village without losing momentum. A third result is the physical change in the village, as indicated by the new buildings, the beautification, and the improved cleanliness.



## VII Sudtonggan Community Center

A community organization assembly was held last June 1976 following the Consultation to formally launch the project with 120 adults attending. The following week the five guilds of Sudtonggan were initiated as the planning and implementation force of the project. These are the Service Guild, the Education Guild, the Improvements Guild, the Agriculture Guild, and the Commerce Guild. They have been meeting weekly on Tuesday nights and have been the backbone of the project's implementation. A Community Care Network was established by dividing the community into five puroks and 20 teams with about ten families per team, and team leaders appointed who would be responsible for the families in their team. The youth of Sudtonggan are also part of this program and have implemented many workdays, basketball games, and field trips. The cultural life of the village has been impacted by the best planned and biggest fiesta ever during the Fiesta of Fatima. The Lapu-Lapu Parish is also conducting a mass in the community once a month. Many new songs and symbols have been created by the village to celebrate the developments of the past year.



### VIII Community Improvement Association

Before the Consultation in April 1976, five community workdays were held as a way of introducing the project to the people of Sudtonggan which started the improvement program. After the Consultation it continued with volunteer community workdays every other week to improve the physical environment of the community. These have accomplished the building of a new stage, a full basketball court with new backboards, painted the chapel and clinic, two new parks with benches, and road widening, weeding and lining it with whitewashed rocks. New buildings have been constructed including the new clinic, school, two additional ELC classrooms, utilities building, Community Center, project offices and staff housing, a buri factory, crafts factory, and four agricultural buildings. In the arena of housing development, three new houses have been constructed and two new ones are presently under construction. Research has been conducted on housing designs to formulate a plan that would be both inexpensive and durable. A pool of equipment for community use has been established for these improvements. All these have resulted in a new sense of identity and pride in being from Sudtonggan.



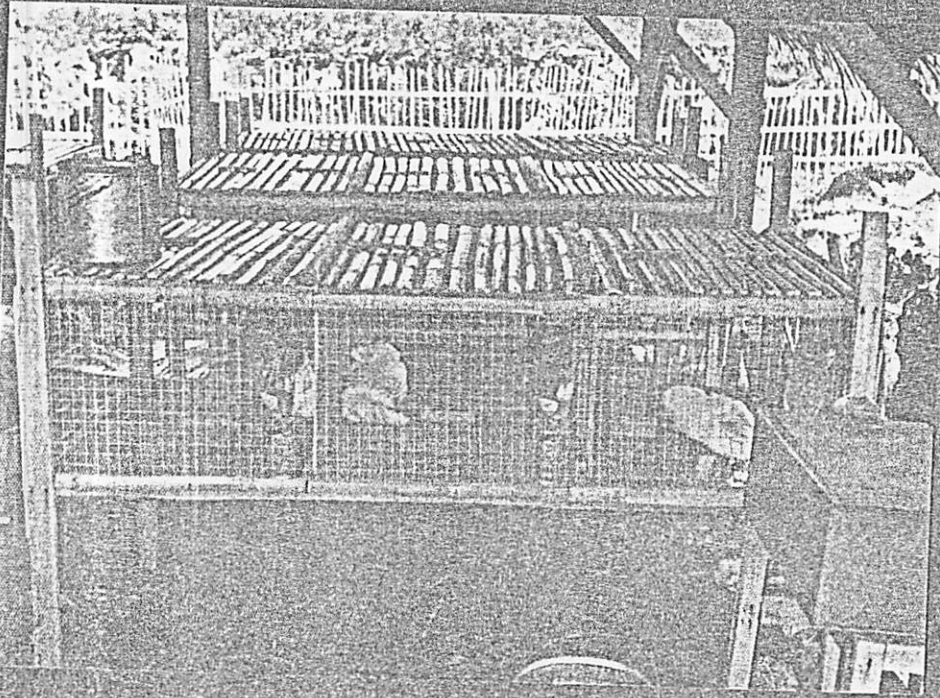
## IX Land Food Project

In June 1976 a demonstration garden and nursery plot was begun to initiate the land food project. This increased the community's awareness of what could be grown in Sudtonggan, for previously all that had been grown was corn, cassava, and kamote. Five demonstration gardens were started, one in each purok, on a cooperative basis which increased the variety of foods grown in Sudtonggan. After seeing what was possible in these purok gardens, family backyard gardens began until 65% of the families had backyard gardens. The demonstration farm area was developed and expanded to include 42 different kinds of vegetables, trees, and crops. The nursery has been expanded twice with a new building just completed and is now a distribution center for seeds and seedlings throughout the community. Training in the use of fertilizer, insect spraying, and watering have all spread throughout the community. A hybrid corn was introduced last May 1977 which is expected to double the corn yield. As 75% of the surface area in the community is rock, experiments have continued in hydroponic gardening and marginal land use. A rock area has been developed as a demonstration of farming in marginal areas.



## X Sea Food Project

This project began last June 1976 by organizing the 12 small coastal fishermen and having cooperative fishing expeditions using a pumpboat to tow the other boats which increased their productivity. A pond was also cleaned and prepared for use as a demonstration fishpond. In this pond experimentation with crabs, seaweed, tilapia, bangus, and shrimp have taken place. Training in new fishing techniques has also taken place such as Japanese style cuttlefishing and deep sea fishing. A deep sea fishing boat was constructed and several trial voyages were undertaken until it was damaged during a storm. The major breakthrough has been the implementation of directly feeding bangus in fish ponds. A second pond has been established as a bangus pond to test this process and the feasibility of direct feeding as compared to cultivating algae for the bangus to feed on. The initial results indicate that this produces a better tasting meat and faster growth and plans are being made to expand this to other ponds in Sudtonggan.



## XI Animal Husbandry Project

The Animal Husbandry Project was initiated in June 1976 with the start of a poultry raising program. One hundred two Bantrex broiler chickens were obtained, raised and sold. Experiments have also taken place with feeding native chickens chicken feed. Research has been done on the potential of hog raising. The major accomplishment has been the introduction of rabbits into the community. The rabbit raising program began with 23 rabbits and in four months, the population had expanded to 120 rabbits. A dispersal system to distribute these rabbits within the community has been established and 19 families now have rabbits and are continuing to breed them. These rabbits will be used primarily for local consumption. Two pedigree Anglo-Nubian male goats have been obtained and will be bred with the local goats to improve the local stock and create a herd of cross-breeds. A carabao was donated for the community to use as a work animal in the agriculture programs and a duck raising project is also being experimented with.



## E. COMMUNITY COMMERCE

### XII Fiscal Services Association

During June 1976 a series of seminars by the Department of Local Government and Community Development on co-operatives was set up and held with 45 from the community attending. This produced a great deal of interest in cooperatives and credit unions from the community. A savings program has been established with a local bank and about 60 persons have opened new savings accounts through their mobile banking system. This has enabled many families to begin budgeting and planning for expenses. A revolving loan fund has been established which makes loans to new businesses within the project. This has provided the capital to start the new industries, improve the agriculture and expand the marketing. Services such as accounting, legal registration, and budget planning have been extended to the new industries and several individuals with existing business operations in the community. A weekly manager's meeting is held to continue the training of community people in business operations and to develop community long-range economic planning whereby the economic programs can begin to support the social programs.





### XIII Sudtonggan Trading Company

The sari-sari store owners initiated a cooperative weekly bulk-buying venture last June 1976 to start this program. By pooling their resources and jointly buying corn directly from Cebu, they were able to save the community P150-P200 per week in reduced corn prices. This was also expanded to include the buying of dried fish and many other items sold in their stores. Sudtonggan products such as the craft and rock have been promoted in over 20 cities around the world and seven locations in Cebu. This has resulted in five export shipments of abaca rope and craft products. Many market outlets in Cebu have been discovered and this has enabled the expansion of the industries. Many new agriculture products have been brought into the community on a retail basis such as fertilizer, feeds, and pellets. Several market days have been held in the community which gives an opportunity to sell goods to other families directly and increase the circulation of monies within the community.



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#### XIV Sudtonggan Industrial Complex

During June 1976 a crafts workshop was initiated which began producing abaca rope plant hangers, hammocks, and other products. This has been expanded to employ 23 women on a full-time basis. They make products for export primarily but also for the local market. The manufacture of rope twine, which was a basic source of income in the community before the project, has been experimented with and expanded, and is now exported. New twine sizes were developed for macramé exports. The making of stone blocks out of the limestone rock was another existing industry which has been further developed. New tools have been made available to increase the quality of the product and experimentation has been done with different forms of mechanical equipment. Currently a rock cutting saw is under construction for use by the rock industry. A new industry, buri furniture making, has been initiated in the community and employs 30 youth in making the furniture for export through a company in Cebu.

## ACKNOWLEDGEMENTS

Any report on the Sudtonggan Human Development Project needs to be followed by a word of appreciation to the number of government departments and offices, private agencies and organizations, whose practical assistance, financial support and encouragement were crucial in the successful implementation of the first year of the project. This should include Secretary Jose A. Roño of the Department of Local Government and Community Development,, Governor Eduardo R. Gullas of Cebu Province and very specially Mayor Maximo V. Patalinjug, M.D., Mayor of Lapu-Lapu City. Many thanks are also extended to the Ramon Aboitiz Foundation, the priests of the Lapu-Lapu Birhen sa Regla Parish Church and to the many, many corporations, foundations, and individuals who have supported the project financially, materially, and with their services and encouragement. Without the support of both the public and private sectors, the accomplishments of this project could not have been achieved.

City of Lapu-lapu  
SANGGUNIANG PANGLUNGSOD

EXCERPT FROM THE MINUTES OF THE ELEVENTH REGULAR SESSION OF THE  
SANGGUNIANG PANGLUNGSOD OF THE CITY OF LAPU-LAPU HELD AT THE SES-  
SION HALL ON AUGUST 10, 1976

REGULAR SESSION NO. 11

**PRESENT:**

Hon. Maximo V. Patalinjug, Jr.,	City Mayor & Presiding Officer,
Hon. Rufe Y. Amores, Jr.,	Member,
Hon. Albertino A. Mata,	Member,
Hon. Vicente C. Balbuena,	Member,
Hon. Joel P. Rubi, Sr.,	Member,
Hon. Teodorico Y. Soriano,	Member,
Hon. Babon Y. Potot,	Member,
Hon. Domingo T. Arong,	Member,
Hon. Moises A. Casul, Jr.,	Member,
Hon. Rosario Ybañez,	Member,
Hon. Luisito R. Patalinjug,	Member,
Hon. Ernest Weigel, Jr.,	Member,
Hon. Sandelario Cuba,	Member,
Hon. Marcelino Tuñacao,	Member,
Hon. Teofilo Bering,	Member,
Hon. Camilo Eyas, Jr.,	Member, and
Hon. Pastor Galbin, Jr.,	Member.

**ABSENT:**

Hon. Monico B. Jimenez,	Member, and
Hon. Teodosio Malingin,	Member.

- 0 -

RESOLUTION NO. 232

A RESOLUTION DECLARING A TOTAL SUPPORT OF THE HUMAN DEVELOPMENT  
PROJECT IN SULTUNGGAN, LAPU-LAPU CITY INITIATED BY THE INSTITUTE  
OF CULTURAL AFFAIRS

WHEREAS, the Institute of Cultural Affairs, an intra global  
research, training and demonstration group concerned with the  
human factor in world development is initiating a project in  
Sultunggan, Lapu-Lapu City, which is designed to develop the com-  
munity for a better place to live in under the new society;

WHEREAS, the Human Development Project of the Institute of  
Cultural Affairs in Sultunggan is the product of the thinking of  
the body of consultants from the different countries of the world  
who group together on May 23-29, 1976 to assess, study and make a  
unified research of the community life of the people of Sultunggan,  
Lapu-Lapu City;

WHEREAS, the Sultunggan Human Development Project is one of  
eight local human development efforts initiated this year in con-  
sultation with the Institute of Cultural Affairs in Australia,  
India, Kenya, the Marshall Island, South Korea, United Kingdom  
and the United States;

WHEREAS, the Institute of Cultural Affairs that provides the  
consultant services necessary to support the work of the Human  
Development Project is also ready to assist community leaders

WHEREAS, the Institute of Cultural Affairs anticipates that the Sultunggan Human Development Project will be of great service to the City of Lapu-Lapu, in particular, and to the country, in general, in that it is a sign already present in this city that local community is being renewed by local man;

NOW, THEREFORE, on motion of Member Rufo Y. Amores, Jr., duly seconded by all members present,

BE IT RESOLVED, as it is hereby being resolved, to recognize officially the Sultunggan Human Development Project initiated by the Institute of Cultural Affairs, Lapu-Lapu City and to declare the total support of the Sangguniang Panglungsod, as it is hereby recognized and totally supported;

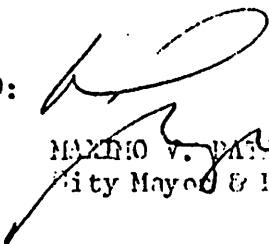
RESOLVED FURTHER, that copies of this resolution be furnished the Department of Local Government and Community Development, the Institute of Cultural Affairs, Lapu-Lapu City, for their information and guidance;

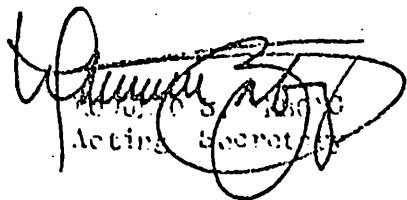
CARRIED UNANIMOUSLY.

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I hereby certify to the correctness of the above-quoted resolution.

ATTESTED:

  
MAXIMO V. BATAING, JR., M.D.  
City Mayor & Presiding Officer

  
Acting Secretary



Republika ng Pilipinas  
KAGAWARAN NG PAMAHALAANG PAMPOOK AT PAGPAPAUNLAD NG PAMAYANAN  
(DEPARTMENT OF LOCAL GOVERNMENT AND COMMUNITY DEVELOPMENT)

11th Floor City Hall, Quezon City

October 20, 1976

Mr. George R. Packard, Area Director  
The Institute of Cultural Affairs  
P.O. Box 2120  
M a n i l a

Dear Mr. Packard:


It is with great pleasure that I recommend The Institute of Cultural Affairs and its programs to the people of the Philippines.

Having personally attended a LENS seminar, I can attest to the effectiveness of the imaginative methods of analyzing problems and planning action taught in the course. We have encouraged members of our staff to attend LENS, and several have done so.

I am also acquainted with other programs of the ICA, such as the Global Community Forum, the Sudtonggan Human Development Project and the International Training Institute. I am greatly encouraged by the way these programs increase the effectiveness and motivation of citizens of the Philippines to advance the development of the nation by creative leadership in their local communities.

I am pleased to endorse the work of The Institute of Cultural Affairs and to encourage its support by those who desire the progress of the Philippine people.

Sincerely,

  
ROSENDO R. MARQUEZ  
Undersecretary

**RAMON ABOITIZ FOUNDATION, INC.**

P.O. BOX 66  
182 J. LUNA ST., CEBU CITY  
REPUBLIC OF THE PHILIPPINES  
TEL. 9-32-91

MAY 16 1977

May 5, 1977

Dear Members of the Greater Cebu Business Community:

I want to bring to your attention a new project in Socio-Economic Development. That is, the Sudtonggan Human Development Project (SHDP) located on Mactan Island.

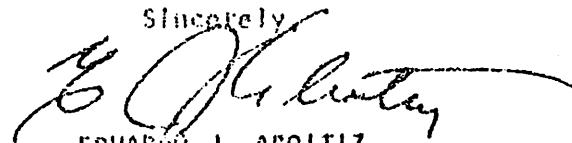
The project consultants for the SHDP, the Institute of Cultural Affairs, Manila, Inc., (ICA) is a not-for-profit tax exempt agency fostering socio-economic development in the Philippines. The goal of the ICA project in Sudtonggan is to demonstrate over a four-year period the methods and techniques which hope to enable a community to move toward social self-sufficiency and economic independence.

Both the Ramon Aboitiz Foundation, Inc. and the Philippine Business for Social Progress, along with many other representatives of the Cebu business community, have supported the ICA in their work. I personally visited the project site on Mactan Island and was pleased and encouraged by their progress.

I welcome this opportunity to recommend the project to you and hope you will take the opportunity to support in your own way this unique effort.

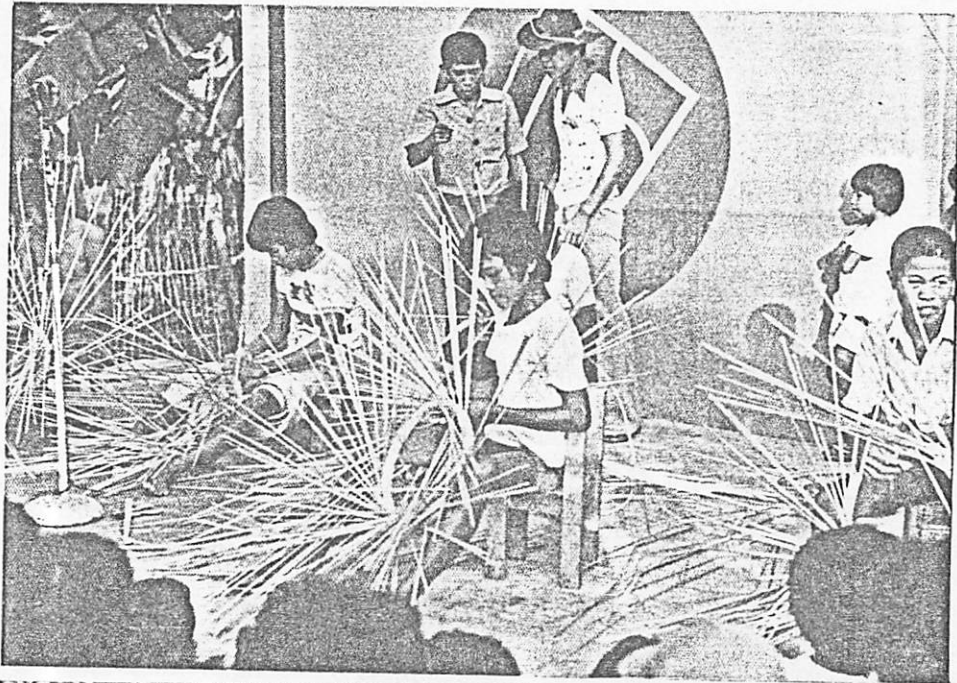
On behalf of the Sudtonggan Human Development Project, thank you very much.

Sincerely,



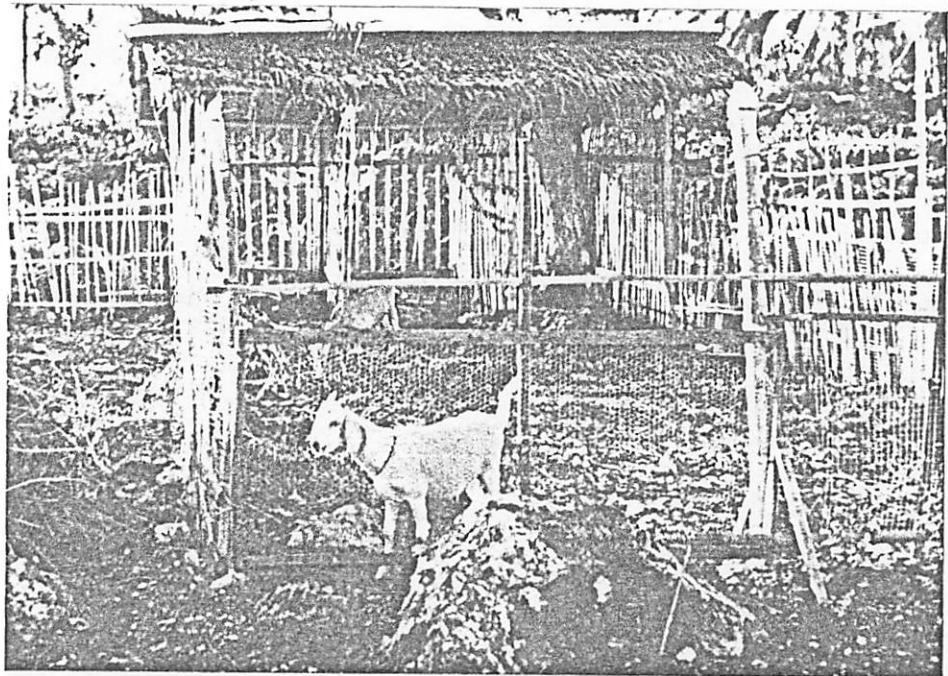
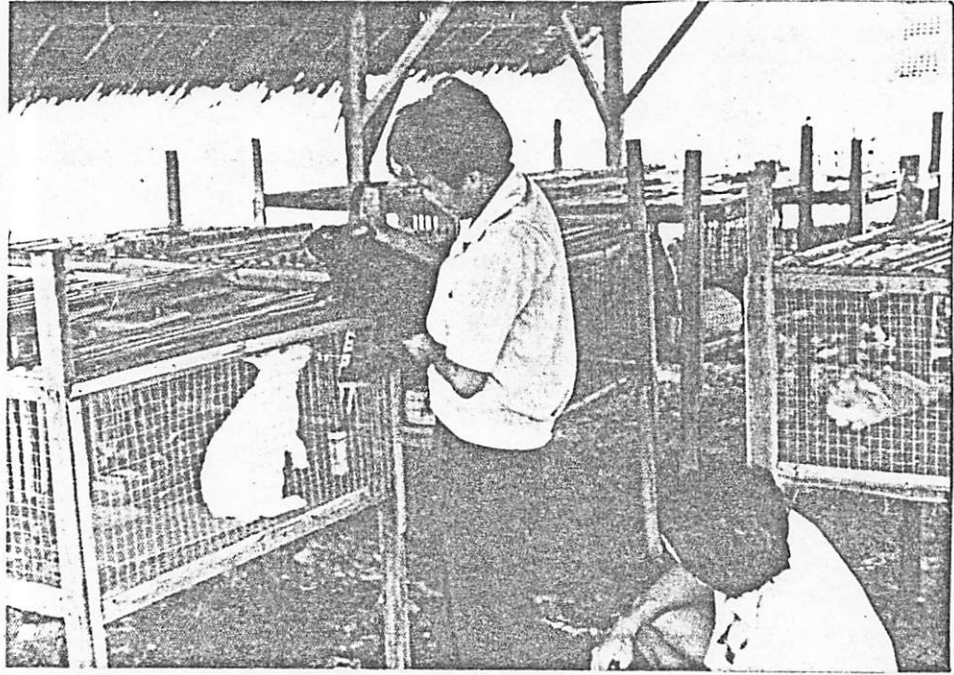
EDUARDO J. ABOITIZ  
President

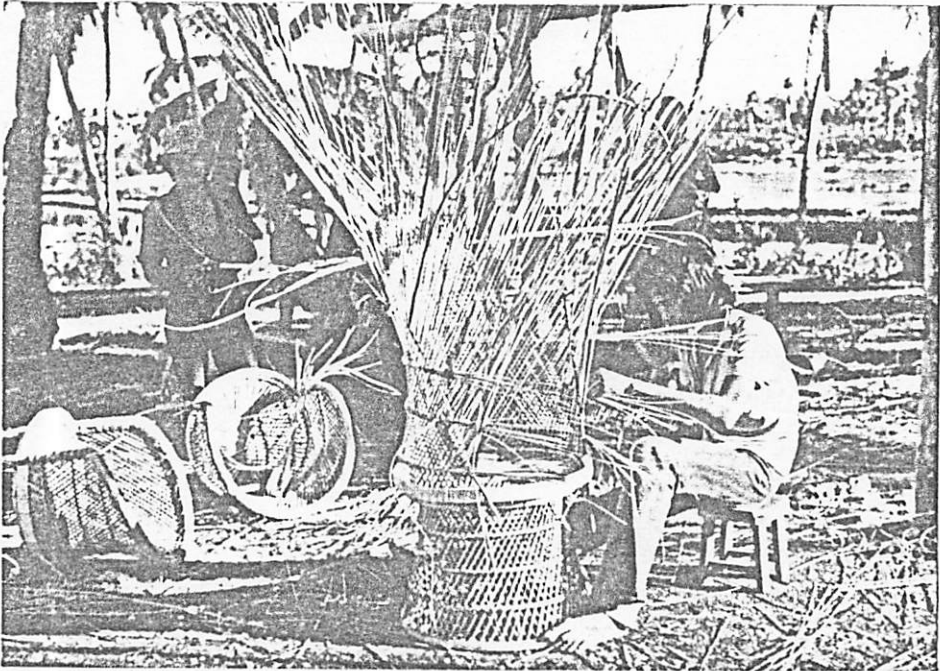
RAMON ABOITIZ FOUNDATION, INC.













**THE INSTITUTE OF CULTURAL AFFAIRS**  
P.O. Box 2120, Manila, Republic of the Philippines 2801 78-62-54

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Winthrop-Stearns, Inc.

CEBU : SUDTONGGAN, BO. BASAK, LAPU-LAPU CITY 6427  
DAVAO: P.O. BOX 244, DAVAO CITY 9501 7-33-54



CONCERNED WITH THE HUMAN ELEMENT IN WORLD DEVELOPMENT