



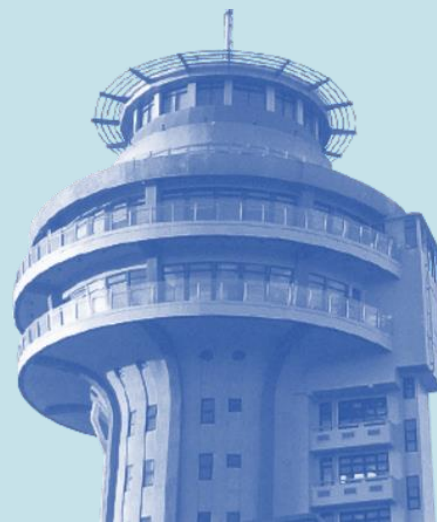
Towards the realization of an  
**Adolescent  
Friendly  
City**

**The  
Challenge  
Initiative**  
in the City of  
Pasig



What is an  
**Adolescent-friendly city?**

*The Adolescent-friendly city brings together governments, public and private organizations, educational institutions, the media, and most importantly, children and adolescents – all those who want to make cities the best environment for the younger generation.*



Pasig City aims to become a fully-fledged **Adolescent-Friendly City**.



*Orientation on Adolescent Health and Development for SK officials – 1 March 2024*



**The Challenge Initiative (TCI)** is a global platform that supports local governments in urban areas to scale up high-impact interventions on **family planning and adolescent and youth sexual and reproductive health**, as well as maternal, newborn and child health.

What role has the **Pasig City youth** played in realizing this vision?



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and Service Delivery**

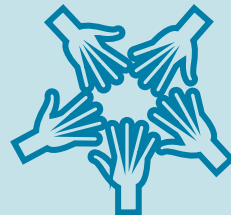
From June 4 to 6, 2024, Sangguniang Kabataan officials from Pasig City participated in a **Communication Planning Workshop** with the following objectives:



Outline a **shared vision on preventing adolescent pregnancies** in Pasig City, protecting adolescent parents, and helping them lead better lives.



Understand the importance of an **audience-centric approach to advocacy** and the determination of **specific, measurable, attainable, relevant, and time-bound** objectives.



Explain the process of **communication planning**, specifically the “C planning process.”

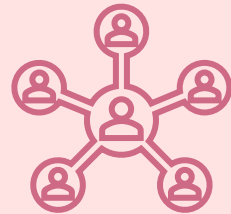


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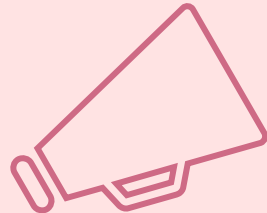
From June 4 to 6, 2024, Sangguniang Kabataan officials from Pasig City participated in a **Communication Planning Workshop** with the following objectives:



Appreciate the importance of **audience analysis and segmentation** in communication planning.



Develop objectives for intended audience segments and determine the most **efficient, effective, and appropriate ways of reaching out** to them.



Develop **meaningful communication plans** to prevent adolescent pregnancies.



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## Photos from the Communication Planning Pre-Workshop and Workshop Proper



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## Key takeaways from the participants



There is no simple way to address adolescent pregnancies; it is **a complex and multi-dimensional issue** that demands a **comprehensive and collaborative approach**.

Socio-economic barriers and lack of comprehensive sexuality education have **impeded progress** on this front.

There is **an urgent need to assist the City Government's efforts** in preventing adolescent pregnancies, protecting adolescent parents, and monitoring their progress.

The workshop was a "**good start to create new solutions and build meaningful connections with our community**" that gave valuable insights on working for positive change.

It is necessary to **be open to different approaches**, deal with resource limitations, and prioritize cooperation.

Sangguniang Kabataan officials **must take the initiative** to kickstart the communication planning process in their respective barangays.



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## Challenges and Recommendations



**Developing a cohesive communication strategy** that respects and integrates differing perspectives while substantially addressing the core issue.

**Limited resources** for implementing and sustaining strategies across a large and populous barangay.

Adapting messages to **align with local cultural norms and values** and ensuring the **active participation of and buy-in from** diverse community stakeholders.

Effective communication strategies **must involve direct engagement with the community**, including teens, parents, and local leaders, to ensure that messaging is relevant and relatable.

Utilizing **online and offline communication channels** is indispensable to reach a wider audience.

Use **interactive and participatory methods** such as role-playing, case studies, and group discussions to engage participants actively and enhance learning.

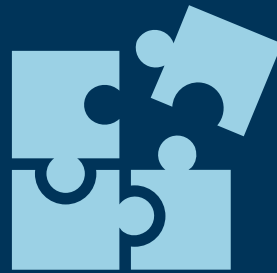


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What role has the **Pasig City youth** played in realizing this vision?



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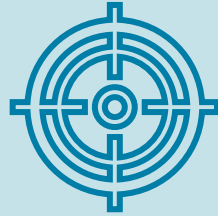


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In preparation for the communication planning workshop, SK officials also conducted a **profiling of adolescent parents** with the following objectives:



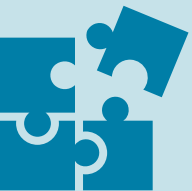
**Identify and analyze** the factors affecting the adolescent birth rate in Pasig City.



Help Sangguniang Kabataan officials **gain a firmer grasp of ethical considerations** in research, especially surveys that involve vulnerable youth.



**Produce a report** on the findings in coordination with the City Health Department.



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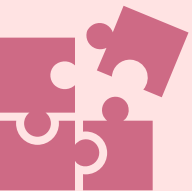
## Adolescent Pregnancies in Pasig City | 2019 to 2024

Health Center data only

Ages	2019	2020	2021	2022	2023
10-14	15	17	15	23	23
15-19	1,168	863	1,008	624	706
Total	1,183	880	1,023	647	729

Created with Datawrapper

*Data courtesy of the Pasig City Health Department*



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## Youth Qualifying for Indicators of Early Sexual Activity | 2021 CBMS

Respondents aged 15-24 who were married, widowed, pregnant, living with a partner, etc.

Pasig City - Males

**18.38%**

Pasig City - Both sexes

**21.98%**

Pasig City - Females

**23.70%**

Barangay Pinagbuhatan

**22.00%**

Barangay Sta. Cruz

**26.20%**

Barangay Sta. Cruz

**30.70%**

Barangay Santa Lucia

**9.60%**

Barangay San Antonio

**11.90%**

Barangay San Antonio

**13.30%**



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For the adolescent parents who participated in the survey, **pursuing their postponed dreams and providing for their children are not incompatible goals.**



Where do you see yourself in five years?

**Continuing or finished with my studies**

**Financially stable or secure**

**Living in a separate home**

**Providing for my child's education**

**Leading a simple life**



Where do you see yourself in ten years?

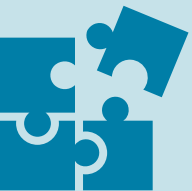
**Employed with a stable job**

**Nurturing my own family**

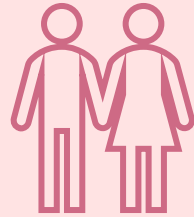
**Owning a parcel of land and a home**

**Owner of a thriving business**

**Leading a simple life**



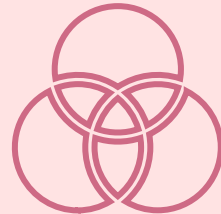
Adolescent parents who participated in the survey also pointed to some commonly-held **misconceptions or views regarding adolescent pregnancies.**



Entering into a relationship would, more often than not, **result in a pregnancy.** Adolescent parents **must work harder** to make ends meet.



There **are lingering stigmas on sexual activity outside of wedlock.** Parents would insist that they should know about their children's romantic life.



Some adolescent parents mentioned **several advantages that they thought having children early in life could have.**

## Key takeaways from the participants



**“Not all whom I encountered or interviewed for the Adolescent Parents Profiling have the same opinions and perspectives on adolescent pregnancy.”**

Solutions must be **determined in the specific conditions and context** of each group.

“We were able to **raise difficult yet important questions regarding ethical considerations** in data collection, especially when vulnerable sectors are directly involved.”

Adolescent parents have **dreams and aspirations**; the hardships of an unplanned pregnancy did not take those away from them.

Adolescent parents want to **finish their studies** and **give their children a better future**.

Real, positive change is possible, but **there has to be a fundamental transformation** in how government and society view adolescent pregnancies along the way.



## Challenges and Recommendations



**Data gathering (and planning for it) was the most challenging part** of the profiling process since not all of the participants have had any experience with it.

Some of the respondents were **too shy or hesitant** to answer the survey forms.

Some respondents **found it difficult to answer** the questions due to the **sensitive nature** of adolescent pregnancy and sex education. Such topics may have caused a degree of discomfort.

Building a safe and respectful space for discussion, **where all participants can share their views without fear of judgment**, is a huge challenge.

In some barangays, the **target respondents proved difficult to locate or reach**.

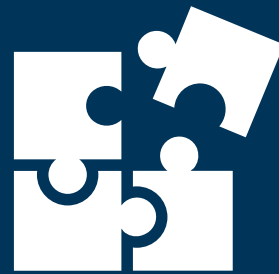
It is important that discussions occur in a way that **promotes open dialogue and educates without reinforcing stigmas**. Profiling demands considerable investment.

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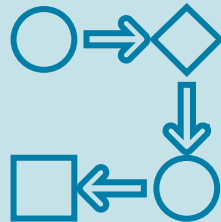


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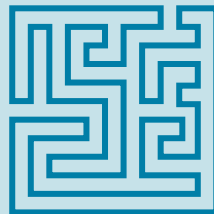
From July 9 to 10, 2024, Sangguniang Kabataan and Youth Development Council officials from Pasig City participated in an **ISDN Planning Workshop** with the following objectives:



Introduce the **Information and Service Delivery Network (ISDN)** as an intervention to adolescent health and development.



**Develop, review, and standardize procedures and algorithms** for facility-to-facility referrals based on focal pillars.

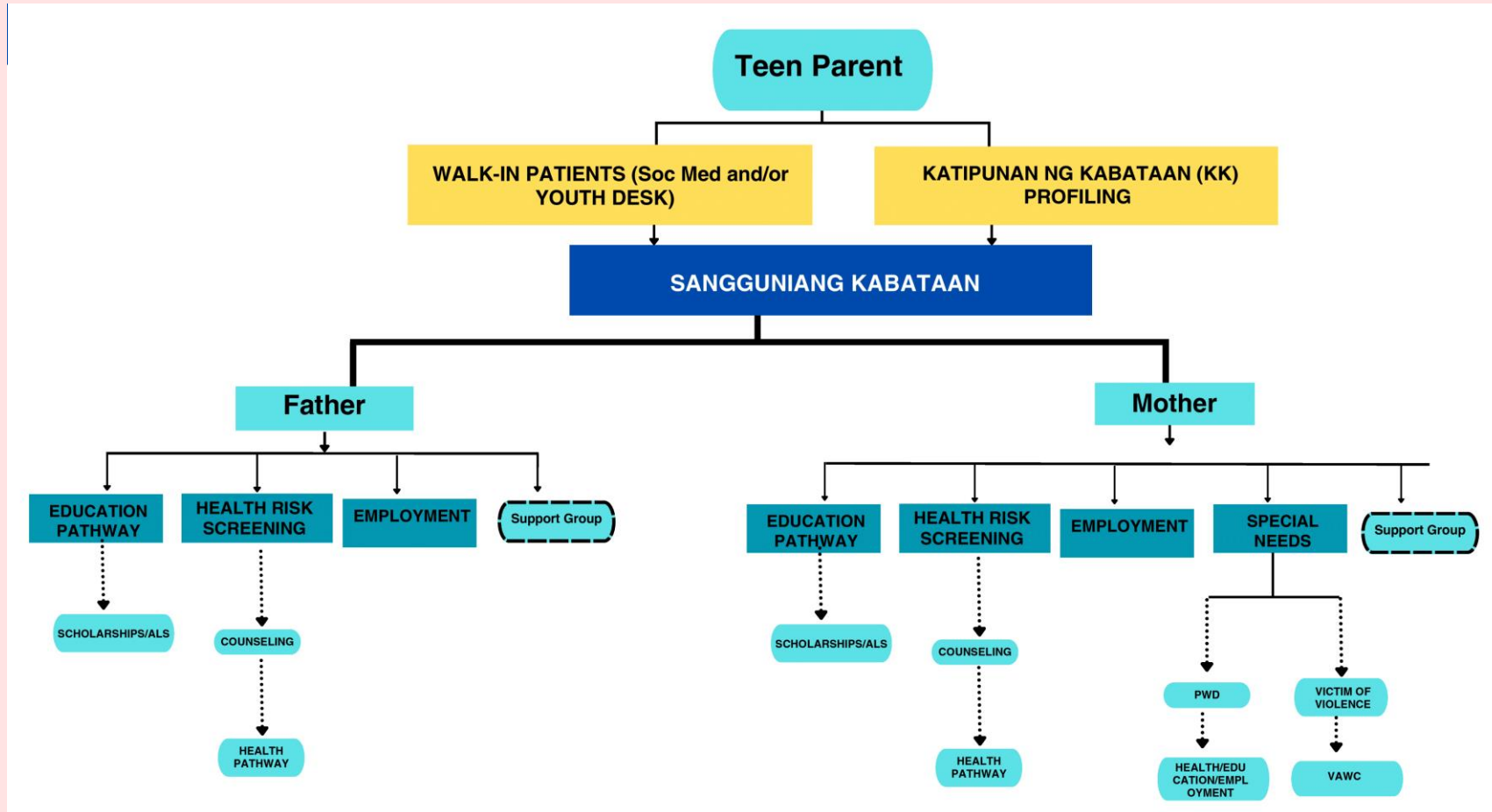


**Simulate adolescent health and development cases** to test the algorithms' viability and help refine them.



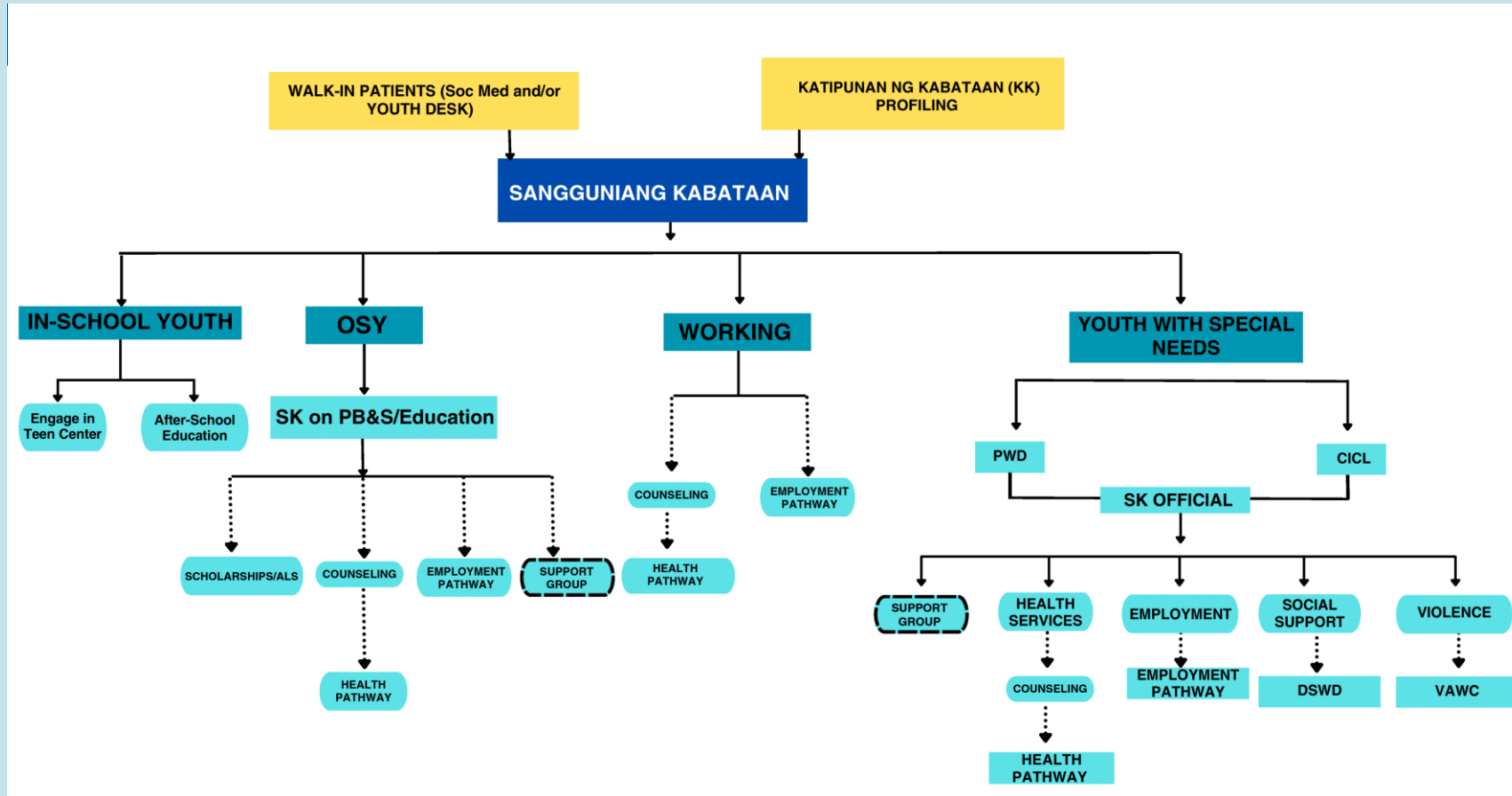
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## Sample Youth Engagement Flow Chart from the ISDN Planning Workshop



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## Sample Youth Engagement Flow Chart from the ISDN Planning Workshop



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# Photos from the ISDN Planning Workshop



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## Key takeaways from the participants



Crafting an Information and Service Delivery Network is not an easy task; **each component or step has to be meticulously thought out**. No detail is too small.

An ISDN is a collaborative effort; **all departments and offices under the LGU are integral to its success**.

The importance of an ISDN for various service pillars and types of clients **underscores the dangers of working in silos**.

Although available information allowed the participants to begin on a directory, **it needs to be constantly updated to prevent clients from falling through cracks**.

It is crucial to **educate elected officials, department heads, and the rank-in-file** regarding the necessity of an ISDN.

**Mayor Vico Sotto had expressed appreciation of the efforts to craft an ISDN** on adolescent health and development and is interested in what needs to be done next.

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## Pending Local Legislative Measures



**Adolescent Pregnancy Prevention Ordinance** – for third committee hearing

**Pasig City Teen Center Ordinance** – for filing

**Pasig City Population and Development Office Ordinance** – for filing

**Pasig City TCI ISDN Ordinance** – for drafting





Konsehal  
**CORIE  
RAYMUNDO**  
Puso at Talino

LUNGSOD NG  
**PASIG**  
UMAAGOS ANG PAG-ASA



**Maraming Salamat!**

