

The background of the slide features a large, faint, circular seal. The seal has a yellow outer ring with the text "SAGISAG NG LUMSOD NG PASIG, METRO MANILA" in a dark, serif font. Inside the ring is a shield divided into four quadrants. The top-left quadrant is white with blue wavy lines. The top-right quadrant is white with blue wavy lines. The bottom-left quadrant is blue with a yellow bell tower. The bottom-right quadrant is red with a yellow bell tower. The year "1573" is written in a large, dark, serif font at the bottom of the seal.

Financing the Local Nutrition Action Plan

“The Pasig City Experience”

by

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City Nutrition Program Coordinator

The 2016 Pasig City Nutrition Budget

- 2016 City Budget – P8,449,040,250
- 2016 City Budget (less Infrastructure) – P 6,795,168,217
- 2015 City Nutrition Budget – P157,839,051.16
- 2016 City Nutrition Budget – P252,688,582
- % increase – 37.5%
- % allotted for Nutrition – 3.72%

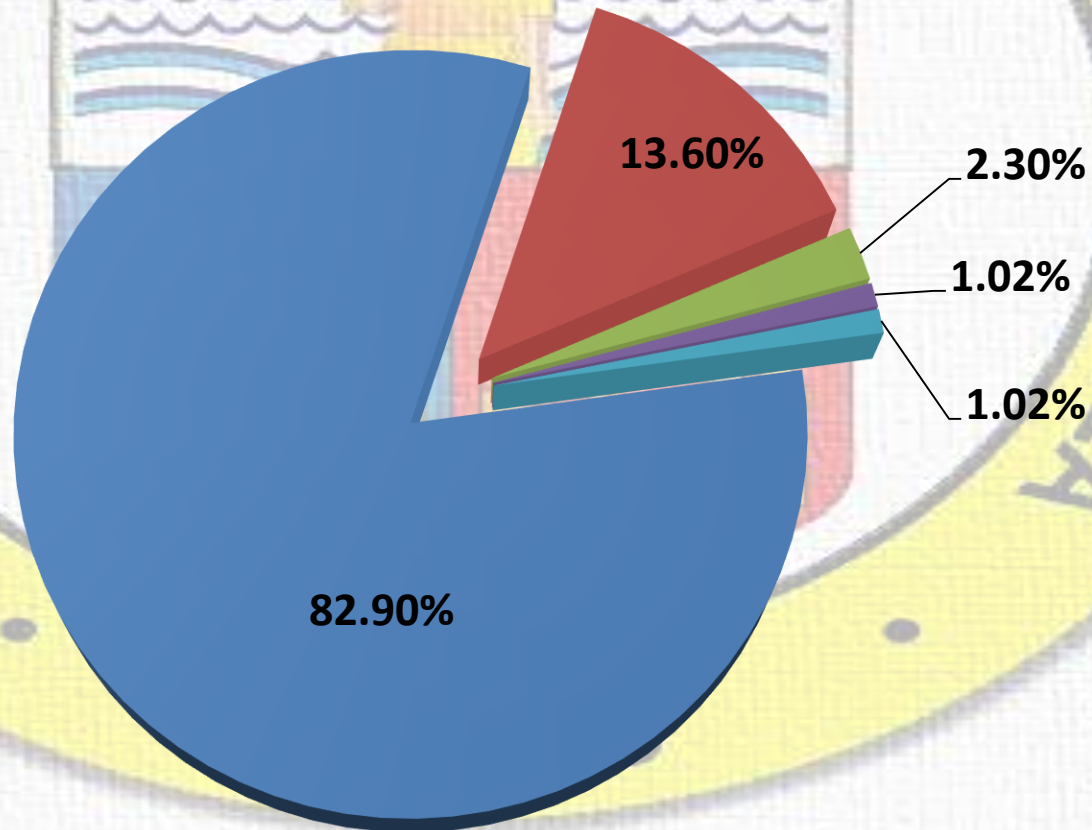
The seal of the Office of the City Mayor, Pasig, Metro Manila, is a circular emblem. It features a yellow outer ring with the text "SAGISAG NG LUNGSOD NG PASIG, METRO MANILA" in grey. Inside the ring is a shield divided into four quadrants. The top-left quadrant is white with a blue wavy line. The top-right quadrant is white with a blue wavy line. The bottom-left quadrant is blue with a yellow church tower. The bottom-right quadrant is red with a yellow church tower. The year "1573" is at the bottom of the shield.

**Total Budget needed for the
Implementation of the 2016 city nutrition
action plan**

- P 321,805,900

Funding Sources

- Local Government Unit & Barangay Budget
- National Government
- Private Sector (Caritas, St. Joseph Russin, KILUS Foundation, Pasig Host Lions Club)
- Project Grants -LPRAP & LGU Score Card, MHCHN
- Other Source - Canteen/Work Education Fund





The diagram features a central orange circle labeled 'LOCAL GOVERNMENT UNIT'. Four light blue arrows point from this central circle to four surrounding colored circles: a red circle at the top-left, a green circle at the top-right, a blue circle at the bottom-left, and a pink circle at the bottom-right. The background is a faded seal of the Municipality of Pasig, with the text 'MUNICIPALITY OF PASIG' and '1573' visible.

Regular Budget
-health
-DSWD
-Livelihood
-Daycare

**Barangay
Fund**

**LOCAL
GOVERNMENT
UNIT**

**GAD
(5%)**

**Child
Friendly
Program
(1%)**

Biggest Funding Source

Local Government Unit = 82.9%



Hon. Bobby Eusebio



Hon. Maribel Eusebio



Barangay Captains

1573
Local Chief Executives

What is the role of the C/DNPC

- Driver
- Initiator
- Motivator
- Catalyzer
- Change agent



C/DNPC Needs to....

Advocate/ Social Marketing



Advocacy by Embarrassment

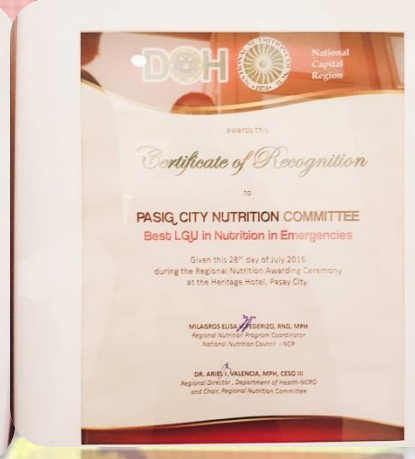
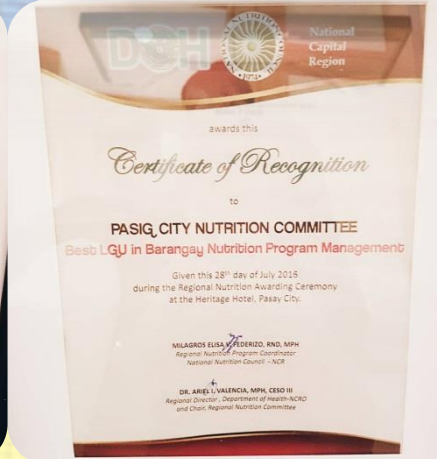




Advocacy by Pride



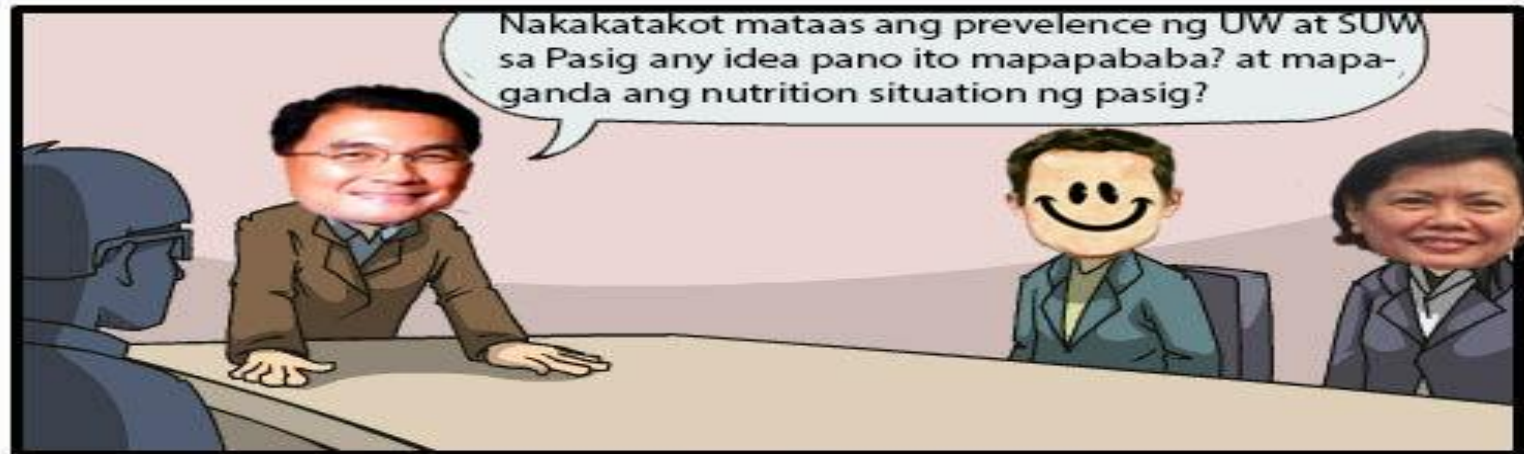
Advocacy by Competition



Advocacy by Examples

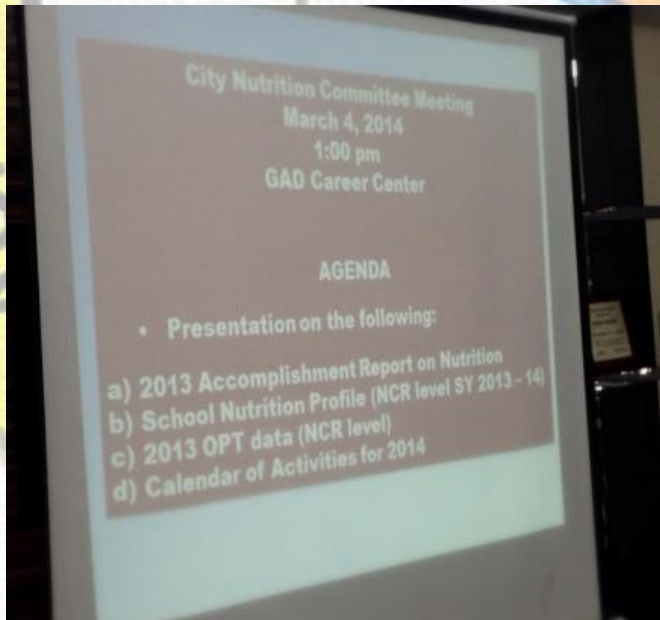


Advocacy by Fear



When to Conduct Advocacy

- Big Bang/ Big Events
- Small Bang/ Small Events



Advocacy by High-Jacking



- ✓ **Show Genuine Love and Concern for the Program**
- ✓ **Never Give Up! (Patience & Self Control)**

Thank You...

