



# MUNICIPALITY OF ASINGAN

## OFFICE OF THE MUNICIPAL MAYOR



Seal of  
Good  
Local  
Governance

AWARDEE: 2016 2017 2019 2022

2/F Municipal Hall, Poblacion, Asingan, Pangasinan 2439 | Tel. (075) 632-8612  
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### EXECUTIVE ORDER NO. 033, S-2024

## CREATING THE HEALTH PROMOTION UNIT (HPU) UNDER THE MUNICIPAL HEALTH OFFICE AND CONSTITUTING THE HEALTH PROMOTION COMMITTEE (HPC) OF THE MUNICIPALITY OF ASINGAN, PANGASINAN, AND FOR OTHER PURPOSE

**WHEREAS**, pursuant to the Republic Act No 11223, also known as the Universal Health Care Act, the Municipal- and City-wide Health Systems (M/CWHS) shall have the following minimum components: (a) primary care provider network with patient records accessible throughout the health system; (b) accurate, sensitive, and timely epidemiologic surveillance system, and (c) proactive and effective health promotion programs or campaigns;

**WHEREAS**, the Implementing Rules and Regulations (IRR), *supra*, Section 30 provides that Local Government Units, guided by the Health Promotion Framework Strategy, shall issue and implement effective health promotion policies, programs, and activities that promote health literacy and healthy lifestyle among their constituents, prevent and control diseases, and their risk factors to advance population health and individual wellbeing;

**WHEREAS**, the DOH Administrative Order No. 2020-0042 on Health Promotion Framework Strategy in Municipal- and City-wide Health Systems (M/CWHS)— an integrated local health system composed of all health systems within its jurisdiction, provides that a Health Promotion Unit (HPU) shall be created in the City/Municipal Health Office (C/MHO) to support the operationalization of health promotion in city/municipal-wide health systems;

**WHEREAS**, in compliance with Executive Order No. 138, s. 2021 "Full Devolution of Certain Functions of the Executive Branch to Local Governments, Creation of a Committee on Devolution, and for Other Purposes", the DOH developed its Devolution Transition Plan for FY 2022-2024 which provides the minimum recommendations for staffing complement of public health facilities and health offices in LGUs, including Health Promotion Units (HPUs) in P/CHOs;

**WHEREAS**, Executive Order No. 0046, s. 2023 issued by the Provincial Government of Pangasinan effectively created the Health Promotion Unit under the Provincial health Office to support the operationalization of health promotion in province-wide systems;

**NOW, THEREFORE, I, Engr. CARLOS F. LOPEZ, JR**, Municipal Mayor of Asingan, Pangasinan by virtue of the powers vested in me by law, do hereby order and decree the following:

**SECTION 1. CREATION AND MANDATE.** The Health Promotion Unit (HPU) is hereby created under the Municipal Health Office to ensure the development and implementation of municipal-wide health promotion policies, programs, and activities.

**SECTION 2. THE COMMITTEE.** The Health Promotion Committee shall be composed of the following:

Chairperson:	<b>Dr. RONNIE S. TOMAS</b> – Municipal Health Officer
Co-Chairperson:	<b>Dr. HESTER MARIE S. ROBENIOL</b> – Medical Officer III
Members:	<b>NITA L. ROMERO</b> – Nurse III
	<b>MARILOU O. TORIO</b> – Nurse II/HEPO Designate
	<b>SHARON M. BUGARIN</b> – Sanitation Inspector II/Designated Population Worker
	<b>MICHELLE D. DESAMITO</b> – Sanitation Inspector II/Designated MESO
	<b>MARY GRACE F. TAWAGEN</b> – Nursemaid I

**SECTION 3. DUTIES AND FUNCTIONS.** The Health Promotion Unit and Health Promotion Committee shall perform in synergy the following duties and responsibilities, but not limited to:

- Ensure development and implementation of municipal-wide health promotion PPAs;
- Exercise coordination with local government and hospital Health Promotion and Education Officers and Barangay Health Workers (BHWs) at barangay-level HEPOs;





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- c) Lead health education and risk communication-related activities, such as social mobilization, and advocacy and social behavior change communication;
- d) Build local capacity and provide technical assistance on health promotion, including Health Impact Assessment (HIA) and Participatory Action Research (PAR);
- e) Establish a local network of health promotion champions and partners that will support in carrying out its functions;
- f) Monitor and evaluate the implementation of health promotion PPAs, including the submission of Public Health Management and Mitigation Plan (PHMMP) for HIA; and
- g) Submit technical and evaluation reports in the implementation of health promotion activities and projects.

**SECTION 4. HEALTH PROMOTION OFFICER.** Hereby designating **Mrs. MARILOU O. TORIO, Nurse II**, as the Health Promotion Officer of the municipality, with the following duties and responsibilities:

- a) Assist in the risk communication within their respective areas;
- b) Assist in the implementation and evaluation of the Health Promotion Strategy Framework (HPFS) and national policies and campaigns for local applications;
- c) Provide technical assistance for the implementation of health promotion initiatives aligned with the HPFS of the Local Government Units (LGUs);
- d) Assist in building capacity on health promotion, HIA, and PAR for health promotion and social mobilization;
- e) Monitor the implementation of health promotion activities in the area of assignment;
- f) Submit technical evaluation reports in the implementation of health promotion PPAs;
- g) Establish a local network of health promotion champions and partners;
- h) Assist in the development and dissemination of communication materials in various traditional and emerging media platforms;
- i) Assist in the management of media relations in the local area;
- j) Assist in administrative tasks as needed; and
- k) Perform other functions related to health promotion as may be assigned.

**SECTION 5. MEETINGS.** The HPU shall meet with the Health Promotion Committee and CHD-HPU on a regular basis to discuss matters with regard to the implementation, enforcement, and monitoring of health promotion policies, programs, and activities.

**SECTION 6. FUNDING.** The Municipality shall integrate resource requirements to support the creation of the HPU and the implementation of local health promotion policies, programs, and activities anchored on the HPFS 2030 and other relate plans on health promotion.

**SECTION 7. MONITORING.** The HPU, in coordination with the Local Health Board (LHB) and the HPC, shall regularly monitor the implementation of health promotion policies, programs, and activities within their jurisdiction. A semestral report shall be submitted to the DOH and DILG detailing the status and impact of PPAs.

**SECTION 8. REPEALING CLAUSE.** All orders, rules, regulations, and other related issuances inconsistent with or contrary to this Order are hereby repealed, amended, or modified accordingly. All other provisions of existing issuances which are not affected by this Order shall remain valid and in effect.

**SECTION 9. SEPARABILITY CLAUSE.** In the event any provision in this Order shall be declared invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions shall not be affected or impaired thereby.

**SECTION 10. EFFECTIVITY.** This Order shall take effect immediately.

Let copies hereof be furnished to all concerned for information, reference, and guidance.

**DONE** this 11<sup>th</sup> day of July 2024 in the Municipality of Asingan, Pangasinan.

Engr. **CARLOS M. LOPEZ, JR.**  
Municipal Mayor