



Republic of the Philippines  
**PROVINCE OF PANGASINAN**  
Office of the Governor  
2F Capitol Compound, Lingayen, Pangasinan

**Hon. Ramon V. Guico III, DPM**  
*Governor*

**EXECUTIVE ORDER NO. 0046, SERIES OF 2023**

**CREATING THE HEALTH PROMOTION UNIT IN PROVINCIAL HEALTH OFFICE FOR  
THE IMPLEMENTATION OF HEALTH PROMOTION POLICIES, PROGRAMS, AND  
ACTIVITIES IN THE PROVINCE-WIDE HEALTH SYSTEM OF PANGASINAN**

**WHEREAS**, pursuant to the Republic Act No. 11223, otherwise known as the Universal Health Care Act, the Province-Wide Health System (PWHS) shall have the following minimum components – a) Primary Care Provider Network (PCPN) with patient records accessible throughout the health system; b) accurate, sensitive, and timely epidemiologic surveillance systems; and c) proactive and effective health promotion programs or campaigns;

**WHEREAS**, the Implementing Rules and Regulations of R.A. 11223 in 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 well-being;

**WHEREAS**, the DOH Administrative Order No. 2020-0042 on Health Promotion Framework Strategy in Province-Wide Health Systems provides that a Health Promotion Unit (HPU) shall be created in the Provincial Health Office (PHO) to support the operationalization of health promotion in the province-wide health systems.

**WHEREAS**, pursuant to the Executive Order No. 138 s. 2021 that devolves certain functions of the executive branches to Local Government Units (LGUs), 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 the PHOs.

**NOW THEREFORE**, I, **RAMON V. GUICO III, Governor of the Province of Pangasinan**, by virtue of the power vested in me by law, do hereby order the following:



**SECTION 1. CREATION AND MANDATE.** The Health Promotion Unit (HPU) of Pangasinan shall be created to support the operationalization of health promotion in province-wide health systems; Relative to this, the HPU shall ensure the development and implementation of health promotion policies, programs and activities in PWHS;

**SECTION 2. COMPOSITION.** The Health Promotion Unit (HPU) of Pangasinan shall be composed of the following staff:

<b>Maria Joy Escano</b>	<b>:</b>	<b>Head</b>
<b>Junalen Cabangon</b>	<b>:</b>	<b>HEPO, Infectious Disease Cluster</b>
<b>Ligene Neri</b>	<b>:</b>	<b>HEPO, Family Health Cluster</b>
<b>Christina Alcantara</b>	<b>:</b>	<b>HEPO, Special Programs Cluster</b>

**SECTION 3. FUNCTIONS.** The Health Promotion Unit of Pangasinan shall perform the following specific duties and responsibilities, but not limited to:

- a. Ensure the development and implementation of health promotion policies, programs and activities in PWHS;
- b. Exercise coordination with local government and hospital Health Promotion and Education Officers (HEPOs) and Barangay Health Workers (BHWs) as barangay-level HEPOs;
- c. Lead health education and risk communication-related activities in the PWHS, including but not limited to social mobilization and advocacy and social and 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 the HPU carrying out its functions;
- f. Monitor and evaluate the implementation of health promotion activities and projects, 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. MEETINGS.** The HPU shall meet with the Health Promotion Committee (HPC) 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 5. RESOURCE REQUIREMENTS.** The Pangasinan 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 Health Promotion Framework Strategy 2030 and other related plans on health promotion.

**SECTION 6. MONITORING.** The Health Promotion Unit, in coordination with the Provincial Health Board and the Health Promotion Committee, 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 health promotion-related PPAs.

**SECTION 7. CONFLICT OF INTEREST.** Members of the Health Promotion Unit shall submit an annual declaration of conflict of interest, so as to avoid conflict of interest in the delivery of primary care services such as tobacco and milk products in keeping with RA 9211 or The Tobacco Regulation Act of 2003, EO No. 51 or the Milk Code, and other types of conflicts of interest.

**SECTION 8. SEPARABILITY.** If any provision of this Executive Order is declared invalid or unconstitutional, the other provisions not affected thereby shall remain valid and subsisting.

**SECTION 9. EFFECTIVITY.** This Executive Order is effective immediately.

Done this 19<sup>th</sup> day of June 2023.



RAMON V. GUICO III