

## COMMUNITY RELATIONS

### **CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS**

The JHMC, in its commitment to improve the welfare of the community and promote healthy business environment, undertook various CSR projects in 2019 focusing on health, education, security and safety, promoting social welfare, environmental sustainability, health development and disaster relief assistance.

#### **Karunungan Project Through the Active Brigada Eskwela**

Since CY 2013, JHMC supported the annual “Brigada Eskwela” of the Department of Education (DepEd) in Baguio City in recognition of the importance of education to every Filipino.

In CY 2019, JHMC participated in the conduct of Brigada Eskwela from 20-24 May 2019 in nine (9) Baguio City schools namely: 1.) Baguio Country Club Village, 2.) Happy Hollow Elementary School, 3.) Baguio City High School-Hillside Annex, 4.) JP Laurel Elementary School, 5.) Kias Elementary School, 6.) San Vicente National High School, 7.) Quezon Hill Elementary School, 8.) Loakan Elementary School and 9.) Gilbert Simon Elementary School. JHMC employees, together with its various stakeholders, service and security providers, locators and other support groups, assisted in repair, maintenance, and repainting jobs works of the beneficiary-schools.



*JHMC Employees at work during the Brigada Eskwela 2019 on 20-24 May 2019.*

### **Health and Human Rights, Linking Diversity**

JHMC conducted its first Health Rights and Linking Diversity Project on 31 May 2019 held at Scout Barrio Gym in collaboration with the Baguio City Health Services Office and the Baguio General Hospital. The event was attended by various adolescents of the 14 barangays surrounding the reservation including neighboring barangays like, San Vicente, Gabriela Silang, BGH Compound, Engineer's Hill, Green Valley Dominican-Mirador, San Luis, San Carlos, Saint Joseph Village, Salud Mitra, Military Cut-Off, Marcoville, Upper General Luna, Camp 8. The foregoing project is an offshoot of the previous Project: Kalusugan which was conducted in September 2018.

### **Environmental Awareness Campaign**

On 30 August 2019, the Corporate Social Responsibility (CSR) project, Environmental Awareness and Campaign 2019 was held at the DPS Compound Covered Court. The event was attended by 44 participants of Baguio Health Workers (BHW), Nurses, Barangay Kagawads, Punong Barangays from the different barangays of the City such as: Marcoville, Military Cut-Off, Engineers Hill, Upper Dagsian, Poliwes, Camp 8, Scout Barrio, DPS Compound, Cabinet Hill-Teachers Camp, San Vicente, Happy Hollow, Lower Dagsian.

Presidential Proclamation No. 760 series of 2014 was signed by former President Benigno S. Aquino III, officially declaring the month of January as Zero Waste Month. The proclamation defined "zero waste" as "an advocacy that promotes designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, and to conserve and recover all resources, and not indiscriminately dispose or burn them."

To further enlighten the barangays on this matter, JHMC conducted an awareness campaign to address the present pressing problem of solid waste management in the City focusing on the frontliners of the barangays when it comes to health and environment- the Barangay Health Workers.

### **Barangayan 2019**

The Barangayan 2019 was held on 30 August 2019 at the DPS Compound Covered Court. The activity focused on the personality development, capacity building and well-being of the Barangay Health Worker (BHW) in general, in order for them to provide an efficient and effective service to the residents of their area of responsibility.

The event was attended by 72 participants of Baguio Health Workers (BHW) and Nurses from twelve (12) different barangays of the City such as: Marcoville, Military Cut-Off, Engineers Hill, Upper Dagsian, Poliwes, Camp 8, Scout Barrio, DPS Compound, Cabinet Hill-Teachers Camp, San Vicente, Happy Hollow, Lower Dagsian.

During the one-day activity, Ms. Maria Victoria Tenefrancia of the Zero-Waste Baguio informed the BHWs of the significance of ecological solid waste management for the market

and the household. In addition, Dr. Janette B. Bautista, a Medical Office/Police Major of the Philippine National Police (PNP) Police Regional Office, Cordillera, educated them also on the importance of mental health and wellness.

Planning and alignment of projects were also discussed in accordance with the mandate and direction of the present government taking into consideration the health, welfare and security of the BHWs.

## **PUBLIC RELATIONS**

Two (2) “*Kapighans*” with local press were conducted during the year where JHMC showcases its various accomplishments which ranged from land asset management, gender and development programs, corporate social responsibility projects, job generation, income, including the various milestones of its support groups.



*Press Conference at the Bell House on February 8, 2019.*

## **GENDER AND DEVELOPMENT (GAD) PROGRAM**

### **National Women’s Month Celebration**

JHMC joined in the celebration of the National Women’s Month on 13 February 2019 with the slogan “Calling the Wonder Woman in You”. The program focused on the holistic well-being of women - from breastfeeding tips to physical wellness and from self-care tips to creativity workshops. Every aspect of being a woman was developed and participants stood proud as women were appreciated for being the wonder women that they are. With inspirational speakers and motivators who were exemplary models themselves, women were clearly spelled-out as dynamic changers. 75 females and 25 males joined the empowering event.

### **GAD-Infused Barangay Based Firefighting Training**

JHMC initiated activities that empowered women in the barangays to be aware of forest fire prevention and fire-fighting skills. One of it is the GAD-Infused Barangay Based Firefighting Training which is conducted on 17 May 2019. Speakers from the Bureau of Fire Protection (BFP) led the event through lecture, demonstration and hands-on training. There were 70 participants of whom 37 were females.