



A social worker from Bantay Familia counsels a survivor of gender-based violence



Naga City

Local government units (LGUs) doing gender mainstreaming need strong leadership and commitment, organized women's groups, adequate resources — and lots of inspiration — to see things through. In fact, when gender mainstreaming is not explicitly defined in the LGUs' development plans, Gender and Development (GAD) efforts may not be realized at all. As a form of assistance and in keeping up with the unique contexts and specific needs of LGUs, the Philippine Commission on Women (PCW) then “localized” its Technical Assistance Blueprint in accordance with gender-related mandates and as provided for by the Magna Carta of Women (RA 9710).

In 2014, PCW added the **GAD Local Learning Hubs (GAD LLHs)** to its LGU-centered technical assistance

portfolio, the aim of which is to showcase innovative GAD structures, processes, and programs that have been sustained, if not improved by LGUs through the years. GAD LLHs are meant for sharing and replicating good practices, ultimately giving other LGUs the opportunity to think outside the box when implementing GAD initiatives. LGUs seeking to imbibe GAD innovations can learn from the GAD LLHs and get inspiration on how to infuse GAD in local governance and public service.

One of the five PCW-certified GAD LLHs is Naga City. The City Government has successfully fulfilled its GAD mandates by enhancing its crisis facility for VAWC [violence against women and children] survivors. At the same time, the City Government has actively involving women microentrepreneurs in local economic development.

Multisectoral and Community-based Approach to Address Gender-based Violence

Gender-based violence (GBV) can be effectively addressed by providing a strong support system and by setting up facilities for VAWC survivors, essentially showing them that there is a path towards justice and healing.

Naga City's anti-GBV program is an innovation for the City Government, capitalizing on the idea shared by Bantay-Banay, a network of women's groups and associations supporting the rights of women in the Visayas. [1] In 2002, the City Government then institutionalized its anti-GBV program by issuing Executive Order 2002:01, which called for the creation of the **Naga City Bantay Familia, Inc.**

Bantay Familia gives premium to the importance of addressing GBV from a multisectoral and community-based perspective. The City Government believes that the concerted effort of LGUs, people's organizations, the academe, and civil society organizations from the city down to the barangays will result to tighter coordination and implementation of GBV-related programs.

As the name "crisis center" denotes, Bantay Familia intervenes in VAWC cases by rescuing women and children survivors, and immediately providing or referring them to temporary shelters. The intervention also includes assisting survivors bring their offenders to proper authorities. At the same time, Bantay Familia also endeavors to help GBV perpetrators by setting up rehabilitation and treatment centers for them.

For its psychological services, Bantay Familia provides psychological evaluation, individual and marital counselling, and play therapy. For its legal services, the center also offers legal counselling, couples' dialogue, and family conferences. Where needed, GBV survivors are given medical assistance. Bantay Familia also

[1] From 1998 to 1999, Councilor Nene De Asis implemented a livelihood assistance program for the women of Naga City, the aim of which was to empower women entrepreneurs and to support women's rights in general. The said program was later enhanced by helping women overcome marital problems in the household; this, prior to the provision of livelihood and financial assistance. This new strategy later allowed for the empowerment of both the women and her family.



The Bantay Familia office where playroom and counselling room for VAWC survivors are located

provides alternative learning and non-formal education to VAWC survivors through the Alternative Learning System.

Bantay Familia also offers capacity development and advocacy programs on GAD for LGUs. At the same time, it holds livelihood and skills training using a set of criteria to determine and shortlist individual participants.

Bantay Familia's strength lies on its extensive network resulting from long-standing partnerships with institutions and groups that advocate for women and children's rights. All partners involved in Bantay Familia's programs and campaigns are trained in handling GBV cases. Thus, they could also share data and information periodically, and then help Bantay Familia update its knowledge management system.

As a network, one of the major contributions of Bantay Familia is the lobbying and establishment of Barangay VAW Desks in all of the 27 barangays of Naga City. Apart from monitoring and evaluating cases, these Barangay VAW Desks also serve as avenues to implement Bantay Familia's anti-GBV programs.

Bantay Familia also guarantees that GAD is mainstreamed in the City Government's programs, plans, and budgets. Representatives from Bantay Familia participate as members of various committees like the Naga City Council for Women, Naga City AIDS Council, Naga City Dangerous Drug Board, Naga City Nutrition and Population Council, and the City Advisory Committee on the Pantawid Pamilyang Pilipino Program.

Its membership to these different committees enabled Bantay Familia to contribute to the institutionalization of strategies related to gender mainstreaming.

Overall, Bantay Familia's sphere of influence in Naga City is far-reaching, especially on GBV prevention, rescue and protection of survivors, networking and referral to service providers, and rehabilitation of perpetrators. Bantay Familia was able to serve 2,205 clients since its establishment in 2002.



Bantay Familia's play therapy service for rescued children survivors

When GAD Equates to Local Economic Development

The name says it all, the **Barangay Growing Opportunities for Wealth (GrOW) Negosyo Program** — with a gender twist. Unlike many traditional LGU-initiated livelihood endeavors, Naga City's Barangay GrOW Negosyo engages both women and men microentrepreneurs in local economic development. This started by profiling barangay-level enterprises, including those owned and managed by women. The information supplied by the Barangay Enterprise Profiles was used to identify projects and activities catering to the collective needs of Naga City's local entrepreneurs.

Naga City's Barangay GrOW Negosyo comprises many phases in terms of program implementation. One notable phase is "social preparation," which aims to help barangay-based microenterprises identify available livelihood assistance and enterprise resources in their immediate communities. Subsequent

GrOW Negosyo activities include training on business management and the provision of LGU assistance for new product and service development.

For some barangay-based microenterprises, the GrOW Negosyo program has finally offered them new opportunities to finally compete with established businesses.

Barangay GrOW Negosyo also ensures that the local enterprises know their place in the supply chain of raw materials. In fact, barangay-based entrepreneurs are encouraged to collectively create or strengthen local industries. Program implementers of GrOW Negosyo complement these goals by offering capacity-building programs, financial assistance, and marketing support to both women and men microentrepreneurs.

With Local Ordinance No. 98-071 that institutionalized the Metro Public Employment Service Office (PESO) as a department, the Enterprise and Cooperative Development Center was also created with the goal of harmonizing all of Naga City's livelihood initiatives. Barangay GrOW Negosyo then took off to coordinate all livelihood projects with the private sector and government agencies like the Departments of Trade and Industry, Labor and Employment, Science and Technology, and Agriculture.

Naga City's partnership with PCW's Gender Responsive Economic Actions for the Transformation of Women Project (more popularly known as the GREAT Women Project) also opened opportunities for women. They were capacitated through trainings on entrepreneurship, skills



Through the Barangay GrOW Negosyo Program, women entrepreneurs actively contribute to Naga City's local economic development

development and marketing, and product technology interventions.

The Barangay GrOW Negosyo program was able to assist 57 community-based enterprises. This translates to economic opportunities for 315 individuals, about 90% of whom are women microentrepreneurs. Currently, Barangay GrOWNegosyo supports twenty small and medium enterprises, eight associations (NegoKart Vendors Association, PQ Food & Beverage Vendors Association, City Hall Vendors Association, NCPM Vendors Association, BANWAS, Project QUEEN, Maogma Village Homeowners Association, and Naga City Massage Therapists), and four cooperatives (SIDECO, Sta. Rafaela, PISTON, and VILMAR Coop). Among the eight associations, the average number of women members is 91%.

According to the project implementers, Barangay GrOW Negosyo has positively contributed to the household income and employment rates of participating barangays.

The creation of eight barangay-operated enterprises also allowed the City Government to develop practical models to assist women and men entrepreneurs in sustaining their enterprises, such as those involved in water hyacinth production (Bgy. Tinago and Bagumbayan Sur), rags and mats production (Bgy. Triangulo), candle making (Bgy. Balatas), production of recycled materials (Bgy. San Isidro), and fish processing (Bgy. Abella, Sabang, and Peñafrancia).

The Barangay GrOW Negosyo program was originally geared towards increasing the socioeconomic status of Nagueño families over a three-year period (2010–2012). Given its positive impact to communities, Barangay GrOW Negosyo was carried over to succeeding years and now gets continuous support and funding from the City Government.



GENDER AND DEVELOPMENT LOCAL LEARNING HUBS

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(e-mail: tsd@pcw.gov.ph)

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GAD

Local Learning Hubs are about sharing and replicating good practices, ultimately giving LGUs the opportunity to think outside the box when implementing GAD.

When an LGU examines its legal mandate with gender lens, when it unleashes gender equality as part of its development goals, when it unites women and men constituents to work toward GAD — that is gender mainstreaming.

Naga City offers two GAD innovations that may be replicated by other LGUs when integrating GAD in local governance. The first innovation focuses on enhancing the operations of a GBV [gender-based violence] crisis center using the multisectoral and community-based approach in program implementation. The second innovation focuses on modifying livelihood programs to respond to emerging issues and concerns, specifically of women-led enterprises. In effect, the target entrepreneurs do not only become program or project beneficiaries, but also as active drivers of the local economy.

The City Government of Naga has shown that providing permanent funding, space, and facilities — coupled with the support of Local Chief Executives and the strong involvement of community members — can sustain the operations of the aforementioned enabling mechanisms. Meanwhile, to guarantee full participation, program and project implementers from LGUs may also undertake the “social preparation phase” to assess the willingness, needs, capacities, and resources of intended beneficiaries.



The five PCW-certified GAD Local Learning Hubs are located in the Provinces of AKLAN, ILOILO, and QUEZON, and the Cities of DAVAO and NAGA

For more information on Naga City’s Certified GAD Local Learning Hubs, contact:

NAGA CITY COUNCIL FOR WOMEN

ADDRESS: G/F Bantay Familia Bldg.,
City Hall Compound, J. Miranda Ave.,
Naga City, Philippines

TELEPHONE: (+63 54) 473-3377, +639175030350

E-MAIL: nenedeasis@yahoo.com