

**ANNUAL GENDER AND DEVELOPMENT (GAD) PLAN AND BUDGET
FY 2025**

Sequence No.: 2025-020368			
Organization: Philippine Institute of Traditional and Alternative Health Care	Organization Category: National Government, GOCC with Budgetary Support		
Organization Hierarchy: Department of Health, Philippine Institute of Traditional and Alternative Health Care			
Total Budget/GAA of Organization:	216,527,000.00		
Total GAD Budget	14,401,053.79	Primary Sources	14,401,053.79
		Other Sources	0.00
Percentage of GAD Allocation:	6.65%		

Gender Issue /GAD Mandate	Cause of Gender Issue	GAD Result Statement /GAD Objective	Relevant Organization MFO/PAP or PPA	GAD Activity	Performance Indicators /Targets	GAD Budget	Source of Budget	Responsible Unit /Office
1	2	3	4	5	6	7	8	9
CLIENT-FOCUSED ACTIVITIES								

Received COA
Date: 6/2/25
By: Arion



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There are less male participants to the activities by the Social Advocacy & Training Division: Community Based Orientations & Basic/Advance Acupuncture trainings/There are less male participants to the activities by the Social Advocacy & Training Division: Community Based Orientations & Basic/Advance Acupuncture trainings	There are less male participants in the Community Based orientations & Acupuncture trainings due to the common gender stereotyping that the activities are for females only	1) Ensure gender equality on the selection/invitation of participants to attend the Social Advocacy and Trainings Activities. This will include IPs and from GIDAs.	MFO: MFO2: Social Advocacy and Training	1. Conduct of Community Based Orientations (CBO) 2. Conduct of Basic/Advance Acupuncture Trainings 3. Continuous promotion of the activities through social media postings that utilize gender neutral and gender fair language	SDD of the participants who attended the activities 3% increase in male attendance in all activities conducted by SATD No. of CBO conducted/ No. of CBO conducted which included IPs and those from GIDAs. No. of Acupuncture trainings conducted	Salary of Employees 192,070.98 Community Based orientations: 302,500.00 Acupuncture Trainings: Basic/Advance 150,500.00	GAA GAA GAA	Social Advocacy and Training Division/HPPs
Existing guidelines and standards are not gender sensitive and do not use gender-fair language./Existing guidelines and standards are not gender sensitive and do not use gender-fair language.	Not all existing guidelines and standards were reviewed on gender sensitivity and on the use of gender-fair language/RA 8423.	Ensure that the new traditional and complementary medicine competency standards and guidelines developed and approved are gender sensitive and uses gender-fair language.	MFO: MFO3: Standards and Accreditation	Conduct of Technical Working Group meetings, Conduct of public hearing, Publication of Competency Standards/Guidelines	Number of meetings conducted One (1) Competency Standard reviewed One (1) Implementing Guidelines for TCIM modalities formulated/ revised	Meals and other expenses such as Honoraria of National Certification Committee members and publication of new/existing modalities' competency standards in the Official Gazette and or the National Administrative Register 93,704.00 Salary of Employees 31,536.00	GAA GAA	Standards and Accreditation Division



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Gender is not mainstreamed in the promotion of Traditional and Complementary Medicine activities and events/RA 9710 Magna Carta of Women IRR section 20 of Women's Right of Health Comprehensive Health Information and Education Gender and Development mainstreamed in the agency's major programs/activities/projects/Gender is not mainstreamed in the promotion of Traditional and Complementary Medicine activities and events/RA 9710 Magna Carta of Women IRR section 20 of Women's Right of Health Comprehensive Health Information and Education Gender and Development mainstreamed in the agency's major programs/activities/projects	<p>2. Gender concept, gender dimension and gender fair language in the SATD activities are not mainstreamed</p> <p>1. Limited awareness among women, men, LGBTQ on Traditional and complementary medicine, gender concept in the traditional and complementary medicine activities and events is not mainstreamed in the SATD activities</p>	Integrate gender concept and gender dimension in the SATD activities and events	MFO: MFO2: Social Advocacy and Training	Redesign the conduct of Traditional and Complementary Medicine promotional activities to effectively integrate and mainstream gender perspective.	<p>1. Number of activities and events conducted with gender sensitive topics/subject being discussed by the invited speakers</p> <p>3. SDD on the number of participants who attended the event</p> <p>2. Scripts of hosts and topics/subjects discussed by the speakers are reviewed to be gender sensitive before its presentation</p>	<p>DOH Retained Hospital TAHC Congress 836,000.00</p> <p>Salary of Employees 796,784.38</p> <p>TAHC Month Celebration 380,000.00</p>	GAA GAA GAA	Social Advocacy and Training Division/HPPs



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<p>In conservative or marginalized communities, cultural and societal barriers often hinder access to substance abuse treatment for women. These challenges include the stigma surrounding addiction, fear of societal judgment, and the lack of gender-sensitive healthcare providers equipped to address their specific needs./In conservative or marginalized communities, cultural and societal barriers often hinder access to substance abuse treatment for women. These challenges include the stigma surrounding addiction, fear of societal judgment, and the lack of gender-sensitive healthcare providers equipped to address their specific needs.</p>	<p>Women are frequently subjected to societal expectations to adhere to traditional roles, including but not limited to serving as caregivers, mothers, or perceived "moral anchors" of the family unit. Engagement in substance abuse by women is often construed as a deviation from these prescribed roles, thereby subjecting them to heightened societal judgment and disapproval relative to their male counterparts. This entrenched cultural stigma acts as a significant deterrent, impeding women from accessing necessary treatment and rehabilitation services out of fear of social ostracism and marginalization.</p>	<p>Develop and implement addiction treatment programs that specifically cater to women and marginalized genders, offering ear acupuncture as a key component.</p>	<p>MFO: MFO 1: Research and Development Division</p>	<p>To address gender-specific barriers in addiction treatment by developing gender-sensitive guidelines for the integration of ear acupuncture into substance abuse recovery programs, with a focus on promoting accessibility, reducing stigma, and catering to the unique physical, emotional, and societal needs of women and marginalized genders. (WITHDRAW: ACTIVITY TO BE CONDUCTED IN 2026 / BUDGET REMOVED)</p>	<p>2. 10% increase in the number of first-time participants accessing the program.</p> <p>1. 10% increase in percentage of women and marginalized genders enrolled in the program relative to the target population.</p> <p>3. Percentage reduction in reported withdrawal symptoms and substance cravings among participants.</p> <p>5. Improvement in participants mental health indicators, such as reductions in stress, anxiety, or depression scores.</p> <p>4. Percentage of participants achieving and maintaining abstinence from substance use over a defined period.</p>	<p>0.00</p>	<p>GAA</p>	<p>Research and Development Division</p>



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<p>In many communities, especially rural or conservative areas, women may face barriers to accessing gender-sensitive healthcare, such as cultural taboos, lack of female healthcare providers, or social stigmas associated with seeking medical help./In many communities, especially rural or conservative areas, women may face barriers to accessing gender-sensitive healthcare, such as cultural taboos, lack of female healthcare providers, or social stigmas associated with seeking medical help.</p>	<p>In many rural or conservative communities, women face barriers to accessing gender-sensitive healthcare due to cultural norms, patriarchal social structures, and traditional gender roles that prioritize caregiving over personal health. Cultural taboos, stigma surrounding issues like reproductive health and mental illness, and a lack of female healthcare providers further discourage women from seeking help. Economic, geographical, and educational limitations, coupled with fear of judgment and institutional discrimination, exacerbate these challenges, preventing women from receiving the care they need.</p>	<p>2. To promote awareness and education on womens health issues by utilizing Medikilyo to provide resources that break harmful stereotypes, empower women to take control of their health, and encourage them to seek appropriate healthcare, ultimately fostering a supportive and inclusive environment for womens well-being in marginalized communities.</p> <p>1. To increase access to gender-sensitive healthcare for women in rural or conservative communities by providing a platform through Medikilyo that offers discreet and confidential consultations with female healthcare providers, as well as information on alternative treatments like ear acupuncture, thereby overcoming barriers related to stigma, cultural taboos, and lack of local female providers.</p>	<p>MFO: MFO 1: Research and Development Division</p>	<p>1. Develop a dedicated section on Medikilyo for womens health with TCIM options such as ear acupuncture, herbal remedies, and traditional therapies, specifically addressing the health needs of women, including those related to reproductive health, mental health, and substance abuse recover 2. Include a list of qualified female practitioners specializing in TCIM, offering teleconsultations for services such as acupuncture, herbal treatments, or mind-body therapies, ensuring that women in rural or conservative areas can access culturally sensitive and holistic care.</p>	<p>1. 40% of the users visited the site is women.</p> <p>2. 20 female TCIM practitioners are listed/registered in the site.</p>	<p>2,500,000.00</p>	<p>GAA</p>	<p>Research and Development Division</p>



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Gender sensitive and gender responsive elements in designs are not considered and reflected in the marketing and promotional collaterals for PITAHC products and services/Gender sensitive and gender responsive elements in designs are not considered and reflected in the marketing and promotional collaterals for PITAHC products and services	Current designs and marketing slogans of PITAHC products have long been in use and has created a stereotyping image that most herbal soaps marketed are for female use only (papaya, cucumber, carrot, kalamansi, labanos, bayabas, akapulko, kamias)	To be able to come up with designs that are gender sensitive and responsive in order to create a more inclusive and equitable environment for the clients/general public	MFO: Marketing and Business Development Division	1. Development of marketing collaterals and promotional merchandise 2. Customer delight activities and campaigns	1. No. of collaterals/promotional merchandise developed/printed/procured 2. No. of marketing slogans printed on IEC materials and posted on social media platforms 3. No of exhibits/campaigns conducted/participated	Budget Attributed from salary of Dedicated/ Assigned Staff 69,185.00 500,000.00	GAA Corporate Funds	Marketing and Business Development Division/HPPs



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<p>Low number of male practitioners of T&CM; modalities. Gender representation in the field of Traditional and Complementary Medicine is not balanced. The Profiling Survey of Traditional and Alternative Health Care (TAHC) Practitioners in the Philippines, Phase 1 revealed that out of 21,164 TAHC practitioners profiled , 68% or 14, 396 were predominantly femalewhile 32% or 6,759 were male. In 2023, 150 (51.36 %) male practitioners applied for certification, while 142 females (48.63 %) applied for certification.Encourage more male T&CM; practitioners to apply for PITAHC certification to ensure gender balance.All practitioners/stakeholders (T&CM; certification applicants) are given equal opportunities in the practice of T&CM;./Low number of male practitioners of T&CM; modalities. Gender representation in the field of Traditional and Complementary Medicine is not balanced. The Profiling Survey of Traditional and Alternative Health Care (TAHC) Practitioners in the Philippines, Phase 1 revealed that out of 21,164 TAHC practitioners profiled , 68% or 14, 396 were predominantly femalewhile 32% or 6,759 were male. In 2023, 150 (51.36 %) male practitioners applied for certification, while 142 females (48.63 %) applied for certification.Encourage more male T&CM; practitioners to apply for PITAHC certification to ensure gender balance.All practitioners/stakeholders (T&CM; certification applicants) are given equal opportunities in the practice of T&CM;.</p>	<p>There are more females than males who apply for certification of traditional and complementary medicine (T</p>	<p>Ensure gender balance in the representation of males and females</p>	<p>MFO: MFO3: Standards and Accreditation</p>	<p>Conduct of meetings/orientation on certification of practitioners and accreditation of clinics/training centers and encourage a gender balanced male:female applications for certification and facility accreditation</p>	<p>3. SDD on certified practitioners and accredited clinics/training center staff</p> <p>2. Number ofmeetings/orientations on certification of practitioners and accreditation of clinics/training centers conducted</p> <p>1. 1% increase in male practitioners who applied for certification</p>	<p>Issuance of National Certification on TCIM practitioners and accreditation of clinics and training centers 115,248.00</p> <p>Salary of Employees 16,007.00</p>	<p>GAA</p> <p>GAA</p>	<p>Standards and Accreditation Division</p>



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Disproportionate gender representation of stakeholders during orientations/meetings on PITAHC Standards and Accreditation. Male, Female and LGBTQ members (participants to LGU orientations) are not given equal opportunities in the selection/invitation to attend/participate in the said activities./Disproportionate gender representation of stakeholders during orientations/meetings on PITAHC Standards and Accreditation. Male, Female and LGBTQ members (participants to LGU orientations) are not given equal opportunities in the selection/invitation to attend/participate in the said activities.	In the last five (5) years, less male participants attended the orientation	Ensure gender equality on the selection of participants to attend the LGU Orientations	MFO: MFO3: Standards and Accreditation	1. Identification of targetted stakeholders for the consultative and coordinative meetings with practitioners & Facility owners practicing various TCIM modalities to achieve at least 2% increase in male attendance.2. Conduct of meetings and monitoring activities on the Certification of Practitioners and Accreditation of TAHC facilities with gender dimension.3. Conduct of monitoring of certified practitioners and accredited clinics/training centers	2. SDD from the meetings conducted 1. 1% increase in the number of male participants during the conduct of the consultative & coordinative meetings with practitioners and facility owners on the certification and accreditation process	Coordination and Consultation Meeting 46,410.00 Salary of Employees 69,880.00	GAA GAA	Standards and Accreditation Division/HPPs



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<p>Breast cancer, being a condition that predominantly affects women, presents gender-specific implications in the context of pain management. This study affirms the imperative to integrate a gender-responsive approach in the administration of adjunct therapies, specifically acupuncture, in accordance with prevailing gender and development (GAD) principles. It is recognized that gender may constitute a determinative factor in pain perception, therapeutic receptivity, and access to integrative health services. Accordingly, the conduct of this randomized controlled trial shall give due regard to the differentiated needs and circumstances of women, thereby ensuring compliance with applicable laws, policies, and frameworks promoting gender equity in health care delivery.</p>	<p>The gender issue arises from the disproportionate burden of breast cancer on women, coupled with systemic disparities in access to integrative and supportive care options such as acupuncture. Socio-cultural norms, economic dependency, and limited gender-sensitive health infrastructure contribute to inequities in the availability, acceptability, and utilization of adjunct therapies. These factors collectively impede women's full and equal participation in healthcare decision-making and hinder the realization of their right to comprehensive pain management, thereby necessitating a gender-responsive research approach in compliance with gender and development (GAD) mandates.</p>	<p>To promote gender-responsive healthcare by ensuring that the integration of acupuncture as an adjunct therapy for breast cancer-related pain addresses the specific needs, experiences, and challenges faced by women, in alignment with national gender and development (GAD) policies and the goal of equitable access to integrative health services.</p>	<p>MFO: MFO 1: Research and Development Division</p>	<p>Conduct a gender-responsive randomized controlled trial on the use of acupuncture as an adjunct to standard pain management for women with breast cancer, incorporating gender analysis in study design, data collection, and interpretation to ensure that women's specific health needs and experiences are addressed.</p>	<p>1. 90% or more of study participants will be women, reflecting the gender-specific focus of the study on breast cancer-related pain.</p> <p>2. 100% of study data will be disaggregated by gender to ensure comprehensive analysis of gender-related differences in the perception and effectiveness of acupuncture as an adjunct therapy.</p> <p>3. 85% of female participants will report satisfaction with the gender-responsive approach to acupuncture treatment and pain management.</p>	<p>3,742,554.38</p>	<p>GAA</p>	<p>Research and Development Division</p>

ORGANIZATION-FOCUSED ACTIVITIES



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0	Some employees are not aware of the existence of GAD-related policies as well as services provided by the Institute/Some employees are not aware on the existence of GAD-related policies as well as services provided by the Institute	Lack of institutional mechanisms to mainstream gender	Institutionalize mechanisms for mainstreaming gender	PAP: GPAP OR PPA: Human Resource - Administrative/GFPS/HPPs	1.) Develop policies on GAD 2.) Develop GAD Strategic Framework 3.) Conduct GAD awareness survey	1. GAD Awareness Survey for FY 2025 conducted 2. At least one (1) policy developed and disseminated 3. PITAHC GAD Strategic Framework developed and approved by the end of December 2025	Budget Attributed from Salary of assigned personnel responsible for the conduct of GAD Awareness Survey for FY 2025 51,864.77 Budget Attributed from Salary of assigned personnel responsible for the development and dissemination of GAD policies 446,883.45	GAA GAA	GFPS /Administrative Division MFO: All MFOs /HPPs
1	As mandated in Section 36 (b) of the RA 9710, all departments and other government instrumentalities shall establish or strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency/As mandated in Section 36 (b) of the RA 9710, all departments and other government instrumentalities shall establish or strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency.	PITAHC has no dedicated and functional support to the technical operations on GAD. The current supplies and other logistical support are sourced out from other units or divisions	Presence of dedicated and functional support to the technical operations relevant to the implementation of the institution's GAD Plan and Budget	PAP: PAP OR PPA: Human Resource - Administrative	Continuous monitoring and implementation of GAD-related programs	Continuous monitoring and implementation of GAD-related programs through designation/ assignment of twenty-nine (29) GAD dedicated staff (including alternate representative)	Budget Attributed from Salary of GAD Dedicated/Assigned Staff 2,441,592.55	GAA	Human Resource - Administrative Division
2	As mandated in Section 36 (b) of the RA 9710, all departments and other government instrumentalities shall establish or strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency/As mandated in Section 36 (b) of the RA 9710, all departments and other government instrumentalities shall establish or strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency.	PITAHC has no dedicated and functional support to the technical operations relative to the monitoring of the implementation of GAD related activities and concerns. The current TWG members and other logistical support are sourced out from other units or divisions	Presence of dedicated and functional support staff relevant to the implementation of the institution's GAD Plan and Budget.	PAP: PAP OR PPA: Human Resource - Administrative/GFPS	Conduct of regular quarterly coordinating meetings to discuss the progress of the implementation of the GAD PAPs and to identify if there are emerging/re-emerging issues, constraints or threats that will impede its timely implementation	Quarterly meetings of GFPS	Salary of Employees 164,172.37 Meals during GFPS official meetings 29,000.00	GAA GAA	Administrative Division/GFPS



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3	As mandated in Section 36 (b) of the RA 9710, the Institute shall strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency. This includes conduct of capacity building activities for the GFPS members of PITAHC/As mandated in Section 36 (b) of the RA 9710, the Institute shall strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency. This includes conduct of capacity building activities for the GFPS members of PITAHC.	PITAHC commits to strengthen the competencies of the GFPS, however, this commitment needs to be consistent and continuous because some members of the GFPS TWG including the alternate representatives are either newly hired or newly-designated.	Consistent and continuous provision of capacity building activities among GFPS members	PAP: PAP OR PPA: Human Resource - Administrative/GFPS/HPPs	Conduct of GAD-related learning and development initiatives (LDIs)	2. SDD on the number of participants who attended the GAD-related trainings/ seminars 1. 100% planned GAD-related trainings/ seminars conducted by the end of December 2025	Registration Fees/Meals and Honorarium of Speaker/s 252,300.00 Budget Attributed from Salary of assigned personnel responsible for organizing 687,206.91	GAA GAA	Human Resource - Administrative Division/GFPS/HPPs
4	As mandated in the legal and policy issuances relative to the Women's Month Celebration and Observance of the 18-Day Campaign to End Violence Against Women (VAW), and to promote awareness and strengthen understanding among PITAHC employees/As mandated in the legal and policy issuances relative to the Women's Month Celebration and Observance of the 18-Day Campaign to End Violence Against Women (VAW), and to promote awareness and strengthen understanding among PITAHC employees	PITAHC commits to continue its support the Women's Month Celebration and the Observance of the 18-day Campaign to End Violence Against Women and promote awareness and understanding among PITAHC employees	GAD-related support services and awareness activities to all personnel are consistently provided	PAP: PAP OR PPA: Human Resource - Administrative/GFPS/HPPs	Conduct Awareness Campaign and Celebratory Activities (e.g. Women's Month Campaign to End Violence Against Women and Children)	100% of planned awareness campaigns and celebratory activities conducted	Tarpaulin Printing 12,000.00 T-Shirts 160,000.00	GAA GAA	Human Resource - Administrative Division/GFPS/HPPs
5	As mandated in Section 36 (b) of the RA 9710, all departments and other government instrumentalities shall establish or strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency- Creation of and/or strengthening of the GAD Focal Points/As mandated in Section 36 (b) of the RA 9710, all departments and other government instrumentalities shall establish or strengthen their GFPS to catalyze and accelerate gender mainstreaming within the agency- Creation of and/or strengthening of the GAD Focal Points	PITAHC commits to strengthen the competencies of the GFPS, however, this commitment needs to be consistent and continuous because some members of the GFPS TWG including the alternate representatives are either newly hired or newly-designated.	Consistent and continuous provision of capacity building activities among GFPS members	PAP: PAP OR PPA: Human Resource - Administrative	Establishment of the GFPS and identifying of the key officers with primary and alternative representatives, roles, financial and other reportorial requirements	Updated/reformulated PITAHC Order GFPS issued by the end of December 2025	Budget Attributed from Salary of assigned personnel responsible for the updating of PITAHC Order for Establishment of the GFPS 58,109.09	Corporate Funds	Human Resource - Administrative Division



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6	Most employees are not aware on the existence of GAD-related policies as well as services provided by the Institute./Most employees are not aware on the existence of GAD-related policies as well as services provided by the Institute.	Insufficient contents/updates on the Gender and Development (GAD) Corner at the PITAHC Lobby and PITAHC website to disseminate GAD laws, information, news and other relevant updates	Availability and accessibility of updated and relevant references on GAD and gender-based violence related laws and issuances as well as updates on PITAHC GFPS and GAD-related activities.	PAP: PAP OR PPA: Human Resource - Administrative/GFPS/HPPs	GAD corner at PITAHC lobby and website improved	1 GAD related policy and 2 GAD related messages posted on the PITAHC website and displayed at the GAD corner	Budget Attributed from Salary of assigned personnel responsible for the establishment/setting up of the PITAHC GAD corner 255,544.91	GAA	GFPS /Administrative Division MFO: All MFOs / HPPs
SUB-TOTAL							13,842,944.70	GAA	
							558,109.09	Corporate Funds	
TOTAL GAD BUDGET							14,401,053.79		

Prepared By:	Approved By:	Date
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