



# ***Partners In Leprosy Action (PILA):***

***How Research inspired a Social Innovation  
In Health Care Delivery***

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- No conflicts of interest to declare

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**Philippine Leprosy Mission  
Board of Trustees  
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# LEPROSY

## 26- year old male leprosy patient from Pasay City

*“I got angry with God. Why, I was a sacristan in the church?” I feel as if I am an alien. I feel that as if I am a monster. I hate myself because I feel that I am the ugliest person on earth. **I want to commit suicide.** But you know, I always joke about this with people who stare or ask me about my disease, but they just do not know what I feel inside”. (translated)*





Community engagement and Community Skin Health strategy to address need for sustained detection and treatment of skin diseases including leprosy

Through private-public partnerships

In leprosy endemic areas

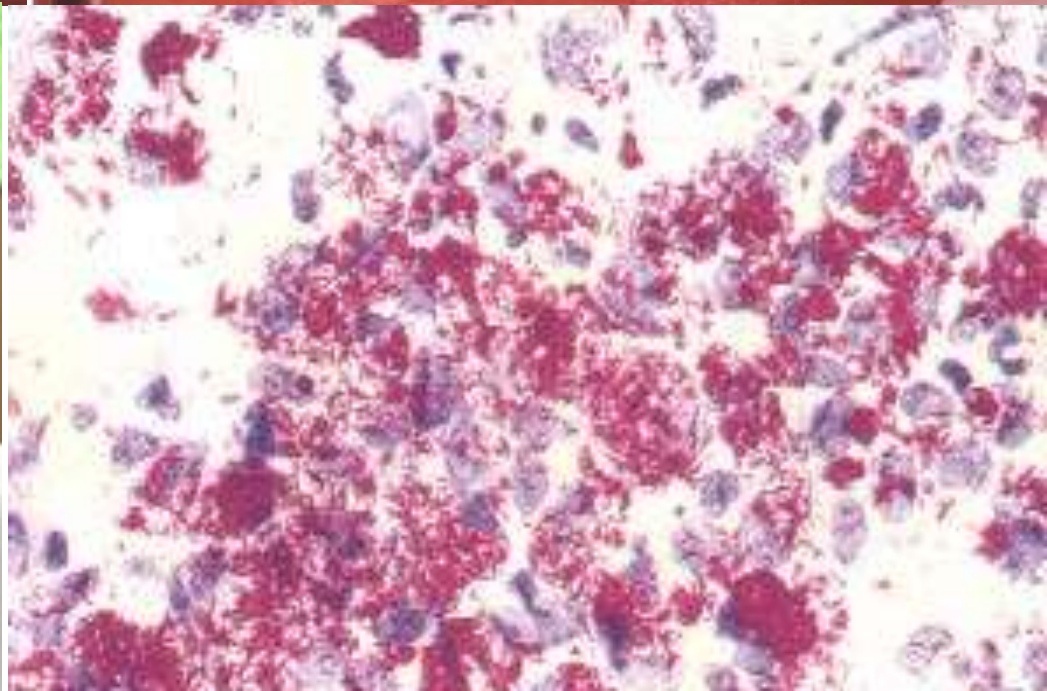
## ***PARTNERS***

## ***IN LEPROSY ACTION (PILA)***

**“HEALTHY SKIN,  
HEALTHY COMMUNITIES”**



# LEPROSY





**WHY? IT'S MORE IN THE PHILIPPINES!**

**PHILIPPINES #1**

**NEW CASES**

**DETECTED**

**YEARLY**

**(Western Pacific Region)**

**DISABILITY**

**POVERTY**

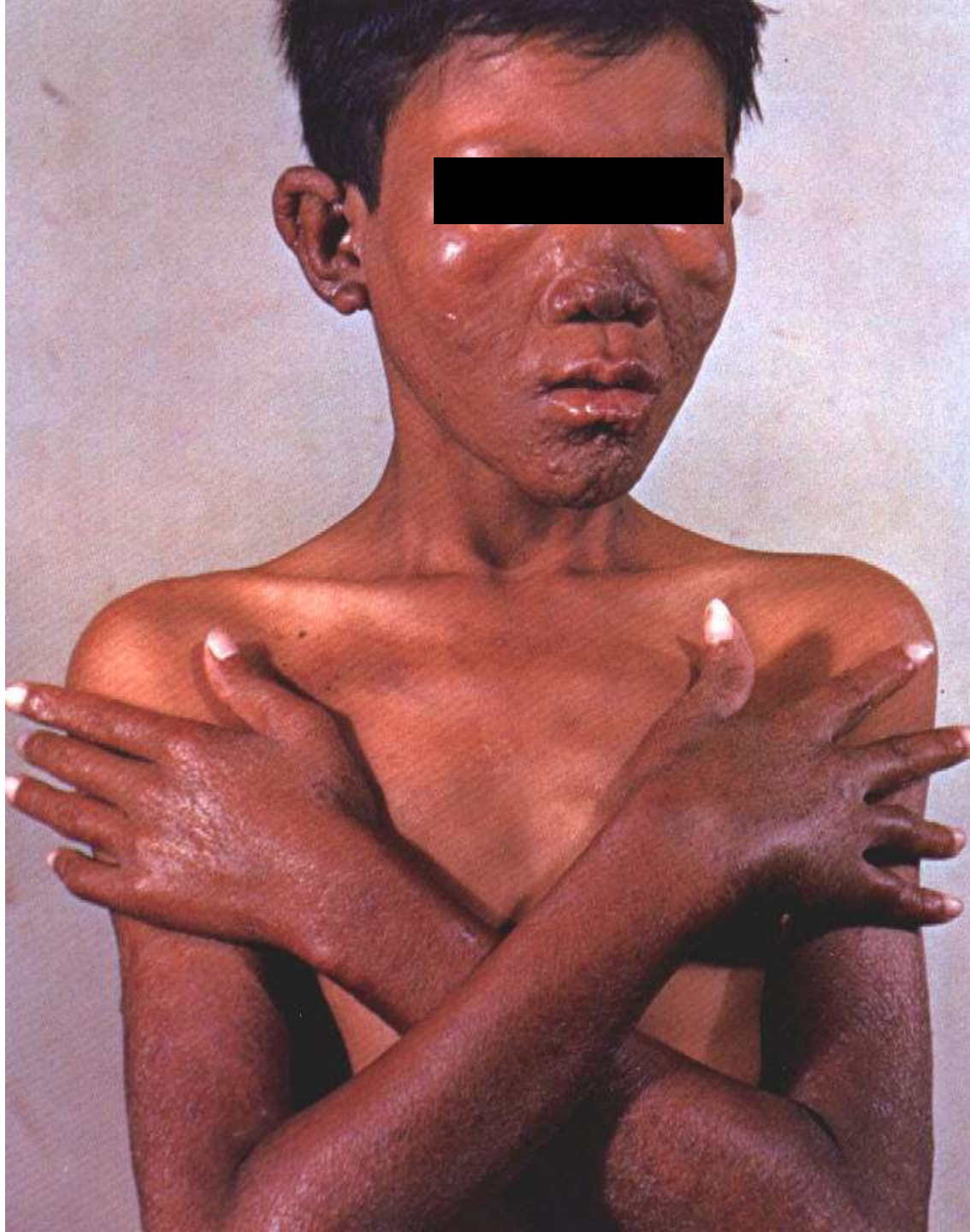


Before treatment

After treatment











# Health-seeking behaviors of Filipinos with skin ailments: Emphasis on leprosy prevention and management

*Health-seeking Behavior Study Group  
1999- 2000*





# Cross-sectional surveys in 30 barangays: Health Seeking Behavior interviews & Skin Surveys





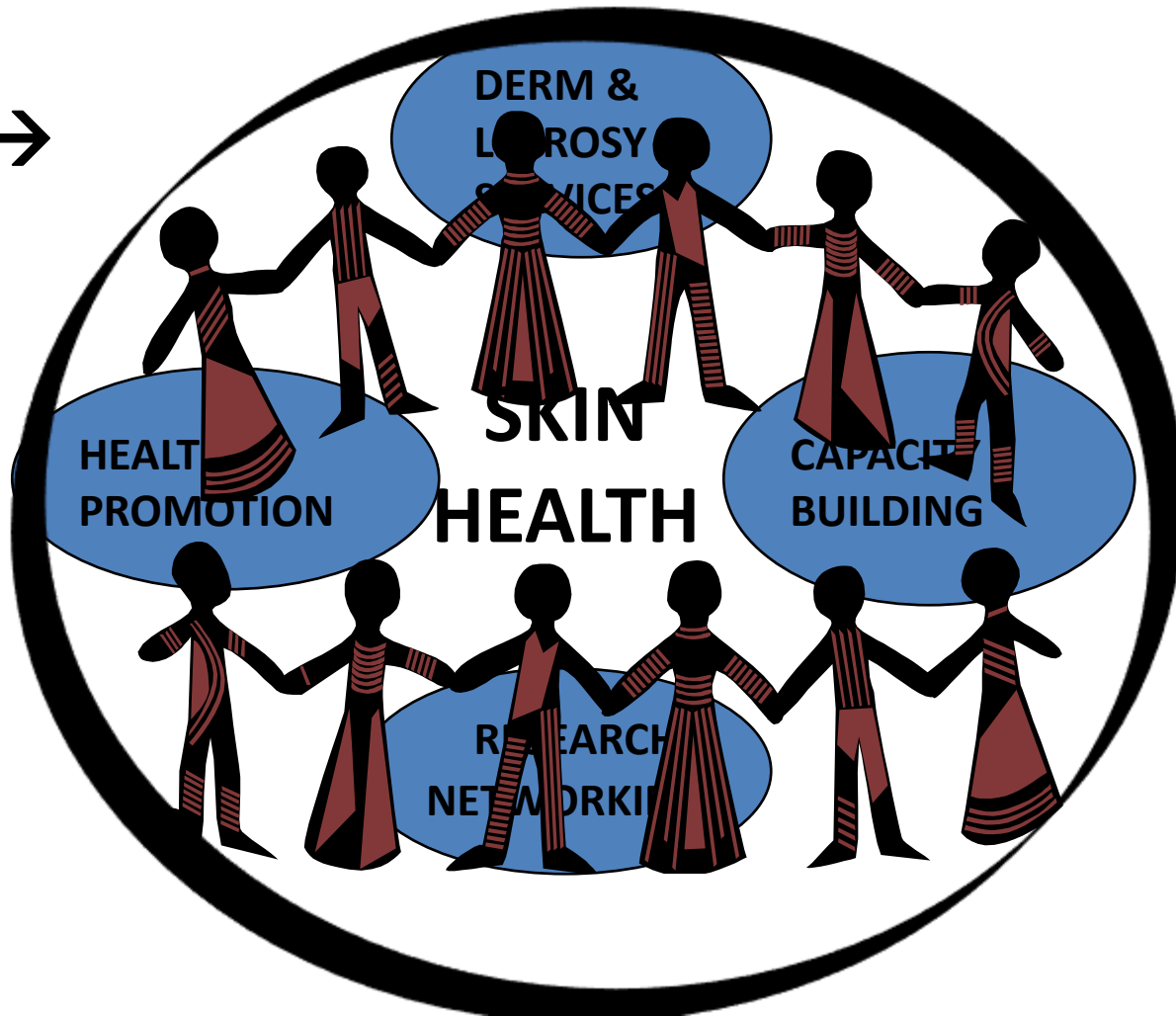
# Lessons from the Health-seeking Behavior study and skin survey (1999-2000)

- Skin diseases are public health problems that are often **neglected**.
- Most Filipinos consult the local health center first for skin diseases because services are free. However, skin services and medication were often lacking.
- Filipinos would consult if dermatological services and treatment were **free/affordable** and **accessible**
- Leprosy services and Skin health needs to be **integrated** with the general health services.



# Partners In Leprosy Action: Community Skin Health Program to support Leprosy Control

RESEARCH →



# PILA Phase 1. Social Preparation





# info dissemination & prescreening by schoolchildren



# PILA in schools





# Training & Information on common skin diseases and leprosy





## Phase 2. Community screening in schools and households for ANY SKIN DISEASE & LEPROSY



# PILA: Key Results

- **Voluntary consultations & good health – seeking behaviors for skin diseases**
- **“Hidden” cases of leprosy detected and treated**
  - (~200 new cases 2006-2013 in 2 provinces)
- **Affordable, simple, “scalable”**
- **Reduced leprosy stigma and discrimination**

# PILA: The Innovation

- **Skin Health as entry point**
- **Integrate stakeholders: LGU**
- **Resources for training, awareness and care for leprosy**
- **Community mobilization for enhanced screening and stigma reduction**
- **Integrate leprosy control in health services**

# Transformation!

- ***“I think it’s more on the – more on transforming, if that’s the correct term. The values and the attitude of our people, the patients in particular with regards to the facts or their knowledge on leprosy, so that for me, I think, is very significant, so more of our constituents came out to seek the necessary consultation from our office.”***  
(Assistant city health officer)

# 2015: Top 23 Best Practices: Social Innovation in Health Initiative

SOCIAL INNOVATION IN HEALTH INITIATIVE

Partners in Leprosy Action (PILA)

Community health skin programme to support leprosy detection

Country(s) of Operation: Philippines

Organisational structure: NGO

Disease focus: Leprosy, NTD





# Keep on improving!

LEPROSY

--→SKIN NEGLECTED TROPICAL DISEASES

# Intervention-based, Integrated approach needed for efficiency



# 2017 GALDERMA SKINPACT AWARD

## Community Leadership (Community Vote)

### Community Skin Health as Combined Approach to Skin-related Neglected Tropical Diseases



“If you build it,  
he will come”





# How does one develop a social innovation in health care delivery?

- THE NEED – and identify the gaps
- THE DREAM – Healthy Filipinos
- THE GUIDE - generate & use Research; Evaluate
- THE OPPORTUNITIES – be entrepreneurial
- THE RESOURCES – use all your talents; network!
- THE GUTS – **Never give up, never surrender!**

**“Leprosy is curable, treatment is free”**

*“A world without the worst aspects of leprosy”  
such as stigma, discrimination, disability and poverty.*

