

Standard Form for the Proposal of Names of Persons  
for Nomination of the Regional Director  
of the Western Pacific Region of the World Health Organization

**DETAILS OF THE QUALIFICATIONS AND CHARACTERISTICS OF THE PERSON  
PROPOSED BY THE GOVERNMENT OF THE PHILIPPINES**

with regard to the criteria contained in Resolution WPR/RC50.R8, para. 2

a) A strong technical and public health background and extensive experience in international health
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As testament to her solid international work in public health, President Rodrigo Roa Duterte of the Republic of the Philippines designated Dr Susan Mercado as ***Special Envoy of the President for Global Health Initiatives***. In this capacity she works under the Department of Foreign Affairs with the Department of Health on a range of international public health concerns.

Dr Susan Mercado is a medical doctor with 30 years of experience and dedication to public health. She started in the Philippines as a physician for a non-government organization (NGO), working in an urban poor community of 30,000 people in Metro Manila. Malnutrition and infectious diseases of children were prevalent despite the community's proximity to tertiary-level hospitals. Dr Mercado organized a multi-disciplinary team that trained community health workers in primary health care. After working directly with mothers, she confirmed that the lack of safe water was the major contributing factor for malnutrition and childhood infections. There was no local source of clean water; each day, women spent at least 6 hours lining up for and transporting water to meet their daily needs. Dr Mercado and her team empowered women leaders to dialogue and negotiate with the city government to install water and sanitation facilities for the community. As a result, the community gained access to safe water and sanitation, child health indicators improved, and women leaders were empowered to run for elected positions in the community.

These early experiences had a profound effect on Dr Mercado's perspective of the ecologic nature of public health issues, and the importance of practical solutions grounded in people-centred approaches to health. This perspective guided her subsequent work as Undersecretary (Vice Minister) and Chief of Staff of the Department of Health, where she scaled up interventions on the expanded programme of immunization, child health and nutrition, prevention of domestic violence, HIV prevention, tuberculosis control and environmental health. She did this at the national level, in the context of a decentralized health system serving close to 75 million people. During her tenure at the Philippine Department of Health, her extensive portfolio encompassed oversight of public health services, management, external coordination. She supervised the Bureau of International Health Cooperation, Bureau of Local Health Systems, and National Quarantine Office.

Transitioning from the subnational and national levels, Dr Mercado expanded her career in international public health at the World Health Organization, where she served in expert

technical positions and then senior management for more than 15 years. Dr Mercado has held the following positions in WHO:

- Director, Division of Noncommunicable Diseases and Health through the Life Course, WHO Regional Office for the Western Pacific (2014-2017)
- Head of Secretariat, Asia-Pacific Forum on Health and Environment (2013-2017)
- Director, Building Healthy Communities and Populations (2013)
- Acting WHO Representative to the Philippines (2013, six months)
- Coordinator, Tobacco-Free Initiative, WHO Regional Office for the Western Pacific (2008-2012)
- Team Leader for Urban Health Equity Research and concurrent Head of the Knowledge Hub on Urban Settings of the WHO Commission on Social Determinants of Health, WHO Centre for Health and Development (WHO Kobe Centre) Japan (2005-2007), reporting to WHO HQ
- Founding organizer and secretariat of the Alliance for Healthy Cities (2004)
- Acting Regional Adviser for Health Promotion and Ageing and Health (2003-2004)

Dr Mercado has degrees of AB Philosophy (*magna cum laude*), Doctor of Medicine and Master of Public Health from the University of the Philippines.

In 2017 received two prestigious recognitions from her alma mater as Distinguished Alumni in Global Health awarded by the University of the Philippines Alumni Association in America (October 2017) and the University of the Philippines Medical Alumni Society (December 2017).

### ***Highlights of International Work on NCDs***

Dr Mercado's contribution to the growing work of WHO in curbing the epidemic of noncommunicable diseases is widely recognized. She proactively identifies and utilizes multiple entry points (e.g. behaviour change, social determinants, good governance, health systems strengthening) to achieve a comprehensive approach<sup>1</sup> articulated in regional action plans and strategies endorsed by the Regional Committee. These include the following:

- *Reducing NCD risk factors using a multi-sectoral approach* – Dr Mercado has been at the forefront of international work for NCD risk factor reduction using evidence-based and highly effective public health policy tools that intersect health, finance, trade, education, environment and social service sectors. She has provided direct support to countries in strengthening legislation to lower tobacco consumption through higher sin taxes, restrict the marketing of sugary drinks, and policies for smoke-free public spaces<sup>2</sup>. Her exceptional networking skills have fostered opportunities for dialogue between health and finance ministries to raise tobacco taxes and prices.

As a staunch advocate against tobacco industry interference, she has contributed to numerous international advocacy and media campaigns to systematically disseminate information on the magnitude of the tobacco problem<sup>3</sup>; strengthen and support

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<sup>1</sup> Western Pacific Regional Action Plan for the Prevention and Control of Noncommunicable Disease (2014-2020)

<sup>2</sup> Regional Action Plan for the Tobacco Free Initiative in the Western Pacific (2015-2019)

<sup>3</sup> Global launch of the WHO Report on the Global Tobacco Epidemic 2015



accelerated implementation of the WHO Framework Convention on Tobacco Control<sup>4</sup>; and stimulate dialogue between health and trade sectors to address inter-country issues such as illicit trade and cross-border advertising of tobacco.<sup>5</sup> Her work on youth participation in alcohol control has yielded positive impacts in a number of countries.<sup>6</sup>

- *Integrating NCD prevention and control in primary health care and district health systems.* Dr Mercado has fostered innovative work in introducing service delivery approaches that are practical<sup>7</sup> and affordable<sup>8</sup>, especially in resource-challenged countries. These include the Package of Essential NCD Interventions (PEN), Action for Healthier Families (a home-based instrument for identifying family risks to NCDs), and an NCD Education Manual for health centres.
- *Using strategic health communication to achieve public health outcomes<sup>9</sup>.* With her expertise in health communication, Dr Mercado led the development of a regional framework for health promotion aligned with the sustainable development goals<sup>10</sup> focusing on communicating health linkages to the global development agenda. She has also successfully led her teams in leveraging regional advocacy events around the World Health Day themes of diabetes, hypertension, and depression<sup>11</sup> using innovative communication campaigns in mainstream and social media.
- *Highlighting how deficiencies in reproductive/women's, maternal, neonatal, child and adolescent health (RMNCAH) contribute to the evolution of NCDs later in life<sup>12</sup>* - Dr Mercado has provided leadership in bridging RMNCAH and NCD prevention. She has highlighted the importance of breastfeeding, infant and young child nutrition, early essential newborn care and adolescent health as early interventions in NCD prevention. Under her guidance, new materials were piloted and developed in WPRO using participatory and family health approaches, such as primers and manuals on NCDs for health centres, models for the NCD continuum of care and inclusion of NCD-related risk reduction through health-promoting schools.
- *Addressing the double burden of malnutrition<sup>13</sup>* - Dr Mercado guided the development of nutrition profiling, plans<sup>14</sup> and approaches to address upstream determinants of underweight, overweight and obesity as well as physical inactivity and identified entry

4 Pacific Workshop on Implementation of the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific 2015-2019 (17-19 November 2015) / Meeting on Implementation of the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific 2015-2019 (19-21 August 2015)

5 Regional ASEAN Workshop on Tobacco Taxation and Illicit Trade (22-23 May 2014)

6 Regional Forum on Protecting Young People from the Harmful Use of Alcohol (29-30 April 2016)

7 Intercountry Training on Subnational Initiatives for Cardiovascular Disease (CVD) Prevention, Control, Management and Palliative Care (1-4 December 2014)

8 Technical Consultation on Models of Innovative Financing for Eye Health (2-3 December 2014)

9 Biregional Workshop on Restricting the Marketing of Food and Non-alcoholic Beverages to Children in the Western Pacific and South East Asia (1-4 December 2015)

10 Regional Action Plan on Health Promotion in the Sustainable Development Goals (2018-2030)

11 health Communication campaigns - World Health Day 2013 Theme: Hypertension (April 2013) / World health Day Theme (2014): Diabetes / World Health Day 2016 Theme: Mental Health (April 2016)

12 Action Plan for Healthy Newborn Infants in the Western Pacific Region (2014-2020) / Meeting on Accelerating Progress in Early Essential Newborn Care (21-25 September 2015) / WHO In-House Technical Consultation for Reproductive, Maternal, Newborn, Child and Adolescent Health Programme of Work in the Western Pacific 2014-2020 (24-25 August 2014)

13 Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific Region (2015-2020) / Regional Workshop on Implementation and Monitoring of the Regional Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific (22-27 March 2015 and 20-22 April 2015)

14 Technical Meeting on the Regional Adaptation of the WHO Nutrient Profile Model to the Western Pacific Region (19-21 October 2015)

points for interventions that are sensitive to the varied shifts in demographics, economic development, and food systems in developing and developed countries.

- *Building partnerships for knowledge and information through networking*<sup>15</sup> - Dr Mercado has facilitated WHO collaboration on preventing NCD risk factors, particularly through physical activity, healthy diets – including salt and sugar reduction, cancer awareness, prevention and early detection and healthy settings (e.g. health promoting schools, healthy cities, healthy islands) --- with academic and research institutions on innovative capacity building activities, including online courses<sup>16</sup>, leadership development, training programmes, and study visits conducted through a network of institutions and WHO Collaborating Centres.
- *Igniting a social movement to address stigma as a barrier to mental health*<sup>17</sup> - Dr Mercado spearheaded advocacy to mainstream mental health in primary health care, disaster management and settings-based care.<sup>18</sup> She initiated the development of a social movement to situate the care for the mentally ill and those suffering from such pre-conditions in the public domain and responsibility<sup>19</sup>, and articulated that this could only happen with good public communication and advocacy<sup>20</sup>. Several countries have linked and adapted this to various settings such as the workplace<sup>21</sup>.
- *Disabilities, blindness prevention and eye health*<sup>22</sup> - Dr Mercado has highlighted prevention as the core focus of the action plans on these areas of work, underscoring the critical importance of inclusiveness and stakeholder ownership in advancing country action.
- *Violence and injury prevention and road safety*<sup>23</sup> - Dr Mercado encouraged and enabled her team to support dialogues between transport, enforcement and health sectors in countries. She played an active role in development of advocacy and awareness raising activities on injury as a public health issue. Action in this area included rolling out the Road Safety Decade of the UN and scaling up plans on how the health sector addresses its part in this problem.<sup>24</sup>

### ***Highlights of International Work on Health through the Life Course***

15 Informal Consultation to Develop a Knowledge Network on NCD Management (10-11 June 2014)

16 Meeting on Cancer Control Online Course and Cancer Registration (20-21 January 2015)

17 Regional Workshop on the Regional Agenda for Implementing the Mental Health Action Plan 2013-2020 in the Western Pacific (31 August-2 September 2015) / Workshop on Strengthening Mental Health Policies and Programmes in the Western Pacific (31 August-2 September 2015) / Consultation on Implementing the Mental Health Action Plan 2013-2020 in the Western Pacific (29-31 July 2014)

18 Regional Meeting on Strengthening Mental Health Programmes in the Western Pacific (23-25 January 2017)

19 Regional Agenda for Implementing the Mental Health Action Plan 2013-2020 in the Western Pacific: Towards a social movement for action on mental health and well-being

20 World Health Day 2016 Theme: Mental Health (April 2016) campaign with countries with extensive social media presence

21 WHO Informal Consultation on Mental Health Promotion in the Workplace (3-4 September 2015)

22 Toward Universal Eye Health: A Regional Action Plan for the Western Pacific (2014-2016) / Regional Meeting to Review and Accelerate Country Progress in Prevention of Avoidable Visual Impairment (26-28 October 2015) / Regional Meeting on Strengthening Rehabilitation Services in the Pacific (1-2 October 2015) / Regional Meeting on Implementing Universal Eye Health: A Regional Action Plan for the Western Pacific 2014-2019 (4-6 November 2014) / Informal Consultation on Strengthening the Occupational Health Programme in the Western Pacific Region (6-7 August 2014)

23 Regional Action Plan for Violence and Injury Prevention in the Western Pacific (2016-2020)

24 Global launch of the 4th UN Road Safety Week 2017 / 3rd UN Global Road Safety Week 2014



Having started her career in primary health care with a focus on maternal and child health and nutrition, as Director of the Division that covered health through the life course, Dr Mercado provided guidance on:

- 1) A regional campaign to improve health worker skills in newborn care called “First Embrace”, with concrete results in policies and awareness efforts in health facilities;
- 2) scaling up efforts to further achieve targets in improving essential newborn care<sup>25</sup>; and
- 3) Continuous improvement of technical advice through regular technical consultations<sup>26</sup>.

### ***Highlights of International Work on Environmental Health***

Dr Mercado has headed the Secretariat of the Asia-Pacific Forum on Health and Environment since 2013. This played an essential role in bringing together Ministers of Health and Environment with WHO and UNEP to address environmental health issues in the Region. Under her leadership as Director, the first framework for action<sup>27</sup> on health and environment in a changing planet was endorsed by the Regional Committee<sup>28</sup>. As a result climate and health have moved higher on the agenda of Ministries of Health and Environment and numerous intra and inter-country activities have been initiated to sustain this partnership.

### ***Highlights of International Work on Urban Health***

Dr Mercado was the head of the Knowledge Network on Urban Settings of the WHO Commission on Social Determinants of Health under WHO HQ. During her tenure, she pursued the generation of data on urban poverty and health in informal settlements, coordinated the work with UN HABITAT and laid the foundation for World Health Day’s theme on Urban Health in 2010. Dr Mercado managed demonstration sites in partnership with the different Regional Offices of WHO for action research on health in urban settings in Chile, Japan, India, Kenya and Tunisia. She guided the development of a public health instrument for measuring urban health inequity, called Urban Health Equity Assessment and Response Tool (Urban HEART) that continues to be used in cities and localities in different countries. She helped provide a platform for the health in urban settings<sup>29</sup> through a number of pioneering publications on urban health inequity. Building on the momentum of the healthy cities movement,<sup>30</sup> Dr Mercado cultivated city level action for health through the Alliance for Healthy Cities, nurturing the duality of health in cities and cities for health<sup>31</sup>. This culminated in a regional framework<sup>32</sup> endorsed by the Regional Committee to address the need for resilience within cities, to confront the evolving challenges of rapid urbanization, demographic change and an increasingly fragile environment.

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25 Meeting on Accelerating Progress in Early Essential Newborn Care (21-25 September 2015)

26 WHO In-House Technical Consultation for Reproductive, Maternal, Newborn, Child and Adolescent Health Programme of Work in the Western Pacific 2014-2020 (24-25 August 2014)

27 Western Pacific Regional Framework for Action on Health and Environment on a Changing Planet

28 First Regional Training on Health, Environment and Development (HEAD) (30 November-5 December 2015) / Biregional Training on Climate Change and Health (26-30 January 2015) / Second Meeting of the Health Impact Assessment Thematic Working Group of the Regional Forum on Environment and Health in Southeast and East Asian Countries (29-30 April 2014)

29 Technical Consultation on Urban Health in the Western Pacific Region (27-28 April 2015)

30 Co-Founder, Alliance of Healthy Cities

31 Healthy Urbanization: Regional Framework for Scaling Up and Expanding Healthy Cities in the Western Pacific (2011-2015)

32 Regional Framework for Urban Health in the Western Pacific 2016-2020: Healthy and Resilient Cities



## b) competency in organizational management

As Undersecretary (Vice Minister) of Health of the Republic of the Philippines, Dr Mercado was tasked with the national reorganization of the Department of Health. This required the difficult tasks of markedly reducing the number of central office staff, strengthening field offices, redefining the functional relationships between central, regional and local health agencies, and updating staff competencies at all levels of the health system. This was neither popular nor free of resistance, but as part of overall decentralization efforts it was mandated by law.

Dr Mercado worked with experts on organizational development, administration and finance and change management. She facilitated retreats and mentored staff through difficult transitions that were not always successful. These experiences contributed to her current ability to foster strategic team building to deliver results in changing and complex environments.

Under the reorganization of the Department of Health, Dr Mercado fought for the professionalization of health promotion and epidemiology. She was behind the establishment of a National Center for Health Promotion in 1999, that would go beyond health education and would use new public health and health promotion tools such as social mobilization and political advocacy for legislation to address upstream determinants address of the growing burden of cardiovascular disease, diabetes and cancer. Seeing the success of the US CDC supported Field Epidemiology, she proposed the scale-up of epidemiology nationwide, through the establishment of a National Epidemiology Center, envisioning an eventual transition into Centers for Disease Prevention to improve national capacity for surveillance with technology through decentralised capacity development.

In WHO, Dr Mercado has proven to be a skillful manager who is able to mobilize resources, optimize the use of these resources and engage both the general and professional staff in implementing the vision and mission of the Division. In contrast to the usual vertical models, Dr Mercado has consistently created multi-disciplinary learning teams to tackle public health challenges within the Region.<sup>33</sup> As Director for the newly-created Division of NCD and Health through the Life Course, she mobilized the creation of a shared strategic vision that exemplified the Division's work in relation to social determinants of health and the broader development agenda.

With the help of organizational development experts, Dr Mercado introduced open systems and matrix management as a Division Director in WHO WPRO. She created mechanisms for staff to work across their technical areas and devote their time to projects and initiatives that optimize their interests and their skills. She has also championed work-life balance and has been a staunch advocate of zero tolerance for bullying and harassment in the workplace.

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<sup>33</sup> Division of NCD – WPR Programmes : noncommunicable diseases (cardiovascular disease, diabetes, cancer and chronic pulmonary disease) and their risk factors (tobacco use, harmful use of alcohol, unhealthy diet and physical inactivity); mental health; violence and injury prevention; nutrition; disability; health and environment; and reproductive, maternal, newborn, child and adolescent health.



Dr Mercado is known for short, agenda-focused meetings. She introduced “standing meetings” in the Division and has consistently included mobility breaks and energizers in international meetings where participants typically sit for extended periods of time.

Dr Mercado has been deeply involved in WHO's governance and reform processes including “Fit for the Future”, in WHO WPRO.

### c) evidence of public health leadership

#### *In public health, Dr Mercado has been:*

- *A trail-blazing thought leader* – someone who listens to new ways of doing routine work and new solutions to persistent public health problems; supporting methods to develop partnerships, stakeholder engagement and networks; enabling champions for bold legislation, policies and sustainable systems;
- *A consensus-builder* – someone who brings people with different interests and agendas to work together towards common goals;
- *A competent and trusted advocate* – someone who calls out indifference and neglect of public health issues, particularly for the underserved; and
- *A reliable and caring manager* – a supervisor who efficiently and systematically delivers results but is mindful of staff needs and welfare.

#### Health Promotion

Dr Mercado has led the regional initiative to build capacity in health promotion leadership for over a decade. Working with various experts, she conceptualized and sustained the development, evolution and roll-out of the Health Promotion Leadership training programme called ProLEAD<sup>34</sup>. Since 2004, ProLEAD has been recognised as a landmark in global health promotion leadership training. It has been credited with catalysing higher levels of funding for health promotion from tobacco and other taxes and promoting stronger health promotion infrastructure in Brunei Darussalam, Lao People's Democratic Republic, Malaysia, Mongolia, the Philippines, Samoa, Tonga and Viet Nam.<sup>35</sup>

When Dr Mercado was the **Acting Regional Health Promotion and Ageing and Health, WHO Regional Office for the Western Pacific**, she developed the health promotion framework on “Making healthy choices, easy, early and exciting, everywhere” in 2002. The framework's slogan remains the key principle in developing health promotion/communication approaches for different public health and disease control programmes.

#### Tobacco control

Dr Susan Mercado's leadership in tobacco control started with her work in the Philippines as **Chair, National Committee on the Framework Convention for Tobacco Control**, while she was Undersecretary<sup>36</sup> of the Department of Health, Philippines. She scaled up legislative action contained in the FCTC obligations. She also had a direct hand in drafting and ensuring passage of the precursor laws and policies<sup>37</sup> when she worked in the Philippine Senate in 1989-1991.

As **Regional Coordinator for the Tobacco-Free Initiative, WHO Regional Office for the Western Pacific**, Dr Mercado provided leadership and technical assistance to Member States on tobacco control legislation, enforcement and regulations consistent with the WHO FCTC.

<sup>34</sup> Available at [http://www.wpro.who.int/health\\_promotion/about/infrastructure\\_financing/en/](http://www.wpro.who.int/health_promotion/about/infrastructure_financing/en/) accessed on 22 April 2018

<sup>35</sup> Available at [http://www.wpro.who.int/health\\_promotion/documents/docs/Prolead\\_evaluation.pdf](http://www.wpro.who.int/health_promotion/documents/docs/Prolead_evaluation.pdf) accessed on 22 April 2018

<sup>36</sup> Undersecretary is the equivalent of Vice Minister in the Philippine Government, a position Dr Mercado held from 1998-2001

<sup>37</sup> Tobacco Control Bill Philippines 1990



She organized technical support to 14 countries in raising tobacco taxes, despite the formidable resistance of the tobacco industry.

As a communications expert, she has spearheaded the innovative campaigns for World No Tobacco Day for a decade<sup>38</sup>. Dr Mercado also spearheaded the selection of WHO awardees each year for World No Tobacco Day for a decade.

### **Healthy Cities and Urban Health**

Dr Susan Mercado was a **founding organizer of the Alliance for Healthy Cities**. This network of over 150 cities and partners committed to building healthier cities in collaboration with the secretariat at the WHO Collaborating Centre for Urban Health, Tokyo Medical and Dental University, Tokyo, Japan in 2004. Today, the alliance thrives and has grown in membership. At the Global Conference for Health Promotion in 2016 (twelve years later) in Shanghai, China the alliance comprised the core champions for health promotion in SDGs.

As **Team Leader and Head of the Knowledge Network on Urban Settings, WHO Commission on Social Determinants of Health, WHO Centre for Health Development, WHO Kobe Centre, Japan**, Dr Mercado first drew global attention to the health needs of one billion people living in slums around the world through pioneering publications and various communication and advocacy initiatives that paved the way for the 2010 World Health Day theme of Urban Health. Work around health in urban environments has continued to cascade in various areas of public health – primary health care, epidemic prevention and control, safer health facilities, etc. – stemming from her pioneering efforts in espousing the urban setting as a social determinant of health and urban health inequity as a lens for national health policy and programming.

### **Environmental Health**

In the 1990's, Dr. Mercado served as **President of the Green Coalition**, the first health and environment NGO in the Philippines, focused on the impact of environmental degradation on health. She pursued multisectoral consultations<sup>39</sup> on solid waste management, water resource management and utilization, air pollution, preservation of Manila Bay, environmental impact of Mount Pinatubo, toxic and chemical waste management, among others. These involved advocates, community leaders, fisher folk, farmers, researchers and academics, other NGOs, the business sector and local government leaders.

### **National Health Authority Leadership**

Dr Mercado's work in national health began when she was appointed as **Chief Executive Assistant to Secretary of Health Dr Juan M. Flavies, Republic of the Philippines (1992-1994)**.

In this role she led in the:

- Conceptualization and implementation of national health campaigns in various programs – women's health, nutrition, immunization and the development of national health agenda;

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<sup>38</sup> 2017: Tobacco—A threat to development 2016: Get ready for plain packaging 2015: Stop illicit trade of tobacco products 2014: Raise taxes on tobacco 2013: Ban tobacco advertising promotion and sponsorship 2012: Tobacco industry interference 2011: WHO Framework Convention on Tobacco Control 2010: Gender and tobacco with an emphasis on marketing to women 2009: Tobacco health warnings 2008: Tobacco and youth

<sup>39</sup> Convenor (1991-1992), Green Coalition Multisectoral Consultations on the Environment<sup>39</sup>, Green Coalition, AUSAID and private sector

- Preparation and defense of Department of Health budget in Congressional budget hearings<sup>40</sup>;
- Creation of the environmental health agenda of the Department of Health, including ensuring occupational health services for the industrial zones that were rapidly being established in the country and ensuring national health standards including air quality standards<sup>41</sup>;
- Evolution of the Strategic Assessment and Risk Containment Systems for the operations of the Office of the Secretary of Health, Department of Health - she led a team that systematically reviewed political, security and inter-governmental affairs of the agency, providing briefings to the Secretary of Health on anticipating risks and proposing interventions for strategic positioning and risk management.

Dr Mercado served as ***Undersecretary (Vice Minister) and Chief of Staff, Department of Health, Philippines***, under Secretary of Health Dr Alberto Romualdez, Jr.

She managed and provided oversight for coordinating boards, councils and committees covering the areas of HIV/AIDS<sup>42</sup>, health research<sup>43</sup>, health promotion<sup>44</sup>, women's and reproductive health<sup>45</sup>, children's health<sup>46</sup>, tobacco control (FCTC)<sup>47</sup>, urban health<sup>48</sup>, health service delivery<sup>49</sup> and infectious disease control<sup>50</sup>. Dr Mercado was pivotal in pursuing improved capacity of the Department of Health as a regulatory standard setting body for public health services in these programme areas. Dr Mercado championed family planning and reproductive health despite opposition from a number of sectors. She was also instrumental in establishing women friendly/gender sensitive health facilities for survivors of domestic violence and child abuse and supported initiatives on breastfeeding, implementation of the Milk Code and Baby Friendly Hospitals.

Furthermore, Dr Mercado ensured the creation of a quality assurance process for ensuring quality primary health care service delivery through a comprehensive evaluation and branding system – the *Sentrong Sigla* (Center of Well-being) quality improvement system. The initiative stimulated improvement of primary health care centers to be equipped to provide quality care particularly for family planning and reproductive health services through counterpart funding of the Department of Health with local government units.

Dr Mercado was involved in national health planning in the development sector. She represented the Department of Health in the Social Development Committee, National Economic Development Authority.

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40 Chair, Budget Oversight Committee/ Member, Philippine Council for Sustainable Development, National Economic Development Agency

41 Chair, National Health, Environment and Development Zone Coordinating Committee / Member, Pollution Adjudication Board, Department of Environment and Natural Resources

42 Philippine Representative, Policy Coordinating Board, UNAIDS Member, UNAIDS Theme Group, Designated Chair, National AIDS Council

43 Philippine Representative to the Board, Council on Health Research and Development (COHRED)

44 Chair, National Health Promotion Committee

45 Project Director, Women's Health and Safe Motherhood Project, Project Director, UNFPA 5th Country Program in the Philippines

46 Chair, National Committee on Children's Health

47 National Committee on the Framework Convention for Tobacco Control

48 Project Director, Urban Health and Nutrition Project

49 Project Director, Integrated Community Health Service Project

50 Project Director, Infectious Disease Consortium, USAID-Centers for Disease Control and Prevention USA-Republic of the Philippines cooperation



After the people-power revolution of 1986, Dr Mercado was tapped to work on health legislation in the new democratic space in the Philippines as a member of the Technical Committee on Health of the Philippine Senate. She has hands-on experience in health legislation, having served as **Senior Technical Adviser for Health and Environment for the Office of Senator Orlando S. Mercado, Philippine Senate**. She has supported legislative research and the conduct of public hearings on health and environment legislation, and convened stakeholder dialogues on the following laws, which today are the cornerstone of public health practice in the Philippines:

- Generics Act
- Breastfeeding and Rooming-in Act
- Magna Carta for Public Health Workers
- Magna Carta for Disabled Persons
- Consumer Code of the Philippines
- National Blood Services Act
- National Health Insurance Act
- Salt Iodization Act
- Tobacco Control bill (precursor to the Tobacco Regulation Act)
- Clean Air bill (precursor to the Clean Air Act)
- Clean Water bill (precursor to the Clean Water Act)

In 2017, Dr Mercado was **resource person for the Senate Blue Ribbon Organizational Oversight and Management Committee, Office of Senator Richard J. Gordon, Chair**. She provided technical and scientific advice on the controversial mass immunization programme using a novel dengue vaccine.

#### **Health Communication and Public Advocacy**

Dr Mercado is an excellent health communicator and is recognized for her ability to simplify and frame health issues into language that can move policy makers toward sound public health decisions. She can also motivate people to change unhealthy behaviour. Her expert skills in health communication have been applied in leading her teams in the development of campaign strategies - from key message development and design to execution of such campaigns at national and regional levels:

- International Day for the Elimination of Violence against Women and Girls (November 2015)
- “Sign of the Times” on violence and injury prevention (2015)
- “First Embrace” (2014-2016)
- World Health Day campaigns<sup>51</sup>
- World No Tobacco Day campaigns<sup>52</sup> - nine in total covering difficult topics such as illicit trade, marketing to the youth and women, plain packaging

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<sup>51</sup> Health Communication campaigns - World Health Day 2013 Theme: Hypertension (April 2013) / World health Day Theme (2014): Diabetes / World Health Day 2016 Theme: Mental Health (April 2016)

<sup>52</sup> 2017: Tobacco—A threat to development 2016: Get ready for plain packaging 2015: Stop illicit trade of tobacco products 2014: Raise taxes on tobacco 2013: Ban tobacco advertising promotion and sponsorship 2012: Tobacco industry interference 2011: WHO Framework Convention on Tobacco Control 2010: Gender and tobacco with an emphasis on marketing to women 2009: Tobacco health warnings 2008: Tobacco and youth

***Dr Mercado developed and implemented the communications strategy for ratification of the WHO Framework Convention on Tobacco Control that resulted in the treaty's ratification by all eligible parties in the Western Pacific, still the only WHO Region with 100% ratification by parties (1999-2000).***

Dr Mercado conceptualized, developed and implemented the **Adolescent Health and Development Framework and Training Package for the Western Pacific (2001)**. This was both a communication approach and capacity development package.

#### **Leadership in Civil Society and Academic partnerships**

In 2017, Dr Mercado established two trail-blazing initiatives in the Philippines:

1. **The Philippine Red Cross Institute for Public Health Emergencies** that builds the capacity of communities for outbreaks, disasters and mass casualty events - Dr Mercado developed a platform for academic partners to work with Red Cross volunteers in communities to prepare and equip citizens with the knowledge and skills to handle new public health emergencies and outbreaks, including measles, dengue, ebola, SARS and avian influenza. She has mobilized the volunteers of the Philippine National Red Cross in a systematic way for risk assessments, contact tracing, quarantine measures, risk communication, outbreak investigations and vaccinations. This was done for the H5N1 outbreak in the provinces of Nueva Ecija and Pampanga and the recent measles outbreaks in the greater Metro Manila area and Mindanao.
2. **NEURON Leadership and Communication Center for Asia and the Pacific**, an affiliate of the Johns Hopkins University Center for Communications, in partnership with the University of the Philippines Colleges of Public Health, Mass Communication and Development Communication – Dr Mercado is Founding President and Chair of the Board of NEURON. Through this initiative a health promotion advisory group has been formed to address behavioural and environmental risks to health. NEURON is working in partnership with civil society groups on tuberculosis prevention and control, reproductive health and preparations of the health sector for the possibility of a shift to a federal system of government in the Philippines.



d) sensitivity to cultural, social and political differences

Throughout her career, Dr Mercado has been an ethical and inclusive leader, sensitive to diversity and dedicated to upholding health as a human right and as a means for uplifting the lives of people who are underserved, discriminated, vulnerable and marginalized due to structural, cultural and gender bias.

Her public service work in the Philippines is rights-based. Her main approach has been to improve health governance using principles of accountability, transparency and strategic vision toward the development of stronger health systems that are linked to community-based and community-managed interventions that empower people to take care of their own health.

Dr Mercado has led, managed and evaluated various service-oriented projects, action-research initiatives and community-based interventions with organizations that support children with cancer, disaster survivors, persons with disability and the medically indigent through a foundation that has an outreach program via television. Throughout her career, compassion and sensitivity has been translated into action for the vulnerable.

**Kapwa Ko Mahal Ko Foundation** - Dr Mercado was *Medical Director from 1990-2000*. This foundation has the longest running public service program on television in the Philippines and it continues to raise funds from the private sector to support indigent patients and community-based health projects. Many of these were for the urban poor and disaster relief including the following:

*For Disaster relief and health services:*

- Community-based Disaster Medicine Program, New Cabalan Elementary School Evacuation Center, Olongapo City<sup>53</sup> - crisis intervention and refugee camp management in a major Aeta<sup>54</sup> evacuation site from the Mount Pinatubo eruption, utilizing participatory strategies, training of women health leaders, inter-agency networking and government-nongovernmental organization collaboration at the municipal level; demonstrated how to use rapid assessment methods for chronic and extensive malnutrition in campsites, culturally appropriate relief food (e.g. eggs, vegetables and fruits, instead of canned food, dried noodles and wheat) and training protocols to ensure culturally sensitive approaches to medical management of the sick in temporary relocation sites
- Community-managed Health and Environment Program, San Antonio, Zambales<sup>55</sup> - action-research project on primary health care and primary

<sup>53</sup> Project Director (1991), Community-based Disaster Medicine Program, New Cabalan Elementary School Evacuation Center, Olongapo City, Kapwa Ko, Mahal Ko Foundation and Save the Children, United Kingdom—

<sup>54</sup> Aetas are an indigenous ethnicity population living in the environs of Mt Pinatubo

<sup>55</sup> Project Director (1990-1992), Community-managed Health and Environment Program, San Antonio, Zambales, Kapwa Ko, Mahal Ko Foundation with Canada International Development Assistance

environment care training programs for women in a community displaced by the Mount Pinatubo eruption; interventions included support to new coral reef growth, women's health and nutrition interventions and community organizing among fisher folk

- Community-managed Health and Environment Program, Iram, Olongapo City<sup>56</sup> - action-research project on primary health care and primary environment care among Aetas displaced by the Mount Pinatubo eruption, focused on improving health programs for indigenous people
- Community-managed Health and Environment Program, Rehabilitation Site, Ormoc City<sup>57</sup> - action-research project on primary health care among survivors of the Ormoc flash floods that killed over 6,000 people, integrating for the first time psycho-social interventions for women and children in the disaster relief response, and providing critical incident stress debriefing for frontline workers
- Community-based Disaster Medicine Training Program, Samar, North Cotabato, Legaspi City and Metro Manila<sup>58</sup> - pilot project on development of training modules to enable community health workers to respond to the devastation of floods; curriculum included rapid assessment of evacuation centres, food and nutrition interventions, campsite immunization, rational drug use, treatment of communicable diseases and environmental sanitation

*For primary health care/community-based health programmes addressing women's and children's health in urban settings:*

- Distance Education on Children in Difficult Circumstances, Metro Manila, Kapwa Ko, Mahal Ko<sup>59</sup> —upgrading of skills of community-based health workers through educational television; outputs included production of 15 videos on children in difficult circumstances (e.g. abuse, armed conflict) aired on a mainstream local TV station (Channel 7); pre- and post-test questionnaires were used to monitor the impact of the project
- Urban Primary Health and Environment Program in Two Barangays in Quezon City<sup>60</sup> - training of health workers in the Payatas dumpsite of Quezon City on health awareness with components on addressing violence against women in the home

<sup>56</sup> Project Director (1990-1992), Community-managed Health and Environment Program, Iram, Olongapo City, Kapwa Ko, Mahal Ko Foundation and Save the Children United Kingdom

<sup>57</sup> Project Director (1990-1992), Community-managed Health and Environment Program, Rehabilitation Site, Ormoc City, Kapwa Ko, Mahal Ko Foundation, University of the Philippines Psychiatry Foundation and Canada International Development Assistance

<sup>58</sup> Project Officer (1990), Community-based Disaster Medicine Training Program, Samar, North Cotabato, Legaspi City and Metro Manila, Kapwa Ko, Mahal Ko Foundation, CARITAS Manila, Community Medicine Development Foundation (COMMED) and Canada International Development Agency

<sup>59</sup> Director (1991), Distance Education on Children in Difficult Circumstances, Metro Manila, Kapwa Ko, Mahal Ko Foundation and UNICEF—

<sup>60</sup> Project Director (1990-1992), Urban Primary Health and Environment Program in Two Barangays in Quezon City, Kapwa Ko, Mahal Ko Foundation and Canada International Development Assistance



- Urban Primary Health Care Program, West Rembo, Makati City<sup>61</sup> - demonstration site on urban primary health care in a slum area in Makati City with child malnutrition as entry point; interventions included organization of mothers' club and project-based cooked food outlet (*karinderia*) for feeding disadvantaged children in the community. The project demonstrated effective government and nongovernment collaboration at the municipal level to address gaps in health interventions (e.g. safe water, environmental sanitation and people's participation)

**Doktora Foundation** where Dr Mercado served as **President** from 1996-2000. Doktora was an NGO with a radio program that provided health services for women, with specific interventions for survivors of domestic violence and abuse. This was Dr Mercado's brainchild, at a time when women's needs and rights were largely neglected.

*For health communication and advocacy:*

- Safe Motherhood information package<sup>62</sup> - an advocacy and communication toolkit for media to be a multiplier in raising awareness for safe motherhood
- The Violet Ribbon Campaign: Improving the Capability of the Health Sector to Respond to Violence Against Women and Children<sup>63</sup> - training modules for emergency room health workers were developed, pre-tested and finalized for use at the Philippine General Hospital; these modules were later used by the Department of Health for the establishment of "pink rooms" or private spaces where abused women or children could be interviewed privately
- AIDS Compassion Circle<sup>64</sup> - stakeholders and persons with AIDS brought together to campaign for compassion and how to overcome fear, ignorance and stigma about HIV-AIDS in communities
- Deafness Prevention Project<sup>65</sup> - advocacy and awareness-raising project with schools for the deaf, private sector donors and families of children with deafness with emphasis on prevention, early detection, referral systems and hearing aids for children with deafness

*For Evidence based policy development and programming, she served as principal investigator or coordinator of:*

<sup>61</sup> Project Team Leader (1987-1991), Urban Primary Health Care Program, West Rembo, Makati City, Young Women's Christian Association (YWCA) Makati, Kapwa Ko, Mahal Ko Foundation and UNICEF

<sup>62</sup> Project Consultant (1997), Safe Motherhood information package for World Health Day, Doktora Foundation and WHO—included a broadcasters manual, advocacy packages for media and stakeholders, posters and information kits

<sup>63</sup> Project Director (1997), The Violet Ribbon Campaign: Improving the Capability of the Health Sector to Respond to Violence Against Women and Children, Doktora Foundation, Canada International Development Assistance, UNICEF, private sector

<sup>64</sup> Convenor (1997), AIDS Compassion Circle, Doktora Foundation

<sup>65</sup> Convenor (1997), Deafness Prevention Project, Doktora Foundation and University of Santo Tomas Hearing and Dizziness Center

- Cost-effectivity Analysis of Vitamin A Deficiency Intervention Program in the Philippines<sup>66</sup> - analysis of comparative cost-effectiveness of different interventions to address Vitamin A deficiency including food fortification and micronutrient supplementation
- Situation Analysis, Children with Disabilities in the Philippines<sup>67</sup> - consolidated published and grey data on children with disabilities, services available and recommended interventions
- National Survey on Preventive Health Services for Women in the Philippines<sup>68</sup> - analysed results of a national survey on availability, accessibility and affordability of preventive health services for women, including health-seeking behaviour of women and recommendations on how to improve access of women to care

*For Service delivery and interventions in far-flung communities:*

- Community-based Health Project, Carmen, North Cotabato,<sup>69</sup> - primary health care program in rural community with focus on improving women's health

**Love and Understanding for Cancer Kids Foundation (LUCK) - as founding Chair, Board of Directors (1997-2000)** - Dr Mercado mobilized a multisectoral partnership of organizations in order to raise funds for children with cancer. She paired businesses with hospitals, patients with specialists and institutions with families for medical treatment, palliative care and quality of life.

**Alliance for Emergency Response and Training (ALERT) - Chair, Board of Trustees (1996-2000)** - multisectoral network dedicated to grassroots training for disasters, emergencies and trauma management

Dr Mercado was also involved in social outreach within the health care setting, as **Project Director** of the first **Day Care Center in the Philippine General Hospital**<sup>70</sup>. She was able to set-up this support to women health care workers. This has become the model for other hospitals in the country to follow.

Dr Mercado was an instructor of art and humanities prior to her pursuit of her medical career. As a continuing student of art history, she has a deep appreciation of culture and identity, music and art and how these interact with health. She speaks fluent English and Filipino and has a working knowledge of Spanish.

<sup>66</sup> Project Director (1997-1998), Cost-effectivity Analysis of Vitamin A Deficiency Intervention Program in the Philippines, Doktora Foundation and OMNI International—analysis of comparative cost-effectiveness of different interventions to address Vitamin A deficiency including food fortification and micronutrient supplementation

<sup>67</sup> Principal Investigator (1997), Situation analysis, Children with Disabilities in the Philippines, Doktora Foundation and UNICEF—

<sup>68</sup> Principal Investigator (1997), National survey on Preventive Health Services for Women in the Philippines, Doktora Foundation and Canada International Development Assistance—

<sup>69</sup> Coordinator (1997), Community-based Health Project, Carmen, North Cotabato, Doktora Foundation and private sector—

<sup>70</sup> Project Director (1984-1985), Sidhay Day Care Center, Philippine General Hospital (PGH), Doreen B. Gamboa Foundation and the Medical Social Service of PGH, with Dr Perla Santos-Ocampo



#### e) strong commitment to the work of WHO

As Undersecretary (Vice Minister) of Health for the Philippines in charge of the Bureau of International Health Cooperation, Dr Mercado proactively fostered collaborative partnerships with the various programme areas of WHO's Country Office in the Philippines.

She has worked within all three levels of WHO and has a deep understanding of the responsibility and role of multilateral agencies in development work. This is shown in the high level of ethical standards she has exhibited as a leader and manager who has consistently stood up for fairness, equal opportunity and merit-based selection of staff. She has been a trainer for selection and recruitment in WPRO and in the WHO Kobe Centre. She has taken a strong position on zero tolerance for bullying and harassment in the workplace.

She served as:

- 1) Chair, Gender, Women and Health, Technical Working Group, WHO Regional Office for the Western Pacific (2011-2017); and
- 2) Staff Association Chairperson and honorary Chairperson of Board of Directors, Mutual Benefit Fund, WHO Regional Office for the Western Pacific (2010-2011).

She has also served as Assistant to the Chair of the WHO Regional Committee for the Western Pacific (2014-2017), ensuring the smooth flow of proceedings, negotiations and consensus building in this governing body.

Dr Mercado's commitment to the work of WHO is perhaps best illustrated by her strong visibility in the field of tobacco control, one of the most difficult and controversial areas of work of WHO. Throughout her work in WHO WPRO, Dr Mercado has been willing to take interviews and defend WHO's position on tobacco control against detractors of the organization.

## Annex 1

### WORK IN MEDIA

#### *Broadcast media*

- **Television host, "Kontak 5"** (Channel 5) weekly magazine format show on current events and topics of general interest
- **Television host, "Kapwa Ko, Mahal Ko"** (Channel 7) daily public service show with interviews with doctors and fund-raising for indigent patients
- **Television host alternate, "Womanwatch"** (Channel 4) talk show on women's issues and public affairs
- **Radio host, "Doktora"** (DZXL 558 AM) daily radio program with other doctors on women's health and wellness advice
- **Expert panelist** on international and local media on various public health issues

#### *Print media*

- **Columnist, "Dear Dr Susy"** (ISYU) column in a national opinion tabloid responding to commonly asked questions from women readers
- **Columnist, "Dear Doktora"** (Tagalog Klasiks) illustrated comics featuring practical advice on commonly asked questions about women's health

#### *Audio-visual media*

- **"Violet Ribbon"** 49 minutes—introducing health workers to issues and interventions for women and child survivors of domestic violence; role of health worker in the emergency room and hospital setting highlighted; produced in partnership with Canada International Development Assistance and the ASEAN Canada Fund (1997)
- **"Beyond Malnutrition"** 22 minutes—documentary on the West Rembo Urban Primary Health Care Project supported by UNICEF (1991)
- **"Health for Asia"** 35 minutes—documentary on University of the Philippines College of Public Health-SEAMEO Project (1990)
- **"Sipalay"**—documentary on the death of children hamleted in militarized zones of Sipalay, Negros Oriental, Philippines, footage used by BBC for international broadcast (1989)

### PUBLICATIONS

#### *CREATIVE WORK*

##### *Broadsheets and national dailies*

- The Philippine Daily Globe, 1991—feature report on the health status of Aeta children in Mount Pinatubo evacuation camps in Central Luzon
- The Philippine Globe, 1991—feature report on the nutritional status of Aeta children in the Mount Pinatubo evacuation camps of Central Luzon
- Philippine Daily Globe, 1991—feature report on the outbreak of waterborne disease linked to poor environmental and sanitary conditions in Mount Pinatubo resettlement areas



- Philippine Daily Globe, 1991—feature report on relief operations and barriers to service among victims of the Ormoc flash floods that killed over 6000 people from logged areas
- Philippine Daily Globe, 1991—feature report on post-disaster psychosocial problems and emotional trauma among child survivors of the Ormoc flash floods
- Philippine Daily Globe, 1991—feature report on the youth environmental agenda presented by the First Environmental Youth Congress 1991 organized by the Green Coalition
- Over 100 articles on women's health—ISYU national opinion tabloid, EK! magazine for women and XYZone publication of the Women's Media Circle Foundation

### **Book publication**

- Mercado, Susan, "Kalamansi with Honey: Understanding Women's Health" Women's Media Circle Foundation, 2001—with foreword by Dr Juan M. Flavie, Senator and former Secretary of Health, Philippines, compilation of published articles of Dr Mercado in Philippine newspapers

### **SCIENTIFIC PUBLICATIONS**

- David AM, Mercado SP, Klein JD, J Kaundan MSK, Koong HN, Garcia E. Protecting children and families from tobacco and tobacco-related NCDs in the Western Pacific: Good practice examples from Malaysia, Philippines and Singapore. *Child: Care, Health and Development* 2017 Sep;43(5):774-778. doi: 10.1111/cch.12472. Epub 2017 May 7.
- David AM, Cruz PJ, Mercado SP, Li D. Building tobacco cessation capacity in the US-affiliated Pacific Islands. *Health Promotion Practice* 04/2013; DOI:10.1177/1524839913484469. (2013)
- Mercado, Susan, Kirsten Havemann, Keiko Nakamura, Andrew Kiyu, Mojgan Sami, Ira Pedrasa, Divine Salvador, Jeerawat Na Thalang and Tran Le Thuy "Addressing Health Vulnerabilities of the Urban Poor in the "new urban settings" of Asia" The Urban Transformation: Health, Shelter and Climate Change, edited by Elliot D. Sclar, Nicole Volavka-Close and Peter Brown (London, 2013)
- The final product of the Knowledge Network on Urban Settings of the WHO Commission on Social Determinants of Health was a Supplement of the Journal of Urban Health: with guest editors Tord Kjellstrom and Susan Mercado "Achieving Health Equity in Urban Settings" Journal of Urban Health, Bulletin of the New York Academy of Medicine, Springer Publications (New York, 2007)

Articles within the supplement:

- Tord Kjellstrom, Susan Mercado, Mojgan Sami, Kirsten Havemann and Soichi Iwao, "Achieving Health Equity in Urban Settings"
- Susan Mercado, Kirsten Havemann, Mojgan Sami and Hiroshi Ueda, "Urban Poverty, An Urgent Public Health Issue"

- Annette M. David, Susan Mercado, Daniel Becker, Katia Edmundo and Frederick Mugisha "The Prevention and Control of HIV-AIDs, TB and Vector-borne Diseases in Informal Settlements: Challenges, Opportunities and Insights"

Mercado, Susan "A Billion Voices: Listening and Responding to Vulnerable Populations in Urban Settings", Going International (Austria, 2005)

- David AM, Tamplin SA, Mercado SP. "Children deserve a smokefree world," in **Children's Health and the Environment: A Global Perspective** (Garbino JP, editor). Geneva: World Health Organization. (2004)
- Mercado, Susan (Principal Investigator) "Situation Analysis of Children with Disability in the Philippines", 1997 (Technical paper for UNICEF)
- Mercado, Susan (Principal Investigator) "National Survey on Preventive Services for Women in the Philippines", 1997 (Technical paper for CIDA)
- Mercado, Susan (Principal Investigator), "Needlestick Injuries Among Health Workers of San Lazaro Hospital", 1997 (University of the Philippines College of Public Health, unpublished)



# Healthy Together Today

THE HONORABLE

**Susan Mercado, MD MPH**

*Special Envoy of the President for Global Health  
Initiatives, Republic of the Philippines*

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**Nominee for WHO Regional Director  
for the Western Pacific**

*[drsusanmercado.com](http://drsusanmercado.com)*

# A Woman Transforming Public Health

Dr Susan Mercado is a medical doctor and public health expert with over 30 years of experience as an international civil servant in public health, as a national health systems manager, and as a recognized woman leader for transformative public health through her engagement in civil society action and community mobilization.

As a testament to her international work in public health, President Rodrigo Roa Duterte of the Republic of the Philippines designated Dr Susan Mercado as **Special Envoy of the President for Global Health Initiatives, Republic of the Philippines**, reporting to the Department of Foreign Affairs and working with the Department of Health on a range of international public health concerns.

In the past 15 years, with the World Health Organization, she led the response to some of the most complex challenges of public health today—noncommunicable diseases and their risk factors of tobacco, alcohol, unhealthy diet and physical inactivity; climate change; malnutrition; violence and injuries; disability; mental health and substance abuse; reproductive, maternal, newborn, child and adolescent health services, and urban health and inequity.

Dr Mercado is a recognized national public health champion and ethical leader with extensive experience in managing large health organizations and effectively carrying out health systems reform, notably as Undersecretary (Vice Minister) of Health and Chief of Staff at the Department of Health of the Philippines (with over 75 million population). Currently, she leads the Philippine National Red Cross Institute for Public Health Emergencies with priorities of scale-up of grassroots and volunteer workers training in measles and tuberculosis control and community-based outbreak preparedness and response, including expansion of the voluntary blood donation program. She also regularly makes television and radio appearances as a public health expert adviser on health issues of national concern.

Dr Mercado is committed to solving public health problems by empowering leaders, communities and individuals to seize solutions that are in front of them. Within the theme “**Healthy Together, Today**” Dr Mercado emphasizes how people themselves are the answer to linking solutions to the health challenges we face today.

Dr Mercado has degrees of A.B. Philosophy (magna cum laude), Doctor of Medicine and Master of Public Health from the University of the Philippines. She was named Distinguished Alumni in Global Health by the University of the Philippines in 2017.



## 1

# Leadership at the World Health Organization

***Director, leader and manager of the first Division of Noncommunicable Disease and Health through the Life-Course, WHO Regional Office for the Western Pacific (2013-2017)***—with oversight of technical programmes on noncommunicable diseases (cardiovascular disease, diabetes, cancer and chronic respiratory disease) and their risk factors (tobacco, alcohol, unhealthy diet and physical inactivity), mental health and substance abuse, violence and injury prevention, nutrition, disability and rehabilitation, health and environment, and reproductive, maternal, newborn, child and adolescent health, World Health Organization, Regional Office for the Western Pacific, Manila

*Dr Mercado has deep involvement in WHO's governance and reform processes as **Assistant to the Chair of the WHO Regional Committee for the Western Pacific (2014-2016).***

***Chair, Gender, Women and Health, Technical Working Group, WHO Regional Office for the Western Pacific (2011-2017)***

***Staff Association Chairperson and honorary Chairperson of Board of Directors, Mutual Benefit Fund, WHO Regional Office for the Western Pacific (2010-2011)***

***Lead Facilitator, Fit for the Future change management initiative (2009)***

*As Director, Dr Mercado initiated open systems, recruitment and selection reform, and matrix management.*

*As Director, Dr Mercado steered the consensus-building process that resulted in Member States guidance documents on high-priority public health programmes and captured the shared vision of 37 countries and areas for the focus and direction of the Division of NCD and Health through the Life-Course. These guidance documents have all been endorsed by the WHO Regional Committee for the Western Pacific:*

- Regional Action Plan on Health Promotion in the Sustainable Development Goals (2018–2030)
- Western Pacific Regional Framework for Action on Health and Environment on a Changing Planet
- Regional Action Plan for Violence and Injury Prevention in the Western Pacific: 2016-2020
- Regional Framework for Urban Health in the Western Pacific 2016-2020: Healthy and Resilient Cities
- Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific Region (2015-2020)
- Regional Action Plan for the Tobacco Free Initiative in the Western Pacific (2015–2019)
- Action Plan for Healthy Newborn Infants in the Western Pacific Region (2014-2020)
- Western Pacific Regional Action Plan for the Prevention and Control of Noncommunicable Disease (2014-2020)
- Towards Universal Eye Health: A Regional Action Plan for the Western Pacific (2014–2019)
- Regional Agenda for Implementing the Mental Health Action Plan 2013-2020 in the Western Pacific: Towards a social movement for action on mental health and well-being
- Healthy Urbanization: Regional Framework for Scaling Up and Expanding Healthy Cities in the Western Pacific (2011-2015)

***As Director, Dr Mercado has steered and led international public health initiatives that foster sharing of good practices, scale-up of innovations and advocacy for policies—recent initiatives include:***

### ***Disabilities and Rehabilitation***

- Regional Meeting to Review and Accelerate Country Progress in Prevention of Avoidable Visual Impairment (26-28 October 2015)
- Second Pacific Community-based Rehabilitation Forum and Meeting on Strengthening Rehabilitation Services in the Pacific (29 September-2 October 2015)
- Technical Consultation on Models of Innovative Financing for Eye Health (2-3 December 2014)
- Regional Meeting on Implementing “Towards Universal Eye Health: A Regional Action Plan for the Western Pacific (2014-2019)” (4-6 November 2014)
- Informal Consultation on Strengthening Occupational Health Programmes in the Western Pacific Region (6-7 August 2014)

### ***Health and the Environment***

- Regional Forum on Environment and Health in Southeast and East Asian Countries (Malaysia, 2014)
- Asia-Pacific Regional Forum on Health and Environment (Philippines, 2016)
- First Regional Training on Health, Environment and Development (HEAD) (Seoul, 30 November-5 December 2015)
- Biregional Training on Climate Change and Health (26-30 January 2015)
- Second Meeting of the Health Impact Assessment Thematic Working Group of the Regional Forum on Environment and Health in Southeast and East Asian Countries (29-30 April 2014)

### ***Mental health and substance abuse***

- Regional Meeting on Strengthening Mental Health Programmes in the Western Pacific (23-25 January 2017)
- Regional Forum on Protecting Young People from the Harmful Use of Alcohol (29-30 April 2016)
- World Health Day 2017 Theme: Mental Health (April 2017)
- WHO Informal Consultation on Mental Health Promotion in the Workplace (3-4 September 2015)
- Regional Workshop on the Regional Agenda for Implementing the Mental Health Action Plan 2013-2020 in the Western Pacific (31 August-2 September 2015)
- Workshop on Strengthening Mental Health Policies and Programmes in the Western Pacific (31 August-2 September 2015)
- Consultation on Implementing the Mental Health Action Plan 2013-2020 in the Western Pacific (29-31 July 2014)

### ***Noncommunicable Diseases and Health Promotion***

- World Health Day 2016 Theme: Diabetes (April 2016)
- First Meeting of Global NCD Directors (Geneva, February 2016)
- Intercountry Training on Subnational Initiatives for Cardiovascular Disease (CVD) Prevention, Control and Management and Palliative Care (1-4 December 2015)
- Workshop on Leadership and Capacity-building for Cancer Control (Seoul, June 2015)
- Consultation on Urban Health in the Western Pacific Region (27-28 April 2015)
- Informal Consultation to Develop a Knowledge Network on NCD Management (10-11 June 2014)
- World Health Day 2013 Theme: Hypertension (April 2013)



## **Nutrition**

- Biregional Workshop on Restricting the Marketing of Food and Non-alcoholic Beverages to Children in the Western Pacific and South East Asia (1-4 December 2015)
- Technical Meeting on the Regional Adaptation of the WHO Nutrient Profile Model to the Western Pacific Region (19-21 October 2015)
- Workshop on Implementation and Monitoring of the Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific Region (2015-2020) (25-27 March 2015)

## **Reproductive, Maternal, Newborn, Child and Adolescent Health**

- Meeting on Accelerating Progress in Early Essential Newborn Care (21-25 September 2015)
- WHO In-House Technical Consultation for Reproductive, Maternal, Newborn, Child and Adolescent Health Programme of Work in the Western Pacific 2014-2020 (24-25 August 2014)

## **Tobacco Free Initiative**

- Pacific Workshop on Implementation of the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific 2015-2019 (17-19 November 2015)
- Meeting on Implementation of the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific 2015-2019 (19-21 August 2015)
- Global launch of the WHO Report on the Global Tobacco Epidemic (7 July 2015)
- Regional ASEAN Workshop on Tobacco Taxation and Illicit Trade (22-23 May 2014)

## **Violence and Injuries**

- Global launch of the 4th UN Road Safety Week (May 2017)
- Global launch of the 3rd UN Global Road Safety Week (May 2015)

***Dr Mercado has expert skills in health communication, leading her teams in the development of campaign strategies, key message development, design and execution of regional advocacy campaigns:***

- “Move for Health” (2016-2017)
- International Day for the Elimination of Violence against Women and Girls (November 2015)
- “Sign of the Times” on violence and injury prevention (2015)
- “First Embrace” (2014-2016)

***Dr Mercado has served as speaker, resource person and panellist at global and regional health events, the most recent include:***

- Healthy Cities Recognition 2014, 2015, 2016
- Global forum on Research and Innovation for Health (August 2015)
- Launch and Press Conference of the 2015 WHO Report on the Global Tobacco Epidemic (July 2015)
- Preparatory Meetings for the 9th Global Conference on Health Promotion (April 2015)
- Press conference on Healthy Cities: Good health is good politics (April 2015)
- Launch and press conference of the First Embrace campaign (March 2015)
- World Conference on Tobacco or Health, Singapore (2012) and Abu Dhabi (2015)
- 10 Years of Healthy City Macao SAR (China) (October 2014)
- Sixth Global Conference of the Alliance of Healthy Cities, Hong Kong SAR (China) (October 2014)

- Extraordinary Meeting of the High-level Officials of the Regional Forum on Environment and Health in Southeast and East Asian Countries (August 2014)
- International Symposium on Tobacco Control and Law, Seoul, Republic of Korea (August 2014)

***For more than a decade, Dr Mercado has led the regional initiative to build capacity in health promotion through sustainable financing (including tobacco taxes) and autonomous infrastructure—the training programme called ProLEAD is offered every two years, with the most recent:***

- National Health Promotion Leadership Training (Meta ProLEAD), China
- North Pacific Health Promotion Leadership Workshop, Guam, USA
- Health Promotion Leadership Training (ProLEAD)

***As tobacco control advocate and recognized leader in the Western Pacific, Dr Mercado has been at the forefront of regional celebrations of World No Tobacco Day, spearheading the selection of WHO awardees each year and the campaign strategy, design and execution for the following years:***

- 2017: Tobacco—A threat to development
- 2016: Get ready for plain packaging
- 2015: Stop illicit trade of tobacco products
- 2014: Raise taxes on tobacco
- 2013: Ban tobacco advertising promotion and sponsorship
- 2012: Tobacco industry interference
- 2011: WHO Framework Convention on Tobacco Control
- 2010: Gender and tobacco with an emphasis on marketing to women
- 2009: Tobacco health warnings
- 2008: Tobacco and youth

***Head of Secretariat, Asia-Pacific Regional Forum on Health and Environment*** network of stakeholders from Ministries of Health and Environment that convenes every 3 years on health and environment issues in Asia and the Pacific, with participation from the WHO Western Pacific Region, WHO South-East Asia Region and the United Nations Environment Programme (UNEP) (2013-2017)

***Regional Coordinator for the Tobacco-Free Initiative, WHO Regional Office for the Western Pacific*** providing leadership and technical advice on tobacco control legislation, enforcement and regulations consistent with the WHO Framework Convention on Tobacco Control; organized technical support to raise tobacco taxes in 14 countries in the Western Pacific (2008-2012)

As Regional Coordinator for the Tobacco-Free Initiative (and later as Director of the Division of Building Healthy Communities and Populations)—Dr Mercado was the main writer of the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific (2015-2019) (2010-2014) (2005-2009)

***Team Leader and Head of Knowledge Network on Urban Settings, WHO Commission on Social Determinants of Health, WHO Centre for Health Development, WHO Kobe Centre, Japan***, that first drew global attention to the health needs of one billion people living in slums around the world through various communication and advocacy initiatives that paved the way for the 2010 World Health Day theme of Urban Health (2005-2007)

***Founding organizer of the Alliance for Healthy Cities movement, now with over 150 cities and partners committed to building healthier cities*** in collaboration with the secretariat at the WHO Collaborating Centre for Urban Health, Tokyo Medical and Dental University, Tokyo, Japan (2004)



***Acting Regional Adviser for Health Promotion and Ageing and Health, WHO Regional Office for the Western Pacific***—developed the health promotion framework on “Making healthy choices, easy, early and exciting, everywhere” in 2002; conceptualized, developed and implemented the first regional health promotion leadership training programme (ProLead) that resulted in higher levels of funding for health promotion from tobacco taxation and other sources as well as stronger infrastructure and programmes for health promotion in Brunei Darussalam, Lao People’s Democratic Republic, Malaysia, Mongolia, Philippines, Samoa, Tonga and Viet Nam (2003-2004)

***Conceptualized, developed and implemented the Adolescent Health and Development Framework and Training Package for the Western Pacific (2001)***

***Developed and implemented the communications strategy for ratification of the WHO Framework Convention on Tobacco Control*** that resulted in the treaty's ratification by all eligible parties in the Western Pacific, still the only WHO Region with 100% ratification by parties (1999-2000)

***Conceptualized, developed and implemented the campaign on Safe Motherhood for the 50th Anniversary of WHO in the Western Pacific (1997)***

## 2

## National Leadership in Public Health

***Undersecretary (Vice Minister) and Chief of Staff, Department of Health, Philippines, under Secretary of Health Dr Alberto Romualdez Jr. (1998-2001)***—with oversight of Public Health Services (1998), Management Services (1999-2000), Office for External Coordination (2000-2001) including Bureau of International Health Cooperation, Bureau of Local Health Systems and National Quarantine Office

### ***Other functions:***

- Philippine Representative, Policy Coordinating Board, UNAIDS
- Philippine Representative to the Board, Council on Health Research and Development (COHRED)
- Chair, National Health Promotion Committee
- Chair, National Committee on Children's Health
- Member, Social Development Committee, National Economic Development Authority
- Chair, National Committee on the Framework Convention for Tobacco Control
- Designated Chair, National AIDS Council
- Member, UNAIDS Theme Group
- Project Director, Women's Health and Safe Motherhood Project
- Project Director, Urban Health and Nutrition Project
- Project Director, Integrated Community Health Service Project
- Project Director, UNFPA 5th Country Program in the Philippines
- Project Director, Infectious Disease Consortium, USAID-Centers for Disease Control and Prevention USA-Republic of the Philippines cooperation

### National health policy

***Chief Executive Assistant to Secretary of Health Dr Juan M. Flavio, Philippines (1992-1994)***—in-charge of day-to-day operations of office of the Secretary of Health, helped conceptualize and implement national health campaigns, supported development of national health agenda and preparation of Department of Health budget

### ***Other functions:***

- Member, Philippine Council for Sustainable Development, National Economic Development Agency
- Member, Pollution Adjudication Board, Department of Environment and Natural Resources
- Chair, Strategic Assessment and Risk Containment Systems
- Chair, National Health, Environment and Development Zone Coordinating Committee
- Chair, Budget Oversight Committee

### Legislative action

***Resource person for the Senate Committee on Accountability of Public Officers and Investigations (Blue Ribbon), an organizational oversight and management committee chaired by Senator Richard J. Gordon, Philippine Senate (2016-present)*** – provided technical and scientific advice on the controversial mass immunization program using a novel anti-dengue vaccine



***Senior Technical Adviser for Health and Environment, Office of Senator Orlando S. Mercado, Philippine Senate (1989-1991)***—supported legislative research and the conduct of public hearings on legislation on health and the environment, including convening dialogues with stakeholders on the following bills (proposed laws) and laws (acts, codes, Magna Carta):

- Generics Act
- Breastfeeding and Rooming-in Act
- Magna Carta for Public Health Workers
- Magna Carta for Disabled Persons
- Consumer Code of the Philippines
- National Blood Services Act
- National Health Insurance Act
- Salt Iodization Act
- Tobacco Control bill
- Clean Air bill
- Clean Water bill

## 3

## Leadership in Civil Society and Nongovernmental Organizations

### Public health training and leadership development

**Lead, Philippine National Red Cross Institute for Public Health Emergencies (2017-present)**—tasked to scale-up training of grassroots health workers and volunteers for the control of measles, tuberculosis and community-based preparedness and response for outbreaks, including voluntary blood donation (2017-present)

**President, NEURON Leadership and Communication Center for Asia and the Pacific (2017-present)**—affiliate of Johns Hopkins Center for Communication Programs, Baltimore, Maryland. NEURON seeks to connect solutions to problems through effective leadership and communication. It is a collaborative effort of three colleges of the University of the Philippines: UP College of Public Health (Manila), UP College of Mass Communication (Diliman) and UP College of Development Communication (Los Banos).

**Lead Trainor – Motivational Interviewing for Prevention of Cardiovascular Disease under the Association of States and Territories for Health Officials, United States Centers for Disease Control and Prevention (ASTHO, CDC) and Ministry of Health, Palau (2018)**—developed training materials on the application of motivational interviewing to primary health care programs addressing cardiovascular disease, stroke and other noncommunicable diseases

### Fund-raising and disaster relief

*Dr Mercado led, managed and evaluated various service-oriented projects, action-research initiatives and community-based interventions with various organizations:*

- **Love and Understanding for Cancer Kids Foundation (LUCK), Chair, Board of Directors (1997-2000)**—multisectoral partnership of organizations raising funds for children with cancer
- **Doktora Foundation, President (1996-2000)**—nongovernmental organization with a radio program that provided health services for women, with specific interventions for survivors of domestic violence and abuse
- **Alliance for Emergency Response and Training (ALERT), Chair, Board of Trustees (1996-2000)**—multisectoral network dedicated to grassroots training for disasters, emergencies and trauma management
- **Kapwa Ko, Mahal Ko Foundation, Medical Director (1990-2000)**—foundation with a television show that raised funds from the private sector to support indigent patients and community-based health projects
- **Green Coalition, President (1990-1992)**—the first health and environment nongovernmental organization in the Philippines that focused on the impact of environmental degradation on health in the Philippines



## 4

## Public Health Advocacy and Community Action-Research

**Project Director (1997-1998),** Cost-effectivity Analysis of Vitamin A Deficiency Intervention Program in the Philippines, Doktora Foundation and OMNI International—analysis of comparative cost-effectiveness of different interventions to address Vitamin A deficiency including food fortification and micronutrient supplementation

**Project Consultant (1997),** Safe Motherhood information package for World Health Day, Doktora Foundation and WHO—included a broadcasters manual, advocacy packages for media and stakeholders, posters and information kits

**Principal Investigator (1997),** Situation analysis, Children with Disabilities in the Philippines, Doktora Foundation and UNICEF—consolidated published and grey data on children with disabilities, services available and recommended interventions

**Principal Investigator (1997),** National survey on Preventive Health Services for Women in the Philippines, Doktora Foundation and Canada International Development Assistance—analysed results of national survey on availability, accessibility and affordability of preventive health services for women, including health-seeking behaviour of women and recommendations on how to improve access of women to care

**Project Director (1997),** The Violet Ribbon Campaign: Improving the Capability of the Health Sector to Respond to Violence Against Women and Children, Doktora Foundation, Canada International Development Assistance, UNICEF, private sector—training modules for emergency room workers developed, pre-tested and finalized for use at the Philippine General Hospital; modules later used by the Department of Health for the establishment of “pink rooms” or private spaces where abused women or children could be interviewed privately

**Convenor (1997),** AIDS Compassion Circle, Doktora Foundation with private sector—stakeholders and persons with AIDS brought together to campaign for compassion and how to overcome fear, ignorance and stigma about HIV-AIDS in communities

**Coordinator (1997),** Community-based Health Project, Carmen, North Cotabato, Doktora Foundation and private sector—primary health care program in rural community with focus on improving women’s health

**Convenor (1997),** Deafness Prevention Project, Doktora Foundation and University of Santo Tomas Hearing and Dizziness Center—advocacy and awareness-raising project with schools for the deaf, private sector donors and families of children with deafness with emphasis on prevention, early detection, referral systems and hearing aids for children with deafness

**Convenor (1991-1992),** Green Coalition Multisectoral Consultations on the Environment, Green Coalition, AUSAID and private sector—multisectoral consultations on different environment and health issues such as solid waste management, water resource management and utilization, air pollution, preservation of Manila Bay, environmental impact of Mount Pinatubo, toxic and chemical waste management, among others, conducted with advocates, community leaders, fisher folk, farmers, researchers and academics, nongovernmental organizations, business sector and local government leaders

**Project Director (1991),** Community-based Disaster Medicine Program, New Cabalan Elementary School Evacuation Center, Olongapo City, Kapwa Ko, Mahal Ko Foundation and Save the Children, United Kingdom—crisis intervention and refugee camp management in a major Aeta evacuation site from the Mount Pinatubo eruption, utilizing participatory strategies, training of women health leaders, inter-agency networking and government-nongovernmental organization collaboration at the municipal level; demonstrated how to use rapid assessment methods for chronic and extensive malnutrition in campsites, culturally appropriate relief food (e.g. eggs, vegetables and fruits, instead of canned food) and training protocols to ensure culturally sensitive approaches to medical management of sick people in temporary relocation sites

**Director (1991)**, Distance Education on Children in Difficult Circumstances, Metro Manila, *Kapwa Ko, Mahal Ko* Foundation and UNICEF—upgrading of skills of community-based health workers through educational television; outputs included production of 15 videos on children in difficult circumstances (e.g. abuse, armed conflict) aired on Channel 7; pre and post-test questionnaires were used to monitor the impact of the project

**Project Director (1990-1992)**, Urban Primary Health and Environment Program in Two Barangays in Quezon City, *Kapwa Ko, Mahal Ko* Foundation and Canada International Development Assistance—training of health workers in the Payatas dumpsite of Quezon City on health awareness with components on addressing violence against women in the home

**Project Director (1990-1992)**, Community-managed Health and Environment Program, San Antonio, Zambales, *Kapwa Ko, Mahal Ko* Foundation with Canada International Development Assistance—action-research project on primary health care and primary environment care training programs for women in a community displaced by the Mount Pinatubo eruption; interventions included support to new coral reef growth, women's health and nutrition interventions and community organizing among fisher folk

**Project Director (1990-1992)**, Community-managed Health and Environment Program, Iram, Olongapo City, *Kapwa Ko, Mahal Ko* Foundation and Save the Children United Kingdom—action-research project on primary health care and primary environment care among Aetas displaced by the Mount Pinatubo eruption, with analysis of implications for health programs for indigenous people

**Project Director (1990-1992)**, Community-managed Health and Environment Program, Rehabilitation Site, Ormoc City, *Kapwa Ko, Mahal Ko* Foundation, University of the Philippines Psychiatry Foundation and Canada International Development Assistance—action-research project on primary health care among survivors of the Ormoc flash floods that killed over 6000 people, the first time psycho-social interventions for women and children were included in disaster relief response and critical-incident stress debriefing was made available for frontline workers

**Project Officer (1990)**, Community-based Disaster Medicine Training Program, Samar, North Cotabato, Legaspi City and Metro Manila, *Kapwa Ko, Mahal Ko* Foundation, CARITAS Manila, Community Medicine Development Foundation (COMMED) and Canada International Development Agency—pilot project on development of training modules to enable community health workers to respond to the devastation of floods; curriculum included rapid assessment of evaluation centers, food and nutrition interventions, campsite immunization, rational drug use, treatment of communicable diseases and environmental sanitation

**Project Team Leader (1987-1991)**, Urban Primary Health Care Program, West Rembo, Makati City, Young Women's Christian Association(YWCA)Makati, *Kapwa Ko, Mahal Ko* Foundation and UNICEF demonstration site on urban primary health care in slum area in Makati City with child malnutrition as entry point; interventions included organization of mothers' club and project-based cooked food outlet (*karinderia*) for feeding disadvantaged children in the community; the project demonstrated effective government and nongovernment collaboration at the municipal level to address gaps in health interventions, e.g. safe water, environmental sanitation and people's participation

**Project Director (1984-1985)**, Sidhay Day Care Center, Philippine General Hospital (PGH), Doreen B. Gamboa Foundation and the Medical Social Service of PGH, with Dr Perla Santos-Ocampo—project outcome was the establishment of the first day care center in a hospital in the Philippines



## 5

## Public Service in Communications Media

### Broadcast media

- **Television host, “Kontak 5”** (Channel 5) weekly magazine format show on current events and topics of general interest
- **Television host, “Kapwa Ko, Mahal Ko”** (Channel 7) daily public service show with interviews with doctors and fund-raising for indigent patients
- **Television host alternate, “Womanwatch”** (Channel 4) talk show on women’s issues and public affairs
- **Radio host, “Doktora”** (DZXL 558 AM) daily radio program with other doctors on women’s health and wellness advice
- **Expert panelist** on international and local media on various public health issues

### Print media

- **Columnist, “Dear Dr Susy”** (ISYU) column in a national opinion tabloid responding to commonly asked questions from women readers
- **Columnist, “Dear Doktora”** (Tagalog Klasiks) illustrated comics featuring practical advice on commonly asked questions about women's health

### Audio-visual media

- **“Violet Ribbon”** 49 minutes—introducing health workers to issues and interventions for women and child survivors of domestic violence; role of health worker in the emergency room and hospital setting highlighted; produced in partnership with Canada International Development Assistance and the ASEAN Canada Fund (1997)
- **“Beyond Malnutrition”** 22 minutes—documentary on the West Rembo Urban Primary Health Care Project supported by UNICEF (1991)
- **“Health for Asia”** 35 minutes—documentary on University of the Philippines College of Public Health-SEAMEO Project (1990)
- **“Sipalay”**—documentary on the death of children hamleted in militarized zones of Sipalay, Negros Oriental, Philippines, footage used by BBC for international broadcast (1989)

## 6

## Publications

## Broadsheets and national dailies

## Feature reports

- *The health status of Aeta children in Mount Pinatubo evacuation camps in Central Luzon*—Philippine Daily Globe, 1991
- *The nutritional status of Aeta children in the Mount Pinatubo evacuation camps of Central Luzon*—Philippine Daily Globe, 1991
- *The outbreak of waterborne disease linked to poor environmental and sanitary conditions in Mount Pinatubo resettlement areas*—Philippine Daily Globe, 1991
- *Relief operations and barriers to service among victims of the Ormoc flash floods that killed over 6000 people from logged areas*—Philippine Daily Globe, 1991
- *Post-disaster psychosocial problems and emotional trauma among child survivors of the Ormoc flash floods*—Philippine Daily Globe, 1991
- *The youth environmental agenda presented by the First Environmental Youth Congress 1991 organized by the Green Coalition*—Philippine Daily Globe, 1991
- Over 100 articles on women's health—ISYU national opinion tabloid, EK! magazine for women and XYZone publication of the Women's Media Circle Foundation

## Scientific research

- Mercado, Susan, Kirsten Havemann, Keiko Nakamura, Andrew Kiyu, Mojgan Sami, Ira Pedrasa, Divine Salvador, Jeerawat Na Thalang and Tran Le Thuy “Addressing Health Vulnerabilities of the Urban Poor in the “new urban settings” of Asia” *The Urban Transformation: Health, Shelter and Climate Change*, edited by Elliot D. Sclar, Nicole Volavka-Close and Peter Brown (London, 2013)
- The final product of the Knowledge Network on Urban Settings of the WHO Commission on Social Determinants of Health was a Supplement of the *Journal of Urban Health*: with guest editors Tord Kjellstrom and Susan Mercado “Achieving Health Equity in Urban Settings” *Journal of Urban Health*, *Bulletin of the New York Academy of Medicine*, Springer Publications (New York, 2007)

## Articles within the supplement:

- Tord Kjellstrom, Susan Mercado, Mojgan Sami, Kirsten Havemann and Soichi Iwao, “Achieving Health Equity in Urban Settings”
- Susan Mercado, Kirsten Havemann, Mojgan Sami and Hiroshi Ueda, “Urban Poverty, An Urgent Public Health Issue”
- Annette M. David, Susan Mercado, Daniel Becker, Katia Edmundo and Frederick Mugisha “The Prevention and Control of HIV-AIDs, TB and Vector-borne Diseases in Informal Settlements: Challenges, Opportunities and Insights”
- Mercado, Susan “A Billion Voices: Listening and Responding to Vulnerable Populations in Urban Settings”, *Going International* (Austria, 2005)
- Mercado, Susan (Principal Investigator) “Situation Analysis of Children with Disability in the Philippines”, 1997 (Technical paper for UNICEF)
- Mercado, Susan (Principal Investigator) “National Survey on Preventive Services for Women in the Philippines”, 1997 (Technical paper for CIDA)
- Mercado, Susan (Principal Investigator), “Needlestick Injuries Among Health Workers of San Lazaro Hospital”, 1997 (University of the Philippines College of Public Health, unpublished)



## Book publication

Mercado, Susan, “Kalamansi with Honey: Understanding Women’s Health” Women’s Media Circle Foundation, 2001—with foreword by Dr Juan M. Flavio, Senator and former Secretary of Health, Philippines, compilation of published articles of Dr Mercado in Philippine newspapers

## Technical papers

Technical documents authored by Dr Mercado for the Office of the Secretary of Health, Dr Juan M. Flavio (1992-1994):

- **“Health, Environment and Development: The Soul of Philippines 2000”**—primer on the health-environment-and-development zone (HEAD) concept, accomplishments and challenges for 1994
- **“Kontra Kolera”**—situationer on the cholera outbreak of 1994 and the role of all sectors in addressing long-term deficits in water and sanitation, presented to President Fidel Valdez Ramos and Cabinet
- **“Health for More in ‘94”**—Department of Health national calendar of activities and priority programs for 1994
- **“23 in 93”**—Department of Health priority programmes for 1993
- **“The State of the Nation’s Health, 1993”**—Department of Health annual report presented to the Philippine Congress
- **“Health is Wealth”**—primer on increasing investments for health and economic development presented at the Philippine Economic Summit (1993)
- **“Water for Life”**—advocacy document to stimulate local government investments in water infrastructure as a public health intervention
- **“The Field First”**—resource management guidelines for post-devolution transition period

## 7

## Academic and Teaching Experience

### **Assistant Professor for Research**

National Institutes of Health  
University of the Philippines, Manila, 2001-2002

### **Professorial Lecturer**

Department of Health Promotion and Health Education  
College of Public Health  
University of the Philippines, Manila, 2001

### **Assistant Professor**

University of the Philippines, School for Health Sciences, Palo, Leyte  
University of the Philippines, Manila  
1998-1999

### **Assistant Clinical Professor**

Department of Family and Community Medicine  
University of the Philippines-Philippine General Hospital  
Manila, 1996-1998

### **Assistant Professor**

Department of Medicine  
University of the Philippines-Philippine General Hospital  
Manila, 1996-1997

### **Lecturer in Philosophy**

Department of Social Sciences  
University of the Philippines, Baguio City, 1981

### **Instructor in Humanities and Aesthetics**

Department of Humanities  
College of Arts and Sciences  
University of the Philippines, Diliman, Quezon City, 1980-1981

### **Lecturer**

Department of Communication Arts  
Maryknoll College, 1979

### **Teacher, Theatre and Drama**

High School Department  
Jose Abad Santos Memorial School  
Philippine Women's University, 1977-1978

## 8

## Awards and Citations

- 2017** Distinguished Alumni for Global Health, University of the Philippines Medical Alumni Society
- Distinguished Alumni for Global Health, University of the Philippines Alumni Association in America
- 1998** “Women Helping Women” Award, Soroptimist International (Quezon City)
- 1995** Ten Outstanding Physicians in Community Service (TOPICS), Auxiliary of the Philippine Medical Association
- 1995** Most Outstanding Alumnus, Jose Abad Santos Memorial School, Philippine Women's University
- 1979** Member, Phi Kappa Phi International Honor Society

## 9

## Education

**Postgraduate training in Business Statistics and Marketing**  
under the Doctorate in Business Administration programme  
De La Salle University Graduate School of Business  
(2004-2005)

**Master of Public Health, 1994**  
College of Public Health, University of the Philippines

**Doctor of Medicine, 1987**  
College of Medicine, University of the Philippines

**Bachelor of Arts, Philosophy (Magna cum laude), 1979**  
College of Arts and Sciences, University of the Philippines

**High school diploma (Salutatorian), 1976**  
Jose Abad Santos Memorial School, Philippine Women's University

### Extra-curricular activities

Officer, Student Council (1981)  
College of Medicine, University of the Philippines

Public Relations Officer (1979)  
Editor-in-chief, “Psytle” official newsletter  
Psychology Society, University of the Philippines

Chairperson, Committee on the Constitution  
Philosophical Society, University of the Philippines



## Training

Trained in Psychosocial Trauma Management through Eye Movement Desensitization and Reprocessing under the Philippine EMDR Association (2017)

Certified Specialist in the Treatment of Tobacco Dependence,  
Hong Kong Department of Health-Mayo Clinic (2011)

Bill and Melinda Gates Fellow, Johns Hopkins Center for Communication Programs, Maryland, USA (2001)

## 10

## Organizational Affiliations

Member, Makati Sports Club

Member, Philippine Women's Medical Association

Member, Philippine Medical Association

Corporate Secretary, Doreen B. Gamboa Foundation for Childhood Education

Lifetime Member, Young Women's Christian Association

Member, Arnis International Association

Member, Ellinwood Malate Church

Member, Choir, Union Church of Manila

## 11

## Other Interests

Tai chi

Organic farming

Pilates fitness

Martial arts

Church choir

## 12

## Personal Information

**Date of birth:** 5 July 1959

**Place of birth:** Boston, Massachusetts, United States of America

**Citizenship:** Philippines/United States of America

**Civil status:** Married

**Spouse:** Senator/Ambassador Orlando S. Mercado

**Children:** Lhas Alvarez (33) and Renzo Mercado (16)

**Address:** 3B LPL Mansions, 122 Leviste Street,  
Salcedo Village, Makati City,  
Metro Manila, Philippines

**Email:** susy@drsusanmercado.com

**Mobile:** +63 917 529 1959

**Home landline:** +632 819 0486

*Let's find solutions together. Contact me at:*

**[susy@drsusanmercado.com](mailto:susy@drsusanmercado.com)**



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