



Hon. Heidee L. Ganigan-Chua

Mayor, Municipality of Asingan
Province of Pangasinan



Skills Training for Women



Provision Of Educational Assistance To Children With Disabilities Under STAC



Support To Senior Citizens



Provision Of Vitamin A To Children



Provision Of Assistive Device

“CHUA CARES”

Mayor Heidee Laroya Ganigan-Chua was born on March 30, 1971 in Calepaan, Asingan, Pangasinan to Mining Engineer Federico Bustillo Ganigan, Sr. and former Municipal Councilor and former Punong Barangay Zenaida Ladero Laroya-Ganigan. She took up her law studies at the Lyceum of the Philippines University, Makati City. Before going to the law school, she finished her AB Mass Communications major in Journalism at the University of the Philippines, Baguio City and Bachelor of Science in Community Development at University of the Philippines, Diliman, Quezon City. She is a member of various organizations and currently the Treasurer of the League of Municipalities, Pangasinan Chapter since 2010. She is also a Commissioned Reserved Officer (Captain) of the Armed Forces of the Philippines.

In 2007, she ran for Municipal Councilor and proclaimed No. 1 legislator garnering an overwhelming votes. Later in 2009, she succeeded the Office of the Vice Mayor. She was awarded and highly recognized as Achiever of Asingan, Outstanding Vice-Mayor and Outstanding Presiding Officer in 2009. In 2010, she was elected the new Local Chief Executive where she was given the citation for being the first woman ever elected as Municipal Mayor of Asingan. In her pursuit to improve the delivery of services, her thrust made her run again for the post. God’s grace, passion for service and the earned trust from the people of Asingan led her to regaining the mayoralty for the second time.

Under her administration, the local government of Asingan received recognitions for adopting the social technology project, enhanced sheltered workshop for persons with disabilities and senior citizens which led its way into reaping one of the most prestigious awards - THE LOCAL GOVERNMENT UNIT OF THE YEAR (2015) for the institution of the Philippine Disability Affairs Office (PDAO) and having put up the Sheltered Workshop for PWDs, health services, and distribution of mobility assistive devices. This award was given by the Philippine Foundation for the Rehabilitation of the Disabled, Inc. and was presented by his Excellency President Benigno Simeon Aquino III on September 29, 2015 at Heroes Hall, Malacañan Palace.

In 2011, the LGU also received the Seal of Good Housekeeping Award being one of the best performing Local Government Units in the country. Countless recognition also poured into the local government of Asingan under her initiative. It ranked number 1 municipality in Pangasinan for the implementation of Tax Payment of Real Property, garnered a rating of 95.79%, an equivalent to a descriptive rating of EXCELLENT for remarkable compliance to the Anti-Red Tape Act. In 2012, Asingan again received the Seal of Good Housekeeping (Silver Award) for its relentless effort in advancing the principles of accountability and transparency in local governance.

In 2013, she was re-elected Municipal Mayor. Her proficiency in public service contributed to the numerous recognition and awards received by the local government of Asingan- a reflection of her relentless effort to render the “Serbisyon Tapat Para sa Lahat.” In 2014, the Council for the Welfare of Children awarded Asingan with the Seal of Child-Friendly Local Governance for its commitment in promoting Child Rights to Survival, Development, Protection and Participation toward a Child Friendly Philippines. Mayor Chua is also a recipient/awardee of the Outstanding A & E Program Implementer Award in the Municipal category for two consecutive years for her support to the Alternative Learning System Accreditation and Equivalency Program.

She was again acclaimed as one of the top performers and one of the most outstanding public officials in Pangasinan for her remarkable service in 2015. A strong woman of virtue, she gets all her strengths from her inspiration, Dir. Peter Altura Chua-former member of the Board of Directors of Pangasinan Electric Cooperative III (PANELCO) and their three children-Athena Ira, Peter Ivan and Ianne Louise.

C. H. U. A. C. A. R. E. S. INITIALS TO GOOD GOVERNANCE

Performance-based governance requires capability, commitment and dedication. It is embodied in every letter of the acronym CHUA CARES under the banner of “Serbisyon Tapat Para sa Lahat.”



Provision Of Educational Assistance To Children With Disabilities Under STA@



Agri Pinoy



Nego-kart

C-HILD CARE AND PROTECTION

With the collective effort of the Department of Social Welfare and Development and this administration, services and support have been imparted to the young people of Asingan. Counseling, educational assistance and day care services are the main components of the social welfare and development programs that we continuously convey to our children. In adherence to the United Nations Convention on the Rights of the Children (UN CRC), the local government made a strong pursuit in protecting and preserving the rights of the children.

Pag-asa Youth Associations, with the purpose of empowering and transforming the young people were organized in different barangays of the municipality. This youth organization would help the young people contribute to nation building through their active participation and involvement on serious issues affecting their well-being.

Further, we provide immunization, dental service, medicines and vitamins to children especially the school children who are undernourished or severely wasted and conduct a yearly search for Orally-fit Child as part of our child care program.

H-EALTH AND SANITATION

One of the main objectives of my governance is the protection of life and health of every individual. Through our Rural Health Units (RHU I in Poblacion East and RHU II in Bantog), maternal care for pregnant women, immunization to children, thorough monitoring of safe water levels, medical and dental missions, dengue brigade/ campaign against dengue and clean-up drive are amongst the activities/programs fully actualized. The local government received a commendation from the Department of Health for its significant strides toward achieving the national goals and targets of the National Tuberculosis Program and for demonstrating improvement over the past years. We were also given the Scroll of Honor from the Philippine Red Cross for our continuous humanitarian effort in providing available blood to our constituents. Every barangay was also provided with accessible and more improved Health Centers.

U-NDERSTANDING THE APPLICATION OF GENDER AND DEVELOPMENT

Analysis of gender skills is an important component in sustainable capacity building. This helps us understand the different social concerns and inequities based on gender. We support in full blast various activities that facilitate gender needs of women. We

ensure that women are integrated into the development processes such as in formulation of development policy and plans. Trainings were also conducted to fully develop awareness amongst women of their social responsibilities and capacities that will bring about change for gender equality. We believe that involvement of women like me as key stakeholders in planning, capacity development, and implementation of activities will make them more effective citizens and will eventually contribute to economic development of Asingan. For the realization of our advocacy towards women empowerment, gender-sensitive public promotion campaign will be developed to enhance women’s knowledge and skills. We provide sustainable livelihood program to our very active and abled KALIPi (Kalipunan ng Liping Pilipina) members in Asingan such as trainings on hog-raising, deep bedding, vegetable production, bag weaving made of water hyacinth or water lily, meat processing, hair cutting, massage therapy, baking and many more.

A-GRICULTURAL ADVANCEMENT

Through the joint initiative of this administration and the Department of Agriculture, a number of agricultural projects are now being initiated. Among these are the Small Water Impounding Project in Macalong that could provide supplemental source of irrigation in the rain fed areas, help prevent soil erosion as well as flooding of farm lands and mitigate the effect of drought; seed production and distribution of certified seeds from Food and Agricultural Organization were actualized in different barangays and assisted those typhoon-stricken/affected areas/farming communities; distribution of water pumps with engines at 50:50 scheme under the rice program; and conducted seminars on Corn Technology in coordination with the East West Seed Company; distribution of tilapia fingerlings; also conducted massive rat control to affected farming areas in the municipality; free vaccination to cows, goats and dogs; and integration of the Agri-Pinoy program to the local government plans in order to meet the principles of ensuring the sustainability of agriculture and fisheries, local development and food security in Asingan.

The municipality of Asingan is an agricultural town with almost eighty percent (80%) of its land is devoted to farming. Its main products are rice, corn, coconut, mango and vegetables such as eggplant, ampalaya, cucumber. These are mostly sold either through middlemen or in markets of neighboring towns. In our desire to augment the income of our farmers, enhance their farming & economic activity, create job opportunities to unemployed residents, and additional revenue for the local government, we



Feeding Program



Tilapia Farming



Local Government Unit of 2015

have carefully scrutinized the building of a trading post in the municipality. This new project will enable farmers to earn more since they can directly sell their products in the trading center and avoid dealing with middlemen. The LGU of Asingan will monitor and allocate funds for the enhancement of the facility.

C-REATION OF LIVELIHOOD AND COMMUNITY WEALTH

As an advocate of prosperity and community development, we supported the construction of the Milk processing plant in barangay Bantog of this municipality. The availability of non-milking buffalos increases for sale while the Asingan Sheep and Goat Raisers Association is now increasing its stock of goats and sheep. This would not only generate income but also employment for the people of Asingan. We also provided basic services and conducted seminars and trainings for our constituents to better equip them with the necessary know-how. Through the provision of sustainable livelihood projects, poor families or constituents from the marginalized sector particularly the self-employed, unemployed and even the unpaid family workers from informal industry and those employed who still need to augment their income will be able to have a sustainable resources. Asingan has viable programs/projects in partnership with different agencies such as water hyacinth product development of the DSWD and NEGOKART or ‘negosyo sa kariton’, an integrated livelihood program of the DOLE for ambulant vendors.

A-WARENESS AND ACTION ON CLIMATE CHANGE

Among the activities performed to address the people of the effects of climate change and respond to this vulnerable natural problem are the simultaneous tree planting activities held in all barangays, clean-up drives to all the municipality’s waterways such as rivers and canals. The local government of Asingan, in partnership with the Department of Agriculture distributes mahogany seedlings to every barangay. The LGU also advocates organic farming to further protect the environment.

R-ENEWAL OF FAITH AND MORAL EXCELLENCE

Uplifting the moral and spiritual values of the people is the most significant service not only to our constituents but most importantly to the Almighty God. Through this, we can perform our given tasks efficiently without hesitations. Every Monday, during the flag raising ceremony, we invite pastors and preachers from different religious sectors to share the gospel of the Lord. Ultimately, a God-fearing municipality will result to a more united and well-developed society.

E-DUCATION AND EMPLOYMENT

We incessantly provide educational and employment services to the townspeople. Infrastructure services or projects such as Farm-to-Market Roads, rehabilitation of irrigation canals, road widening, construction of CHB lined canals in every barangay, construction of the Small Water Impounding Project in Macalong are among the projects that can generate work/employment among the constituents. Our goal of providing quality education through the construction of Day Care Centers, rehabilitation of classrooms and construction of additional classrooms are realized through the collective effort of stakeholders, officials and the teaching force of Asingan. We also support the Alternative Learning System, provide school supplies and instructional materials, training and development and also direct assistance to schools and learners. Potential indigent students were provided with scholarship program and recommendations were given to them to avail of scholarship programs from other educational institutions. Most of our then municipal scholars are now teachers and successful in their chosen fields. At present, we cater 141 potential scholars who were chosen from among the indigent families in the municipality.

S-UPPORT TO EVERY SECTORS OF THE SOCIETY

Every year, we conduct feeding programs, medical, dental and blood donation drive almost quarterly or if needed. We continually work hard to support the youth sector, senior citizens, private sector, religious sector; the marginalized sector especially the poor by provision of access to all essential factors in human development and in the protection of their rights and interests. During my term, 100% of barangays have access to electricity. Water supply and irrigation system were also improved. Our public market was also enhanced to invite market goers from different towns. It has been the goal of this humble servant to serve the people with the keen understanding of their needs and accomplishing what must be carried out.

ARYA ASINGAN!



Distribution Of Mahogany Seedlings To Barangays



Feeding Program



Construction Of Foot Bridges

