

BIBLIOGRAPHY

ARAGON, MAUREEN P. OCTOBER 2009. Awareness and Compliance of the Community to Anti-Spitting of “Momma” Ordinance of Barangay Poblacion in Bontoc Mountain Province. Benguet State University, La Trinidad Benguet.

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ABSTRACT

The study was conducted to identify the respondents' awareness and compliance on anti-spitting of momma ordinance, characterize the respondents, find out the level of awareness of the respondents on the sanitary ordinance content, identify the sources of information of the respondents on the said ordinance, identify the strategies applied by the local government unit of Bontoc in implementing the ordinance, find out the level of compliance of the respondents on the sanitary ordinance, identify the problems in the implementation of the ordinance and solicit the suggestions and comments of the respondents on the strategies applied by the local government unit in implementing the said ordinance.

An interview schedule was used to gather the needed information. There were 50 respondents and five key informants in the study. Tabulation, frequency and percentage were used to analyze the data.

An ordinance prohibiting the irresponsible spitting of chewed betel nut concoction locally known as momma within the limits of Barangay Poblacion, Bontoc Mountain Province and providing penalties was enacted since 2003. Majority of the respondents is aware on the ordinance content.

Most of the respondents were informed on anti-spitting of momma ordinance through the posted ordinances in bulletin boards. Majority of the respondents observed that posting the ordinance in bulletin boards is the number one strategy applied by the enforcing groups.

Other implementing strategy applied by the implementing group is to conduct partial inspection at night to apprehend the violators.

As to the compliance to the ordinance, majority of the respondents follow the ordinance. However, this was contradicted by the result of the ocular observation.

As to the factors contributing to the respondents' compliance with the ordinance, majority of the respondents said that they want to maintain a clean and green environment.

In the implementation of the anti-spitting of momma ordinance, the enforcing group encountered problem such as lack of discipline of the community and lack of cooperation among the community members.

There is low compliance of the ordinance in the community based on the ocular inspection, strategies applied by the enforcing group affect how the community complies with the said ordinance.

It is therefore, recommended that enforcing group should strictly impose the penalty for violation since it was found out in the ocular inspection that there is low compliance of the ordinance.

INTRODUCTION

Rationale

Earlier tradition echoes that Bontoc was never known comparably with the habits of its neighboring Ifugao Province of chewing betel nut concoction where even their ancestors incessantly avoided the practice because of the semi-permanent residue blotched around the environment. Ironically, such practice is being accepted in this supposed modern age more particularly in Barangay Poblacion, Bontoc despite the unsanitary sights of masticated rusty colored mixture spewed indiscriminately anywhere that is not otherwise occupied.

While this practice may not be prohibited, the chewing of momma is the issue raised against the growing pain in the neck by the non addicted majority of the people of Barangay Poblacion, Bontoc, with respect to the dignity of the locality.

To promote sanitation, health, and convenience of its constituents, the Sanguniang Barangay passed an ordinance prohibiting and penalizing unsanitary acts in Bontoc starting from August 2003 to present.

This ordinance, also known as the Sanitation Ordinance of Bontoc, strictly prohibits the indiscriminately spit masticated momma within the metes and bounds of Barangay Poblacion, Bontoc, not limited to any open public places such as roads, streets, sidewalks, parks, plazas, walls of private and government buildings, including publicly or privately installed garbage receptacles.

Any person/s found in violation of this ordinance shall upon apprehension be punished by a fine, payable to the Barangay Treasurer, of three hundred pesos (PhP 300)



for first offense, and by a fine of five hundred pesos (PhP 500) for the succeeding offenses.

For the implementation of this ordinance, the Bontoc Police Force, any member/s of the Bontoc Women's Brigade, and any member/s of the Sangguniang Barangay is/are authorized as the arresting agents; furthermore, all concerned constituents are deputized to file complaint with material evidence against a violator/s to any of the authorized arresting officers.

However, despite this strict implementation, many unsanitary sights caused by 'momma' are still widely observed in the area. Many rusty red splotches are discoloring building frontages, sidewalks along the main road and even the unsightly blots all over the capital town. Given this, the need to study and analyze the awareness of the community on the spitting ordinance including their adherence to the said ordinance is of great importance.

Statement of the Problem

The study was conducted to find out the degree of awareness and compliance of the respondents on anti-spitting of momma ordinance of Bontoc, Mountain Province.

Specifically, the study intended to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. What is the awareness of the respondents on the sanitary ordinance of Poblacion, Bontoc, Mountain Province?
3. What is their source of information regarding the said ordinance?



4. What strategies does the local government unit apply in implementing the ordinance?
5. What is the level of compliance of the respondents on the sanitary ordinance?
6. What are the problems encountered in the implementation of the ordinance?
7. What are their suggestions and comments on the strategies applied by the local government unit in implementing the said ordinance?

Objectives of the Study

The general objective of the study is to find out the respondent's awareness and compliance of the community on anti-spitting of momma ordinance of Bontoc, Mountain Province.

The specific objectives were conducted to:

1. Characterize the respondents;
2. Find out the level of awareness of the respondents on the content of the sanitary ordinance of Bontoc, Mountain Province;
3. Identify the sources of information of the respondents on the said ordinance;
4. Identify the strategies being applied by the local government unit of Bontoc, in implementing the said ordinance;
5. Find out the level of compliance of the respondents on the sanitary ordinance;
6. Identify the problems in the implementation of the ordinance; and



7. Solicit their suggestions and comments on the strategies applied by the local government unit in implementing the said ordinance.



REVIEW OF LITERATURE

It is estimated that 10 percent of the world's population or 200 million people mostly in the Asia Pacific are into beetle nut chewing regularly. Like tobacco smoking, dependence and frequency varies (Dacawi, 2004).

Betel nut is said to have been used in ancient Aryurvedic medicine to cure a host of sufferings, from head to stomach aches, fever and even venereal disease or as purgative. As in India, it forms part of the social and religious systems of the Ifugaos who share it, sometimes as an icebreaker, during meetings or when attending rituals. The chewing ceremony seals the habit, the traditional Ifugaao system of reconciling warring clans or tribe (Dacawi, 2004).

Time was when it was easy to spot an Ifugao from the rest, even if his teeth or lips had not yet been tainted red by the practice. It won't take long for an Ifugao to pull out his pocket a woven or plastic pouch containing his tribal mark: oblong nuts, green and heart-shaped betel leaves, a vial of powdered lime and, sometimes, a piece of tobacco jerky (Dacawi, 2004).

It appears the number of Ifugaos who are still hooked is dwindling, especially among those who migrated to Baguio where the local government once provided fixed spittoons at their regular Sunday chatting place within the market (Dacawi, 2004).

At the rate the natives of Bontoc, Mountain Province are catching on the habit, their Ifugao neighbors in the east may soon lose the distinction of being the only major betel nut-chewing tribe in the Cordillera.



No longer the tell-tale sign, once limited to the loading spot in Bontoc for jeepney bound for eastern villages, is spreading around the old capital town...rusty red splotches are discoloring building frontages, sidewalks along the main road and even the unsightly blots all over the capital town. To the respect of the locality the anti spitting of momma was been enacted (Dacawi, 2004).

Betel Nut or “Momma”

The hard nuts from the areca *areca catechu* is commonly called momma by the Cordillera tribes who are collectively called Igorots.

The green leaf that is used to wrap the betel quid, comes from the piper betel vine and is known here as “gawed”. The third ingredient-lime (calcium oxide) or “apog,” is locally prepared by burning river or seashells on glowing charcoal until they turn white and powdery.

Momma when used in the ordinance would refer to the mixture of betel nut and lime wrapped with local vine leaves chewed or masticated sometimes with tobacco leaves, not swallowed but rather spit out by intervals to reduce the concoction as saliva accumulates in the chewer’s mouth providing a fluid of rusty red coloration (Sanguniang Bayan, Bontoc Sanitation Ordinance, 2003).

Chewing of Betel Nut

The more you chew the redder and more potent the mix becomes. Because it stimulates not only the nervous system but also the salivary glands, forcing you to spit often to give you chewing room.



Users, however, warn against the probability of its dizzying effect on the uninitiated (Dacawi, 2004).

Level of Awareness

Awareness comprises a human's perception and cognitive reaction to a condition or event. Awareness does not necessarily imply understanding, just an ability to be conscious of; feel or perceive. Awareness requires the ability to totally focus attention on a task or a certain things. For the issue on anti-spitting of “momma” of Bontoc Mountain Province, level of awareness is important to know if the community will adhere the ordinance (Anonymous, 2008).

Source of Information

Information can come from virtually anywhere--personal experiences, books, articles, expert opinions, encyclopedias, tv, radio and the type of information that the community need that will change depending on the question they are trying to answer. For the anti-spitting ordinance of Bontoc Mountain Province, source of information are instructional materials that are posted, members of Sanguniang Barangay or other concern citizens for the awareness of the community (Anonymous, 2008).

Factors Affecting Awareness

Sources of information like the TV, radio, newspapers and others can affect the awareness of the community in a certain problem or issues like the anti-spitting of “momma” of Bontoc Mountain Province, because of the instructional materials that were posted in the sidewalks, public and private buildings, the community were informed and adhere the ordinance (Anonymous, 2008).



Implementing Strategies

Implementing Strategy give a broad view of implementation and through understanding of each piece of implementation process to make informed decisions on efficiency and effectiveness in implementing projects or ordinances. For the anti-spitting of “momma” in Bontoc Mountain Province, Persons who are chewing betel nut are reminded to avoid spitting anywhere. The local Government wants every person-chewing momma to bring with them a container where they could spit for sanitation purposes (Anonymous, 2008).



METHODOLOGY

Locale and Time of the Study

The study was conducted in Bontoc, Mountain Province the capital of Mountain Province. It is about six to seven hours bus ride from Baguio City. It is linked with Kalinga-Apayao in North through the Bontoc-Kalinga National road towards Banaue. The town is narrow valley in a strip of land. Its growth and expansion is limited on the east side of Chico River, which is drainage system of the Province. The total land area is approximately 36,160 hectares.

Poblacion, Bontoc, Mountain Province is chosen as the study area since it is the first town in Mountain Province to come out an ordinance regarding the spitting of momma.

The study was conducted from December to January 2009.

Respondents of the Study

There were 50 respondents in the study: 25 youths (18-30) and 25 adults (31 years old and above). The study had five key informants who are enforcing body as follows: member of the Sangguniang Barangay, Bontoc Women's Brigade, Bontoc Police Force, and other Bontoc- LGU members. The researcher interviewed the respondents personally.

In the study, respondents should be aware that there is an existing ordinance in their area.



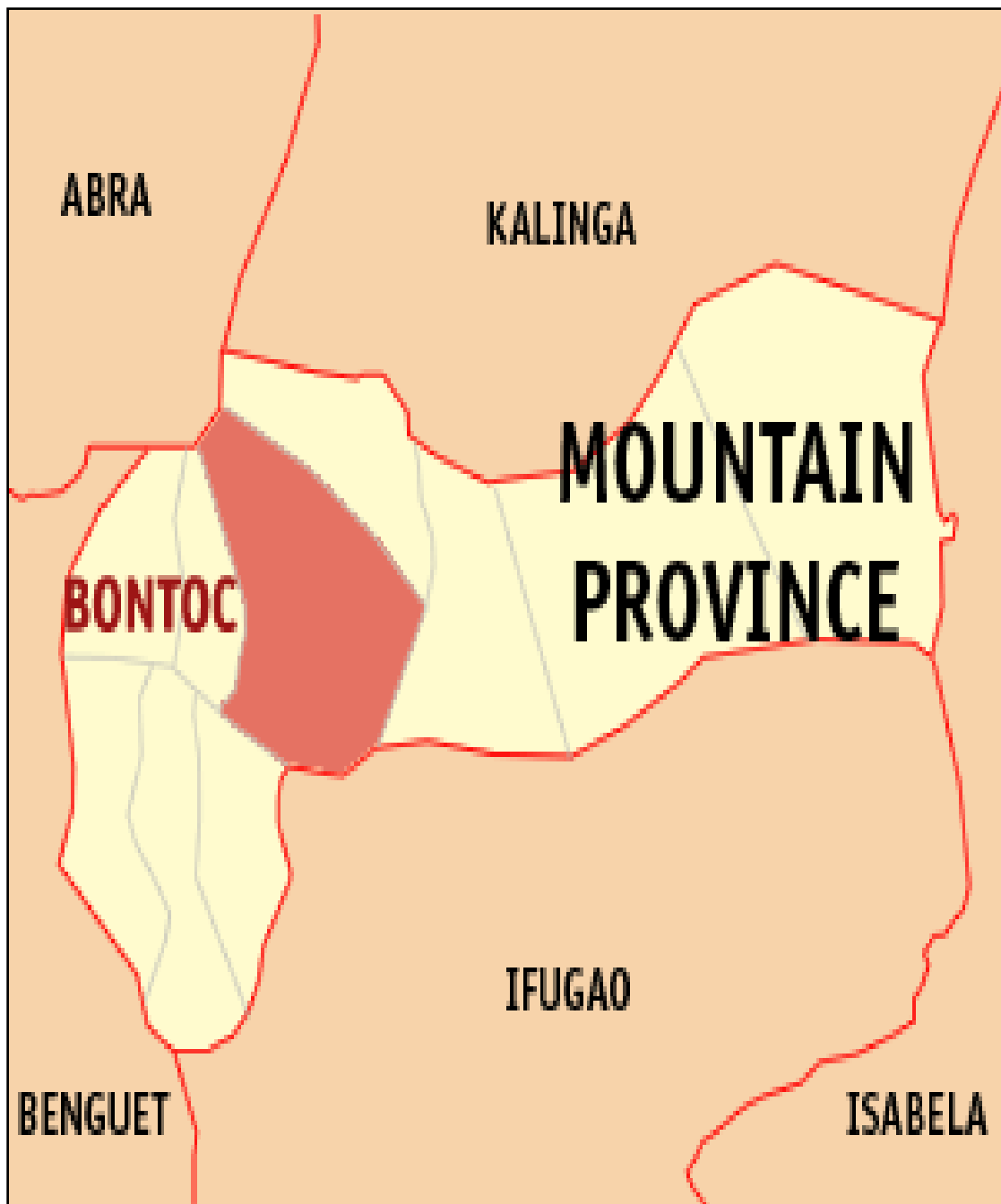


Figure 1. Map of Mountain Province showing the location of the study

Data Collection

*Awareness and Compliance of the Community to Anti-Spitting of “Momma”
Ordinance of Barangay Poblacion in Bontoc Mountain Province. ARAGON,
MAUREEN P. OCTOBER 2009.*



An interview schedule was used to gather information from the respondents. The researcher also conducted spot observation as part of knowing the community's compliance to the ordinance from January 9-12 2009. To document this further, the researcher used a digital camera for record purposes.

Data Gathered

The data gathered was on the awareness of the community of Barangay Poblacion, Bontoc, Mountain Province on anti-spitting of momma ordinance.

Data Analysis

The data that was gathered was analyzed and tabulated using frequency counts and percentage.

RESULTS AND DISCUSSION



Characteristics of the Respondents

Table 1 presents the characteristics of the respondents according to age, sex, ethnic affiliation, educational attainment and occupation.

As for the 50 respondents, 18-30 years old and 31 and above have equal number of respondents.

The data show that there is no equal number of female from male respondents. Majority (80%) of the respondents were male since males, according to elders, have greater number of betel nut users than females in the area.

For the ethnic affiliation of the respondents, majority (52%) of the respondents were residents of Bontoc since it where the study conducted.

Education could be factor in understanding the ordinance; thus, educational attainment of the respondents was considered in the study.

Table shows that all the respondents had formal education that they can read and write. This would mean that they can read and understand the ordinance well. Majority (58%) of the respondents were college graduate, while (20%) of the respondents were high school graduate and (20%) were currently enrolled in college. Among all of the respondents, only one got as far as elementary level.

Meanwhile, 50% of the respondents claimed to be self-employed (drivers and farmers) while 20% of the respondents were currently studying when this study was conducted. Only 10% of the respondents were government employees.



This result could mean that respondents who were self-employed spend more time chewing momma basing it from their number in the study. Other occupations of the respondents were priest and laborer.

Awareness of the Respondents to the Ordinance Content

In the study, all the respondents were aware the there is an existing ordinance regarding momma; however, some of them were not aware of its content.

Table 1. Characteristics of the respondents

CHARACTERISTICS	RESPONDENTS (n=50)	
	FREQUENCY	PERCENTAGE
Age		
18-30	25	50
31 and above	25	50
Sex		
Male	40	80
Female	10	20
Total	50	100
Ethnic Affiliation		
Bontok	26	52
Aplai	11	22
Kankana-ey	5	20
No answer	8	16
Total	50	100
Educational attainment		
Elementary Graduate	1	2
High School Graduate	10	20
College Graduate	29	58
Student	10	20
Total	50	100
Occupation		
Self-employed	25	50
Student	10	20
Government Employee	5	10
Priest	3	6
Laborer	7	14
Total	50	100



Table 2 shows the awareness of the respondents to anti-spitting of ordinance content of Barangay Poblacion, Bontoc, Mt. Province. It shows here that majority (80%) of the respondents were aware of the said ordinance while 20% of the respondents are not much aware.

For the penalties for violating, 60% of the respondents know the penalty of the first offense and 40% do not know it. Most (54%) of the respondents know the second succeeding offense while 46% do not know it. This result shows that respondents have high level of awareness in unlawful spitting of momma with the corresponding penalties.

Awareness, as defined, comprises a human perception and cognitive reaction to a condition or event. Their awareness, therefore, is important in determining their compliance with the ordinance.

Table 2. Awareness of the respondents to the ordinance content

ORDINANCE CONTENT	RESPONDENTS (n=50)			
	AWARE		NOT SO MUCH AWARE	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
Unlawful to indiscriminate spitting of “momma”	40	80	10	20
Penalties for violating				
First offense (PhP 300)	30	60	20	40
Second and succeeding Offense (PhP 500)	27	54	23	46



Sources of Information of the Respondents

Result shows that majority (72%) of the respondents were informed on the anti-spitting of momma ordinance through the posted ordinances in bulletin boards.

The data also show that radio is still one of the sources of information since radio came in second with 52%. These stations were Radyo ng Bayan Bontoc and Radyo Natin. Information through their friends or peers was their third source with 50%.

One of the respondents said that he was just informed that there is an ordinance through his friends.

Furthermore, respondents' other sources of information were newspapers, family members, relatives and the enforcing group.

One of the respondents Mr. Chakwag, said that he was just informed when he read the ordinance on the sidewalk along main road.

The result shows that there are many sources of information of the respondents on the said ordinance but most of them were informed by the posted ordinance.

This result shows that respondents are aware of the posted ordinances. Information can come from virtually anywhere, personal experiences, books, articles, expert opinion, TV, radio, and any type of information that the community needs (Anonymous, 2008).

Implementing Strategies According to the Key Informants

Aside from posting the ordinance in bulletin boards, announcing over the radio, and having it published in their local publication, the five key informants, who belonged to the enforcing group such as Sangguniang Barangay, Bontoc Women's Brigade and



local Government Unit shared their other strategies in the implementation of the ordinance.

One of the Barangay Kagawad, Mrs. Erlinda Bocaycay, said that personal reminders given to the users at daytime even though they are not caught spitting. If the users violate the ordinance, he will not immediately be penalized. Instead, warnings are given to him. This statement of Bocaycay contradicts the ordinance content because as stated in the ordinance, any person found violating the ordinance shall upon apprehension be punished by fine payable to the Barangay Treasurer, of three hundred pesos for first offense, and by a fine of five hundred for second and succeeding offenses. A warning given to the first violation is not included in the ordinance.

Kagawad Bocaycay added that most users violate the ordinance at night because they are not easily being seen. In this case, Mrs. Winifred Ananayo of the Bontoc Women's Brigade, as supported by the other key informants, conducts partial inspection at night to apprehend the violators.



Table 3. Source of information of the respondents

SOURCE OF INFORMATION	RESPONDENTS (n = 50)	
	FREQUENCY	PERCENTAGE
Posted in bulletin boards	36	72
Through radio	26	52
Through friends	25	50
Enforcing group	21	42
Through the newspaper	10	20
Family members	9	18
Relatives	9	18

*Multiple responses

Implementing Strategies Observed by the Respondents

Table 4 shows the strategies applied by the enforcing groups in implementing the ordinance in the community based on the observation of the respondents. Majority (72%) of the respondents claimed that posting the ordinance in bulletin board is the number one strategy applied by the enforcing group. Announcing over the radio came in second with 52%. According to one key informant, announcing the ordinance over the radio started since 2005.

Publishing the ordinance in the local newspaper was observed as another strategy applied as noted by 42% of the respondents.

Meanwhile, two respondents claimed that a seminar was conducted by the local government unit regarding this ordinance.



A key informant from the LGU proved this when he said that they once conducted a seminar regarding the ordinance especially during its approval sometime in 2003.

The result supports the statements of the key informants that these ordinances are being implemented through radio, local publication and bulletin boards among others.

The data also support the information they provided in their sources of information because both got the same result.

Table 4. Implementing strategies observed by the respondents

IMPLEMENTING STRATEGIES	RESPONDENTS (n = 50)	
	FREQUENCY	PERCENTAGE
Posting the ordinance in the bulletin boards	36	72
Announcing the ordinance over the radio	26	52
Publishing the ordinance in local newspaper	21	42
Other: Seminar	2	4

*Multiple responses





Figure 2. Sample ordinance posted in the municipal office



Compliance of the Respondents with the Ordinance

Table 5 shows the compliance of the ordinance with the anti-spitting of “momma” ordinance in open and public places.

The result shows that majority (68%) of the respondents comply with the ordinance especially when they are in private buildings. Sixty six of the respondents comply when they are in public buildings. Public buildings as it was used in the study are where some of the users used to be gathered such as, restaurant beside public market. Private buildings as it was used in the study are the boarding houses where borders comply with the ordinance for cleanliness as it was stated by one of the respondents.

Two of the respondents said that the boarding house owner where he stays disallowed him not to spit anywhere within the area.

Meanwhile, half of the respondents (56%) admitted that they comply with the ordinance when they are on plazas and or sidewalks while 54% of the respondents said that they comply even though they are walking on the streets.

This is supported by one of the respondents who said that he carry spittoon for spitting purposes.

As to those who do not comply, 30% of the respondents do not comply with the ordinance in the streets while 24% of the respondents do not comply with the ordinance while they are in the plaza, private buildings and sidewalks.

One of the respondents said that he don't always brought spittoon with him that he just spit anywhere.



Table 5. Compliance of the respondents with the ordinance

ORDINANCE CONTENT	RESPONDENTS (n=50)			
	COMPLY		DO NOT COMPLY	
	No.	%	No.	%
Anti-spitting of “momma” not limited to any open public places such as:				
a. private buildings	34	68	12	24
b. public buildings	33	66	12	22
c. plaza	28	56	12	24
d. sidewalks	28	56	12	24
e. streets	27	54	15	30

*multiple choices

The data shows that the results of the percentages of the respondent’s compliance are not far each other.

The result also indicates that most of the respondents comply with the anti-spitting of momma ordinance. However, this was contradicted by the result of the ocular observation that was conducted by the researcher with the help of other youths of Bontoc from January 9-12, 2009 (Thursday-Sunday).

For the ocular inspection, the researcher assigned three other youths to spot violators in areas specified in the ordinance such as public building premises, private building premises such as private houses and boarding houses, plaza, sidewalk and along the streets. Due to limited number of volunteers to observe for violators, the place was limited to the center area of Poblacion, Bontoc, Mt. Province.

According to some of the respondents, most of the “momma” chewers usually violate the ordinance during early morning and late in the afternoon. With this information, the researcher, together with the three volunteers, conducted the ocular inspection from 6:30 to 7:30 in the morning and from 4:30 to 6:30 in the evening.



Table 6 shows the result of the ocular inspection from January 9 to 12, 2009. In this study, only the violators were listed since it is hard to spot for non-violators within the identified areas.

Based on the table, it can be noted that Saturday and Sunday are the days where there is a poor compliance with the ordinance with 15 and 20 listed violators, respectively. Based on observation, these days are where most people gather together which could be factor of having a high number of violators. Few violators were spotted from Thursday to Friday with only nine and eight listed, respectively.

The researcher, with the other volunteers, observed that some violators are also the violators in the following days.

Furthermore, based on the raw data gathered, most of these violations were committed during the late afternoon.

Table 6. Observed violators of the ordinance in Brgy. Poblacion from Thursday to Sunday through Ocular Inspection

PLACES	NUMBER OF VIOLATORS PER DAYS			
	Thursday Number	Friday Number	Saturday Number	Sunday Number
a. Private buildings	0	1	2	4
b. Public buildings	2	0	3	3
c. Plaza	1	1	2	3
d. Sidewalks	3	3	3	5
e. Streets	3	2	5	6
TOTAL	9	8	15	21



This observation was strengthened by Mrs. Erlinda when violation usually occurs during late afternoon towards the night when they (the chewers) know that the implementing groups are not already roaming around the area. In this case, Mrs. Winifred Ananayo of Bontoc Women's Brigade, as supported by the other key informants, conducts partial inspection at night to apprehend the violators.

Meanwhile, according to one of the respondents, some of these implementing forces are spying in the plaza. This could be the reason why few violators were noted in the said area, except for Sunday.

From the ocular observation, the researcher observed that most of the chewers do not use spittoon for their momma. Instead, they just spit anywhere that causes unsighted sites especially along the streets.

The observation supports the statement spreading around Bontoc that the old capital town is now full of rusty red blotches discoloring buildings frontages, and sidewalks along main road.

To strengthen the observation, pictures were taken. Figure 3 is the unpleasing site along rising sun terminal (public area) where the passengers spit while waiting for the bus to go. Figures 4, 4, 6, and 7 show sample of the spotted violators in plaza, sidewalks, streets and public buildings.

Factors Contributing to the Compliance of the Respondents to the Ordinance

Table shows the factor contributing to the compliance of the respondents to anti-spitting of momma ordinance.



Result shows that majority 54% of the respondents claimed that influence of friend/peers is the number one factor contributing to their compliance to the ordinance and 52% of the respondents claimed that they are forced to comply by the implementing groups.

One of the key informant said that they gave warnings to the users to avoid unsanitary sight.

Behavioral could be one of the factors that contribute to the compliance of the respondents to the ordinance.

Majority (70%) of the respondents claimed that respecting the dignity of there place is one behavioral factor that contribute to the compliance of the respondents while 44% of the respondents claimed that everybody is adhering to it so they will do it also.

Meanwhile, as to the environmental factor, 80% of the respondents claimed that they want to contribute in maintaining clean and green environment.

This is supported by the three respondents who said that improper disposal of momma should be observed within the community.

Furthermore, 64% of the respondents claimed that factor contributing to their compliance is to have a tourist-friendly town.



Table 7. Factors contributing to the adherence of the respondents to the ordinance

FACTORS	RESPONDENTS (n=50)			
	YES		NO	
	No.	%	No.	%
a. Influence of peers/ friends	27	54	6	12
b. Forced by the implementing group	26	52	4	8
Behavioral				
a. To respect the dignity of my place	35	70	9	18
b. Everybody is adhering to it so I will do so	22	40	-	-
Environmental				
a. For a clean and green environment	40	80	-	-
b. Contribute to a tourist-friendly town	32	4	-	-

*Multiple responses

Problem Encountered in Implementing the Ordinance

In the implementing of the anti-spitting of momma ordinance, the enforcing group encountered problem such as lack of discipline of the community and lack of cooperation among the community members.

According to Mrs. Bocaycay, the users just spit anywhere at night and some just leave their spittoon after they use it. Other key informants strongly said that there is lack of cooperation despite of the repeated warnings given to the community. Also, business owners and costumers are simply ignoring the said ordinance. This problem encountered by the enforcing group means that the ordinance is not totally being observed by the community.

Meanwhile, when interviewed on the problems why the ordinance is being violated, some of the respondents said that enforcers should discipline first themselves before disciplining others. This statement of the respondents could imply that some of the



implementing groups are being observed by the respondents violating the ordinance themselves.

Some of the respondents added that police officers who are chewing “momma” should also be penalized to be fair with the others.

Most of them also wrote that penalty for violation should really be strictly imposed.





Figure 3. Eyesore site along rising sun terminal





A



B



C



D

Figure 4. Violators of the ordinance A) violator spitting in plaza, B) Violator spitting in the boarding house, C) are violators spitting in the streets and D) are violators spitting in the sidewalk.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The awareness of the community on anti-spitting of “momma” ordinance of Barangay Poblacion Bontoc Mountain Province was conducted to characterize the respondents, to find out the level of awareness of the respondents, to identify the source of information of the respondents, to identify the strategies applied by the enforcing group in the implementation of the ordinance, to find out the level of compliance of the respondents, to identify the problems encountered by the enforcing group and to solicit the suggestions of the respondents on the strategies applied by the enforcing group.

The study was conducted from December 2008 to January 2009.

Interview schedule was used to gathered data and ocular inspection. There were 50 respondents, twenty five youth (18-30), twenty five adult (31 and above), and five key informants.

Almost (80%) of the respondents were male, Majority (58%) were college graduate and mostly (36.4%) were unemployed.

On the level of awareness of the respondents on the ordinance content, majority (80%) of the respondents aware on the unlawful spitting and most (60%) of the respondents were aware on the penalty for violating.

For the source of information of the respondents, majority (72%) of the respondents is informed on the ordinance through posted in bulletin boards. Strategies applied by the enforcing group based on the observation of the respondents are the same with the source of information with (65%).



Aside from posting the ordinance in bulletin boards, announcing over the radio, and having it be published in their local publication, the five key informants, who belong to the enforcing group, shared their other strategies in the implementation of the ordinance such as personal approach to chewers, seminars and personal inspections.

Most users violate the ordinance towards the end of the day until night. In this case, ma'am Winifred Ananayo of Bontoc Women's Brigade, as supported by the other key informants, conducts partial inspection at night to apprehend the violators.

Majority (72%) of the respondents comply with the ordinance especially when they are in private buildings. Sixty six percent of the respondents comply when they are in public buildings while 30 % of the respondents do not comply with the ordinance in the streets.

As to the factors contributing to the respondents' compliance with the ordinance, 80% of the respondents said that they want to maintain a clean and green environment followed by respect to dignity of the placed (70%) and influence of peers (54%).

In the implementation of the anti-spitting of momma ordinance, the enforcing group encountered problems such as lack of discipline of the community and lack of cooperation among the community members. Also, business owners and costumers are simply ignoring the said ordinance.

Meanwhile, when interviewed on the problems why the ordinance is being violated, some of the respondents said that enforcers should discipline first themselves and penalty for violation should really be strictly imposed.



Conclusions

Based on the findings of the study, the following conclusions were drawn:

1. There is high compliance of the ordinance based on the data gathered from the respondents
2. There is low compliance of the ordinance in the community based on the ocular inspection.
3. Strategies of the enforcing group affect how the community complies with the said ordinance.
4. Lack of discipline and cooperation are the problem encountered by the key informants.

Recommendations

Based on the conclusion, the following recommendations were formulated:

1. Enforcing group should strictly impose the penalty for violation since it was found out in the ocular inspection that there is low compliance of the ordinance.
2. Civilian empowerment should be implemented in the area.
3. Implementing forces may consider spying for violators during weekends since it was found out that there is poor compliance during these days.
4. Enforcing groups should be a model by complying with the ordinance first before implementing to the community as emphasized by respondents



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APPENDIX A

INTERVIEW SCHEDULE

AWARENESS AND COMPLIANCE OF THE COMMUNITY TO ANTI-SPITTING OF
“MOMMA” ORDINANCE OF POBLACION BONTOC,
MOUNTAIN PROVINCE

1. Respondent’s profile

A. Demographic Profile

Name (optional) _____

Age ____ Sex: ____M ____F

Ethnic Affiliation: _____

Educational attainment:

____ Elementary Graduate

____ High school Graduate

____ College Graduate

Others (specify) _____

Occupation: _____

11. Awareness on the Content of the Ordinance

Ordinance Content	Aware	Not Aware
Unlawful to indiscriminate spitting of “momma”		
Penalties for violation		
First offense (PhP 300)		
Second offense (PhP 500)		

111. Source of Information

1. What is your source of information regarding the said ordinance?

____ posted in bulletin boards

____ through the newspaper

____ through the radio

____ Friends

____ Family members

____ Relatives



_____ enforcing group (Members of the Sangguniang Bayan, Bontoc Women’s Brigade, Local Government Unit, Police officers)
 Others please specify: _____

1V. Implementing Strategies

A. For the key informants

1. What strategies do you apply in implementing the said ordinance?

2. What process do you follow in implementing the ordinance?

B. For the Community Respondents

1. Based on your observation, what strategies do the Sangguniang Brgy. applies in implementing the ordinance in your Community?

_____ posting the ordinance in bulleting boards

_____ announcing the ordinance over the radio

_____ publishing the ordinance in local newspapers

Others please specify:

V. Compliance of the respondents to the ordinance

Ordinance	Adhere	Don't	Reasons
Anti-spitting of “momma” not limited to any open public places such as:			
a. streets			
b. sidewalks			
c. plazas			
d. private buildings and			
e. public buildings			



V1. Factors contributing to the adherence of the respondents to the ordinance

1. What factors affects your adherence to the ordinance?

FACTORS	YES	NO
Social		
a. Influence of peers/ friends		
b. Forced by the implementing group		
Others please specify:		
Behavioral		
a. To respect the dignity of my place		
b. Everybody is adhering to it so I will do it also		
Others please specify:		
Environmental		
a. For a clean and green environment		
b. To contribute to a tourist-friendly town		
Others please specify:		

FOR THE KEY INFORMANTS

1. What is the reason for violating this/these ordinance/s?

2. What are the problems you encounter in implementing the ordinance?

V11. Comments/suggestion on the strategies applied by the local government

