

BIBLIOGRAPHY

BANGSI-EL, MABEL S. APRIL 2012. Evaluation of the *Aksiyon: Paputok Injury Reduction (APIR)* Campaign Poster in Selected Barangays in La Trinidad, Benguet. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to evaluate the *Aksiyon: Paputok Injury Reduction (APIR)* Campaign Poster in Selected Barangays in La Trinidad, Benguet. A survey questionnaire was used to gather data from the 60 respondents.

The objectives of the study were to determine the socio-demographic profile of the respondents, determine the respondents evaluation on the APIR campaign poster in terms of attractiveness and comprehensibility, determine the respondents perception on the effectiveness of the campaign poster in terms of acceptability and self involvement, determine the respondent's perceived benefits from the campaign poster, identify the common problems encountered by the respondents in understanding the poster, and gather the suggestions of the respondents in improving the poster.

The respondents were a mixture of males and females, with ages ranging from 18 years old until 75 years old. Also, 33 or 55% of the respondents were students and most of them reached college. On the other hand, more than half of them agreed that the campaign poster was attractive and comprehensible. It was acceptable to the respondents as well they felt that they were involved in the campaign poster. Furthermore, the respondents had common problems encountered in reading/ understanding the campaign poster such as the lack of information and the size of texts used, texts were not easily read and size of the poster was small. On the other



hand, the campaign poster was comprehensible and acceptable to the respondents. Also, it was effective in convincing the respondents in avoiding the use of fireworks. Lastly, the respondents' suggestions were limited to what they perceive was appropriate or not.

The texts specifically the information at the lower part of the campaign poster can also be resized to a bigger one for the people to read it easily even without going that near to the poster. Also, more information on the negative side of fireworks can be added. DOH should continue its campaign against using fireworks using posters. Other researchers can also consider using interview schedule as an instrument in evaluating IEC materials similar to what was evaluated in this study to get additional information, verify answers and explain questions in order to have the same understanding on what the question means and make sure that all of the questions were answered clearly.

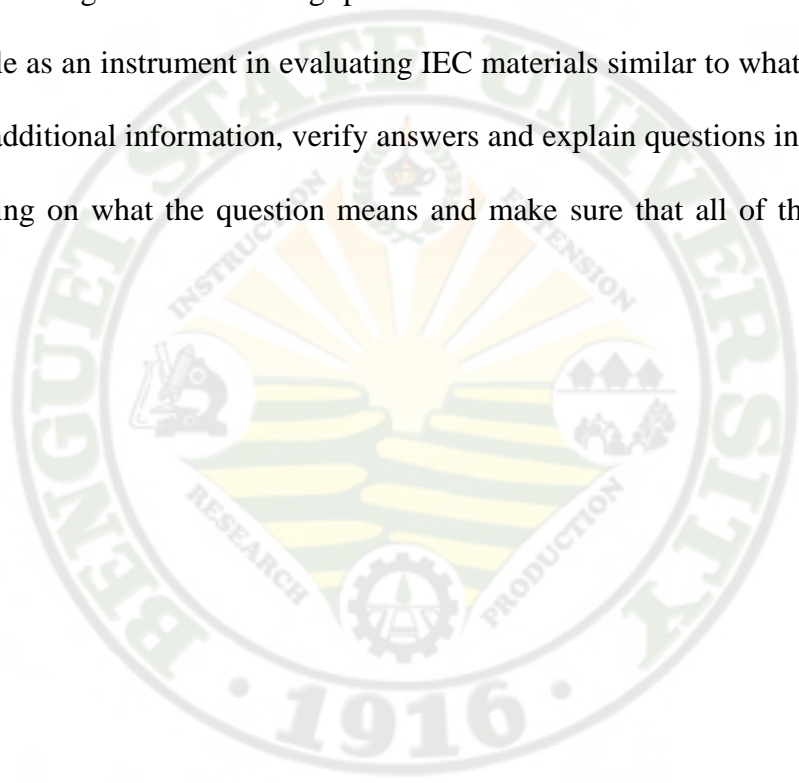


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INTRODUCTION

Rationale

Media is used as a tool for entertainment, information dissemination and education. People are exposed into the different types of media such as broadcast, print and online media. Thus, government agencies use these media for their campaigns regarding the different issues concerning their area of specification.

Print media can be in the form of indoor and outdoor. Outdoor print media can be in the form of billboards and posters. Unlike any other medium you don't have to tune in, turn it on, dial up or turn the page to see it, it's just there for free making it "unavoidable" for people to see (Out of Home International. n.d.).

Posters are just one of the printed media being used by different health agencies in presenting and disseminating health information campaigns. These posters are printed sheets on papers displayed in public areas which convey simple messages using words or illustrations (Dango, 2009). Posters can also be read or viewed repeatedly while it stands in its place.

In addition, posters are intended to attract initial reaction so different institutions and companies use the posters to catch the attention of their intended audience and impart the message they wanted the audience to know.

The Department of health (DOH) is one of the agencies that use print as their medium for information campaigns about health awareness. The agency usually uses leaflets, brochures, newsletters, flipcharts and posters on print medium.



DOH had officially launched on November 24, 2011 its poster regarding firework-injury reduction campaign dubbed as *Aksiyon: Paputok Injury Reduction* or APIR (give me five) in line with the holiday season which symbolizes agreement and unity among Filipinos in reducing or even eliminating fireworks related injury cases nationwide as included in the Department Memorandum No. 2011-031. Furthermore, all Center for Health Development Directors and Chiefs of DOH Hospitals/Medical Centers are directed to mobilize their respective offices and hospitals to undertake the APIR campaign (DOH-Circular 2027, 2011).

On the other hand, health authorities reminded the public that most of firework related injuries are ranging from the 1-10 years age group, followed by people from ages 11-20 years. It was also found out that the cases happen during December 31 and January 1 of the holiday season.

According to the article posted in the DOH official website, the department recognizes the need for implementing a new strategy for the reduction of fireworks related injuries for better results in 2011. According to the article of Crisostomo (2011), for DOH losing a finger from a firecracker blast is a senseless way to usher in the year 2012. But to inculcate this in the public's mind, the DOH stayed away from scare tactics in campaigning against firecrackers this year. Instead, the DOH tried a positive approach by urging the public to be creative in using other noise-making devices in celebrating the New Year.

The APIR poster were situated in Cordillera Administrative Region (CAR) provinces that recorded high incidents of fireworks related injuries since 2005 (Palangchao and Agoot, 2011).



CAR was given 2000 copies of the poster. The poster measured 18"x24" and was printed on a hard paper. These were distributed in each province of CAR thru the Provincial Health Office (PHO) and eventually be distributed in each municipality. The province of Benguet was given 250 posters in which 19 to 20 posters were distributed in each municipality (Bahni, 2011).

The APIR campaign was represented by images of the hand making an APIR gesture which the word APIR which in English means "high five." The APIR campaign promoted information and awareness on the dangers of firecrackers and the prevention of firecrackers and fireworks-related injuries.

In addition, the agency shifted the idea of the poster from negative into a positive view that is why the poster contains the complete set of five fingers. The poster has five warnings to prevent harm and injury from firecrackers and five tips or alternative ways to spend the New Year's Eve or tips for a complete and stress-free Filipino holiday celebration.

With this, it is important to know the effectiveness the poster produced by the Department of Health as a medium of information campaign.

Statement of the Problem

The study evaluated the APIR campaign poster in the three selected barangays of La Trinidad, Benguet. It answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the respondent's ratings on the APIR campaign poster in terms of the following:

- a. Attractiveness



b. Comprehensibility

3. What are the respondents perception on the effectiveness of the APIR campaign poster in terms of;

a. Acceptability

c. Self-Involvement

4. What are the respondent's perceived benefits from the campaign poster?

5. What are the common problems encountered by the respondents in understanding the campaign poster?

6. What are the suggestions of the respondents in improving the campaign poster?

Objectives of the Study

Generally, the study evaluated the APIR as a campaign poster in the three selected barangays of La Trinidad, Benguet.

Specifically, it:

1. determined the socio-demographic profile of the respondents;

2. determined the respondent's ratings on the APIR campaign poster in terms of

the following:

a. Attractiveness

b. Comprehensibility

3. determined the perception on the effectiveness of the APIR campaign poster

in terms of:

a. Acceptability

b. Self-Involvement



4. determined respondent's perceived benefits from the campaign poster;
5. identified the common problems encountered by the respondents in understanding the APIR campaign poster; and
6. gathered suggestions of the respondents in improving the campaign poster.

Importance of the Study

The results of the study may serve as a basis for agencies like the Department of Health and other visual designers in developing effective campaign materials.

It will also serve as basis of study for future researchers who would like to conduct an in depth study related to information communication materials.

Scope and Limitation of the Study

The study looked into the respondent's evaluation on the APIR poster in terms of attractiveness and comprehensibility. Also, the respondents perception on the effectiveness of the poster in terms of persuasion, self-involvement and acceptability were included. The problems encountered by the respondents in reading the poster as well as their suggestions for its improvement were also gathered.



REVIEW OF LITERATURE

Poster

According to the Regional Information Training Center (RITC, 1999), a poster is a single sheet visual containing very little text and large photographs or illustrations used to promote awareness. The poster should also be intended to attract initial attention and provide constant message about a recommendation or message and it should also direct the audience toward source of more detailed information. Furthermore, each poster must stand alone wherein no one will call attention to it, identify its purpose, or stimulate onlookers into further action. In addition, most people glance at a poster only long enough to identify it. If it is graphically exciting or deals with the viewers specific interest, chances are people will look at all details and get the complete message. A poster should have:

- a. headline- a verbal statement of technology
- b. body-a short text that describes the technology and holds the viewers attention
- c. slogan (optional)-verbal statement repeated in all related posters
- d. artwork-that catches attention
- e. source of additional information

It has a similar thought based from the PowerPoint presented by Taylor (2004), that a poster is designed to provide a brief overview of your work, engage/initiate discussion, attract attention, reach as many people as possible, serve as visual aids as you speak stand alone when you're not there to provide an explanation and let people know of



your particular expertise. People in your field will read even if bad, people in related fields are Easily persuaded to view and previously uninterested passers by can be attracted by a good poster.

The basic difference between the poster and other visual communication methods is that the poster speaks to the audience "on the move." Pieces such as folders, brochures and booklets are designed for the reader who has time to stand or sit and read for a while. A poster must capture the attention and get the message across in a matter of seconds. It must capture the reader's interest in taking the desired action through a brief message packed with punch and detail.

Characteristics of a Good Poster

ANTA (2001) further enumerated the characteristics of a good poster. These are the following:

- (a) A good poster tells the story quickly
- (b) It must be grab attention
- (c) The message must be convincing
- (d) Creative use of color is important
- (e) An effective poster should reflect simplicity

Elements of a Poster Design

Mindanao Training Resource Center (n.d.) had listed five (5) elements of a good poster designs which are:

Slogan. Short simple and easy to memorize line; commands and encourages action; big enough to be read even by fast moving people; readable at viewing distance of



5 to 16 feet.

Words/texts/ Letterings. Short, simple, plain type, written on plain background.

Illustration and graphics. The main goal of many design decisions is legibility. Messages are unclear when words are difficult to read or an illustration is complicated and confusing. An audience for instance, seldom bothers to look at a poster and other print support that requires much effort in reading. Letters and illustrations must be large enough to be easily recognized (Regional Information Training Center, 1999). Also according to Mindanao Training Resource Center big and visible at viewing distance of 5 to 16 feet; reinforce slogan, headline or text; simple but attention getting.

Colors. At most three colors reinforcing visibility of illustration/graphics and enough attention of viewers; add realistic effects to visual and highlight center of interest.

Layout. Leads eye to center of interest; follows normal left to right and top to bottom reading/viewing directions or patterns; balance and blend the different elements; simple and with empty breathing spaces. It is also the arrangement of texts, photos, and other elements on a page and also referred as make-up. Good layout also helps sell your publication. It attracts the reader and leads him to read the contents and makes reading easier. Furthermore, the ability of any communication material to attract attention rests on the relationships of its elements called layout. Layout refers to the way the visual elements are arranged on the visual space (Regional Information Training Center, 1999).

Design Qualities of a Poster

On the other hand, according to ANTA (2001), the design qualities of a good poster designs are:

A good poster reflects a balance between different design features. There are two



kinds of balance are formal balance also referred to as symmetrical design and Informal or asymmetrical balance, a design with variations on either side of an imaginary central vertical line.

Design movement is systematic. Directing of the viewer's eye from one part of the poster to another. People have a natural tendency to read down a page and to the right. In addition, a good poster design will incorporate this principle into the positioning of particular elements. For example, a large heading or slogan in the upper left corner will catch. Furthermore, the initial attention of the viewers, since this is the position where their eye will naturally start. Similarly, position contact details, company logos and slogans at the lower right corner of the poster, in order to provide the interested reader with such content immediately after they have read the main body of the poster.

A poster should also be designed in a way that demonstrates unity between the component parts. Each section should be positioned to support, define and lead to other areas of the poster. This can be achieved through the following methods:

- a. Overlapping various sections and areas of the design
- b. Using lines and borders to define certain areas or group several elements
- c. Altering background colors and features to highlight certain areas.

Emphasis. A vital aspect of poster design. You might think that several features of a poster (slogan, heading, illustration, etc) are important for the viewer to see first. These details can be emphasized in several ways, such as:

- a. Increasing the size of fonts or illustrations
- b. Contrasting the colors of different sections



- c. Using white space to break the poster into identifiable sections
- d. Contrasting the background behind the illustration or lettering.

Four Tips to Effective Print Advertising Design

Rich (2011) also enumerated four (4) tips to effective advertising and these are:

Logical and flow. The eye naturally starts at a page from top left and moves towards the bottom right. The most effective advertisements help this journey by laying out text along the eye's natural 'route' across the page. To aid the reader's journey and therefore improving the effectiveness of your advertisement when laying out the text, ensure the reader doesn't have to fight against the flow.

Highlight the benefits. Continually focus on the benefits that your customer will get from your product/service. It's very easy to stray away from the benefits but this is the only reason your customer should bother to read your advert. And keep the message simple without technical jargon – it can be staggering how few people understand jargon words you take for granted. And that includes your target customers.

Use a simple layout. Busy, cluttered advertisements are a turn off to readers as the eye finds it difficult to find purchase. Simple layouts reflect simple to understand and concise messages and catch the reader's eye more easily, which is the first goal of any advertisement.

Use clear copy. Again, large blocks of copy can be a disincentive to read. Using smaller blocks of copy with bullet points and indentations encourage the reader to start reading and make the information more digestible. Also, be mindful of the relationship of



the copy with any graphics – beware of placing text over busy images as this can render the text illegible.

How to Design an Effective Campaign Poster

According to Anonymous as cited by Dango, (2009), getting a campaign message across successfully depends largely on its design. The job of a poster is to be attractive that it stands out from the crowd of messages bombarding the public, or entices someone to pick.

An effective poster has different elements and is divided into three (3) categories: Content, Design and Layout and Graphics. The content should have a clear purpose, relevant and significant to the intended audience, essential (if some of your information is relevant but not essential to your main points, don't include it), organized and clear, and concise.

Design and layout is divided into seven categories: 1) Banner-the title needs to be large enough to be read from several feet away (typically a point size of 100 points or more), 2) Alignment, 3) Balance and spacing-distribute the content and images in the poster so that it looks balanced. Strive to achieve an aesthetically pleasing, uncluttered look, 4) White Space- be sure to include enough white space. If everything is jammed together, it will make the poster difficult to read and less appealing aesthetically. 5) Consistency- use the same fonts throughout the poster and use similar dimensions for illustrations and photographs, 6) Color- use color judiciously to add the visual appeal of your poster. Consider using one or two accent colors (such as for shadows or thin lines separating columns) or using a pale background color. But too intense or too many colors



can be distracting and annoying. And 7) Headings and Fonts- use either serif or sans serif fonts, but be consistent in your use of fonts, and do not use too many fonts (usually only one) in your poster.

Furthermore from Anonymous still, graphics can engage the attention of viewers, which is good. But be sure that the graphic elements reinforce your content rather than distracting attention away from it. Graphics are divided into four major elements: Photographs, Diagrams, Charts, and Artwork. Photographs need to be effective, a photo needs to contribute to your message (be relevant to your purpose), be well composed (aesthetically pleasing), have proper exposure, focus, contrast and resolution. Diagrams, charts and artwork should be clearly related to the content of the poster, large enough to be readable by a person standing few feet away, not too complex, aesthetically pleasing: eye catching but not garish, clearly labeled, and easy for your audience to understand (Anonymous, n.d. as cited by Dango, 2009).

Components of Effectiveness

According to the Regional Information Training Center (1999), Pretesting Instructional Materials the components of the effectiveness are the following:

- a. Attraction- is it interesting enough to attract or hold attentions?
- b. Comprehension-is it clear? Is it easily understodd?
- c. Acceptability-does it contain annoying elements? Offensive? False? Irritating?
- d. Self-involvement- is the message directed to the target audience?
- e. Persuasion-is it convincing enough? Will the audience try it?



Three Types of Campaign Messages

According to Atkins (2001), there are three types of messages. These are the following:

Depending on the most promising mechanisms of influence, campaigns utilize three basic communication processes by which messages move the target audience toward the desired response: awareness, instruction, and persuasion. The relative emphasis on the three types of messages will vary at different points of the campaign and for different target audiences, because the pathways to impact depend on the existing pattern of knowledge and attitudes of the audience.

Awareness Messages. Most campaigns present messages that attempt to increase awareness: raising consciousness about the health topic and informing people what to do, specifying who should do it, and cuing them about when and where it should be done.

Instruction Messages. In many campaigns, there is a need to provide "how to do it" information that produces in depth knowledge and skills acquisition. If the behavioral components are elaborate or complex, messages can educate the audience with a detailed blueprint. If certain individuals lack confidence to carry out the behavior, messages can provide encouragement or training to enhance personal efficacy. If the focal segment is subject to peer pressure or exposed to unhealthy media portrayals, instruction messages can teach peer resistance and media literacy skills.

Persuasion Messages. Beyond awareness and education, the campaign needs to



present messages featuring reasons why the audience should adopt the advocated action or avoid the proscribed behavior. The classic case involves attitude creation or change, usually via knowledge gain and belief formation. For audiences that are favorably inclined, the campaign has the easier persuasive task of attaining reinforcement of predispositions: strengthening a positive attitude, promoting post behavior consolidation, and motivating behavioral maintenance over time. The promoting and attacking approaches used in persuasive campaign messages are generally accompanied by corresponding positive or negative incentive appeals. Messages for high involvement health practices tend to emphasize substantive incentives, presenting persuasive arguments supported by credible messengers or evidence to move the audience through a lengthy hierarchy of output steps such as attention, attitude change, and action (McGuire, 2000 as cited by Atkins, 2001).

Creation of Incentive Appeals

Furthermore, Atkins enumerated types of appeals which were the following:

Types of appeals. The incentive appeals for complying with a recommendation should build on existing values of the target audience. The most frequently used dimension is physical health; negatively-valued unhealthy outcomes (e.g., illness, injury, and premature death) tend to be featured more often than positive reinforcers such as lengthy lifespan, wellness, and fitness. Some campaigns diversify the negative incentive strategies to include appeals beyond health status (e.g., psychological regret, social rejection) and to give greater emphasis to reward-oriented incentives such as altruism, attractiveness, and wellness.



Fear appeals. A pervasive strategy in health campaigns is to motivate behavior change by threatening the audience with harmful outcomes from initiating or continuing an unhealthy practice. A strong fear-arousing message typically combines a severe negative physical consequence with an intense stylistic presentation (emotional, vivid, and involving). A mild fear appeal uses a toned-down style to threaten a more likely but less serious outcome. Fear appeals can be risky because there may be boomerang effects or null effects due to defensive responses by the audience members who attempt to control their fear rather than control the danger.

Positive appeals. Campaigns should have diversity by presenting a higher proportion of positive incentives. For each of the negative consequences of performing the proscribed practice, there is usually a mirror-image positive outcome that can be promised for performing the healthy alternative (e.g., avoiding drugs or enjoying a drug-free lifestyle). In the physical health dimension, messages can offer prospects ranging from a longer lifespan to enhanced athletic performance. Positive social incentives include being cool, gaining approval and respect, forming deeper friendships, building trust with parents, and being good role model. On the psychological dimension, messages might promise such outcomes as gaining control over one's life, positive self-image, attaining one's goals, feeling secure, or acting intelligently. Exaggerated rewards may work well as motivators, even though the likelihood is rare; just as negative strategies frequently use long-shot prospects of severe harm, positive approaches could promise lottery-type payoffs that are more believable to positivists. On occasion, the soft-sell approach attempts to associate the desired behavior with positive images.



Multiple appeals. There are dozens of persuasive appeals that are potentially effective, and the degree of potency is fairly equivalent in many cases. Rather than relying on a handful of incentives in a public service campaign, it's advantageous to use multiple appeals across a series of messages to influence different segments of the target audience (especially in media channels where precise targeting is difficult) and to provide several reasons for the individual to comply.

Aksiyon: Paputok Injury Reduction (APIR) Poster

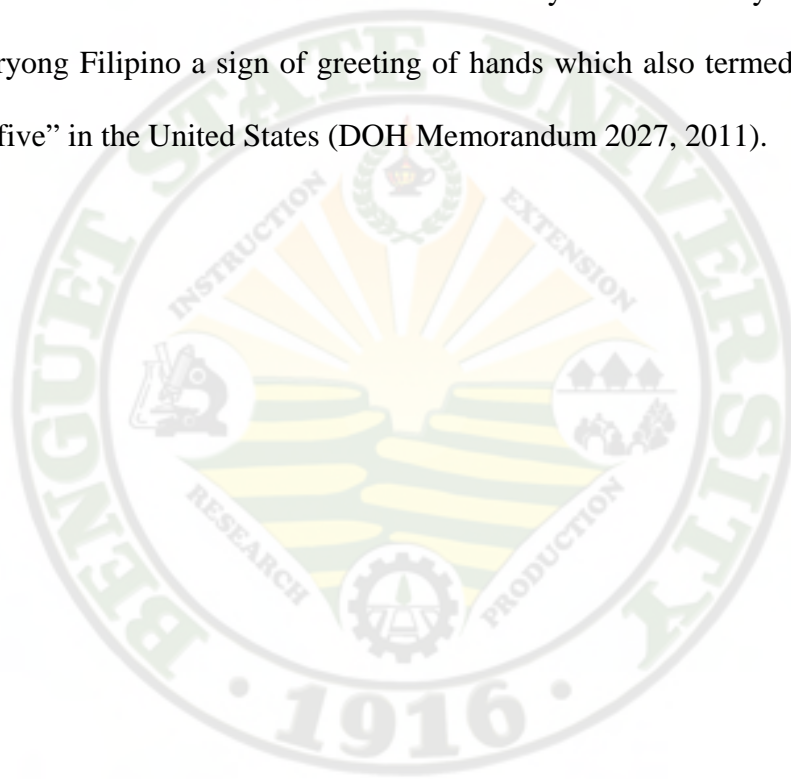
The Department of Health (DOH) as the head of health in the Philippines had officially launched its fireworks-injury reduction campaign dubbed as *Aksiyon: Paputok Injury Reduction* or APIR (give me five) in line with the effort to reduce the incidence of fireworks-related injuries during the holiday season and in consonance with its present strategy which symbolizes agreement and unity among Filipinos in reducing or even eliminating firecrackers/fireworks related injury cases. Furthermore, all Center for Health Development directors and Chiefs of DOH Hospitals/Medical Centers are directed to mobilize their respective offices and hospitals to undertake the APIR campaign, Emergency Room Preparedness and Responsiveness, Nationwide Registry Injuries, Tetanus surveillance, Networking with other government agencies and Firecracker ban on all DOH facilities (CHD-CAR Circular, 2011).

On the other hand, according to the DOH official website, the department recognizes the need for implementing a new strategy for the reduction of fireworks related injuries for better results in 2011 as the number of cases between 2009 and 2010 decreased by a mere 1.4 percent on the national level. In addition, from December 21 2010 to January 5 2011, a total of 1,022 injuries were recorded. With these total, there



were 972 firework related injuries, 39 from stray bullets and 11 were caused by firework ingestion. Furthermore, blasting without amputation landed first 79 percent, eye injury with 15 percent and blast injury with 6 percent. Most of the injuries came from the National Capital Region (NCR) with 581 cases, Ilocos Region with 73, Central Luzon and CALABARZON with 66 cases each and lastly Visayas with 65 cases.

The APIR campaign is represented by images of the hand making an APIR gesture which the word APIR as the described by the University of the Philippines Diksyunaryong Filipino a sign of greeting of hands which also termed as “high five” or “give me five” in the United States (DOH Memorandum 2027, 2011).



METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, Benguet (Figure 1). The municipality is bounded on the north by the municipality of Tublay, on the south by Baguio City and on the west by Sablan and Tuba. The municipality of La Trinidad is composed of 16 barangays namely Alapang, Alno, Bineng, Cruz, Balili, Pico, Puguis, Beckel, Shilan, Lubas, Tawang, Betag, Ambiong, Bahong, Poblacion and Wangal.

La Trinidad was reported as one of the municipalities with high cases of fireworks-related injuries in the province (Palangchao and Agoot, 2011). Barangay Balili, Pico and Poblacion were the place of the study because they were the three most populated urban barangays as classified by the National Statistics Office (2011). The identified barangays represent the population of La Trinidad. These are concentrated in the urban area where people has easy access in the in the market area of fireworks.

The study was conducted on December 2011 to February 2012.

Respondents of the Study

The respondents of this study were the residents of the three chosen barangays. There were a total of 60 respondents chosen, 20 respondents from each barangay respectively. The respondents were chosen through purposive sampling based on the criteria of having read the poster and being 18 years old and above. A key informant was also included to compare the results gathered from the respondents.



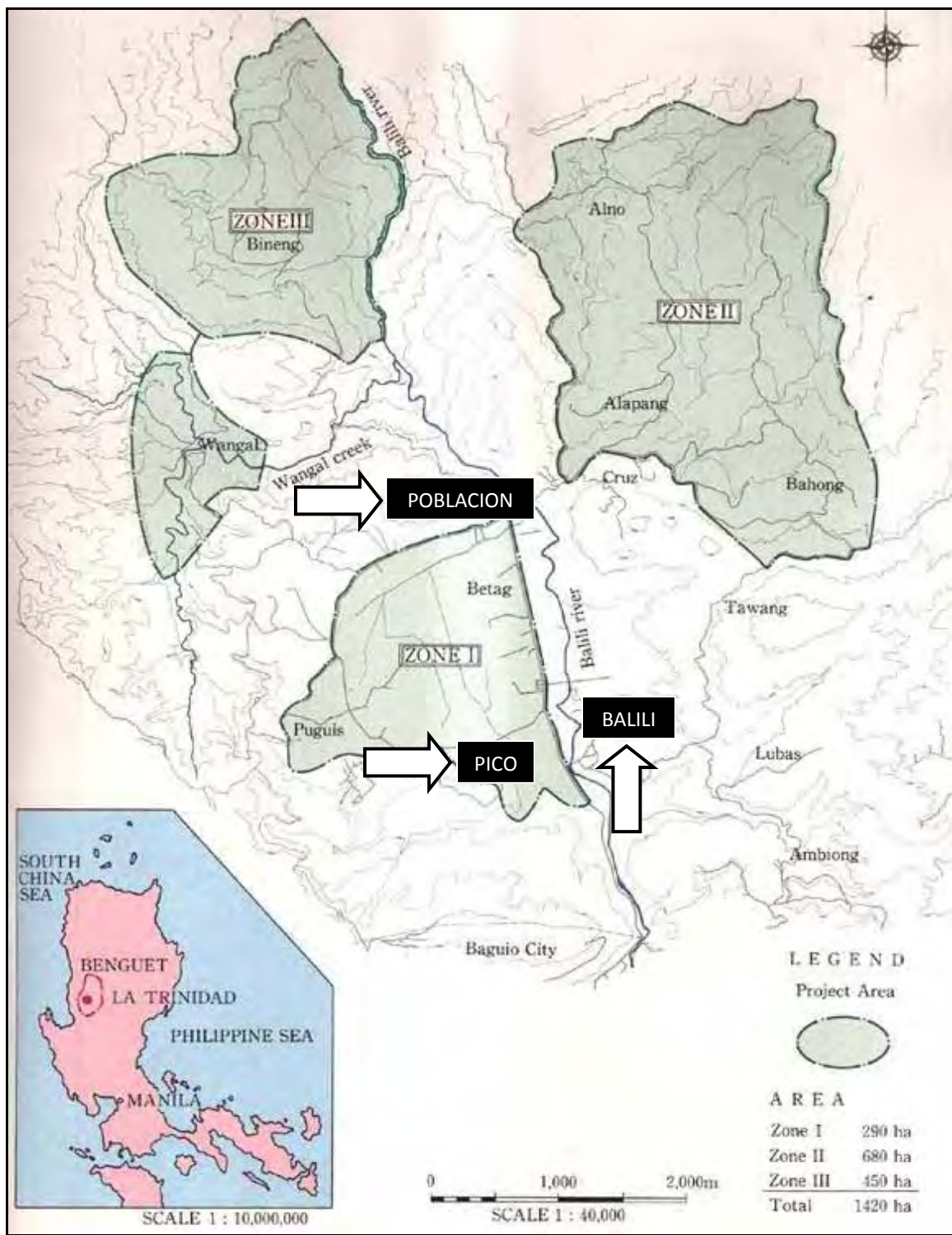


Figure 1. Map of La Trinidad Showing the locale of the study.



Sample of the Study

Plate no.1 shows the sample of the campaign poster. It measured 18” by 24” and contains the heading Aksiyon Paputok Injury Reduction (APIR). The APIR campaign was represented by images of the hand making an APIR gesture which the word APIR which in English means “high five,” where one of the hands is an adult’s while the other is that of a child but with gauze. It promotes information and awareness on the dangers of firecrackers and the prevention of firecrackers and fireworks-related injuries.

In addition, the poster shows a positive idea which was to have a complete set of five fingers during the celebration of New Year. The poster also have five warnings to prevent harm and injury from firecrackers and five tips or alternative ways to spend the New Year’s Eve or tips for a complete and stress-free Filipino holiday celebration. The message was written in Filipino language.

According to the statement of Tayag as cited by Crisostomo (2011), the “APIR” campaign was conceptualized by a task force composed of the DOH, Department of the Interior and Local Government and Department of Education and other agencies to convince the public not to use firecrackers to welcome the New Year “without scaring them.”



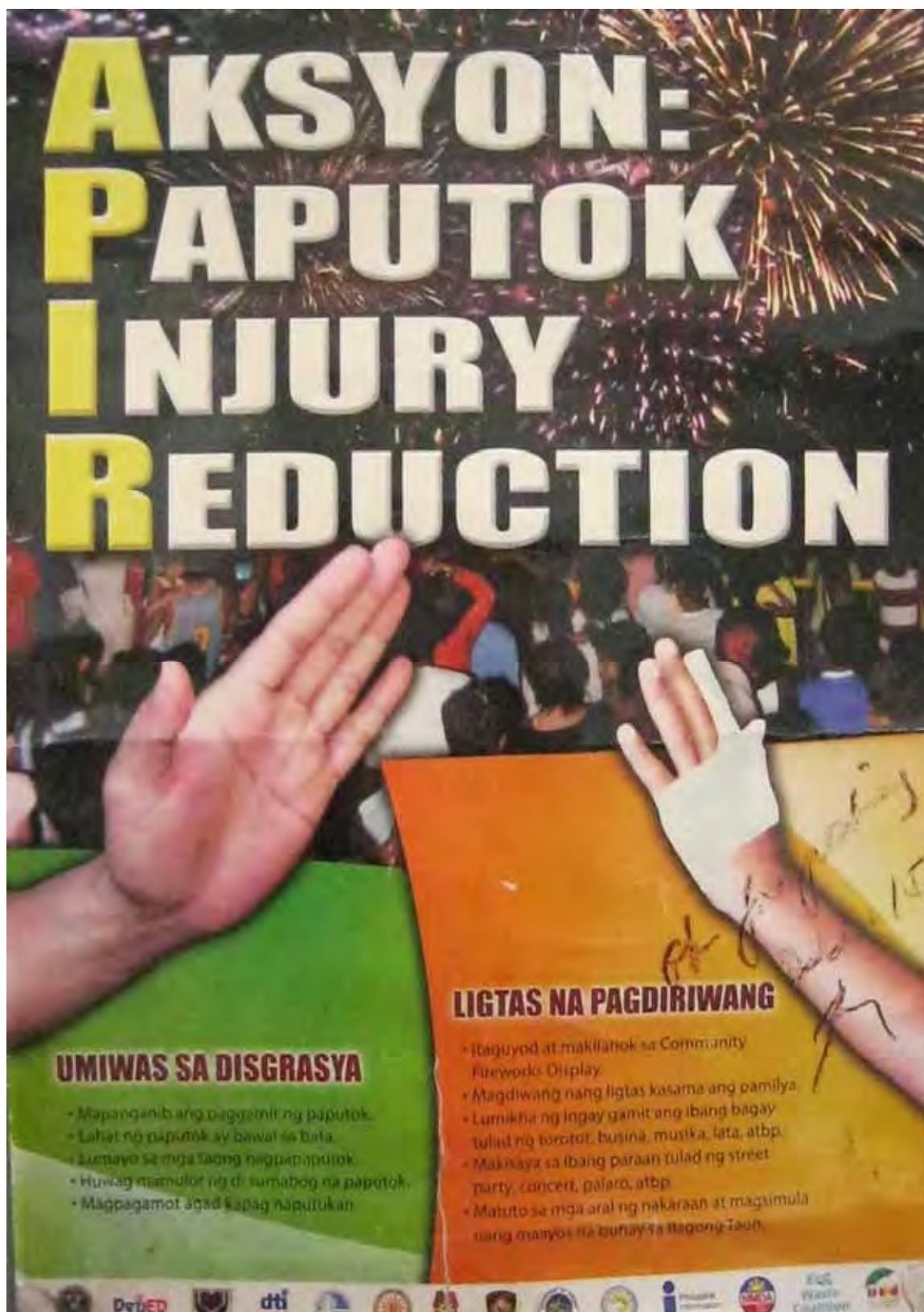


Figure 2. Poster entitled Aksiyon Paputok Injury Reduction



Data Collection

Data Collection was done using a survey questionnaire for the respondents and an interview was done with the key informant. Items of the questionnaires were based from the sample questionnaires on the effectiveness of a communication material (RITC, BSU) and the evaluation questionnaire of the BSU Eco-waste Management Program Poster (DDC, BSU) and Evaluation of Anti-Dengue Campaign Posters in La Trinidad, Benguet (DDC, BSU).

Data Gathered

The data gathered were: the socio-demographic profile of the respondents, ratings of the respondents on the APIR campaign poster in terms of attractiveness and comprehensibility, the respondents perception on the effectiveness of the campaign poster in terms of acceptability and self involvement, the respondent's perceived benefits from the campaign poster, the common problems encountered by the respondents in understanding the poster, and the suggestions of the respondents in improving the poster.

Data Analysis

The data gathered from the respondents were analyzed and tabulated using descriptive statistics such as frequency counts, ranking and percentage.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the 60 respondents. It contains the sex, age, civil status, educational attainment and occupation.

Out of the 60 respondents, more than half or 58.33% were female and 41.67% of them were male. The age ranges from 18 as the youngest and 75 as the oldest. In addition, most (61.67%) of the ages ranged from 18-28, while 1.67% belonged to the age bracket of 36-41. Moreover, majority (75%) were single, 21.67% were married and the rest of the percentage (3.33%) were widowed.

On the educational attainment, 76.67% of the respondents reached college, 18.33% reached high school and the remaining 5% reached elementary.

For the occupation, 55% of them were students, 23.33% of them had no occupation, while 3.33% of them were farmers.

Evaluation of the *Aksiyon: Paputok Injury Reduction (APIR)* campaign poster

In this category, it shows the result on the evaluation of the respondents on the *Aksiyon: Paputok Injury Reduction (APIR)* campaign poster in terms of attractiveness and comprehensibility.

Attractiveness. Table 2 shows that most (56.04%) of the respondents agreed that the poster was attractive, several (13.96%) respondents strongly agreed that the poster was attractive while some (25.42%) disagreed that the poster was not attractive and only few (4.58%) strongly disagreed that the poster was attractive.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n=60)	PERCENTAGE (%)
Sex		
Male	25	41.67
Female	35	58.33
Age		
18-23	37	61.67
24-29	12	20.0
30-35	2	3.33
36-41	1	1.67
42-up	8	13.33
Civil Status		
Single	45	75.0
Married	13	21.67
Widowed	2	3.33
Educational Attainment		
College	46	76.67
High School	11	18.33
Elementary	3	5.0
Occupation		
Student	33	55.0
None	14	23.33
Private Employee	5	8.33
Housekeeper	3	5.0
Laborer	3	5.0
Farmer	2	3.33



Table 2. Evaluation of the respondents on the attractiveness of the campaign poster

CRITERIA	STRONGLY AGREE		AGREE		DISAGREE		STRONGLY DISAGREE	
	(f)	(%)	(f)	(%)	(f)	(%)	(f)	(%)
Well organized layout	7	11.67	41	68.33	11	18.33	1	1.67
Graphics are appealing	7	11.67	31	51.67	21	35.00	1	1.67
Graphics are enough to stimulate interest	5	8.33	31	51.67	19	31.67	5	8.33
Pictures are easily identifies	12	20.0	32	53.33	13	21.67	2	3.33
Colors are eye-catching	5	8.33	40	66.67	15	25.0	1	1.67
Colors of the graphics and photos are eye-catching	6	10.0	36	60.0	15	25.0	3	5.0
Fonts used are appealing to the eye	12	20.0	27	45.0	17	28.33	4	6.67
Poster size is big enough to read	13	21.67	31	51.67	11	18.33	5	8.33
OVERALL PERCENTAGE (%)		13.96		56.04		25.42		4.58

Legend:

Description	Numerical Scale
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

Based on the results, the respondents found the poster attractive. The font of the heading was big enough to attract. However the information at the lower part of the campaign poster was rated as not attractive because of its small font size. Also more than half said that the size of the poster was big enough to read. This supports the statement of Paul Joseph Nuval that the font size of the heading was big enough but the information at the lower part of the poster was quite small. Also, he added that the size of the poster was big enough for the information and enough for posting it in public.

More than half (51.67%) of the respondents said that the graphics were appealing and enough to stimulate interest while some of them (31.67%) said that the poster was not attractive. According to some of the respondents, it is better that the poster should have used real photos of hands injured due to fireworks so that it will give impact to them. However, according to Bahni (2012), the use of injures photos on the last campaigns did not really affect the incidents of fireworks-related injuries and the campaign was just merely scaring people. As a result, the agency shifted from negative to positive believing that the people changed their way of celebrating New Year.

This supports the code given by Advertising Board of the Philippines as cited by the Open University-BSU and Dy (1998). Article 12 of Section 1 on Presentation says that advertisements which unduly emphasize or dramatize ailments, distress or morbid situations or do so offensively should be avoided. Neither should advertisements demean or ridicule persons suffering from physical or mental afflictions or deformities.

On the other hand, in terms of the layout as well as pictures, most of the respondents said that the layout was organized and pictures were easily identified because it was simple. This supports the statement of Nuval that the layout was organized. He



explained that the position of the text was organized. Also it has space for the readers to breathe and rest.

The color was also attractive to majority (66.67%) of the respondents because it was not irritating to the eyes. However some of them claimed that the poster should have used more attractive colors. This supports the articles of researchers as cited by the HP Corporation (2004), color visuals increase the willingness to read 80% and can positively affect motivation and participation. Color also accounts for 60% of acceptance or rejection of an object, making it a critical factor in the success of any visual presentation.

The claims of the respondents also support the statement of Nuval that the poster has good color combination. However, according to Nuval still, the colors used were not suitable for the message. He further explained that darker colors can also be used to fit the strong message for a stronger impact.

Comprehensibility. Table 3 shows that almost half (49.38%) of the respondents agreed that the campaign poster was comprehensible, some (26.65%) of them also strongly agreed. Several (16.67%) of the respondents disagreed that the poster was not comprehensible while only few (2.71%) strongly disagreed that the poster was not comprehensible.

Great majority (50) of the respondents explained that the texts of the heading were legible however, the information were not because the font size was small. They also added that the words used were simple so they had no problems with it.

According to majority (49) of them, information was easily read without assistance. They further explained that the use of Filipino language helped in the understandability of the information. Also, the words were simple and were self





explanatory for those who have read the poster. Considering the educational attainment of the majority of the respondents, it was easy for them to understand the information on the poster. In addition, they claimed that the texts of the heading were legible however, the information at the lower part were not.

This supports the study of Pinkihan (2008) that one major contributor to a good first impression is how easy the contents are to be read. Furthermore, according to Materials Research Institute (MRI) as cited by Egsan (2009), some characteristics of effective posters are well organized, easy to be read, comprehensible and concise.

Some respondents claimed that the font size was not enough for the texts to be clearly read. They further explained that they had problems on the information placed on the lower part of poster specifically the spacing of letters, words and sentences. As a result, it affected the readability of the texts by the respondents.

This supports the article posted by Advertising Association of America (2000) that adequate spacing between letters, words and lines will enhance visibility. The relative size of letter characters is also an important consideration. Overcrowding compressed type or too many words will reduce the clarity of a message.

The article of Atkins was similar to what Cain Project Website posted as cited by Egsan (2009) that the font size improves the legibility of the poster. Furthermore, according still to Egsan, the readability and legibility of the poster helps a lot in any communication material. Legible and readable text can be deciphered. Furthermore, Zaluksuk and Borland as cited by Pinkihan (2008) mentioned that photographs/ graphics may explain or supplement written text readability, and the interest and prior knowledge in the reader are equally important factors in comprehension and retention of information.



Respondent's perception on the effectiveness of the APIR campaign poster

Acceptability. Fifty five out of 60 respondents perceived that there was nothing annoying or offensive about the material because the poster is simple. The colors used were not irritating to the eyes, and the graphics being used and information presented were simple. The overall layout was simple.

Moreover, 59 of the respondents said that they believe in the campaign poster. They stressed that the DOH as the source of information added credibility on content of the poster.

The results further support the statement of Atkins (2001) that credibility is the extent to which message content was believed to be accurate and valid; this is primarily conveyed by the trustworthiness and competence of the source messenger and the provision of convincing evidence.

Self-involvement. It refers to the information needs of the respondents being met by the information presented in the material.

Among the 60 respondents, 52 believed that the campaign poster was produced for them while only eight said that it was not only produced for them but for everyone. According to them, the information presented in the poster was purely informational for safety purposes. And this information served as basis for them to celebrate a safe New Year and they also had tips on alternative ways on how to celebrate New Year.

This supports the study of Atkins (2001) that to influence behavior, the presentation must be personally involving and relevant, such that the receivers regard the recommendation as applicable to their situation and needs. On the other hand, vivid presentation styles such as lively language, striking statements, fascinating facts, and



vibrant visuals are helpful in communicating with low-involvement audiences.

Furthermore, according to Atkins still, beyond awareness and education, the campaign needs to present messages featuring reasons why the audience should adopt the advocated action or avoid the proscribed behavior. For audiences that are favorably inclined, the campaign has the easier persuasive task of attaining reinforcement of predisposition: strengthening a positive attitude. The promoting and attacking approaches used in persuasive campaign messages are generally accompanied by corresponding positive or negative incentive appeals.

In addition, 57 of them agreed that they were willing to follow the guidelines written in the campaign poster since the information presented were for everyone's safety while the rest said that they were not willing to follow the guidelines. They explained that it depends if they will follow or not the guidelines written in the campaign poster.

Perceived Benefits of the Campaign Poster

Table 5 shows that most (85%) of the respondents gained information on how to prevent harm and injury. Also, 56.67% of the respondents gained information on the tips on how to celebrate the holiday season.

The respondents liked the messages since the campaign was for their betterment. The pictures and information added awareness and knowledge on how to celebrate a happy and safe New Year. It also helped them prepare for taking action which was to prevent the harm and injury of using fireworks.



Table 5. Perceived benefits of the campaign poster

PERCEIVED BENEFITS	FREQUENCY (n=60)	PERCENTAGE (%)
Provide information on how to prevent harm and injury	51	85.00
Provided information on the tips on the holiday celebration	34	56.67

*multiple responses

Problems Encountered in Understanding the Campaign Poster

Table 6 shows the problems encountered by the respondents in understanding the campaign poster.

The common problems encountered by the respondents were the lack of information on the tips and how to prevent injuries. This contradicts the statement of Bahni (2012) that there is no lack of information in the campaign poster because all of the tips on how to prevent harm and injury of firecrackers and tips on the alternative ways on how to celebrate New Year. In terms of the information on the negative effects, she added that that it was already known for every individual on what were the negative effects of firecrackers.

Furthermore, the lack of information as claimed by the respondents contradicts the article of Younger and Wittet et.al. (2001) stated that one of the characteristics of poster was brevity where in the use of minimum words were applied.

Also, some respondents added that the font size of the information located at the lower part of the poster were small for them to read. Moreover, results regarding the size of texts affected the readability of the information presented in the poster. They said that they had to go near the poster just to read the information being presented specifically the



information on how to avoid firework-related injuries and the tips on how to celebrate the holiday season safely located at the lower part of the campaign poster.

Table 6. Problems encountered in understanding the campaign poster

PROBLEMS ENCOUNTERED	FREQUENCY (n=60)	RANK
Lack of Information	27	1.5
Font style and size are small	27	1.5
Texts are not easily read	19	2
The size of the poster is small	13	3
Words used are hard to understand	1	4

*multiple responses

It is further shown in the table that the respondents had a hard time reading the texts. This supports the article published by University of Leicester (n.d.) that posters will be read by someone standing at about a meter away so the text will need to be legible at a distance and use of large texts were needed.

On the other hand, some of the respondents claimed that the size of the poster was small. And one of them said that the words used were hard to understand.

Respondent's Suggestions for Improvement of the Poster

Table 5 presents the suggestions/ recommendations of the respondents for the improvement of the poster.

The respondents suggested that the poster should contain realistic photos specifically on the negative effect of firecrackers to people physically. They further suggested that there should be photos of hands that were injured by firecrackers. They also explained that these kinds of photos adds appeal and interests for them to read more of the poster, and adds convincing element for them to stop or be afraid of using



firecrackers. In addition, they said that appropriate photos like those that dangerous firecrackers should also be used for it to be more realistic. Aside from the photos, they also suggested that there should be more information on the negative effects of fireworks.

The claims of the respondents supports the study of Atkins (2001) that a large proportion of messages in health campaigns seek to persuade the audience, often using fear appeals regarding harmful consequences of unhealthy behavior. Furthermore, a pervasive strategy in health campaigns is to motivate behavior change by threatening the audience with harmful outcomes from initiating or continuing an unhealthy practice.

However, claims of the respondents contradict the code given by Advertising Board of the Philippines as cited by the Open university-BSU and Dy (1998). Article 12 of Section 1 on Presentation says that advertisements which unduly emphasize or dramatize ailments, distress or morbid situations or do so offensively should be avoided.

Table 7. Suggestions of the respondents for the improvement of the poster

SUGGESTIONS	FREQUENCY (n=60)	PERCENTAGE (%)
More realistic photos	17	28.33
More Information	9	15.00
Bigger fonts	9	15.00
Use eye-catching photos	8	13.33
Attractive color	5	8.33
Bigger poster size	4	6.67
More space for information	3	5.00
Ilocano translation	1	1.67
Improve graphics	1	1.67
Use appropriate photos	1	3.33
Highlight information	2	3.33



Improve overall layout	2	3.33
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*multiple responses

Neither should advertisements demean or ridicule persons suffering from physical or mental afflictions or deformities.

This supports the study of Atkins on the other hand that campaigns can also have diversity by presenting a higher proportion of positive incentives. For each of the negative consequences of performing the proscribed practice, there is usually a mirror-image positive outcome that can be promised for performing the healthy alternative.

Furthermore, the respondents suggested that the size of the fonts specifically the information at the lower part of the poster should be bigger for them to at least able to read even without going near the poster and not just merely reading the heading.

More space for the information was also suggested for it to be read easily and for it to have space when enlarged and these information can also be highlighted to be easily read. Information to be translated in Ilocano was also suggested by one of the respondents.

They added that the poster should be increased in size. Also two of them said that the overall layout should be improved for a better output. The statement of an Anonymous writer as cited by Dango (2009, getting a campaign message across successfully depends largely on its design. The poster has to be attractive that it stands out from the crowd of messages bombarding the public supports the claims of the respondents regarding the layout of the poster. Furthermore, in terms of layout, it attracts the reader and leads him to read the contents and makes reading easier. The ability of any communication material to attract attention rests on the relationships of its elements.



Layout refers to the way the visual elements are arranged on the visual space (Reg Information Training Center, 1999).

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to assess the effectiveness of the *Aksiyon Paputok Injury Reduction* (APIR) campaign poster of the Department of Health in the three selected barangays of La Trinidad specifically Pico, Poblacion and Balili.

Specifically, the study aimed to determine the socio-demographic profile of the respondents, ratings of the respondents on the APIR campaign poster in terms of attractiveness and comprehensibility, the respondents perception on the effectiveness of the campaign poster in terms of acceptability and self involvement, the respondent's perceived benefits from the campaign poster, the common problems encountered by the respondents in understanding the poster, and the suggestions of the respondents in improving the poster.

A survey questionnaire was used to gather the needed information from 60 respondents of the said selected barangays. The respondents were chosen through purposive sampling given the criteria of having read the poster and being 18 years old and above. Furthermore, a guide question was used to get information from the key informant.

The respondents were a mixture of males and females, with ages ranging from 18 years old until 75 years old. In addition, 33 or 55% of the respondents were students and most of them reached college.



In terms of attractiveness, more than half of the agreed that the poster was attractive, same as through on the comprehensibility, more than half of them agreed that the campaign poster was comprehensible.

The poster also was acceptable to the respondents as well as they felt that they were involved in the campaign poster.

Finally, the respondents had common problems encountered in reading/ understanding the campaign poster such as the lack of information and the size of texts used, texts were not easily read and size of the poster was small.

Conclusions

Based on the findings of the study, the conclusions were derived:

1. The campaign poster was comprehensible to the respondents.
2. The poster was acceptable to the respondents.
3. The poster was effective in convincing the respondents in avoiding the use of fireworks.
4. The respondents suggestions were limited to what they perceive was appropriate or not.

Recommendations

The recommendations of the study based on the findings are as follows:

1. The texts, specifically the information at the lower part of the campaign poster may also be resized to a bigger one for the people to read it easily even without going that near to the poster. Also, more information on the negative side of fireworks can be added.



2. DOH should continue its campaign against using fireworks using posters.
3. Other researchers may consider using interview schedule as an instrument in evaluating IEC materials similar to what was evaluated in this study to get additional information, verify answers and explain questions in order to have the same understanding on what the question means and make sure that all of the questions were answered clearly.



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Respondents no. _____

APPENDIX A

EVALUATION OF THE AKSIYON: PAPUTOK INJURY REDUCTION (APIR)
CAMPAIGN POSTER IN SELECTED BARANGAYS LA TRINIDAD BENGUET

Survey Questionnaire

Direction: Please write your answers on the space provided.

I. SOCIO-DEMOGRAPHIC PROFILE:

Name: _____ Sex: Male () Female ()
 Address: _____ Age: _____
 Occupation _____ Status: _____
 Highest Educational attainment _____

II. Evaluation on the Aksiyon: Paputok Injury Reduction (APIR) campaign poster

Direction: Please encircle the numeral that corresponds to your level of agreement or disagreement following the descriptions below.

SCALE	
Numeral	Description
4	<u>Strongly agree</u> (it goes beyond the criteria)
3	<u>Agree</u> (it meets the criteria)
2	<u>Disagree</u> (it needs more improvement)
1	<u>Strongly disagree</u> (it fails to meet the criteria)

A. Attractiveness				
1.The layout used is well organized	1	2	3	4
2.The pictures and the graphics used are appealing	1	2	3	4
3.The graphics used is artistic enough to stimulate interest	1	2	3	4
4.The pictures are easily identified	1	2	3	4
5.Colors used are eye-catching	1	2	3	4
6.Colors of the graphics and pictures used are eye-catching	1	2	3	4
7.The poster used a font that is pleasing to the eye	1	2	3	4
8.The poster size is big enough to read	1	2	3	4



B. Comprehensibility				
1. Information on the poster is easily read even without assistance	1	2	3	4
2. The poster is easily understood	1	2	3	4
3. The poster uses understandable words	1	2	3	4
4. The font size is large to be read clearly	1	2	3	4
5. The text are easily read	1	2	3	4
6. The text are legible	1	2	3	4
7. The poster used simple words	1	2	3	4
8. The spacing of letters, words and sentences are legible	1	2	3	4

III. Perception of the Respondents on the Effectiveness of the Campaign poster

C. Acceptability	YES	Why?	NO	Why not?
Do you perceive that there is anything annoying or offensive about the material?				
2. Do you believe in the material?				

D. Self-involvement	YES	Why?	NO	Why not?
1. Do you perceive that the material is produced for you				
2. are you willing to follow the guidelines given in the campaign poster				

IV. PERCEIVED BENEFITS OF THE CAMPAIGN POSTER

What are the benefits you gained in reading the poster? (Please check)

- entertainment
 more information on how to prevent harm and injury from fireworks
 more information the tips for a complete and stress free Filipino holiday Celebration
 others (please specify) _____



V. PROBLEMS ENCOUNTERED IN THE CAMPAIGN POSTER

What are the problems you encountered in understanding the message of the poster? (Please check).

- texts are not easily read
 words used are hard to understand
 information is lacking
 the size of the poster is small
 text style and size is small
 others (please specify) _____

VI. SUGGESTIONS FOR THE IMPROVEMENT OF THE CAMPAIGN POSTER

Direction: Please write/list down your suggestions for the improvement of the poster to be able to ensure effectiveness of the campaign poster.

