

BIBLIOGRAPHY

SIDDAYAO, JAYRALYN Y. APRIL 2012. Evaluation of Anti- Dengue Campaign Posters in Irisan, Baguio City. Benguet State University, La Trinidad, Benguet.

Adviser: Filmore Y. Awas, MDC

ABSTRACT

This study was conducted to evaluate the anti-dengue campaign posters in Barangay Irisan, Baguio City. It was conducted on January 2012.

To determine the socio-demographic profile of the respondents; respondents' awareness on the posters; respondents' evaluations on the campaign posters; and the respondents' suggestions regarding the campaign posters; data were obtained from the respondents thru survey questionnaire and Focus Group Discussion. Key Informant Interview was used in gathering background information, too.

Results revealed that the respondents were aware of the locations where the anti-dengue campaign posters are. To identify, these posters were posted in Baguio General Hospital and Baguio Health Department, barangay health center, schools' waiting shed and some electric posts around the community. Also, of the respondents passed the given quiz implying that they have retained knowledge about dengue after reading the posters. The message in the campaign posters was easily understood. Further, all the three posters generated almost the same rating (good) in terms of contents, text, layout, color and graphics. The posters were comprehensible enough, too.

It is recommended that anti-dengue campaign posters should be constantly disseminated to remind the public to be aware on dengue; to facilitate proper posting of the anti-dengue



campaign posters, barangay health workers should monitor the posters in their locations. Also, implementors may consider the recommendations given by the respondents in improving the anti-dengue campaign posters; pictures/ graphics of prominent cartoon characters may be considered to be used to attract more viewers, as suggested by the respondents; and further studies related to this research may be conducted in order to determine the practices of the people after being exposed with the anti-dengue campaign posters.



TABLE OF CONTENTS

	Page
Bibliography.....	i
Abstract	i
Table of Contents.....	iii
INTRODUCTION.....	1
Rationale.....	1
Statement of the Problem.....	3
Objectives of the Study.....	3
Importance of the Study.....	4
Scope and Limitation of the Study.....	4
REVIEW OF LITERATURE.....	5
Dengue.	5
Information, Education and Communication (IEC) Materials.....	6
Health Information Dissemination.....	7
Communication Methods.....	8
Media as a tool in Health Education.....	8
Effectiveness of IEC Materials.....	9
Poster.....	9
Advantages and limitations of a poster.....	10
Effective Campaign Poster Design and Production.....	11
METHODOLOGY.....	14
Locale and Time of the Study.....	14
Respondents of the Study.....	16
Sample of the Study.....	17

Data Collection.....	18
Data Gathered.....	19
Data Analysis.....	19
RESULTS AND DISCUSSIONS.....	20
Socio Demographic Profile of the Respondents.....	20
Respondents’ awareness on the campaign posters.....	22
Respondents’ knowledge on Dengue.....	26
Respondents’ evaluations on the campaign posters.....	27
Comprehensibility of the Poster	32
Respondents’ Benefits, Problems Encountered and Recommended Solutions.....	45
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	46
Summary.....	46
Conclusions.....	47
Recommendations.....	48
LITERATURE CITED.....	49
APPENDICES.....	51
A. Survey Questionnaire.....	51
B. Guide Questions.....	62
C. Guide Questions.....	63
D. Letter to Barangay Captain.....	65
E. Evaluation of Poster 1	66
F. Evaluation of Poster 2.....	67
G. Evaluation of Poster 3	68

INTRODUCTION

Rationale

Communication strategies play a vital role in every communication campaign as it leads audiences to easier understanding of what is being campaigned.

In the Philippines, the Department of Health, being the principal health agency responsible for ensuring access to basic public health services to all Filipinos, is also using different communication strategies to disseminate its health programs in the grassroots level. Different communication materials such as posters, flyers, brochures, leaflets, video productions, television and radio ads are widely used as part of their communication strategies.

With the on-set of rainy season, the *Aedes aegypti* is on attack. In recent reports of the DOH, dengue is an increasing public health problem in the Philippines. The number of dengue victim cases has been fluctuating this year and has been considered as a year-round health risk in the country when the cases soared to higher levels.

Department of Health (DOH-CAR) Regional Director Dr. Myrna Cabotaje reported significant decrease in recorded dengue cases in the Cordillera region in 2011 compared to the cases recorded in 2010. According to Cabotaje, 6,409 dengue cases were recorded from January 1 to December 3, 2011, which is 26 percent lower compared to the 4,713 cases recorded during the same period last year. Cabotaje reported that Kalinga recorded that Baguio City has a number of cases of 513.

To help combat the problem, a wide campaign is being conducted by DOH especially in local levels where most of these cases can be found. Part of their campaign is the production of posters of different treatments related to dengue.



In Baguio City, the Baguio Health Department (BHD) confirmed lately that although there is a decrease of Dengue cases in the city this year, their campaign posters are still being distributed to different barangays to further increase the awareness of the members of the community. The anti-dengue campaign posters aim to raise public awareness and call attention of stakeholders, communities and the academe to prevent the outbreak. BHD added that the anti-dengue campaign posters intended to promote appropriate health strategies for dengue-disease control in the community.

These posters are just one of the printed media being used in disseminating health information campaigns. These are printed in a tarpaulin displayed in public areas, which convey simple yet meaningful messages using words, illustrations and graphics.

As the BHD is implementing all necessary preventive measures to avert the further increase and decrease of dengue fever cases in the City, it is but proper to evaluate the campaign poster materials used to determine the respondents' perceived benefits therein.

In support to this endeavor, the BHD noted that there really is a need for their program to be evaluated for the institution to see if their posters are contributing something in increasing the awareness of the members of the community about dengue.

With this, effects of the produced campaign posters are yet to be determined. There is therefore a need to evaluate the campaign posters by the people. The results may be considered by the health workers for future planning and production of more effective posters.



Statement of the Problem

This study evaluated the anti -dengue campaign posters in Irian, Baguio City. As such, it answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the respondents' awareness on the campaign posters?
3. What are the respondents' knowledge on dengue?
4. What is the respondents' evaluation on the campaign posters in terms of content, word/text, layout, color, and graphics/illustrations?
5. How comprehensible is the poster?
6. What are the respondents' suggestions regarding the campaign posters?

Objective of the Study

Generally, the study evaluated the anti -dengue campaign posters in Irian, Baguio City.

Specifically, the study:

1. determined the socio-demographic profile of the respondents;
2. determined the respondents' awareness on the campaign posters;
3. determined the respondents' knowledge on dengue;
4. determined the respondents' evaluations on the campaign posters in terms of content, word/text, layout, color, and graphics/illustrations;
5. determined the comprehensibility of the poster;
6. identified the respondents' suggestions regarding the campaign posters.



Importance of the Study

This study evaluated the anti- dengue campaign posters in Irisan, Baguio City and intended to emphasize the importance of health information dissemination to the residents.

The result of the study may provide insights to health workers, particularly to the implementing agency, if information presented in the campaign posters has an impact to the audience, be it positive or negative, to the stakeholders.

Results of this study, through the suggestions, may also serve as a foundation for the health workers, particularly to the implementing agency—in creating or developing effective programs.

Also, the result of the study may help other researchers with the same scope of study.

Scope and Limitation of the Study

The study delimited its scope on evaluation of anti-dengue campaign posters, respondents' knowledge and practices regarding dengue and its preventive measures as affected by the campaign posters respondents' evaluations on the campaign posters; and the respondents' suggestions regarding the campaign poster to the beneficiaries or end-users in Irisan, Baguio City.



REVIEW OF LITERATURE

Dengue

Dengue hemorrhagic fever (fever, abdominal pain, vomiting, bleeding) is potentially lethal complication, affecting mainly children. Early clinical diagnosis and careful clinical management by experienced physicians and nurses increase survival of patients (Banhart, 1995).

Banhart added that dengue hemorrhagic fever is an infection caused by dengue virus which is transmitted by the bite of an infective female *Aedes* mosquito. *Aedes* mosquitoes are “day biters” and biting activities peak at 6-8:00 in the morning and at 4-6 p.m. in the afternoon.

The signs and symptoms of dengue fever are: on-and-off fever lasting for two to seven days; loss of appetite; nausea/vomiting; abdominal pain; body weakness; small reddish spots on chest area, arms and legs; bleeding signs (nose and gum bleeding, vomiting blood, bloody stools and abdominal pain); restlessness; weak, rapid pulse; cold, clammy skin; and difficulty in breathing. Dengue occurs in tropical and subtropical areas of the world. Symptoms appear 3-14 days after the infective bite. Dengue fever is a febrile illness that affects infants, young children and adults (Banhart, 1995).

According to the Center for Disease and Control Prevention (CDCP, n.d.), the first reported epidemics of dengue fever occurred in Asia, Africa and North America in the year, 1779-1780.

Accordingly, according to same center, dengue has emerged as a major public health problem in Southeast Asia, with the region accounting for 52% of the global dengue risk. The transmission of dengue is facilitated by uncontrolled urbanization,



environmental degradation, the lack of reliable water supply, and improper waste management and disposal of solid waste.

Furthermore, Oishiet *al.* (n.d.) as cited by Dango (2009) added that dengue has emerged as the most important mosquito- borne human viral disease in the Philippines. Historically, dengue fever and dengue hemorrhagic fever (DHF) have been reported predominantly among urban and peri-urban populations, where the density of dwellings increases the likelihood of transmission, but this epidemiology is changing rapidly. The *Aedesaegypti* mosquito is highly domesticated, lives and breeds in and around houses, and feeds exclusively on humans.

Dengue can be killed with action. According to Duque (2008) as cited by Dango (2009), the key to solve the dengue menace is through disseminating information. This is through printed materials such as posters.

Information, Education and Communication (IEC) Materials

Information, Education and Communication (IEC) materials are very relevant to strengthening industry participation and raising awareness among its stakeholders. IEC material is an approach, which attempts to reinforce a set of behaviors in a target audience regarding a specific product or service. It generally combines strategies, approaches and methods that enable individuals, groups, and communities to play active roles in achieving the set goals (ATI, 2010).

According to the United Nations Fund for Population Activities (1999), these communication materials combine approaches and methods that enable individuals, families, groups, organizations and communities to play active roles in achieving, protecting and sustaining their own health.



Dunning (2011) agrees with this saying that Information, Education and Communication (IEC) materials are an important component of mass communication or public information campaigns. Their effectiveness depends on the nature of the materials and their combination with other communication techniques, such as face-to-face education.

Health Information Dissemination

Campaign materials play a very significant role in the intensification of information dissemination.

Information dissemination in the health services context is a sectoral policy to influence patient's care-seeking and providers' service delivery behavior. Through this, governments can encourage the public to seek qualified providers and demand appropriate health services (World Bank, 2011).

Public Information and Health Education Service (1992) supported this confirming that the demands for increased health information and education support to service programs of the Department of Health (DOH) necessitates the creation of an expanded, creative service for information, communications, and education for health that is responsive to the needs and challenges of the various services/ programs of the DOH. Moreover, the public promotions component of health programs should be implemented hand in hand with service delivery and other components. It must be with preparation of logistics, available facilities and services and orientation of personnel before public promotions start. In addition, the challenge to health information disseminators remain because even if the information reaches the public, it is difficult to ensure that they will listen to it, understand it, and take the appropriate action.



Communication Methods

According to the Public Information and Health Education Service (1992), Communication methods should be a priority approach in reaching consumers and general public because of its effectivity in achieving changes in knowledge, attitudes, values and perceptions, beliefs and norms of the beneficiaries especially for early adoptors.

Moreover, PIHES (1992) added that public promotion is the application of marketing thoughts and principles for the attainment of social, political and/or economic goals. It is congruence and a conjugation of public relations, advertising, propaganda persuasion and public opinion.

Media as a Tool in Health Education

According to Tiglao and Keyes (1958), media in health education may be grouped into spoken word and printed matter. The spoken word is of course the universal and cheapest medium of communication. We use it all the time and everywhere with all our teaching methods and materials whether the learners are literate or not. Some of includes the Lecture Method, Modified Lecture, forum, panel discussion, symposium and seminar. Tools that aid the spoken words include flipchart, flannel board, and filmstrips.

On the otherhand, the written word or the printed word are in the forms of leaflets and pamphlets, press releases, posters, booklets, exhibits, bulletin board and the like. Through these media, a greater number of people are reached (Tiglao and Keyes, 1958).

Effectiveness of IEC Materials

Communication materials can reflect community experiences, challenge common attitudes and behaviors, stimulate critical thinking and move people to take action. Many



organizations choose to develop and print materials with community members for wide distribution and use, while others work with small groups of community members to develop materials specific for their learning processes (Raising Voices, 2009).

Some guidelines for effective communication were mentioned by Wilcox *et al.* (1986) as cited by Diaz (2006): everything is approached from the viewpoint of the audience interest; the audience is given a sense of involvement in the communication process and in what is going on; the subject matter is made apart of the atmosphere that the audience live with; people are not communicated with, not at them; the message is localized; a number of channels of communication is used; consistency is maintained; each message is tailored for the specific audiences; point is surely made; and credibility is maintained.

Poster

A poster is a single sheet of visual, containing very little text and large photographs or illustrations, used to promote awareness. It carries the theme of the awareness campaign through a short and easy to memorize slogan (Mindanao Training Resource Center, n.d).

RITC (1999) supported this saying that poster is intended to attract initial attention and provide constant reminder about a recommendation or message. It should direct the audience toward source of more detailed information.

Size: 18"x 24"

Color: Max. 6

Credit: program, agencies involved, sponsors (if any)

Format:

- (1) Poster number at upper right corner



(2) Sponsors or implementing agencies and program and year produced, at bottom

Advantages and Limitations of a Poster

RITC (1999) has identified the following advantages and disadvantages of a poster:

A.) Advantages

1. It can command attention.
2. It can be read or viewed repeatedly while it stands in its place.
3. It can be replaced readily when it is time for new message to be posted.
4. It can reinforce other media used for the same informational campaign.
5. It is relatively cheap.

B.) Disadvantages

1. It may be concealed or drowned by competing posters in same area or place.
2. It cannot contain details of information/ campaign.
3. Poster planning, design and production need special skills.

Natec (2008) as cited by Dango (2009) stated that poster is technical and costly in nature. Poster production requires the knowledge of an expert (lay-out artists) and requires materials which are generally more expensive than slides such as large prints, title banners, mat boards and the like. These made the posters time consuming to make. Decisions must be made in advance for layout, color and materials. Careful planning is needed to minimize expenses. The audience must also have the knowledge to interpret or



understand what is being presented in the posters.

Effective Campaign Poster Design and Production

Tiglao and Keyes (1958) said that campaign posters can be used by themselves; as part of an exhibit or display because they exert great visual power. Boldness, directness, simplicity, dynamism, shock any or all of these quantities may be used in order to drive one dominant idea.

They added that a poster, like a billboard, should tell its story at a glance. Posters are intended to attract attention rapidly to a simple word or idea. They are designed to familiarize by continual repetition, but they should be used sparingly and for a definite purpose, and should be changed frequently, less their impact will be lost.

Mindanao Training Resource Center (n.d.) enumerated eight steps for poster design and production. These are:

1. Analyze your audience- their characteristics and needs.
2. Write down your objective.
3. Determine the message which the poster must carry.
4. Choose a short and crispy title/ headline in an active form. It must encourage action.
5. Design our poster. Consider these design principles:
 - 5.1 Balance: the equilibrium in the design. This can be formal or informal.
 - 5.2 Proportion: the mathematical relationship of all parts of the page.
 - 5.3 Emphasis: the striking element. See to it that your design carries a striking note. You must use color, stimulate motion and size.
 - 5.4 Rhythm: refers to dynamics. The illusion of motion/speed.



5.5 Contrast: difference that catches the attention.

5.6 Harmony: blending of the elements of the design to support the central idea or message.

6. Start to develop your illustrations. Aim for simple idea- direct to the point and with impact.

7. Divide the elements into four- the illustration, text/title, the body copy and the open space.

8. Develop a thumbnail sketch that includes layout, color, lettering, and other specifications.

9. Have the concept evaluated by a subject matter specialist. Then finalize it to produce your prototype.

10. Field test your prototype among clientele.

Pioquinto (1992), as cited by Amadeo (2004), stated that communication materials must contain messages that are appropriate and adaptable in our locality. Successful posters must catch the eye immediately, hold attention, and impress the passerby with an idea, tact or theme. It must also be held simple and direct.

To make an effective campaign poster, first, decide the key idea to be communicated. Second, choose on illustration which will convey that message. Third, decide what captions what you will need to make the idea perfectly clear. Fourth, make illustration tell the story with short captions. Fifth, use the best illustration to convey your message, putting into consideration the cartoons, photographs, silhouettes, and the like. Lastly, use color to attract attention or emphasize a point or give a mere pleasing effect (Tiglao and Keyes, 1958).



Getting a campaign message across successfully depends largely on its design.

RITC (1999) added that 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.

To make an effective campaign poster design, elements of poster design should be considered. Mindanao Training Resource Center (n.d.) identified five elements of poster design as follows:

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 15 to 16 feet.

Words/Texts. Short, simple, plain type; written on plain background.

Illustrations and Graphics. Big and visible at viewing distance of 5 to 16 feet; reinforce the slogan, headline or text; simple but attention-getting.

Colors. At most three colors reinforcing visibility of illustration/ graphics and enough to attract attention of viewers; add realistic effects to visuals 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.



METHODOLOGY

Locale and Time of the Study

The study was conducted in Irisan, Baguio City (Figure 1).

Baguio City is located some 1,500 meters above sea level, nestled within the Cordillera Central mountain range in northern Luzon. The city is enclosed by the province of Benguet. It covers a small area of 57.5 square kilometers. Most of the developed part of the city is built on uneven, hilly terrain of the northern section.

Irisan is the biggest and most populated barangay in Baguio City, Philippines. It accounted for about seven percent of the Baguio City's population. It is composed of 537.54 hectares with 28 *purok*. Also, it is called the Smoky Mountain of Baguio City and is indirectly likened to the Tondo district of the city of Manila.

Irisan, Baguio City was chosen because it is the biggest barangay composing the City of Pines. Most especially, it was chosen because dengue occurrence in the place is relatively being prevented through various preventive measures, averting the further increase of dengue cases therein. This is due to an experience of dengue cases in the place.

The questionnaire used by the respondent was patterned and improved based from the instrument of the Department of Health. The study was conducted on January 2012.





Figure 1. Map of Irisan, Baguio City showing the locale of the study



Respondents of the Study

For the evaluation of the campaign posters, the respondents were 32 residents of Irisan, Baguio City. In particular, they were the parents, students, out of school youths, educators and purok leaders. The researcher got five respondents from the identified sectors. The respondents were chosen via purposive sampling. Nine respondents were each from *purok* 3, 10, 27. The researcher also had five *purok* leaders as respondents who represented various *purok*.

Further, only three *purok* were considered by the researcher to represent the whole barangay since it is where the cases of dengue were experienced. This was suggested by the barangay officials in the place through personal interview.

In addition, two Barangay Health Workers (BHW) were interviewed regarding the distribution of posters in the place.

BHWs were assured to give credible answers because they themselves were the once familiar with the distribution of posters in the place. Other respondents such as the parents, students, out of school youths, educators and barangay leaders were chosen because they were believed to have represented various sectors of the community well.

In addition, two Baguio Health Department personnel evaluated the poster as they were believed to be experts in terms of the poster's scientific accuracy.

For the lay-out, the researcher had accumulated suggestions from the respondents as a basis in preparing an improved design of posters. The suggestions were submitted to the layout artist of the BHD for the layout improvement.

Generally, the respondents of the study were thirty two residents of Irisan, Baguio City; two BHW, and two BHD personnel.



Sample of the Study

The study evaluated the anti-dengue campaign posters, respondents' knowledge, attitude and practices regarding dengue and its preventive measures as affected by the campaign posters respondents' evaluations on the campaign posters; and the respondents' suggestions regarding the campaign poster to the beneficiaries or end-users in Irisan, Baguio City.

Poster on Misconceptions about Dengue. The poster 1 (see page 70) talks on the possible false impressions about dengue. It presents facts and myths about dengue. The poster aims to clarify confusions and correct the wrong notions on dengue.

The size of the poster is 10X 14 ft. The poster has three different font styles and colors, with white as the dominant color. The language used was English.

Further, it used four illustrations of young and adult people with three logos of health institutions such as Department of Health, Asian Development Bank and World Health Organization.

Poster on How to Prevent and Control Dengue. The poster (see page 71) shows the poster on the ways of dengue prevention at home, in school and in the community. The poster contained information on the ways of preventing and controlling dengue. The information mentioned was supplemented by graphics in motion.

The size of the poster is 10X 14 ft. The poster has three different font styles and colors, with white as the dominant color. The language used was English.

Also, it used ten illustrations. Graphics portray the things that are needed to be conducted in order to prevent and control dengue. The plate consists of three logos of health institutions such as Department of Health, ADB and World Health Organization.



Poster on 4-S against Dengue. The poster (see page 72) talks on the four things an individual can do to combat dengue. It uses catchy graphics in order for audiences to notice the poster at a glance. It commands audiences to search and destroy breeding places of dengue-causing mosquitoes; have self protection measures; seek immediate and say no to indiscriminate fogging.

The size of the poster is 10X 14 ft. The poster has different font styles and colors, with yellow as the dominant color. The language used was English.

Also, it used six illustrations. Graphics portray the things that are needed to be conducted in order to combat dengue.

The plate also consists of the logo of the Republic of the Philippines with the photos of the former president Gloria Macapagal Arroyo and Department of Health Secretary Esperanza Cabaal.

Data Collection

For the respondents, a survey and a Focus Group Discussion (FGD) were used in gathering needed information. For the Key Informants, who were the Barangay Health Workers and Baguio Health Department Personnel, a Key Informant Interview was used.

For the Irian residents, the researcher grouped the respondents according to their sector and had them answer the survey questionnaires. Afterwards, to get a collective answer for the respondents' remarks on the posters, the researcher had them participated in the FGD.

The Survey Questionnaire focused on the socio demographic profile of the respondents, their knowledge and awareness and their evaluation on the poster. The Focus Group Discussion, on the other hand, centered on the respondents' suggestions in



the improvement of the posters.

To test the knowledge of the participants regarding dengue, the researcher gave them a quiz. After the quiz, the respondents were shown the posters for evaluation; they evaluated the three posters in terms of their awareness based on the evaluation instrument.

The researcher gathered suggestions from respondents through the focus group discussion and Key Informants' comments. These were the basis in preparing a new design of poster submitted in Baguio Health Department.

Further, the researcher did an ocular inspection in the place to determine the presence and location of posters in the locality, too. The researcher also roamed about the locale to observe the potential presence of possible mosquito breeding sites like old tires, soda bottles and tin cans.

Data Gathered

The data gathered include the socio-demographic profile of the respondents; respondents' awareness on the posters; respondents' evaluations on the campaign posters; and the respondents' suggestions regarding the campaign posters.

Data Analysis

The data gathered from the respondents were tabulated and analyzed using percentage counts and qualitative data.



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the 32 respondents of the study. It presents their gender, age, civil status, highest educational attainment, dialects spoken; health institution commonly sought for health services and if any family member had been diagnosed with dengue.

Most (71.88%) of the respondents were female while 28.12 % of the respondents were male. Majority (65.63%) of them are single.

Greater part of the respondents belonged to age bracket 15-25, 21.88 % belonged to age bracket 26-40, and 12.5% belonged to age bracket 41 and beyond.

In terms of education, results show that 43.75% of the respondents graduated college, 18.75 % did not graduate college, 18.75 % high school, 6.25% finished vocational schooling and 6.25% reached elementary. This shows that majority of the respondents have had an education and are able to read and understand the message of the anti-dengue campaign posters.

Also, results show that majority (27.52 %) of the respondents can speak Tagalog, Some can speak Ilocano (26.61%), English (25.58 %), Kankana-ey (18.60 %), and Arabic (0.92 %). This implies that the respondents were able to read and understand the language used in the anti-dengue campaign posters.

In terms of health institutions commonly sought for health care services, most (42.37 %) of the respondents seek hospital; 32.20 % in clinics while 25.42 % in the health center. The result implies that respondents consult health institutions that are more credible for their health services.



Moreover, results show that majority (75 %) had no family member who was diagnosed with dengue while 25% had a family member who was diagnosed with dengue.

Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY n=32	PERCENTAGE 100 %
Gender		
Male	9	28.12
Female	23	71.88
TOTAL	32	100
Age		
15-25	21	65.63
26-40	7	21.88
Above 41	4	12.5
TOTAL	32	100
Civil Status		
Single	21	65.63
Married	11	34.38
TOTAL	32	100
Highest Educational Attainment		
Elementary Graduate	2	6.25
High School Graduate	6	18.75



Table 1 continued...

College Graduate	14	43.75
Vocational school	2	6.25
High School Level	2	6.25
College Level	6	18.75
TOTAL	32	100
*Dialect Spoken		
Tagalog	30	27.52
Ilocano	29	26.69
English	28	25.58
Kankana-ey	21	18.60
Other (Arabic)	1	0.92
*Health Institution		
Hospital	25	42.37
Clinic	19	32.20
Health Center	15	25.42
Diagnosed with Dengue		
No	24	75
Yes	8	25
TOTAL	32	100
*Multiple Response		

Respondents' Awareness on the Campaign Posters

Table 2 shows that majority (78.13 %) of the respondents had seen any campaign poster in their area while 21.88 % had not.



Table 3 shows the anti-dengue campaign posters seen by the respondents. Out of the 25 respondents who claimed to have seen any of the anti-dengue campaign poster, less than half (56%) have seen poster 2 (How to prevent and control dengue); while 48 % saw the poster 3 (4-S against Dengue) whereas only 24 % saw poster 1 (Misconceptions about Dengue).

The specified three posters were supposed to come out in a set because each poster contained different information with that of others. The researcher noted that each poster supported the information placed in the other posters. Through ocular observation, the researcher observed that the anti-dengue campaign posters were posted separately instead of being posted as a set. This was the reason why the respondents were not able to view the other campaign posters.

Table 4 shows the respondents' response on the anti-dengue campaign posters. From the 32 respondents, only 25 read the anti-dengue campaign posters. Out of the 25 respondents who saw the anti-dengue campaign posters, majority (78.13 %) read all the information contained in the campaign poster while 21.88 % did not.

Respondents were further asked as their reasons for not reading all the information contained in the campaign posters. Some respondents asserted that they were hurrying/rushing to take a longer read while some were not interested to read the information at all. Some also claimed that the anti-dengue campaign posters were not the only IEC materials being produced by health institutions to intensify information dissemination on dengue and that they preferred the leaflets than posters. This, according to them, is because smaller IEC materials can be read wherever they are.



Table 2. Respondents' awareness on the campaign posters

RESPONDENTS' AWARENESS	FREQUENCY n=32	PERCENTAGE 100 %
Seen any campaign poster	25	78.13
Did not seen any campaign posters	7	21.88
TOTAL	32	100

Table 3. Number of campaign posters seen by the respondents

RESPONDENTS' RESPONSE	FREQUENCY n=25	PERCENTAGE 100 %
Misconceptions about Dengue	6	18.75
How to Prevent and Control Dengue	14	43.75
4-S against Dengue	12	37.5

*Multiple Responses

Table 4. Respondents' response on the anti-dengue campaign posters

RESPONDENTS' RESPONSE	FREQUENCY n=25	PERCENTAGE 100 %
Read all the information	21	84
Did not read all the information	4	16
TOTAL	25	100

The respondents' reasons for not reading all the campaign posters support the claims of Hung and Hsien as cited by Pinkihan (2008) that people were not used to long texts and they either lost patience or their eyes easily get tired from reading.

The places where the respondents saw the anti-dengue campaign posters is shown



in Table 5. To identify, these posters were posted in Baguio General Hospital and Baguio Health Department, barangay health center, schools' waiting shed and some electric posts around the community.

Results show that greater number (23.73%) of the respondents had seen the campaign posters in Baguio General Hospital. Some posters were claimed to have been seen in the schools (20.34 %), Baguio Health Department (16.95 %), barangay health center (15.25 %), waiting shed (6.78 %) and electric posts (6.78 %). Results show that more respondents have seen the anti-dengue campaign posters in big health institutions located in the city than in their own community. The result implies that more posters were seen in the city downtown health institutions. The locations of posters were affected by the health institutions that respondents commonly seek for healthcare services.

Based on the ocular inspection, the locations of posters where the respondents saw them were just appropriate for public view. This is supported by the US Department of Labor (n.d.) who deems that posters must be posted prominently where it can easily be seen by the public. This also corroborates with Bloom (2010), who believes that posters are to be posted ideally in coffee shops, street kiosks, storefronts, on college campuses or any schools, public transportation hubs and parks, and in other community or religious groups' meeting spaces. He added that posters are to be posted in an area where people congregate.



Table 5. Location of posters seen by respondents

LOCATION OF POSTERS	FREQUENCY n=25	PERCENTAGE 100 %
BGH	14	23.73
School	12	20.34
BHD	10	16.95
Barangay Health Center	9	15.25
Barangay Hall	5	8.47
Posts	5	8.47
Waiting shed	4	6.78

*Multiple Responses

Respondents' Knowledge on Dengue as affected by the Posters

The researcher formulated a rating scale to determine the knowledge level of the respondents as reflected by their quiz scores as follows: 1-5 (not knowledgeable); 6-10 (slightly knowledgeable); 11-15 (knowledgeable); and 16-20 (very knowledgeable).

Only the 25 respondents who have seen the posters took the quiz given by the researcher.

The result of the quiz given to the respondents shows that majority (57.14 %) of them were very knowledgeable while 42.86 % were knowledgeable on dengue.

All of the respondents passed the given quiz implying that they have retained knowledge about dengue after reading the posters. This is corroborated with Cadiz (1991), saying that learning through the senses of sight is 75-90 % compared with other senses. This is because visual things, which people see, make more lasting impression.



One reason of passing the quiz is because respondents already have a stock knowledge about dengue according to some of them.

Accordingly, through the study, it was found out that students were knowledgeable on dengue because it was already integrated in their health education subjects.

From the FGD conducted by the researcher, it was found out that some of the respondents, particularly the students and OSYs, were already knowledgeable about dengue even before reading the campaign posters. Some respondents, on the other hand, admitted that they gained their knowledge about dengue after having read the anti-dengue campaign poster.

The result implies that respondents gain higher score in the administered to them based on their stock knowledge about the said topic.

Table 6. Respondents' score from the given quiz

RESPONDENTS' SCORE	FREQUENCY	PERCENTAGE	INTERPRETATION
16-20	16	64	Very Knowledgeable
11-15	9	36	Knowledgeable
TOTAL	25	100	

Respondents' Evaluation on the Poster on "Misconceptions About Dengue"

Table 7 shows the evaluation of the poster on Misconceptions about Dengue by the respondents. The mean rates for each criterion were taken and were interpreted using the formula; Mean (μ) = $(\sum fX) / \sum f$. Mean of 1 to 1.99 is equivalent to "Poor", mean of 2



to 2.99 is “Fair”, mean of 3 to 3.99 is “Average” mean of 4 to 4.99 is “Good” and 5 to 5.99 is “Excellent.

Content. For the “Misconceptions about Dengue” poster, the respondents, generally said that the poster was presented in a clear way. The content of the poster is clear, relevant and significant, organized, and concisely presented. On the other hand, some evaluators said that the poster used some words/terms that can hardly be understood by audiences. These words include myth and fogging. This is an implication that the content was not that comprehensive.

However, majority of the young evaluators who were below 25years old said that the poster used simple English words so the information was understandable. This result supports Gupta (2006) who said that a message written in simple words is very effective, as people can understand it the first time they read it and the meaning is clearly understood, it is not open to miscommunications.

This corroborates with Erren and Bourne (2007) who believed that a poster should have a clear and obvious set of conclusions—after the abstract, this is where the passerby's eyes will wander. They also deem that content is important but it must be kept concise.

Titles, subtitles and slogan. Most of the evaluators said that the poster possessed an appropriate, clear and readability-enhanced titles, subtitles and slogans.

Still, this can be corroborated with Erren and Bourne (2007), who asserted that the title is a good way to sell a work. It may be the only thing the conference attendee sees before they reach the poster. The title should make the audiences want to come and visit. The title might pose a decisive question, define the scope of the study, or hint at a



Table 7. Respondents' evaluation on the poster "Misconceptions about Dengue"

CRITERIA		
Content	MEAN	DE
General Content		
Purpose	4.34	Good
Relevant and Significant	4.56	Good
Essential	4.47	Good
Organized	4.48	Good
Clear and Concise	4.38	Good
TOTAL	4.45	Good
Titles, Subtitles and Slogan		
Appropriate	4.38	Good
Clear	4.44	Good
Enhance Readability	4.34	Good
TOTAL	4.39	Good
Words/ Texts		
Clear	4.38	Good
Simple	4.5	Good
Grammar and Spelling	4.63	Good
TOTAL	4.50	Good
Lay-out		
Alignment	4.16	Good
Balance	4.22	Good
White Space	4.19	Good
Headings and fonts	4.19	Good
TOTAL	4.19	Good
Color		
Appropriate	4.06	Good
Eye catching	3.81	Average
Enhances Readability	4.06	Good
TOTAL	3.98	Average
Graphics & Illustrations		
Relevant	4.44	Good
Visible	4.16	Good
Attractive	4.09	Good
TOTAL	4.23	Good
GRAND TOTAL	4.29	Good

new finding. Above all, the title should be short and comprehensible to a broad audience.

Being brief and precise in what you want to say through your campaign posters is



very important. A short message put in crisp and witty fashion drives the point home better than a lengthy one (Buzzle.com, 2012).

Words/Texts. Regarding the words/texts of the poster, almost all of the respondents said that words used were clear and simple. It was also noted that the grammar was correct.

However, the researcher observed that the poster contained too many texts which give many information. The observation was supported by Lauren (2009) who stated that a poster is all about grabbing someone's attention. Do not get bogged down trying to tell a story with text. Instead, rely on graphics. Lauren added that if one needs to use text, it must be done sparingly and integrate it into the graphic itself. Separating text forces viewer to split their attention, and less likely to hold it. Tosney (n.d) supports Lauren's statement having said that a poster is not just a standard research paper stuck to a board. An effective poster uses a different, visual grammar. It shows, not tells. It expresses points in graphical terms (Tosney, n.d).

In terms of simplicity and clarity of terms used, some evaluators said that the poster used some words/terms that can hardly be understood by audiences. These words include "myth" and "fogging." This is an implication that the content was not that comprehensive. This also implies that the posters had several new words but were not defined for the reader. Myth, according to the Webster's Dictionary, refers to a fiction while fogging refers to the act of covering with fog.

In terms of font types used, some evaluators said that they were simple enough to attract the readers to read the content.

The researcher noticed the use of san serif font styles in the poster.



This observation corroborates Bio 801 (n.d.) telling that sans serif fonts (having characters without flourishes or other embellishments) are easiest to read.

The result implies that despite the simplicity of the font styles used, typography techniques used in print has a direct impact on how the reader is able to receive the image.

Layout. In terms of layout, almost all of the respondents evaluated the poster “good” in its alignment, balance, white space, headings, and fonts. The respondents commended the layout due to its simplicity. Students said that the poster had a good visual balance of figures and text, separated by white space. They added that they can see the balance where images and texts were clearly reflected.

This supports by the statements of Cadiz (1991) saying that layout has two types: symmetrical and asymmetrical. The way a culture utilizes the two types of layout may be seen in its design, such as the fabrics and other types of crafts.

Color. In terms of color, more than half of the evaluators said that it was appropriate, eye-catching and it enhances readability because it did not use dull colors. This implies that colors used have helped the respondents in the readability of the poster. Also, evaluators claimed that the poster did not use lots of colors that may strain the eyes.

For this poster, almost all of the respondents evaluated the campaign poster in terms of content, words/text, layout, color, graphics and illustration as good. However, the color as criterion got an average rating in terms of appropriateness and readability.

This is supported by University of Cape Town (n.d) saying that “less is more” wherein too much color on poster - will look busy and cluttered.

Graphics and Illustrations. Almost all of the respondents evaluated the poster to



be good in graphics and illustrations. The elements were believed to be relevant, visible and attractive. The respondents said that graphics and illustrations used helped portray the message of the poster. This implies that the images clearly communicate the message of the poster.

Generally, although the respondents rated the poster as “good”, still, efforts should be done to meet the “excellent” mark. Improvements may be considered in different elements considered in the layout of the poster.

Comprehensibility. Table 8 shows that for this poster, respondents claimed that it is comprehensible enough. Regardless of age, great majority (96.15 %) of the respondents claimed to have read the poster even without assistance and said to have understood easily the poster because it uses understandable words, legible texts and spacing.

The positive comprehensibility of the poster as said by the respondents supports Buzzle.com (2012) saying that being brief and precise in what you want to say through your campaign posters is very important. A short message put in crisp and witty fashion drives the point home better than a lengthy one.

In terms of text legibility and spacing, some, however, suggested that fonts of the texts should be made larger and spacing be improved. Mandoli (2007) emphasizes that space is important in a poster: without it, your reader has no visual pauses to think. Posters that are crammed with information are tiring to read and are seldom read in their entirety. This is backed up by UGTSS (n.d.), saying that effective posters are spacious and easy to follow and adequate clear space will direct attention to key elements.

Mandoli (2007) added that if a text is legible, it can be deciphered. A common



error in poster presentations is the use of fonts that are too small to be read from 6-10 feet away, a typical distance for reading a poster.

Table 8. Comprehensibility of the poster “Misconceptions About Dengue”

CRITERIA	FREQUENCY n=32	PERCENTAGE 100 %
Information on the poster is easily read even without assistance		
Yes	29	90.63
No	3	9.38
TOTAL	32	100
The poster is easily understood		
Yes	28	87.5
No	4	12.5
TOTAL	32	100
The poster uses understandable words.		
Yes	27	84.38
No	5	15.63
TOTAL	32	100
The font size is large enough to be read clearly		
Yes	22	68.75
No	10	31.25
TOTAL	32	100
The texts are legible		
Yes	29	68.75
No	3	31.25
TOTAL	32	100
The spacing of letters, words and sentences are legible		
Yes	27	84.38
No	5	9.38
TOTAL	32	100



Respondents' Evaluation on the Poster on "How to Prevent and Control Dengue"

Content. For the "How to Prevent and Control Dengue" poster (see Table 9), 28 of the respondents generally said that the poster was presented in a clear manner. The content of the poster is clear, relevant and significant, organized and concisely presented. This is an implication that the content was comprehensive enough to the respondents.

Based on the findings, the message that the second poster wanted to imply is clear to the audiences. Respondents said that the poster is giving the people tips how to prevent and control dengue. This, according to them, is helpful and timely these days. Rebecca, one of the respondents, said that this kind of information is not only limited for the adults but is concerned to every individual considering that it is a public concern.

This is corroborated with Pioquinto (1992), as cited by Amadeo (2004), who stated that communication materials must contain messages that are appropriate and adaptable in our locality.

Titles, subtitles and slogan. Most of the evaluators said that the poster used appropriate, clear and readability-enhanced titles, subtitles and slogans.

This is supported by Erren and Bourne (2007) saying that the title is a good way to sell a work. It may be the only thing the conference attendee sees before they reach the poster. The title should make them want to come and visit. The title might pose a decisive question, define the scope of the study, or hint at a new finding. Above all, the title should be short and comprehensible to a broad audience.

Further, OSY respondents said that the slogan used in the poster urges reader to do the action: Puksainang Kiti-kiti, sugpuinang Dengue. This is supported by Mindanao



Table 9. Respondents' evaluation on the poster "How to Prevent and Control Dengue"

CRITERIA	MEAN	DE
Content		
General Content		
<i>Purpose</i>	4.19	Good
Relevant and Significant	4.22	Good
Essential	4.13	Good
Organized	4.09	Good
Clear and Concise	4.22	Good
TOTAL	4.17	Good
Titles, Subtitles and Slogan		
Appropriate	4.41	Good
Clear	4.38	Good
Enhance Readability	4.31	Good
TOTAL	4.37	Good
Words/ texts		
Clear	4.28	Good
Simple	4.34	Good
Grammar and Spelling	4.34	Good
TOTAL	4.32	Good
Lay-out		
Alignment	4.38	Good
Balance	4.34	Good
White Space	4.34	Good
Headings and fonts	4.25	Good
TOTAL	4.33	Good
Color		
Appropriate	4.41	Good
Eye catching	4.41	Good
Enhances Readability	4.34	Good
TOTAL	4.39	Good
Graphics & illustrations		
Relevant	4.19	Good
Visible	4.13	Good
Attractive	4.00	Good
TOTAL	4.11	Good
GRAND TOTAL	4.28	Good

Training Resource Center (n.d.), who said that slogans must be short, simple and easy to memorize line. Slogan commands and encourages action. It must bebig enough to be



read even by fast moving people. Further, Buzzle.com (2007) believes that catchy slogans can be easily remembered.

Words/Texts. Regarding the words/ texts of the poster, almost all of the respondents said that words used are clear and simple. It was also noted that the grammars are correct. On the other hand, some evaluators said that the poster used some words/terms that were hardly understood by audiences. This specific word is identified as the word “accumulated.” Instead of using the word “accumulated,” students suggested the use of the word: “gathered.”

The researcher observed that most of the parents cannot understand the word “accumulated.” This is implied because they kept on asking the researcher what accumulated means.

The respondents said that the font sizes were big and effective. This corroborates with Mandoli (2007) who said that font sizes need to be big to be effective.

Layout. In terms of layout, almost all of the respondents evaluated the poster “good” in terms of its alignment, balance, white space, headings, and fonts. The respondents commended the layout due to its simplicity. Parents, however, said that photos/graphics were not well-placed and organized. “I am confused on what explanation the graphics are portraying. It may be obvious, but it is quite confusing,” said a storeowner, who is one of the respondents.

Layout, according to Mindanao Training Resource Center (n.d.), 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. Further, this corroborates with the University of Guelph (n.d) who



believes that effective posters are spacious and easy to follow and adequate clear space will direct attention to key elements.

University of Cape Town (n.d.) further suggests that adding unnecessary or too many visuals will clutter a poster or any material.

Color. In terms of color, more than half of the evaluators said that it was appropriate, eye-catching and it enhances readability because it did not use dull colors. This implies that colors used somehow helped the respondents in the readability of the poster. Also, evaluators claimed that the poster did not use lots of colors that may possibly strain the eyes. They also said that the combination used was gentle on the eyes because the text color was black.

This is supported by University of Cape Town (n.d) who said that color plays a very important role in posters.

Graphics and illustrations. Almost all of the respondents evaluated the poster to be good in graphics and illustrations. The elements were believed to be relevant, visible and attractive. The respondents said that graphics and illustrations used helped portray the message of the poster.

The respondents, however, commented that the graphics were not well organized. The message as to what the graphics portray was not clear to the audience.

The researcher affirmed the comments of the respondents.

Hess *et al.* (n.d) said that graphics and photographs are very important components of a poster because they add interesting visuals to the poster, helping the audience to get the message across. They added that graphics should be simple and clean.

This statement agrees with Bio 801 (n.d.), believing that self-explanatory graphics



should dominate the poster.

Tosney (n.d.), on the otherhand, substantiated this having stressed that a poster is not just a standard paper stuck to a board. An effective poster uses a different, visual grammar. It shows, not tells. It expresses the points in graphical terms. It displays the essential content--the messages--in the title, main headings and graphics. It indicates the relative importance of elements graphically: each main point is stated in large type-face headings; details are subordinated visually, using smaller type-face. The main headings explain the points, rather than merely stating "results" and letting the viewer hunt for--or even worse, invent--the message. All elements, even the figure legends, are visible from 4 feet away.

Comprehensibility. For this poster, respondents claimed that this is comprehensible enough. Table 10 shows that regardless of age, majority (93.75 %) of the respondents claimed to have read the poster even without assistance and said to have understood easily the poster because it uses understandable words, legible texts and spacing.

In terms of text legibility and spacing, some, however, suggested still that fonts of the texts should be made larger and spacing be improved. Mandoli (2007) emphasizes that space is important in a poster: without it, your reader has no visual pauses to think. Posters that are crammed with information are tiring to read and are seldom read in their entirety.



Table 10. Comprehensibility of the poster, How to Control and Prevent Dengue

CRITERIA	FREQUENCY n=32	PERCENTAGE 100%
Information on the poster is easily read even without assistance		
Yes	30	93.75
No	2	6.25
TOTAL	32	100
The poster is easily understood.		
Yes	29	90.63
No	3	9.38
TOTAL	32	100
The poster uses understandable words		
Yes	6	18.75
No	26	81.25
TOTAL	32	100
The font size is large enough to be read clearly		
Yes	25	78.13
No	7	21.88
TOTAL	32	100
The texts are legible		
Yes	29	90.63
No	3	9.38
TOTAL	32	100
The spacing of letters, words and sentences are legible		
Yes	29	90.63
No	3	9.38
TOTAL	32	100

Evaluation of the Respondents on the Poster
“4-S Against Dengue”

Content. For the “4-S against Dengue” poster, the respondents generally, said that the poster was presented in a clear manner. Table 11 shows that the content of the poster



is clear, relevant and significant, organized and concisely presented. This is an implication that the content was comprehensive enough to the respondents.

Based from the findings, the message that the third poster wanted to imply is clear to the audiences. Respondents said that the poster is giving the people tips how to combat dengue. This, according to them, was helpful and timely these days. Rebecca, one of the respondents, said that the tips to combat dengue was not only limited to the adults but also to every individual considering that it is a public concern.

This supports Pioquinto (1992), as cited by Amadeo (2004), having stated that communication materials must contain messages that are appropriate and adaptable in our locality.

Titles, subtitles and slogan. Most of the evaluators said that the poster used appropriate, clear and legible titles, subtitles and slogans. The subheads are made in bold letters for greater emphasis.

To corroborate, Erren and Bourne (2007) said that the title is a good way to sell a work. It may be the only thing the conference attendee sees before they reach the poster. The title should make people want to come and visit. The title might pose a decisive question, define the scope of the study, or hint at a new finding.

Words/Texts. Regarding the words/ texts of the poster, majority of the respondents said that words used were clear and simple. It was also noted that the grammars were appropriate. On the other hand, some evaluators said that the poster used some words/terms that were hard to understand by audiences. These specific words were identified as the words indiscriminate fogging.

The researcher observed that majority of the respondents cannot understand the



Table 11. Respondents' evaluation on the poster on "4-S against dengue"

CRITERIA	MEAN	DE
Content		
General Content		
Purpose	4.56	Good
Relevant and Significant	4.47	Good
Essential	4.47	Good
Organized	4.34	Good
Clear and Concise	4.34	Good
TOTAL	4.44	Good
Titles, Subtitles and Slogan		
Appropriate	4.34	Good
Clear	4.38	Good
Enhance Readability	4.38	Good
TOTAL	4.37	Good
Words/ Texts		
Clear	4.09	Good
Simple	4.22	Good
Grammar and Spelling	4.44	Good
TOTAL	4.25	Good
Lay-out		
Alignment	4.28	Good
Balance	4.31	Good
White Space	4.41	Good
Headings and fonts	3.81	Good
TOTAL	4.20	Good
Color		
Appropriate	3.34	Average
Eye catching	3.63	Average
Enhances Readability	3.69	Average
TOTAL	3.55	Average
Graphics & Illustrations		
Relevant	4.25	Good
Visible	4.25	Good
Attractive	4.19	Good
TOTAL	4.23	Good
GRAND TOTAL	4.17	Good

word "accumulated" because they often asked the researcher the meaning of the word.



Mandoli (2007) supports this evaluation of the respondents saying that readability is a measure of how easily the ideas flow from one item to the next. He added that text that has lots of grammatical problems, complex or passive sentence structure, and misspellings is "hard to read". She also added that if a text is legible, it can be deciphered.

Layout. In terms of layout, like for the two previous posters, almost all of the respondents evaluated the poster "good" in its alignment, balance, white space, headings, and fonts. The respondents commended the layout due to its simplicity. The researcher observed that the respondents were not hard up evaluating the poster since they read the poster from top to bottom. The "reader gravity" pulls the eye from top to bottom and left to right (Wheildon, 1995).

This supports Mindanao Training Resource Center (n.d.), which stated that 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.

Color. In terms of color, more than half of the evaluators said that it was neither appropriate nor eye-catching. Also, it did not enhance readability because the color combinations used were inappropriate. Yellow was used as the background color of the poster while light blue was used for the texts, making it inappropriate. This implies that colors used affected the readability of the poster.

This supports Hess *et al.* (n.d), who stressed that in making posters to be more readable, the color of the type should clearly contrast with the background color. He added the use of light color background and dark color letters for contrast in poster



designing. They added that in poster designing, dark backgrounds with light letters are very tiring to read.

Graphics and illustrations. Similar to the result of the two posters, almost all of the respondents evaluated the poster to be “good” in graphics and illustrations. The elements were perceived to be relevant, visible and attractive. The respondents said that the graphics and illustrations used helped portray the message of the poster. This supports Hess *et al.* (n.d) saying that every graphic should have a purpose.

Respondents, however, commented that graphics were good enough but it would be better if prominent cartoon characters were used.

Hess *et al.*, (n.d) supports the respondents saying that graphic designers create unity through the use of white space, type and color. Graphics and photographs are very important components of a poster because they add interesting visuals to the poster, helping the audience to get the message across. They added that graphics should be simple and clean.

Comprehensibility. For this poster, respondents claimed that this is comprehensible enough. Table 12 shows that regardless of age, majority (87.5 %) of the respondents claimed to have read the poster even without assistance and said to have understood easily the poster because it uses understandable words, legible texts and spacing.

Text and titles written entirely in capitals are harder to read (UGTSS, n.d). Since the poster used appropriate capitalizations, the respondents did not have a hard time reading it.

Again, the positive comprehensibility of the poster as said by the respondents is



supported by Buzzle.com (2012) saying that being brief and precise in what you want to say through your campaign posters is very important. A short message put in crisp and witty fashion drives the point home better than a lengthy one.

Table 12. Comprehensibility of the poster on 4-S against dengue

CRITERIA	FREQUENCY n=32	PERCENTAGE 100%
Information on the poster is easily read even without assistance		
Yes	28	87.5
No	4	12.5
TOTAL	32	100
The poster is easily understood.		
Yes	27	78.13
No	5	21.88
TOTAL	32	100
The poster uses understandable words.		
Yes	5	21.88
No	27	78.13
TOTAL	32	100
The font size is large enough to be read clearly		
Yes	26	81.25
No	6	18.75
TOTAL	32	100
The texts are legible		
Yes	26	81.25
No	6	18.75
TOTAL	32	100

All the three posters generated almost the same rating in terms of content, text, layout, color and graphics. The posters were comprehensible enough, too.



Respondents' Benefits, Problems Encountered and Recommended Solutions

The respondents of the research who were the barangay leaders, OSYs, educators, students and parents gained benefits in the posters they have evaluated. After evaluating the posters, they said that they learned how to prevent and control dengue spread in the place; and they understood what dengue is all about. Also, they claimed that their misinterpretations on dengue were corrected.

Also, the respondents asserted that they experienced various problems in reading the posters. Some said that the posters need improvement in the layout and the background color, particularly for the "4-S Against Dengue" poster. Also, some students said that some of the information in the posters were too lengthy, specifically the "Misconception about Dengue" and "4-S against Dengue" posters.

To achieve excellent rating from the public, the evaluators recommended other translations of the posters like Tagalog, Ilokano and Kankana-ey. They also suggested more improved layout and simplification of the information contained in the posters for better learning. Intensification on the information dissemination on dengue is needed, too.

To findings, is similar to what Cadiz (1991) said that learning through the senses of sight is 75-90 % compared with other senses. This is because visual things, which people see, make more lasting impression. With this note, the suggestions of the respondents on the improvement of the material for better learning are valid.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted at Barangay Irisan, Baguio City on January 2012. Survey Questionnaires, Focus Group Discussion and Interview Schedule were used to gather the necessary data needed from the respondents. There were 32 respondents of the study who evaluated the three specified campaign posters. Moreover, key informant interviews were done to gather supporting details and background of information.

The respondents were each from purok 3, 10 and 27. They represented the different sector in the community such as: educators, barangay leaders, parents, students and Out-of-School-Youths.

The data collected includes the socio-demographic profile of the respondents, respondents' knowledge and awareness on the campaign posters; respondents' evaluation on the campaign posters in terms of content, word/text, layout, color, and graphics/illustrations, comprehensibility of the posters; and respondents' suggestions regarding the campaign posters.

The respondents were aware of the locations where the anti-dengue campaign posters are. To identify, these posters were posted in Baguio General Hospital and Baguio Health Department, barangay health center, schools' waiting shed and some electric posts around the community. Also, of the respondents passed the given quiz implying that they have retained knowledge about dengue after reading the posters.

Further, all the three posters generated almost the same rating (good) in terms of contents, text, layout, color and graphics. The posters were comprehensible enough, too.

To achieve excellent rating from the public, the evaluators recommended other



translations of the posters like Tagalog, Ilokano and Kankana-ey. They also suggested more improved layout and simplification of the information contained in the posters for better learning.

Conclusions

Based on the findings, the following conclusions were drawn:

1. The respondents' socio-demographic profile has a bearing in their evaluation of the posters.
2. The respondents' awareness is affected by the placement of the posters and their interest in the materials.
3. The respondents' knowledge is affected by their exposure to the poster and to their previous knowledge about the topic.
4. The posters still need to be improved to attain excellent rating from the general public.
5. The respondents' comprehensibility to the poster is affected by the other elements of the material.
6. The background color used for the 4-S against Dengue poster was not suitable.
7. The suggestions on the improvement of the posters focus on the simplification of the information and improvement of the background colors used.



Recommendations

Based on the findings, the recommendations were derived:

1. The anti-dengue campaign posters should be constantly disseminated to remind the public to be aware on dengue.
2. To facilitate proper posting of the anti-dengue campaign posters, barangay health workers should monitor the posters in their locations.
3. The implementors may consider the recommendations given by the respondents in improving the anti-dengue campaign posters.
4. Pictures/ graphics of prominent cartoon characters may be considered to be used to attract more viewers, as suggested by the respondents.
5. Further studies related to this research may be conducted in order to determine the practices of the people after being exposed to the anti-dengue campaign posters.



LITERATURE CITED

- AMADEO, J.S. 2004. The effect of using flipchart in learning agricultural technology in Benguet. MS Thesis. BSU-Open University, La Trinidad, Benguet. Pp.13-14.
- BARNHART, R.K. (Ed).1995. The World Book Dictionary. USA: World Book Incorporation. P. 977.
- CADIZ, M.H. 1991.Educational Communication for Development. UPLB, Laguna. Pp. 86-87, 136-137.
- DANGO, J.B. 2009. Evaluation of anti-dengue campaign posters in La Trinidad, Benguet. BS Thesis. BSU, La Trinidad, Benguet. Pp 1-5, 7- 10.
- DIAZ, J. A. 2006. The effect of flipchart on the ecological solid waste management campaign in Mountain Province. MS Thesis. BSU- Open University, La Trinidad, Benguet. Pp. 34-35.
- DZINEBLOG COMPANY. n.d.7 Tips to Design a Good Effective Poster. Retrieved February 3, 2012 from 7-tips-to-design-a-good-effective-poster.html
- BOURNE, P.E. and E.C. THOMAS.Ten Simple Rules for a Good Poster Presentation. Retrieved February 2, 2012 from [http:// www.tensimplerulesforagoodposter presentation.html](http://www.tensimplerulesforagoodposterpresentation.html)
- DUNNING, D. 2011. What Is the Effectiveness of IEC Materials? Retrieved November 5, 2011 from http://www.ehow.com/facts_7772311_effectiveness-iecmaterials.html
- ENKIWE, G.C. 2007. Evaluation of Two IEC Materials on Cordillera Regional Autonomy for La Trinidad Barangay Officials.BS Thesis. BSU, La Trinidad, Benguet. P.7.
- HESS, G., TOSNEY, K. and LIEGEL, L.n.d. Creating Effective Poster Presentations: Create Your Poster: Text. Retrieved February 3, 2012 from CreatePosterText.html
- ISONG, R.L. 2008. Evaluation of Production Guides used by Agricultural Technicians in Atok, Buguias and La Trinidad, Benguet.BS Thesis. BSU, La Trinidad, Benguet. Pp.17-26.
- MINDANO TRAINING RESOURCE CENTER, n.d.A Training Manual on Development Communication.Davao City. Pp. 91-106.
- NORTHERN DISPATCH WEEKLY.2011. DOH-CAR, 54% drop in Dengue cases, August 16. Retrieved December12, 2011 from nordis.net.htm



- PUBLIC INFORMATION AND HEALTH EDUCATION SERVICE. 1989. A guide to Public Information and Health Education Service. Department of Health, Philippines. Pp. 1, 3-4, 11-19.
- RAISING VOICES. 2009. Retrieved December 5, 2011 from http://www.raisingvoices.org/women/communication_materials.php
- REGIONAL INFORMATION TRAINING CENTER .1999.Instructional Materials Production.Benguet State University. La Trinidad Benguet. Pp. 10-11,13-19.
- TIGLAO, T.V. and A.L. KEYES. 1958. A guide for health education of the public. Institute of Hygiene, University of the Philippines. Pp. 39-58.
- UNFPA. 1999. Reproductive Health in Refugee Situations: An Inter-agency Field Manual. Retrieved November 11, 2011 from <http://www.unfpa.org/emergencies/manual/a1.htm>
- UNIVERSITY OF GUELPH TEACHING SUPPORT SERVICES.n.d. Effective Poster Design. Retrieved February 3, 2012 from <http://www.soe.uoguelph.ca/webfiles/agavez/poster>



APPENDIX A

Survey Questionnaire for Respondents

EVALUATION OF ANTI -DENGUE CAMPAIGN POSTERS IN IRISAN, BAGUIO CITY

Hello, my name is Jayralyn Y. Siddayao, a fourth year student of Benguet State University taking up Bachelor of Science in Development Communication. I am currently working on my thesis dubbed as evaluation of anti -dengue campaign posters in Irisan, Baguio City. Generally, it aims to evaluate the anti -dengue campaign posters in Irisan, Baguio City.

Your sincere answers will enable the researcher to interpret the evaluation of the anti-dengue campaign posters. Please encircle the corresponding number of your answer. Rest assured that any information gathered will be for the thesis purposes only and will be treated with confidentiality.

I. RESPONDENT'S PROFILE

1. Name (optional)	
2. Gender	
Male	1
Female	2
3. Age	
15-25	1
26-40	2
41-50	3
>Above 51	4
4. Civil Status	
Single	1
Married	2
Widow/er	3
Separated	4
5. Highest Educational Attainment	
Elementary Graduate	1
Highschool graduate	2
College Graduate	3
Finished Vocational School	4
(Did not finish) Elementary Level	5



(Did not finish) Highschool Level	6
(Did not finish) College Level	7
Did not attend school	8
6. Dialect Spoken	
English	1
Ilocano	2
Tagalog	3
Kankana-ey	4
others (please specify)	5
7. Health institution commonly sought for health care services	
Hospital	1
Clinic	2
health center	3
8. Is there among your family who has been diagnosed with dengue?	
Yes	1
No	2

II A. RESPONDENT'S AWARENESS ABOUT DENGUE

This part is to test your awareness on the anti-dengue campaign posters. Please objectively answer the following questions by encircling the number corresponding to your answer.

1. Have you seen any poster of dengue in your area?	
Yes (Proceed to Question 2)	1
No (Proceed to Part III of the Questionnaire)	2
2. If yes, what posters have you seen? (refer to the posters posted in the corner)	
(Poster 1)- Misconceptions about Dengue	1
(Poster 2)- How to prevent and control Dengue	2
(Poster 3)- S against Dengue	3
3. Where have you seen this poster?	
Barangay Health Center	1
School	2
Barangay Hall	3
Convenient Stores	4
Waiting Shed	5
Posts	6
Others (specify)	7
4. Have you read all the information found in the material?	
Yes	1
No	2



At this point in time, the researcher will test your knowledge and practices on dengue as affected by three specified campaign materials.

II B. RESPONDENT'S KNOWLEDGE AND PRACTICES

A. POSTER I- MISCONCEPTIONS ON DENGUE (True or False)

1. Once you had dengue, you will not get the disease anymore.	
True	1
False	2
2. There are three types of dengue virus.	
True	1
False	2
3. Dengue cannot be transmitted through coughing, touching or getting near a dengue-infected person.	
True	1
False	2
4. Collecting trash or dried leaves is a way of inviting dengue.	
True	1
False	2
5. Fogging increases mosquitoes.	
True	1
False	2
6. Dengue can only be acquired by adults.	
True	1
False	2
7. Dengue can be killed with action.	
True	1
False	2
8. The <i>Aedes aegypti</i> mosquito is highly domesticated, lives and breeds in and around houses, and feeds exclusively on humans.	
True	1
False	2

B. POSTER II- HOW TO PREVENT AND CONTROL DENGUE (Yes or No)

Please check your answer to the corresponding questions.

Questions	Yes	No
9. Retain accumulated water from dish or any container.		
10. It is important to clean and scrub the inside and outside surfaces of water containers.		
11. Make it a habit to remove the gathered water to prevent possible breeding places for dengue.		
12. Dengue prevention is better than Dengue outbreak.		



13. Constantly change the water in water containers if necessary.		
14. Attending seminars on dengue will increase the awareness of individual about dengue.		
15. The transmission of dengue is facilitated by uncontrolled urbanization, environmental degradation, the lack of reliable water supply, and improper waste management and disposal of solid waste.		

C. POSTER III- 4- S AGAINST DENGUE (Multiple Choice)

Instruction: Read the questions carefully and encircle the best answer.

16. The 4-S against Dengue that pertains to looking for breeding places of dengue.
a.) Seek and blast b.) Seek solution c.) Search and destroy d.) none of the above
17. What should be done when early signs such as rashes and fever set-in?
a.) Seek herbal medication b.) seek immediate consultation c.) drink medicine immediately d.) have the child rest
18. When must be indiscriminate fogging conducted?
a.) Everyday b.) Weekly c.) outbreak/ epidemic d.) none of the above
19. What can be used as self protection measures
a.) Long sleeve shirts and long pants b.) jackets and leggings c.) using mosquito repellants d.) all of the above e.) a and c only
20. What are possible breeding place of dengue causing mosquitoes?
a.) Old tires, coconut husks b.) roof gutters, bottles c.) flower vase and other containers d.) flowing water and dried tanks e.) only a and b f.) only a, b, and d g.) only a, b, and c



III. EVALUATION OF THE POSTER

Please use this checklist to evaluate the posters with the following values:

A. POSTER I-MISCONCEPTIONS ABOUT DENGUE

Rating scale	Descriptive Rating	Qualitative Description
5	Excellent	It meets the criteria and exceeds beyond expectation
4	Good	It meets the criteria
3	Average	There is a little need for improvement to meet the criteria
2	Fair	It needs more improvement to meet the criteria
1	Poor	It fails to meet the criteria

CRITERIA	1	2	3	4	5
1. CONTENT					
A. General Content					
<i>Purpose</i> (It has a clear purpose)					
<i>Relevant and Significant</i> (It meets the information need with regards to Misconceptions on Dengue)					
<i>Essential</i> (The content is useful in correcting Misconceptions on Dengue)					
<i>Organized</i> (The information is presented in a logical way that aids in easy understanding of the material)					
<i>Clear and Concise</i> (The information is presented in a simple way for easy understanding)					
B. Titles, Subtitles and Slogan					
<i>Appropriate</i> (Titles, subtitles, and slogan meet the general purpose of the poster)					
<i>Clear</i> (The information is clear and easy to understand)					
<i>Enhance Readability</i> (Helps in Understanding the poster)					
2. WORDS/ TEXTS					
<i>Clear</i> (Text size is clear and readable)					
<i>Simple</i> (Words are simple and easy to understand)					
<i>Grammar and Spelling</i> (No grammar or spelling errors)					
3. LAY-OUT					
<i>Alignment</i> (follow normal left to right, top to bottom reading/viewing directions or patterns)					



<i>Balance</i> (Other elements such as photos, drawing/ illustrations and texts are well arranged)					
<i>White Space</i> (It has open or breathing spaces for rest and pauses)					
<i>Headings and fonts</i> (Font size for heading and body text are appropriate)					
4. COLOR					
<i>Appropriate</i> (Color combination reinforces visibility with illustrations or graphics including text)					
<i>Eye catching</i> (Colors of the graphics and pictures highlight the focus and interest in the poster and adds realistic effects to visuals)					
<i>Enhances Readability</i> (Color contrast enhances the understanding of the information in the poster)					
5. GRAPHICS AND ILLUSTRATIONS					
<i>Relevant</i> (Graphics/ illustrations are related to the topic and made it easier to understand)					
<i>Visible</i> (Graphics/ illustrations have appropriate size which can be viewed at a distance of 5 to 6 ft.)					
<i>Attractive</i> (The graphics/ illustrations are simple yet engaging which make the poster interesting)					

IV. COMPREHENSIBILITY OF THE POSTER

1. Information on the poster is easily read even without assistance	
Yes	1
No	2
2. The poster is easily understood.	
Yes	1
No	2
3. The poster uses understandable words.	
Yes	1
No	2
4. The font size is large enough to be read clearly	
Yes	1
No	2
5. The texts are legible	
Yes	1
No	2
6. The spacing of letters, words and sentences are legible	
Yes	1
No	2



B. POSTER II- HOW TO PREVENT AND CONTROL DENGUE

Rating scale	Descriptive Rating	Qualitative Description
5	Excellent	It meets the criteria and exceeds beyond expectation
4	Good	It meets the criteria
3	Average	There is a little need for improvement to meet the criteria
2	Fair	It needs more improvement to meet the criteria
1	Poor	It fails to meet the criteria

CRITERIA	1	2	3	4	5
1. CONTENT					
A. General Content					
<i>Purpose</i> (It has a clear purpose)					
<i>Relevant and Significant</i> (It meets the information need with regards to the prevention and control of dengue)					
<i>Essential</i> (The content is useful in correcting Misconceptions on Dengue)					
<i>Organized</i> (The information is presented in a logical way that aids in easy understanding of the material)					
<i>Clear and Concise</i> (The information is presented in a simple way for easy understanding)					
B. Titles, Subtitles and Slogan					
<i>Appropriate</i> (Titles, subtitles, and slogan meet the general purpose of the poster)					
<i>Clear</i> (The information is clear and easy to understand)					
<i>Enhance Readability</i> (Helps in Understanding the poster)					
2. WORDS/ TEXTS					
<i>Clear</i> (Text size is clear and readable)					
<i>Simple</i> (Words are simple and easy to understand)					
<i>Grammar and Spelling</i> (No grammar or spelling errors)					
3. LAY-OUT					
<i>Alignment</i> (follow normal left to right, top to bottom reading/viewing directions or patterns)					
<i>Balance</i> (Other elements such as photos, drawing/ illustrations and texts are well arranged)					
<i>White Space</i> (It has open or breathing spaces for rest and pauses)					



<i>Headings and fonts</i> (Font size for heading and body text are appropriate)					
4. COLOR					
<i>Appropriate</i> (Color combination reinforces visibility with illustrations or graphics including text)					
<i>Eye catching</i> (Colors of the graphics and pictures highlight the focus and interest in the poster and adds realistic effects to visuals)					
<i>Enhances Readability</i> (Color contrast enhances the understanding of the information in the poster)					
5. GRAPHICS AND ILLUSTRATIONS					
<i>Relevant</i> (Graphics/ illustrations are related to the topic and made it easier to understand)					
<i>Visible</i> (Graphics/ illustrations have appropriate size which can be viewed at a distance of 5 to 6 ft.)					
<i>Attractive</i> (The graphics/ illustrations are simple yet engaging which make the poster interesting)					

IV. COMPREHENSIBILITY OF THE POSTER

1. Information on the poster is easily read even without assistance	
Yes	1
No	2
2.The poster is easily understood.	
Yes	1
No	2
3.The poster uses understandable words.	
Yes	1
No	2
4.The font size is large enough to be read clearly	
Yes	1
No	2
5. The texts are legible	
Yes	1
No	2
6. The spacing of letters, words and sentences are legible	
Yes	1
No	2



C. 4-S AGAINST DENGUE

Rating scale	Descriptive Rating	Qualitative Description
5	Excellent	It meets the criteria and exceeds beyond expectation
4	Good	It meets the criteria
3	Average	There is a little need for improvement to meet the criteria
2	Fair	It needs more improvement to meet the criteria
1	Poor	It fails to meet the criteria

CRITERIA	1	2	3	4	5
1. CONTENT					
A. General Content					
<i>Purpose</i> (It has a clear purpose)					
<i>Relevant and Significant</i> (It meets the information need with regards to Misconceptions on Dengue)					
<i>Essential</i> (The content is useful in correcting Misconceptions on Dengue)					
<i>Organized</i> (The information is presented in a logical way that aids in easy understanding of the material)					
<i>Clear and Concise</i> (The information is presented in a simple way for easy understanding)					
B. Titles, Subtitles and Slogan					
<i>Appropriate</i> (Titles, subtitles, and slogan meet the general purpose of the poster)					
<i>Clear</i> (The information is clear and easy to understand)					
<i>Enhance Readability</i> (Helps in Understanding the poster)					
2. WORDS/ TEXTS					
<i>Clear</i> (Text size is clear and readable)					
<i>Simple</i> (Words are simple and easy to understand)					
<i>Grammar and Spelling</i> (No grammar or spelling errors)					
3. LAY-OUT					
<i>Alignment</i> (follow normal left to right, top to bottom reading/viewing directions or patterns)					
<i>Balance</i> (Other elements such as photos, drawing/ illustrations and texts are well arranged)					
<i>White Space</i> (It has open or breathing spaces for rest and pauses)					



<i>Headings and fonts</i> (Font size for heading and body text are appropriate)					
4. COLOR					
<i>Appropriate</i> (Color combination reinforces visibility with illustrations or graphics including text)					
<i>Eye catching</i> (Colors of the graphics and pictures highlight the focus and interest in the poster and adds realistic effects to visuals)					
<i>Enhances Readability</i> (Color contrast enhances the understanding of the information in the poster)					
5. GRAPHICS AND ILLUSTRATIONS					
<i>Relevant</i> (Graphics/ illustrations are related to the topic and made it easier to understand)					
<i>Visible</i> (Graphics/ illustrations have appropriate size which can be viewed at a distance of 5 to 6 ft.)					
<i>Attractive</i> (The graphics/ illustrations are simple yet engaging which make the poster interesting)					

IV. COMPREHENSIBILITY OF THE POSTER

1. Information on the poster is easily read even without assistance	
Yes	1
No	2
2.The poster is easily understood.	
Yes	1
No	2
3.The poster uses understandable words.	
Yes	1
No	2
4.The font size is large enough to be read clearly	
Yes	1
No	2
5. The texts are legible	
Yes	1
No	2
6. The spacing of letters, words and sentences are legible	
Yes	1
No	2



Now, let us move on to the benefits that you got from the anti-dengue campaign posters. Also, I will be asking you the problems that you encountered in reading the posters. Should you have any suggestions, I shall collect it as it will serve as a basis for improvement.

VI. BENEFITS, PROBLEMS RECOMMENDED SOLUTIONS

1. What are the benefits you gained in reading the anti-dengue campaign posters?
2. What are the common problems that you encountered concerning the posters?
3. What are your suggestions/ recommendations suggestions regarding the anti-dengue campaign posters?



APPENDIX B

Guide Questions for Barangay Health Worker

EVALUATION OF ANTI -DENGUE CAMPAIGN POSTERS IN IRISAN, BAGUIO CITY

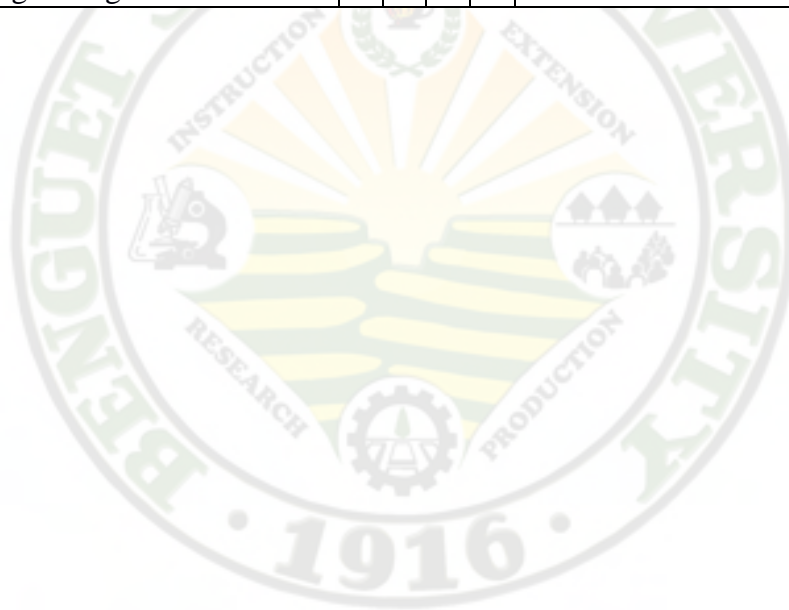
Direction: Please supply answers for the information needed. Rest assured that any information gathered will be for the thesis purposes only and will be treated with confidentiality.

1. How do you distribute the posters given by the Baguio Health Department in your barangay?

2. What is your basis when posting the posters?



b. Language used is conversational					
c. Vocabulary is composed of common words					
d. Headings and subheadings are appropriate and in aid in the learning process					
e. Sequence of information is consistent					
ILLUSTRATION					
a. There is balance, proportion and equilibrium.					
b. It has a simple idea- direct to the point and with impact.					
c. It is big and visible at viewing distance of 5 to 16 feet.					
PRINTING QUALITY					
a. It is long lasting.					



GOALS and OBJECTIVES

The Department exists to:

1. Provide instruction for the acquisition of relevant knowledge and skills essential to development communication work;
2. Provide training ground for development communicators who will uphold the ideals and standards of instruction, research and extension in the fields of development journalism, community broadcasting and educational communication;
3. Create innovative alternative communication strategies and opportunities that shall draw the full potentials of learners and practitioners of print, radio, and television.
4. To conduct researches or field studies; and
5. To formulate and implement extension and development programs.

Office Address:

2nd floor, College of Agriculture Complex,
Benguet State University,
La Trinidad, Benguet

Email Address:

devcombsu@yahoo.com.ph

APPENDIX D

Letter to Barangay Captain
Republic of the Philippines
BENGUET STATE UNIVERSITY
La Trinidad, Benguet



College of Agriculture
**DEPARTMENT OF DEVELOPMENT
COMMUNICATION**

January 14 , 2012

THOMAS K. DUMALTI

Barangay Captain
Irisan, Baguio City

Sir:

Warm greetings!

The bearer of this letter is a fourth year student of Benguet State University taking up B.S. in Development Communication majoring in Development Journalism and is presently conducting a study entitled "Evaluation of the anti-dengue campaign posters in Irisan, Baguio City.

In this connection, may I ask your permission to kindly allow me to conduct a Survey and a Focus Group Discussion (FGD) to my respondents in your barangay? They will be the parents, students, Out of School Youths, educators and barangay leaders.

Thank you very much and may the good Lord bless you!

Truly yours,

JAYRALYN Y. SIDDAYAO

Researcher



APPENDIX E

Evaluation of the Anti-dengue campaign poster

POSTER 1. MISCONCEPTIONS ABOUT DENGUE

CRITERIA	RESPONSES					MEAN	DE
	1	2	3	4	5		
1. CONTENT							
A. General Content							
Purpose	0	0	6	9	17	4.34	Good
Relevant and Significant	0	0	2	10	20	4.56	Good
Essential	0	0	1	15	16	4.47	Good
Organized	0	0	4	12	16	4.48	Good
Clear and Concise	0	0	3	14	15	4.38	Good
TOTAL						4.45	Good
B. Titles, Subtitles and Slogan							
Appropriate	0	1	4	9	18	4.38	Good
Clear	0	0	2	14	16	4.44	Good
Enhance Readability	0	0	3	15	14	4.34	Good
TOTAL						4.39	Good
2. WORDS/ TEXTS							
Clear	0	1	2	13	16	4.38	Good
Simple	0	0	2	12	18	4.5	Good
Grammar and Spelling	0	0	1	10	21	4.63	Good
TOTAL						4.50	Good
3. LAY-OUT							
Alignment	0	0	6	15	11	4.16	Good
Balance	0	0	5	15	12	4.22	Good
White Space	0	0	6	14	12	4.19	Good
Headings and fonts	0	1	5	13	13	4.19	Good
TOTAL						4.19	Good
4. COLOR							
Appropriate	0	0	10	10	12	4.06	Average
Eye catching	0	3	7	15	7	3.81	Average
Enhances Readability	0	0	5	20	7	4.06	Good
TOTAL						3.98	Average
5. GRAPHICS & ILLUSTRATIONS							
Relevant	0	0	4	10	18	4.44	Good
Visible	0	1	8	8	15	4.16	Good
Attractive	0	0	7	15	10	4.09	Good
TOTAL						4.23	Good
GENERAL TOTAL						4.29	Good



APPENDIX F

Evaluation of the Anti-dengue campaign poster

POSTER 2. HOW TO PREVENT AND CONTROL DENGUE

CRITERIA	RESPONSES					MEAN	DE
	1	2	3	4	5		
1. CONTENT							
A. General Content							
<i>Purpose</i>	0	0	6	14	12	4.19	Good
Relevant and Significant	0	0	4	7	11	4.22	Good
Essential	0	0	6	16	10	4.13	Good
Organized	0	1	7	12	12	4.09	Good
Clear and Concise	0	1	5	12	14	4.22	Good
TOTAL						4.17	Good
B. Titles, Subtitles and Slogan							
Appropriate	0	1	3	10	18	4.41	Good
Clear	0	1	4	9	18	4.38	Good
Enhance Readability	0	1	5	9	17	4.31	Good
TOTAL						4.37	Good
2. WORDS/ TEXTS							
Clear	0	0	4	15	13	4.28	Good
Simple	0	0	4	13	15	4.34	Good
Grammar and Spelling	0	0	5	11	16	4.34	Good
TOTAL						4.32	Good
3. LAY-OUT							
Alignment	0	0	3	14	15	4.38	Good
Balance	0	0	3	15	14	4.34	Good
White Space	0	0	4	13	15	4.34	Good
Headings and fonts	0	0	7	10	15	4.25	Good
TOTAL						4.33	Good
4. COLOR							
Appropriate	0	0	3	13	16	4.41	Good
Eye catching	0	0	1	17	14	4.41	Good
Enhances Readability	0	0	4	13	15	4.34	Good
TOTAL						4.39	Good
5. GRAPHICS & ILLUSTRATIONS							
Relevant	0	0	6	14	12	4.19	Good
Visible	0	0	9	10	13	4.13	Good
Attractive	0	0	9	14	9	4.00	Good
TOTAL						4.11	Good
GENERAL TOTAL						4.28	Good



APPENDIX G

Evaluation of the Anti-dengue campaign poster

POSTER 3. 4-S AGAINST DENGUE

CRITERIA	RESPONSES					MEAN	DE
	1	2	3	4	5		
1. CONTENT							
A. General Content							
Purpose	0	0	1	12	9	4.56	Good
Relevant and Significant	0	0	1	15	16	4.47	Good
Essential	0	0	2	13	17	4.47	Good
Organized	0	0	4	14	14	4.34	Good
Clear and Concise	0	0	4	13	15	4.34	Good
TOTAL						4.44	Good
B. Titles, Subtitles and Slogan							
Appropriate	0	0	3	15	14	4.34	Good
Clear	0	0	2	18	12	4.38	Good
Enhance Readability	0	0	2	16	14	4.38	Good
TOTAL						4.37	Good
2. WORDS/ TEXTS							
Clear	0	0	7	15	10	4.09	Good
Simple	0	0	5	15	12	4.22	Good
Grammar and Spelling	0	0	3	12	17	4.44	Good
TOTAL						4.25	Good
3. LAY-OUT							
Alignment	0	0	5	13	14	4.28	Good
Balance	0	0	4	14	14	4.31	Good
White Space	0	0	3	13	16	4.41	Good
Headings and fonts	0	0	12	14	6	3.81	Good
TOTAL						4.20	Good
4. COLOR							
Appropriate	5	2	7	13	5	3.34	Average
Eye catching	2	3	8	11	8	3.63	Average
Enhances Readability	1	3	8	13	7	3.69	Average
TOTAL						3.55	Average
5. GRAPHICS & ILLUSTRATIONS							
Relevant	0	0	5	14	13	4.25	Good
Visible	0	0	6	12	14	4.25	Good
Attractive	0	0	7	12	13	4.19	Good
TOTAL						4.23	Good
GENERAL TOTAL						4.17	Good



Misconceptions about Dengue

MYTH: Once you had dengue, you will not acquire the disease anymore.

FACT: You can have dengue four times because there are four types of Dengue virus.

MYTH: Dengue can be transmitted through coughing, touching or getting near a dengue-infected person.

FACT: The only way you can acquire the disease is through the bite of an infected female *Aedes* mosquito.

MYTH: Burning of trash or dried leaves is a way of preventing dengue.

FACT: Burning of trash or dried leaves is not recommended to prevent dengue because it does not kill mosquitoes.

MYTH: Fogging will just drive away mosquitoes.

FACT: Fogging not only drives away mosquitos. It will kill mosquitoes if done properly.

Department of Health

PUKSAIN ANG KITI KITI SUGPUIN ANG DENGUE

Sali Kami!

ADB World Health Organization

Plate1. Poster on the Misconceptions on Dengue





Plate 2. Poster on How to prevent and control Dengue



4 - S against Dengue



Search and Destroy



breeding places of dengue-causing mosquitoes such as old tires, coconut husks, roof gutters, discarded bottles, flower vases and other containers that can hold clean stagnant water;

Self-protection Measures



such as wearing of long-sleeve shirts and long pants and using mosquito repellents are a must during day time;

Seek Immediate Consultation



when early signs such as fever and rashes set in; and

Say "No" to Indiscriminate Fogging



Say Yes only during an outbreak/epidemic

To DOH
Laban sa Dengue
Puksain ang Kiti-Kiti, Sugpuin ang Dengue !!!

A friendly reminder from:

Department of Health
CENTER FOR HEALTH DEVELOPMENT
Cordillera Administrative Region
Baguio City
Tel. # : (074) 442-8096-98





Plate 3. Poster on 4-S against Dengue

