

BIBLIOGRAPHY

MAAMMO, ELSIE SITI APRIL 2012. Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer of DOH in selected barangays of La Trinidad, Benguet. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to evaluate the *IligtassaTigdasangPinas* Campaign Flyer of DOH in selected barangays of La Trinidad, Benguet.

Specifically, the study aimed to determine the socio-demographic profile of the respondents; find out how flyers were distributed from DOH to the respondents; determine the rating of the respondents on the flyer used during the *IligtassaTigdasangPinas* Campaign in terms of content, words/text, color and layout; determine the level of comprehensibility and acceptability of the flyer to the respondents; determine the respondents' perceived benefits in reading the flyer; determine the problems encountered by the respondents in reading the flyer; solicit suggestions of the respondents for the improvement of the flyer; and produce an improved design of flyer basing from respondents' comments and suggestions.

The evaluators were parents from Barangay Balili, Pico, and Puguis, La Trinidad, Benguet. They were chosen purposively having a child aged nine months to seven years and 11 months old (7 yrs. and 11mos.) who were the target audience of the campaign flyer and must have read the campaign flyer. A survey questionnaire was used to gather data from the respondents. Also, key informant from the Provincial Health Office and



barangays midwives from the three barangays were asked on the distribution process of the flyers through personal interview.

In terms of distribution of the flyer, barangay midwives distributed it on their respected Barangay Health Center during consultation to the target audience.

Also, the study found out that rating of the respondents in terms of content, color, words/text used, and layout were “Excellent”. It also shows that messages of the flyer were comprehensible to the respondents. They did not see any annoying, false and irritating elements in the flyer.

Meanwhile, the benefits gained by the respondents after reading the flyer include the following; they were informed of the Free Measles Rubella Vaccination and informed on the transmission of measles, the signs and symptoms, complications and prevention of measles.

The study found out that problems encountered by the respondents in reading the flyer such as small texts used, some words used are difficult to understand and it lacks of pictures.

Also, the respondents enumerated suggestions for the improvement of the flyer. These include adding graphics, having a Tagalog and Ilokano versions of the flyer, bigger fonts, adding more information and simplifying difficult words to understand.

Through this study, the following were recommended: the designer may consider the respondents’ recommendations in creating more effective communication materials; visual elements of instructional materials such as text, graphics, layout and color materials may be considered in designing; use of language adaptable in the locality; and, simple words which are easily understood by the readers.



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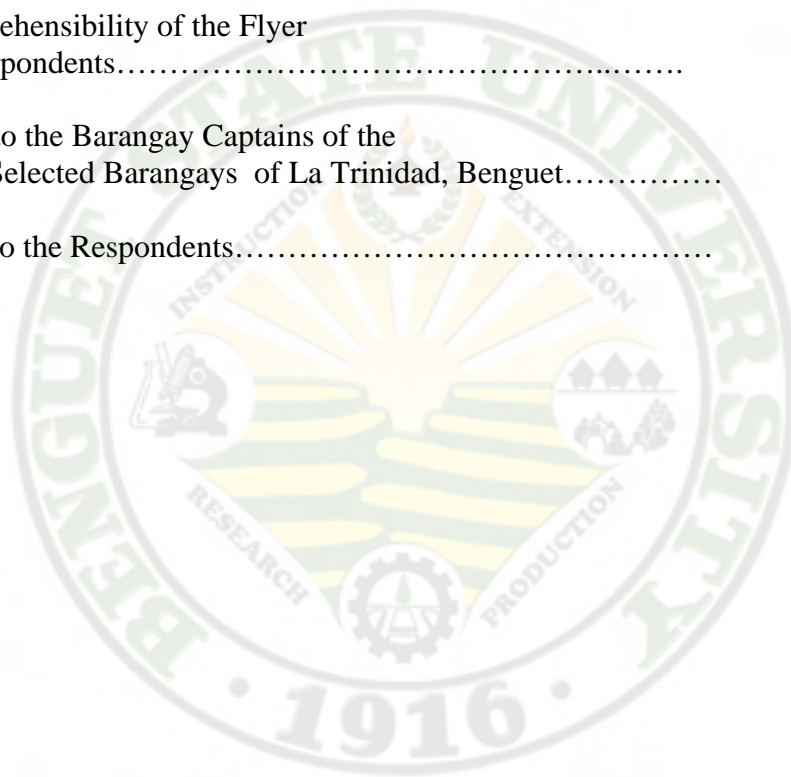
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INTRODUCTION

Rationale

Annually, measles, locally known as “*tigdas*”, is one of the Department of Health (DOH) concerns. It is an infectious illness caused by virus and became an outbreak in 2010 throughout the country. According to Western Cape Government (2011), it can lead to diarrhea and dehydration, deafness, eye complications, pneumonia, brain damage and even death.

The increase of measles cases in the country as reported by the DOH prompted the government to launch the *IligtassaTigdasangPinas* Campaign (Free Measles-Rubella Immunization Activity). With this, it aims to immunize children aged nine months to seven years and 11 months old against measles since measles vaccine is the best to prevent this illness. According to Catajan (2011), about 91 cases of measles was recorded by the DOH-Cordillera Administrative Region (CAR) in Cordillera in 2010 with 49 cases from Baguio City, 31 from Benguet, eight from Ifugao, two from Abra, and one from Mountain Province.

Information Education and Communication (IEC) materials on the other hand, play an important role on health communication campaign. It may either be in print or in broadcast medium. Its purpose is to inform and influence individual and community decisions for the enhancement of health including health promotion, human resources for health and health care delivery. One of the printed IEC materials used during the campaign is the flyer produced by the DOH-CAR. Other materials also used were streamers, stickers, news ads, flaglets and radio plug. Their main targets are parents or guardians with children aged nine months to seven years and 11 months old. Barangay



health workers also distributed these IEC materials to inform the residents about the Free Door-to-door Measles- Rubella Vaccination, signs and symptoms, effects and ways to combat measles.

The anti-measles campaign flyer aims to generate support/participation of the community and families to submit their eligible for immunization and to inform them as well of the ongoing campaign which is the Measles-Rubella Immunization Activity. A flyer is one of the printed materials used in disseminating measles prevention and control to the public. It is a single sheet of paper printed on one side used to disseminate information to a large number of people. The said campaign material consists of the relevant information about measles and the Free Door-to-door Measles Rubella Immunization Activity. Today, flyers are widely used medium of health-related information and even in businesses.

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

Statement of the Problem

This study aimed to evaluate the *IligtassaTigdasangPinas* Campaign Flyer of DOH in La Trinidad, Benguet specifically in Barangay Balili, Pico and Puguis.

As such, it intended to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. How are flyers distributed from the DOH to the respondents?
3. What is the rating of the flyer used during the *IligtassaTigdasang*



Pinas Campaign in terms of content, words/text, color, and layout.

4. What is the level of comprehensibility and acceptability of the flyer to the respondents?
5. What are the respondents' perceived benefits in reading the flyer?
6. What are the problems encountered by the respondents in reading the flyer?
7. What are the suggestions of the respondents for the improvement of the flyer?

Objectives of the Study

Generally, the study aimed to evaluate the *IligtassaTigdasangPinas* Campaign Flyer of DOH in the selected barangays of La Trinidad, Benguet.

Specifically, it aimed to:

1. Determine the socio-demographic profile of the respondents;
2. Find out how flyers were distributed from DOH to the respondents;
3. Determine the rating of the respondents on the flyer used during the *Iligtassa TigdasangPinas* Campaign in terms of content, words/text, color and layout;
4. Determine the level of comprehensibility and acceptability of the flyer to the Respondents;
5. Determine the respondents' perceived benefits in reading the flyer;
6. Determine the problems encountered by the respondents in reading the flyer;
7. Solicit suggestions of the respondents for the improvement of the flyer; and
8. Produce an improved design of flyer basing from respondents' comments and suggestions.



Importance of the Study

The results of the study may help the health workers improve their existing Information Education and Communication (IEC) materials and produce a more effective communication material in disseminating health information on disease prevention and control in the community.

The results may also be used by the researchers as reference for the improvement of their study.

Scope and Limitation of the Study

The study limited its scope on evaluating the *IligtassaTigdasangPinas* Campaign flyer of DOH by the respondents in Barangay Balili, Pico and Puguis, La Trinidad, Benguet. The researcher also produced an improved design of the flyer basing from respondents' comments and suggestions.



REVIEW OF LITERATURE

Measles

Measles, also rubeola, as defined by Funk and Wagnall's New Encyclopedia, is an acute, high contagious fever producing disease caused by filterable virus, different from the virus that causes the less serious disease, German measles or rubella.

Cooper (1996) stated that measles is a major cause of death in children in underdeveloped countries.

According to WHO as reported by Lontayao (2010), there is no specific treatment for measles, and prevention can be done through immunization. Most people recover within 2-3 weeks, but in some cases, measles can cause serious complications, including blindness, encephalitis, severe diarrhea, ear infection and pneumonia.

Measles is a highly infectious disease and prior to the introduction of vaccines, more than 90 percent Americans contracted measles by age 15. It can occasionally cause more severe illness, including liver or brain infection or pneumonia; worldwide nearly 900,000 people die each year from measles (Insel and Roth, 2004).

Information, Education and Communication (IEC) Materials

Information, Education and Communication, in health program aims to increase awareness, change attitudes and bring about a change in specific behaviors. IEC means sharing information and ideas in a way that is culturally sensitive and acceptable to the community using appropriate channels, messages and methods. Also, IEC is an important tool in health promotion for creating supportive environment and strengthening



community action, in addition to playing an important role in changing behavior. (Zimbabwe National Family Planning Council, 1998).

According to UNFPA (1999), IEC combines strategies, approaches and methods that enable individuals, families, groups, organizations and communities to play active roles in achieving, protecting and sustaining their own health.

Furthermore, IEC creates awareness, increases knowledge, changes attitudes and moves people to change or continue their behavior or to adopt an innovation (World Health Organization, 2011)

Dunning (2011) said that Information, educational 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.

Also, IEC materials are tools used to influence or change the knowledge base attitudes, beliefs, values, behavior or norms within individuals or groups of individuals (ICPD, 1998) as cited by Enkiwe (2007).

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).



Health promotion aims to help people to live healthy lives. It involves increasing people's knowledge and awareness, enabling them to take action to improve their health, and ensuring their circumstances allow them to make healthy choices (Zimbabwe National Family Planning Council, 1998).

UNFPA (1999) stated that health information can be communicated through many channels to increase awareness and assess the knowledge of different populations about various issues, products and behaviors. Channels might include interpersonal communication (such as individual discussions, counseling sessions or group discussions and community meetings and events) or mass media communication (such as radio, television and other forms of one-way communication, such as brochures, leaflets and posters, visual and audio visual presentations and some forms of electronic communication).

According to the WHO, publications and printed materials play a vital role in the effective dissemination of information. However, sometimes these materials do not reach the health workers who really need them, or are available in English only.

Health workers in developing countries are often deprived of the opportunity to access health information because of the scarcity of health information materials that are available in medical and health libraries (World Health Organization, 2011).

Also, in developing countries, disseminating information to the public is often difficult because many live in areas that are hard to reach and because communication channels are often insufficient (World Bank, 2011).

In addition, 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.



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).

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

Recognizing and starting with what the client knows and what he has is the only way to get cooperation. The information package may not be compatible with his values or it is too complex to understand and to use in his situation. The trainer should consider the culture, language, religion and value system reflects the experiences and the learners' behavior (Kanz and Sanz, 1987) as cited by Amadeo (2004).

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 audience; point is surely made; and credibility is maintained.



Flyer

A flyer is a single sheet, single subject print material, bearing print only on one side. Designed to be easily read and contains a very brief information or instruction about a specific subject matter – a important breakthrough in the field or an innovative practice that needs to be introduced. It also provides recommends and “outlook” information on a major farming enterprise (Regional Information Training Center, 1999).

NOCOM (2009) said that another effective tool to market specific medical items is a flyer. This printed material is created for information dissemination. With this, flyers have the potential to market a specific drug or medical supply. These simple prints can provide a list of drug supplies along with the specific costs. Providing the list will help consumers decide on what to purchase from a pharmacy.

Visual Elements of Flyer

Graphics. Flyers abound with graphics. Flyer graphic design is one of the most crucial facets of flyer design. Graphics that are going to be used in flyers need to be attractive, meaningful and dynamic. Flyer graphic design is one of the most important facets yet the one that is least talked about. The pictures or images should be relevant to the text and it should make meaning. Flyer graphic design can be simple yet meaningful (Brochuremonster, 2009).

Use of graphic design in flyers produces instant message. Pictures and other images communicate before the text could do that. They spur the readers to read further. They attract instantly. They help people to keep the message in mind for a long time. They make the flyer colorful, readable and enjoyable.



Moreover, graphic elements are a strong visual means of indicating relationships, overusing them adds visual clutter and reduces the space available on a surface. They should be used sparingly (Microsoft Windows, 2011).

In the study of Diclas (2004), Weber (1992) stressed that in developing a composite visual image, pictorial representation is more effective than verbal description and that such as image is characterized by memories, less interpretations, better organization and clearer ideas; and that verbal description, when supported with pictorial representation, is more effective than when verbal description was used alone. This is affirmed by Reviraet *al.* (1982) on the same study who said that a picture is worth a thousand words, the right picture at the right time should be used to save a thousand words.

Color. Color is an important visual element of most user interfaces. Beyond pure aesthetics, color has associated meanings and elicits emotional responses. To prevent confusion in meaning, color must be used consistently. To obtain the desired emotional responses, color must be used appropriately (Microsoft Windows, 2011).

Color is often thought of in terms of a color space, where RGB (red, green, blue), HSL (hue, saturation, luminosity), and HSV (hue, saturation, value) are the most commonly used color spaces.

Color not only enhances and enriches your visual designs but also influences moods and indicates movement. Color commands attention and gives visual impact. Some of the other functions of colors in visual are (1) to heighten the realism of the image by depicting the actual colors, (2) to point out similarities and differences, (3) to



highlight important information details, and (4) to create a particular emotional response (Regional Information Training Center, 1999).

Minnick (1989) as cited by Francisco (2010) enumerated some color tips: use two to three colors in a visual; cool colors, green, blue and gray recede and are bet for backgrounds; these color systems make pleasing combinations; itself tone variation of one color. There is a relationship between color and legibility. Some color combinations make messages and are easier to read that others. For color to have maximum, effectiveness, and its use must be limited.

Font/Text. In traditional typography, a font describes a combination of a typeface, a point size, and attributes. A typeface is the look of the font. Segoe UI, Tahoma, Verdana, and Arial are all typefaces. Point size refers to the size of the font, measured from the top of the ascenders to the bottom of the descenders, minus the internal spacing (called leading). A point is roughly 1/72 inch. Finally, a font can have attributes of bold or italic (Microsoft Windows, 2011).

Informally, people often use font in place of typeface-as done in this article-but technically, Segoe UI is a typeface, not a font. Each combination of attributes is a unique font (for example, 9 point Segoe UI regular, 10 point Segoe UI bold, and so on).

Text is easiest to read when there is a large difference between the luminance of the text and the background. Black text on a white background gives the highest contrast—dark text on a very light background can provide high contrast as well. This combination is best for primary UI surfaces.



Light text on a dark background offers good contrast, but not as good as dark text on a light background. This combination works well for secondary UI surfaces, such as Explorer task panes that you want to de-emphasize relative to the primary UI surfaces.

If you want to make sure users read your text, use dark text on a light background.

Layout. Layout is the sizing, spacing, and placement of content within a window or page. Effective layout is crucial in helping users find what they are looking for quickly, as well as making the appearance visually appealing. Effective layout can make the difference between designs that users immediately understand and those that leave users feeling puzzled and overwhelmed (Microsoft Windows, 2011).

Layout is the arrangement of texts photos and other elements on a page. It is often referred to as make-up (Mindanao Training Resource Center, n.d.).

The ability of any communication material to attract attention rests other relationship of its elements. This relationship is called the layout. This refers to the way the visual elements are arranged on the visual space (Regional Information Training Center, 1999).

Advantages of Flyer

Flyers are always cheap and affordable. They can be printed either in black and white paper or full page color regardless; you can provide your message. It is possible to campaign on low scale flyer distribution if you target a small number of people in certain area; you do not have to spend much (Articlesbase, 2011).

Also, flyers are easy to distribute as well as easy to design and have a wide reach. It is an easy and inexpensive communication or marketing medium (Blurt it, n.d).



Disadvantages of Flyer

Flyers do not have a long term impact. When dealing with large group of target market then they can be costly. Strategies to make people observe these flyers are important. There is a lot of chance that the reader might miss out the messages as flyers are barely considered as important Anonymous (Blurt it, n.d.).

Creating/Designing Flyer

Standard Format for Flyer. A flyer is a single sheet print material bearing print only on one side, summarizing information on technology package or component through illustrations, a brief text and reference for further technical assistance; for use as advance handout information, as handbill and as mini-poster; in the audience dialect (Regional Information Training Center, 1999).

Size: 9” x 12”

Color: Max. 3

Pages: 1, unfolded

Credits: program, agencies involved, source of information

Format: Flyer No. should appear at the right portion

Credits should appear at the bottom separated by the horizontal line from text

Also, popular flyer sizes as mentioned by Taradel (2008) were the following:

- 5.5” x 8.5” – Commonly referred to as a “half sheet” and highly popular due to extremely low print rates. If you cut a standard 8.5” x 11” flyer in half, you will end up with (2) 5.5” x 8.5” flyers.
- 8.5” x 11” – The most popular size flyer available. This size is the



standard size for a sheet of paper. It is the same size as standard paper found in your home printer. It is a highly-effective, budget-friendly, and the industry standard for flyers and brochures.

- 11” x 17” – A large format that is the size of (2) 8.5” x 11” flyers placed side by side. This format is perfect for folding in half or tri-folding. The most common uses are for restaurant takeout menus, oversized-brochures, newspaper inserts, and direct mail ads.

When designing a flyer, there are some basic principles that should be followed whether you are an experienced professional or a new designer. The following elements are the heart of designing and printing a flyer (Juvanescence, 2009).

To create a design success you will need these elements:

Color. Vivid colors make or break the product in graphic design. It gives your product a professional look. The amount of color on a flyer will depend on the mood and feeling you are trying to depict. When adding color to the design, be careful to not over do it. The colors must be easy on the eyes and also pleasing to the eyes. If you can see that the colors are visually annoying to you, then toss it or revise it.

The lines and movement. The jargon in the design world for line refers to the rows and columns that are included in the flyer. The lines are not referring to hard visual lines but the imaginary lines that make the flyer flow.

The message should start at the top of the flyer and proceed down the page. It should be obvious where the eyes are supposed to go next. That is the natural flow. It should be a seemingly seamless effort.



Imagine a Z pattern on the page. The eyes naturally want to read the page top to bottom and left to right. That forms the Z pattern. There should not be a lot of Zs on the page but one main Z pattern. A good way to test this is to stand about eight or ten feet away and look to see if you see the Z pattern.

If you see any deviation from the Z pattern, anything that is confusing to the eyes, then that is where changes will need to be made.

Shapes. The shapes within the flyer are very important. The graphics and the text all are forming shapes of rectangles, squares or circles. These shapes interact with the other shapes on the page. These forms will also need to follow the proper movement, from top to bottom.

When the layout is planned well and the shapes are not in competition then there is a seamless flow of the page. You want to get the reader's attention but you want to maintain the flow and proportion to keep visual interest.

A key element is simplicity. It is very tempting to add too much. Remember that less can be more. This principle keeps the design from being too busy and unreadable. This also keeps them wanting more information.

Simple Ten. A good flyer will convey the message in ten words or less. These forces us to focus on the real needs and points that we want to get across. You simply cannot tell everything on one flyer. This is where we decide to tell the basic facts.

Do not add too much information or non-text design elements such as symbols. To qualify as a flyer the finished design needs to be one page.

In addition, the following elements should be in every well designed flyer:

- One clear concise concept or purpose.



- A popping headline. The headline is what will most likely be the first thing read, so make it pop.
- An overall motivating message. This message should make the reader want to act; otherwise, the flyer will be useless to the reader.
- Graphics or pictures that are relative to the concept of the flyer and are eye catching.
- The important contact information of the business.

Moreover, a flyer will be effective only if all these elements are clearly thought out and used together well. It is important that you also consider the pages on graphic design basics and color basics when you design a flyer or any other print material (Small Business Graphic Design, n.d).

Definition of terms

Acceptability. The anti-measles campaign flyer does not contain any annoying, offensive and irritating elements.

Comprehensibility. The message of the anti-measles campaign flyer is clear and easily understood.



METHODOLOGY

Locale and Time of the Study

La Trinidad is located three kilometers north of Baguio City. It is surrounded by the municipality of Tublay (North), by Baguio (South) and by Sablan and Tuba (West). It is the capital town of Benguet which served as trading, educational and institutional center of the province.

La Trinidad is subdivided into 16 Barangays namely: Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Bineng, Betag, Cruz, Lubas, Pico, Poblacion, Puguis, Shilan, Tawang and Wangal.

Three selected barangays were the focus of the study, specifically; Balili, Pico and Puguis because they were among the barangays where flyers were being distributed. They were also among the congested barangays of La Trinidad Benguet.

Barangay Balili is surrounded by Poblacion in the North, Cruz and Tawang in the East, Betag and Pico in the Southwest, and Lubas in the South.

On the other hand, Pico is an urban barangay which is considered as a commercial area. It is also the seat of La Trinidad public market buildings and La Trinidad Vegetable Trading Post.

Barangay Puguis also, is located on the Southwestern part of the municipality, bounded by Barangay Wangal (North), by Baguio City and Municipality of Tuba (South), Barangay Betag and Pico (East) and Municipality of Sablan (West).

The study was conducted from December 2011 to January 2012.



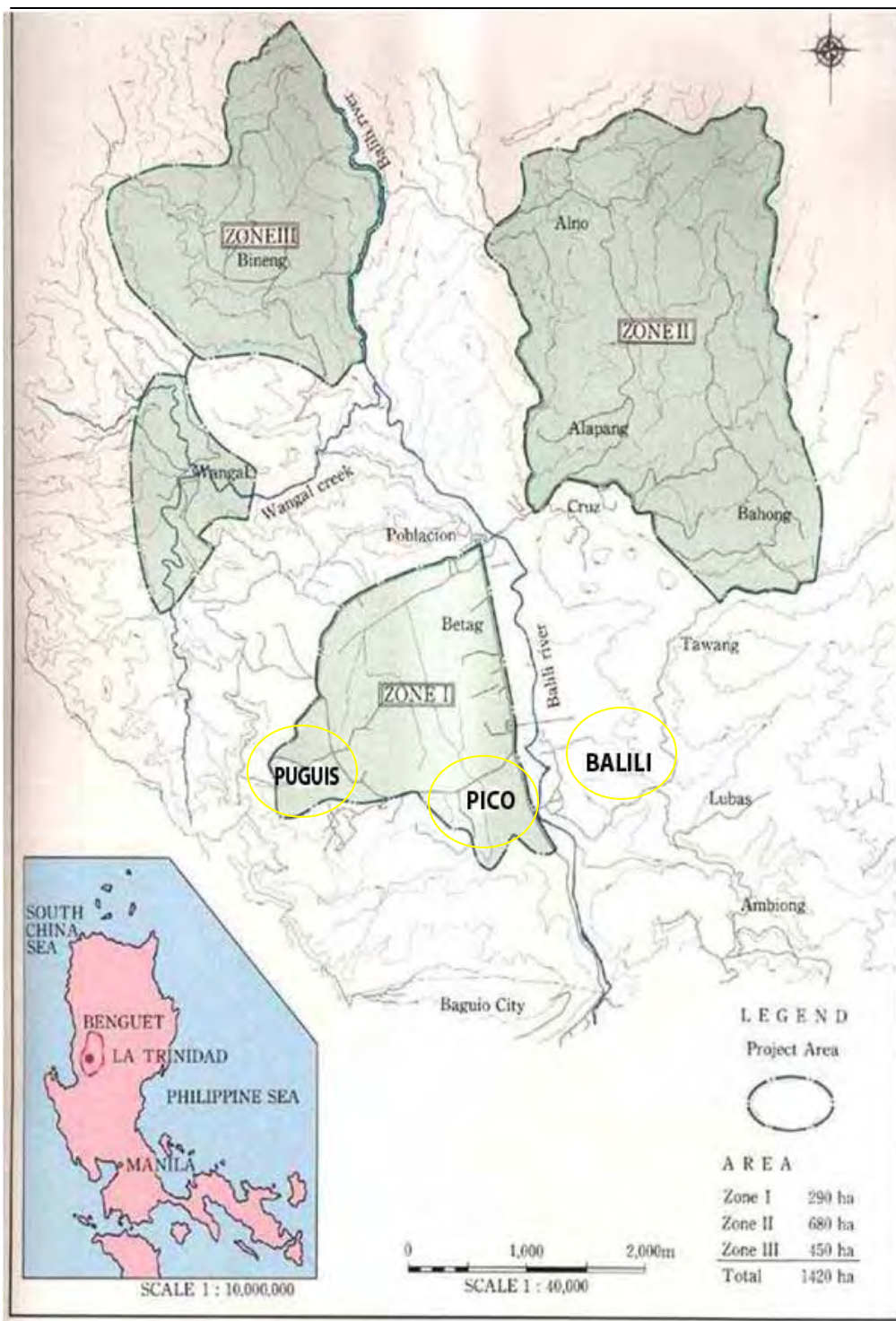


Figure 1. Map of La Trinidad, Benguet showing the locale of the study



Respondents of the Study

The respondents of the study were residents of Barangay Balili, Pico and Puguis, La Trinidad, Benguet. Respondents were chosen through purposive sampling. There were 15 respondents from Balili, 15 from Pico and 15 from Puguis who have read the campaign flyer. Respondents were parents or guardians having a child aged nine months to seven years and 11 months old (7 years and 11 months) who were the target audience of the campaign flyer.

One key informant from Rural Health Unit (RHU) - La Trinidad, Mr. Yoshio Labi (Provincial Health Office Public Health Nurse II) and three Barangay Health Midwives were also respondents; Ms. Jane Abenga (Balili), Ms. Junnette Akia (Pico), and Ms. Sonia Mayaen (Puguis) were asked on the distribution process of the flyer to the respondents.

Sample of the Study

The sample study evaluated was the flyer used during the *Iligtassa Tigdasang Pinas* produced by the DOH-CAR and distributed in barangays of La Trinidad, Benguet. It was used to generate participation of the community and families to submit their eligible children for immunization and to inform them of the said campaign.

Plate 1 announces about the Free-Measles-rubella Vaccination. Information as to where, when, who and how the Free Measles-Rubella Vaccination conducted is also included. Below it, information regarding measles such as its signs and symptoms, complications and prevention were presented.

At the bottom portion, address and contact numbers of the DOH-CAR was noted. The DOH logo is also included at bottom right portion of the flyer.



The campaign flyer measures six inches wide and 10.5 inches high (6"x10.5"). It uses Times New Roman as font style and colors with yellow, yellow green, and green as dominant colors. The language used was English.

Iligtas sa Tigdas ang Pinas
(Isalakan Tayo Amin nga Ubbing Kontra Kamoras)

FREE MEASLES-RUBELLA VACCINATION
A Door-to-Door Measles-Rubella Supplemental Immunization Activity

WHEN : April 4, 2011 to May 4, 2011

WHERE : Residence

WHO : ALL children 9 months to 7 years and 11 months old or whose birth days fall from May 2003 to July 2010.

HOW : Vaccination Teams shall visit EVERY HOUSE to immunize ALL eligible children

MEASLES: WHAT YOU NEED TO KNOW

MEASLES is a highly contagious disease caused by a virus.

TRANSMITTED through infected droplets by sneezing, coughing and close personal contact.

SIGNS AND SYMPTOMS

- ✓ Skin Rashes
- ✓ High Fever
- ✓ Cough
- ✓ Red Eyes

COMPLICATIONS/EFFECTS OF MEASLES

Measles can kill children by causing brain infection and severe pneumonia.

Other complications result to:

- Severe undernutrition
- Severe skin infection
- Vit.A deficiency leading to blindness
- Diarrhea and dehydration
- Encephalitis

PREVENTION

- Immunization with measles vaccine
- Vitamin A Supplementation during routine measles vaccination

DOH - CHD - CAR, BGMHC Compound, Baguio City
Tel.nos (074) 442-8096 (074) 444-5255

Plate 1. *Iligtas sa Tigdas ang Pinas* Campaign Flyer of DOH



Data Collection

A survey questionnaire was floated to the respondents and was assisted by the researcher in gathering information. The criteria from the instrument were patterned from the evaluation instrument of the Department of Health and were improved by the researcher.

Also, one key informant from Rural Health Unit (RHU) - La Trinidad and three midwives from Barangay Health Centers in Balili, Pico and Puguis were asked through personal interviews.

Data Gathered

Data gathered include the socio-demographic profile of the respondents using survey questionnaire; distribution process of flyers from DOH to the respondents through key informant interview; rating of the flyer using survey questionnaire; level of comprehensibility and acceptability of the flyer to the respondents using survey questionnaire; respondents' perceived benefits in reading the flyer using survey questionnaire; problems encountered by the respondents in reading the flyer using survey questionnaire; and suggestions of the respondents for the improvement of the flyer using survey questionnaire.

Data Analysis

Data gathered was consolidated, tabulated and analyzed using frequency counts, mean, and percentage. The results were discussed in narrative forms.



In getting the mean, the following formula was used:

$$\text{Mean } (\mu) = \frac{\sum fX}{\sum f}$$

Legend:

μ = Mean

\sum = Sum

f = Frequency

X = Rating scale



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the 45 respondents who have read the flyer. It presents their age, sex, highest educational attainment, occupation, tribal affiliation and dialect spoken. Less than half (44.44%) of the respondents belonged to age bracket 25-29, 17.78% belonged to age bracket 20-24, and 15.56% belonged to age bracket 30-34. This implies that most of the respondents were young mothers. Great (88.89%) of the respondents were females.

Results show that most (68.89%) of the respondents reached college, 22.22% reached high school, and 8.89% reached vocational. This shows that majority of the respondents have had an education and able to read and understand the message of the flyer.

In terms of occupation, most (68.89%) of the respondents were housewives and 13.33% were health workers. Also for the tribal affiliation, majority (62.22%) were Kankanaey, followed by Ilokano (15.56%). Results also show that majority (71.11%) of the respondents can speak Kankanaey, followed by Ilokano (68.89%), Tagalog (55.56%), English (11.11%) and Ibaloi (8.89%).

Further, respondents were asked and almost all of them claimed to have let their children immunized with anti-measles during the 2011 Measles Immunization Activity to prevent measles as being said on the flyer. One of the respondents claimed to have a child been diagnosed with measles which home treatment was employed.

There were four key informants who were asked on the distribution process of the flyer. First, Mr. Yoshio Labi, from the Provincial Health Office, is 40 years old and he



finished college and work as a nurse. According to him, he belongs to Kankanaey tribe and he can speak Ilokano, Kankanaey, English and Tagalog.

From Balili Health Center, Ms. Jane Abenga, one of the key informants, is 44 years old. She finished college and currently, she is the Midwife of the said Barangay. She belongs to Kankanaey tribe and she can speak Kankanaey and Ilokano.

Ms. Junnette Akia, another key informant and a midwife from the Pico Barangay Health Center, is now 40 years old. She finished college and she belongs to Kankanaey tribe. According to her, she can speak Kankanaey, Ibaloi and Ilokano.

Fourth key informant from Puguis Barangay Health Center named Sonia Mayaen is a 47 years old. She finished college level and currently working at the said barangay as midwife. She is a Kankanaey. For dialects spoken, she can speak Kankanaey, Ilokano, Tagalog and English, accordingly.

Distribution Process of the Flyer

The *Iligtassa Tigdasang Pinas* Campaign flyer was produced by the DOH-CAR which aimed to generate support/participation of the community and families to submit their eligible children for immunization and to inform them as well as the said campaign.

The Provincial Health Office Public Health Nurse II, Yoshio Labi, explained the distribution process of the flyer. From the Department of Health-CAR, flyers were being handed to the Provincial Health Team Leader at the Provincial Health Office; these are being received by the Municipal Health Offices. The Municipal Health Office then distributes the flyers to the different midwives of the barangay and finally distributed to the respective target audience. According to him, there were about 1,000 copies allotted for La Trinidad for distribution and reproduced it for another 1000 copies.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n=45)	PERCENTAGE (%)
Age		
20-24	8	17.78
25-29	20	44.44
30-34	7	15.56
35-39	6	13.33
40-45	4	8.89
TOTAL	45	100
Sex		
Female	40	88.89
Male	5	11.11
TOTAL	45	100
Highest Educational Attainment		
High School	10	22.22
College	31	68.89
Vocational	4	8.89
TOTAL	45	100
Occupation		
Housewife	31	68.89
Health worker	6	13.33
Businesswoman	2	4.44
Construction worker	2	4.44
Teacher	1	2.22
Security guard	1	2.22
Water district staff	1	2.22
Farming	1	2.22
TOTAL	45	100
Tribal Affiliation		
Kankanaey	28	62.22
Ilokano	7	15.56
Tagalog	5	11.11
Ibaloi	4	8.89
Others (Applai)	1	2.22
TOTAL	45	100
*Dialect Spoken		
Kankanaey	32	71.11
Ilokano	31	68.89
Tagalog	25	55.56
English	5	11.11
Ibaloi	4	8.89

*Multiple responses



The flyers were being distributed prioritizing the parents as target audience in their respective barangay health center during consultation. According to Junette Akia, Barangay Health Midwife of Pico, about 200 flyer copies were distributed in their barangay. They also distributed flyers along the road near health center.

At the Balili Health Center, about 100 copies were distributed to the target audience. According to Jane Abenga, barangay midwife, they distributed the campaign flyers at the health center and along the road near the health center to the target audience.

Also, at the Puguis Barangay Health Center, about 100 copies of the flyer were distributed to the parents.

Respondents were also asked where they found and read the flyer and most of the respondents said that they found it in their respective Barangay Health Center during consultation. This implies that the flyers were made available at the Barangay Health Center for the public to be informed on measles prevention. This supports with the UNFPA (1999) stated that IEC combines strategies, approaches and methods that enable individuals, families, groups, organizations and communities to play active roles in achieving, protecting and sustaining their own health.

Evaluation of the Flyer by the Respondents

Table 2 shows the rating of the flyer by the respondents in terms of content, words/text, color and layout (4 as the highest and 1 as the lowest). The mean rates for each criterion were taken and were interpreted using the formula; Mean (μ) = $(\sum fX) / \sum f$. Mean of 1.00 to 1.49 is equivalent to “Poor”, mean of 1.50 to 2.49 is “Fair”, mean of 2.5 to 3.49 is “Good” and mean of 3.50 to 4.00 is “Excellent”.



Table 2. Evaluation of the flyer by the respondents

CRITERIA	RATING (n=45)	DESCRIPTION
Content		
Relevant and Significant	3.49	Good
Essential	3.87	Excellent
Organized	3.67	Excellent
Clear and Concise	3.82	Excellent
Total	3.71	Excellent
Words/Text		
Clear	3.78	Excellent
Simple	3.42	Good
Grammar and spelling	3.91	Excellent
Total	3.70	Excellent
Color		
Appropriate	3.71	Excellent
Eye catching	3.64	Excellent
Enhances readability	3.71	Excellent
Total	3.69	Excellent
Layout		
Balance	3.11	Good
Heading and fonts	3.82	Excellent
Alignment	3.93	Excellent
Total	3.62	Excellent
Over-all	3.7	Excellent

Legend:

Mean of:

1.00-1.49= Poor

1.50-2.49= Fair

2.50-3.49= Good

3.50-4.00= Excellent



Content. Basing from the rating of the respondents, the content of the flyer was “Excellent” having a mean of 3.71. Most of the respondents claimed that the message is relevant and significant which satisfied their information needs with regards to measles. Also, the researcher claimed that content of the flyer is very significant to parents in preventing measles among their children. Most of them said that the information is presented in a way that is easy to understand. With regards to education, most of the respondents were literate and able to understand the message of the flyer.

Words/Text. Most of the respondents rated the words/text used in the flyer as “Good” with a mean of 3.70. They claimed that text size was clear and readable and it used simple words which were easy to understand. It was also noted that grammars and spelling were appropriate.

Also, the researcher claimed that text size used was “Excellent” since it was big enough and readable. Though some words were difficult to understand, the words in general were rated “Good”.

Further, some respondents said that they cannot understand the words “contagious” and “encephalitis”.

Color. The results show that color used was evaluated by the respondents as “Excellent” with a mean of 3.69. Respondents were further asked on their remarks on the flyer and they claimed that it is attractive and color used is pleasant to the eye. This implies that color used affected the readability of the flyer. This is proven by the Microsoft Windows (2011) with their statement that color is an important visual element of most user interfaces. Color has associated meanings and elicits emotional responses. To obtain the desired emotional responses, color must be used appropriately.



Layout. In terms of layout, results show that most of the respondents claimed that the flyer layout is “Excellent” having a mean of 3.62 with its balance, alignment, and headings and fonts. The researcher observed that the respondents were not hard up evaluating the flyer since they read the poster from top to bottom. It corroborates with Wheildon (1995) as cited by Hess *et al.* (2009) having stated that the "reader gravity" pulls the eye from top to bottom and left to right.

However, the researcher claimed that flyer layout is “Fair”. It lacks picture as an essential element of visual design. Again, this supports Microsoft Windows (2011) having stated that effective layout is crucial in helping users find what they are looking for quickly, as well as making the appearance visually appealing. Effective layout can make the difference between designs that the users immediately understand those that leave users feeling puzzled and overwhelmed.

Moreover, said results also corroborates with Regional Information Training Center (1999) who said that the ability of any communication material to attract attention rests other relationship of its elements is the layout. It is the way the visual elements are arranged on the visual space.

Even the “Excellent” evaluation of the flyer by the respondents, with a total mean of 3.68, the researcher claimed that it needs more improvement on graphics because it lacks pictures as an important visual element of flyer. This supports Microsoft Windows (2011) who said that graphic elements are strong visual means of indicating relationships. Further, this corroborates with the study of Diclas (2004) in which Weber (1992) stressed that in developing a composite visual image, pictorial representation is more effective than verbal description and that such as image is characterized by memories, less



interpretations, better organization and clearer ideas; and that verbal description, when supported with pictorial representation, is more effective than when verbal description was used alone. This is affirmed by Revira *et al.* (1982) on the same study who said that a picture is worth a thousand words, the right picture at the right time should be used to save a thousand words.

Comprehensibility and Acceptability of the Flyer to the Respondents

Comprehensibility. Table 3 shows the level of comprehensibility of the flyer to the respondents. It was evaluated as “Excellent” in terms of information presented, font size and legibility of the text. Results show that most of the respondents said that flyer is easily read without even assistance. This implies that flyer was comprehensible to the respondents. As shown on the socio-demographic profile of the respondents, they have had an education and able to understand the message of the flyer. This corroborates with the Regional Information Training Center (1999) statement that the main design decision is legibility. Messages are unclear when words are difficult to read or an illustration is complicated and confusing. An audience for instance, seldom bothers to look at a poster and other print support that requires much effort in reading. When writing for print instructional materials be brief but complete, simple but clear.

To further corroborate, UNFPA (1999) stated that health information can be communicated through many channels to increase awareness and assess the knowledge of different populations about various issues, products and behaviors. Respondents were asked and all of them said that they were convinced. They claimed that the message of the flyer is directed to them, parents as target audience.



In terms of font size, it was large enough to be read clearly as claimed by most of the respondents as well as the researcher. It can be corroborated with Mandoli (2007) who said that font sizes need to be big to be effective.

Acceptability. The results show that all of the respondents did not see anything offensive, false message and any irritating elements on the flyer. Respondents claimed to agree the message of the flyer in which most of the respondents said that message is important for measles prevention among children. Some also said that said it conveys true information. Same with what the respondents claim, the researcher do not see anything offensive and any irritating elements in the flyer. It conveys true information to help prevent and control measles in the community.

Table 3. Comprehensibility of the flyer to the respondents

CRITERIA	RATING	DESCRIPTION
Information on the flyer is easily read without even assistance	3.73	Excellent
The flyer is easily understood	3.84	Excellent
The flyer uses understandable words	3.38	Excellent
The font size is large enough to be read clearly	3.78	Excellent
The texts are legible	3.84	Excellent
Total	3.71	Excellent

Legend:

Mean of:

1.00-1.49= Poor

1.50-2.49= Fair

2.50-3.49= Good

3.50-4.00= Excellent



Respondents' Perceived Benefits of the Flyer

The respondents of the study who were parents gained benefits after reading the flyer shown on Table 4. All of the respondents claimed that they were informed on the Free-Measles-Rubella Vaccination. Almost all of the respondents said that they were also informed on what measles is all about; they also learned the signs and symptoms of measles and on how to prevent measles. The results imply that the message found in the flyer is very beneficial to the respondents for measles prevention and control. This is supported with the WHO having stated that publications and printed materials play a vital role in the effective dissemination of information.

Problems Encountered by the Respondents in Reading the Flyer

Results on table 5 show the problems encountered by the respondents in reading the flyer. Results show that more than half of the respondents claimed that they did not encounter any problem in reading the flyer. This implies that respondents were literate

Table 4. Benefits gained by the respondents after reading the flyer

BENEFITS	FREQUENCY (n=45)	PERCENTAGE (%)
Informed on the Free-Measles Rubella Vaccination	45	100
Understand what measles is all about	42	93.33
Learned the signs and Symptoms of measles	44	97.78
Learned how to prevent measles	44	97.78
Others (What to do when it occurs)	1	2.22

*Multiple responses



and able to understand the message of the flyer. However, some of the respondents claimed that they cannot understand the word “contagious” and “encephalitis” even though they have reached college. They also said that it lacks pictures to fully understand what measles is all about. This supports with Brochuremonster (2009) having stated that flyer should use graphic design to produce instant messages.

Although some (8) of the respondents indicated that flyer texts were small and it has incomplete information, the researcher negates what respondents claim. The size of the texts used was readable enough and it has complete information such as the Free-Measles Rubella Vaccination, definition of measles, how it is transmitted, measles’ signs and symptoms, effects of measles and its prevention, regardless of graphics.

Table 5. Problems encountered by the respondents in reading the flyer

PROBLEMS	FREQUENCY (n=45)	PERCENTAGE (%)
Cannot understand the word encephalitis	15	33.33
Cannot understand the word contagious	8	17.78
Lack pictures to fully understand measles all about	7	15.58
Small texts	4	8.89
Can't fully understand about rubella	3	6.67
Incomplete information	2	4.44

*Multiple responses



Suggestions by the Respondents
for the Improvement of the Flyer

Table 9 shows the suggestions drawn by the respondents for the enhancement of the flyer effectiveness to the target audience.

Majority (33.33%) of the respondents suggested adding graphics or pictures on the flyer to fully understand what measles is all about. This supports what the Brochuremonster (2009) stated that flyer graphic design is one of the most crucial facets of the flyer design. Also, graphics help people to keep the message in mind for a long time and make flyer colorful, readable and enjoyable. To further support the results, Zaluksuk and Borland as cited by Pinkihan (2008) stated that the photograph/graphics may explain/ supplement written text readability, and the interest and prior knowledge on the reader are equally important factors in comprehension and retention of information.

The respondents also suggested defining encephalitis and simplifying the word contagious. They also recommended adding more information.

As to language, respondents preferred Tagalog over Ilokano version of the flyer for the audience to understand especially those who cannot understand English. This corroborates with the statement of Pioquinto (1992) as cited by Amadeo (2004), having stated that communication materials must contain messages that are appropriate and adaptable in our locality. This is supported also by Ut-utan (2008) who said that people gain a better understanding about the way others talk, how they use language and how to approach people. Further, many Filipinos have difficulty in understanding English language considering the exposure to the language since it is undeniable that English is just one of the many languages they acquire.



Results show, as suggested by the respondents, that the designer may use bigger font and may increase the flyer size. Among the 45 respondents, one suggested improving the quality of paper. The designer should use a thick paper which is durable.

To achieve the “Excellent” rating by the public in all of the content, color, words/text used, graphics and layout, the researcher may consider the abovementioned suggestions by the respondents.

Improved Design of Flyer Basing from Respondents’ Suggestions

According to the Small Business Graphic Design (n. d.), these elements should be in every well designed flyer; one clear concise concept or purpose; a popping headline which is what will most likely be the first thing read, so make it pop; an overall motivating message, the message should make the reader want to act otherwise, the flyer

Table 6. Suggestions by the respondents for the improvement of the flyer

SUGGESTIONS	FREQUENCY (n=45)	PERCENTAGE (%)
Bigger size of Flyer	6	13.33
Content		
Add more information	5	11.11
Define encephalitis	12	26.67
Simplify contagious	4	8.89
Bigger fonts	8	17.78
Language preferred		
Have a Tagalog version	8	17.78
Have an Ilokano version	7	15.56
Add graphics	15	33.33
Improve quality of paper	1	2.22

*Multiple Responses



will be useless to the reader; graphics or pictures that are relative to the concept of the flyer and are eye-catching and; the important contact information of the business.

Plate 2 and 3 show the improved design of the flyer based from respondents' suggestions. Most considerations recommended by the respondents in terms of flyer size, context, fonts, language preferred and graphics were considered in the improved flyer.

The Plate 2 is the English version of the flyer since results on the socio-demographic profile of the respondents showed that they have had their education and able to read and understand the flyer. On this plate, the word "contagious" was simplified into "infectious" and "encephalitis" was defined as the inflammation of the brain caused by viral infection. Pictures of person infected with rashes and vaccination activity were also included as recommended by the respondents.

Also, the Plate 3 is the Tagalog version of the flyer as the most preferred language of the respondents over Ilokano. The size of the improved design of the flyer was increased into eight and one-half inches by 11 inches (8.5" x 11") from the original size which is six inches by 10.5 inches (6" x 10.5"). The flyer size was based from the statement as mentioned by Taradel (2008) which is the most popular and standard size for a flyer is 8.5" x 11".



Iligtas sa Tigdas ang Pinas
(Isalakan Tayo Amin nga Ubbing Kontra Kamoras)

FREE MEASLES-RUBELLA VACCINATION
A Door-to-Door Measles-Rubella Supplemental Immunization Activity

WHEN : April 4, 2011 to May 4, 2011

WHERE : Residence

WHO : ALL children 9 months to 7 years and 11 months old or whose birthdays fall from May 2003 to July 2010

HOW : Vaccination Teams shall visit EVERY HOUSE to immunize ALL eligible children

MEASLES: WHAT YOU NEED TO KNOW

MEASLES is a highly infectious disease caused by a virus.

TRANSMITTED through infected droplets by sneezing, coughing and close personal contact.

COMPLICATIONS/ EFFECTS OF MEASLES
Measles can kill children by causing brain infection and severe pneumonia.
Other complications result to:

- Severe undernutrition
- Severe skin infection
- Vit. A deficiency leading to blindness
- Encephalitis- an inflammation of the brain usually caused by viral infection.
- Diarrhea and dehydration

SIGNS AND SYMPTOMS

- Skin rashes
- High fever
- Cough
- Red eyes

PREVENTION

- Immunization with measles vaccine
- Vitamin A Supplementation during routine measles vaccination

DOH-CHD-CAR, BGHMC Compound, Baguio City
Tel.nos (074) 442-8096 (074) 444-5255





Plate 2. Improved English version of the flyer



Listag Iligtas sa Tigdas ang Pinas
(Isalakan Tayo Amin nga Ubbing Kontra Kamoras)

LIBRENG BAKUNA KONTRA TIGDAS
A Door-to-Door Measles-Rubella Supplemental Immunization Activity

KAILAN : Abril 4, 2011 hanggang Mayo 4, 2011

SAAN : Bawat tahanan

SINO : LAHAT ng mga batang may edad na 9 na buwan hanggang 7 na taon at 11 na buwan o mga ipinanganak noong Mayo 2003 hanggang Hulyo 2010

PAANO : Mga grupo ng mambabakuna ay bibisita sa BAWAT TAHANAN para bakunahan ang mga batang pasado sa edad

TIGDAS: ANO ANG DAPAT MALAMAN

TIGDAS- sakit na nakakahawa na sanhi ng *virus*.
NAKAKAHAWA sa pamamagitan ng sipon, pag-ubo, at personal kontak.

KOMPLIKASYON/ EPEKTO NG TIGDAS
Ang TIGDAS ay nakamamatay sa mga bata sanhi ng impeksiyon sa utak at malubhang pneumonia.
Ibang komplikasyon na hahantong sa:

- Malnutrisyon
- Malubhang impeksyon sa balat
- Pakabulag sanhi ng kakulangan sa Bitamina A
- Pagtatae at pagka-*dehydrate*
- Encephalitis o pamamaga ng utak sanhi ng *virus*

SINTOMAS

- pamamantal o *rashes* sa katawan
- lagnat
- ubo
- pamumula ng mga mata

PAG-IWAS

- Pagbakuna kontra tigdas
- Pagdagdag ng Bitamina A sa tuwinang bakuna para sa tigdas

DOH-CHD-CAR, BGHMC Compound, Baguio City
Tel.nos (074) 442-8096 (074) 444-5255





Plate 3. Improved Tagalog version of the flyer



SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The study was conducted to evaluate the *IligtassaTigdasangPinas* Campaign Flyer of DOH at Barangay Balili, Pico, and Puguis La Trinidad, Benguet from December 2011 to January 2012. Survey questionnaires were used to gather data from the 45 respondents, who were chosen purposively. Four key informants were interviewed for the distribution process of the flyer.

The data were interpreted and analyzed using mean and percentage.

Results show that less than half of the respondents belonged to age bracket 25-29 and great of them were females. Most of the respondents reached college. In terms of occupation, most of the respondents were housewives. Also for the tribal affiliation, majority were Kankanaey. Results also show that majority of the respondents can speak Kankanaey.

In terms of distribution of the flyer, barangay midwives distributed it on their respected Barangay Health Center during consultation to the target audience.

Results also show that rating of the respondents in terms of content, color, words/text used, and layout were “Excellent”. The messages of the flyer were comprehensible to the respondents. They did not see any annoying, false and irritating elements in the flyer.

Further, the benefits gained by the respondents after reading the flyer include the following; they were informed of the Free Measles Rubella Vaccination and informed on the transmission of measles, the signs and symptoms, complications and its prevention.



Also, the problems encountered by the respondents in reading the flyer were small texts used, some words used are difficult to understand and it lacks of pictures.

Thus, respondents enumerated suggestions for the improvement of the flyer. These include adding graphics, having Tagalog and Ilokano versions of the flyer, bigger fonts, adding more information and simplifying difficult words to understand.

The researcher also produced an improved design of the flyer based from respondent's suggestions.

Conclusions

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

1. Majority of the respondents acquired education. They were able to read and understand the message of the flyer.
2. The distribution process of the flyer follow a top to bottom approach (from the producer to the reader) to reach the target audience.
3. The flyer is effective since respondents rated as "Excellent".
4. Messages found in the flyer are very beneficial to the respondents.
5. Flyers may persuade readers to act on a specific topic or issue.
6. The flyer still needs improvement in terms of flyer size, content, language and words used, graphics and the quality of paper to be used even with the "Excellent" evaluation of the respondents.

Recommendations

From the findings and conclusions drawn, the following are being recommended:

1. The designer may consider the respondents' recommendations which include



adding graphics, having Tagalog and Ilokano versions of the flyer.

2. The designer may use language adaptable in the locality and simple words which are easily understood by the readers.

3. The health workers may continue the use of flyers for their future health-related campaigns.

4. Further studies may be done in other DOH campaign materials.



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APPENDIX A

Survey Questionnaire for Respondents

Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer of DOH
 In Selected Barangays of La Trinidad, Benguet
 Respondent #: _____

INSTRUCTION: Please answer the following questions on the space provided.

I. SOCIO-DEMOGRAPHIC PROFILE

Name (optional): _____ Age: ____ Sex (pls. check) : (F)___ (M)___
 Home Address: _____ Occupation: _____
 Highest Educational Attainment (pls. check):
 ___ Elementary Level ___ Vocational
 ___ High school Level ___ Others (pls. specify): _____
 ___ College Level
 Tribal Affiliation (pls. check): _____ Dialects spoken: _____
 ___ Kankanaey ___ Ilokano
 ___ Ibaloi ___ Tagalog
 ___ Others (pls. specify): _____

II. EVALUATION OF THE FLYER

For A and B, please rate the campaign flyer in terms of content, language, color, font and layout. Check (/) the box which corresponds to your answer using the rating scale below. Then, write your remarks on the next column.

Rating scale	Descriptive Rating	Qualitative Description
4(Highest)	Excellent	It perfectly meets the criteria
3	Good	There is a little need for improvement to meet the criteria
2	Fair	It needs more improvement to meet the criteria
1(Lowest)	Poor	It fails to meet the criteria

CRITERIA	1	2	3	4
CONTENT				
Relevant and Significant (It meets the information need regards to measles prevention)				
Essential (Information found is important)				
Organized (The information is presented in a logical way that aids in easy understanding of the material)				
Clear and concise (The information is presented in as simple way for easy understanding)				



WORDS/TEXT <i>Clear</i> (Text is clear and readable)				
<i>Simple</i> (Words are simple and easy to understand)				
<i>Grammar and spelling</i> (No grammar and spelling)				
LAYOUT Alignment (Follow normal left to right, top to bottom reading/viewing directions or patterns)				
Headings and fonts (Font size for heading and body text are appropriate)				
COLOR Appropriate (Color combination reinforces visibility with illustrations or graphics including text)				
Eye catching(Colors of the graphics and pictures highlight the focus and interest in the poster and adds realistic effects to visuals)				
Enhances Readability (Color contrast enhances the understanding of the information in the poster)				

II. COMPREHENSIBILITY OF THE FLYER TO THE RESPONDENTS

CRITERIA	1	2	3	4
1. Information on the flyer is easily read without assistance				
2. The flyer is easily understood				
3. The flyer uses understandable words.				
4. The font size is large enough to be read clearly.				
5. Texts are legible.				

III. ACCEPTABILITY OF THE FLYER TO THE RESPONDENTS

1. Does the message contain anything offensive?

___YES ___NO

If YES, what is it?

2. Does message contain anything false?

___YES ___NO



If YES, what is it?

3. Does it contain any irritating elements?

YES NO

If YES, what is it?

4. Do you agree with the message?

YES NO

Why or why not?

IV. BENEFITS, COMMENTS AND SUGGESTIONS ON THE FLYER

1. What are the benefits you gained in reading the flyer? Please check.

informed about the Free-Measles Rubella Vaccination

understand what measles is all about

learned the signs and symptoms of measles

learned how to prevent measles

others (pls. specify) _____

2. What are the problems you encountered in reading the IEC material?
-
-
-

3. What are your suggestions for the improvement of the flyer?
-
-
-
-

Thank you so much....

-The Researcher-



APPENDIX B.

Guide Questions for Key informant

RHU-Head
La Trinidad, Benguet

1. Where did you distribute the flyers to your audience?

2. How many flyers allotted in La Trinidad for distribution?

3. How was the distribution of the flyer from DOH-CAR to the Municipal Health Offices?

4. How was the campaign flyers distributed to the different barangays by the Municipal Health Office?

5. How did you distribute to your target audience?



Guide Questions for Key informant

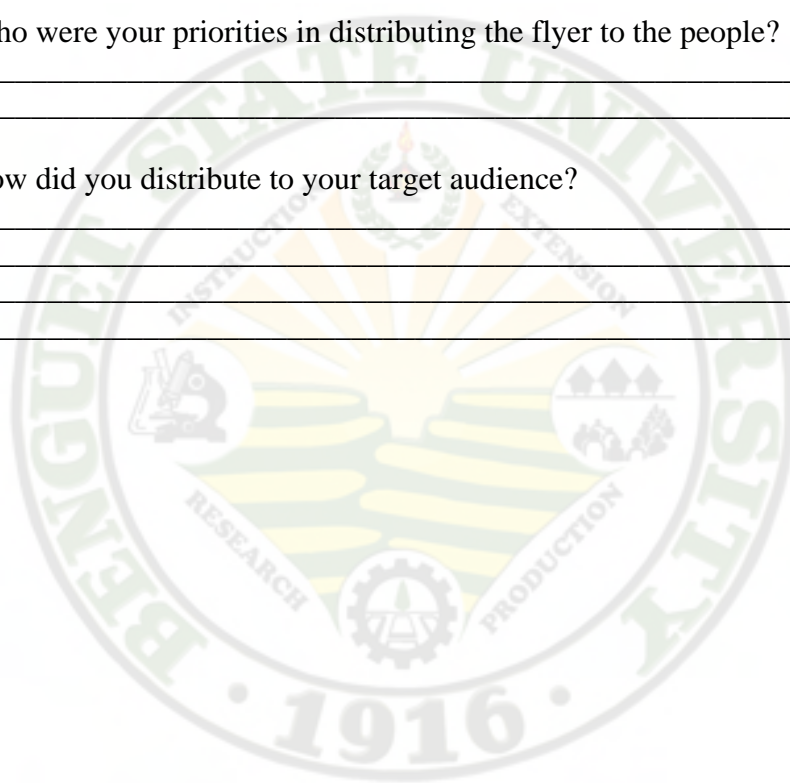
Barangay Health Center- Midwife

1. How many flyers did you distribute in your barangay?

2. Where did you distribute the flyers to your audience?

3. Who were your priorities in distributing the flyer to the people?

4. How did you distribute to your target audience?



APPENDIX C

Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer

CRITERIA FOR THE FLYER	RESPONSES				MEAN	DE
	1	2	3	4		
Content						
Relevant and Significant	0	3	17	25	3.49	Good
Essential	0	0	6	39	3.87	Excellent
Organized	0	1	13	31	3.67	Excellent
Clear and concise	0	0	8	37	3.82	Excellent
Words/text						
Clear	0	3	4	38	3.78	Excellent
Simple	1	5	13	26	3.42	Good
Grammar and spelling	0	0	4	41	3.91	Excellent
Layout						
Balance	2	10	14	19	3.11	Good
Alignment	0	0	3	42	3.93	Excellent
Headings and fonts	0	3	6	37	3.82	Excellent
Color						
Appropriate	1	1	8	35	3.71	Excellent
Eye catching	0	3	10	32	3.64	Excellent
Enhances readability	0	1	11	33	3.71	Excellent



APPENDIX D

Comprehensibility of the Flyer to the Respondents

CRITERIA FOR THE FLYER	RESPONSES				MEAN	DE
	1	2	3	4		
1. Information is easily read without even assistance	0	3	7	35	3.73	Excellent
2. The flyer is easily Understood	0	1	5	39	3.84	Excellent
3. The flyer uses understandable words	0	5	13	27	3.38	Excellent
4. The font size is large enough to be read clearly	0	3	4	38	3.78	Excellent
5. The texts are legible	0	1	5	39	3.84	Excellent



GOALS and OBJECTIVES

The Department exists to:

6. Provide instruction for the acquisition of relevant knowledge and skills essential to development communication work;
7. 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;
8. Create innovative alternative communication strategies and opportunities that shall draw the full potentials of learners and practitioners of print, radio, and television.
9. To conduct researches or field studies; and
10. To formulate and implement extension and development programs.

Office Address:

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

APPENDIX E

Letter to Barangay Captains
of the Three Selected Barangays
of La Trinidad, Benguet



Republic of the Philippines
BENGUET STATE UNIVERSITY
La Trinidad, Benguet



College of Agriculture
DEPARTMENT OF DEVELOPMENT COMMUNICATION

December 20, 2011

JUAN MENDOZA
Barangay Captain
Pico, La Trinidad, Benguet

Sir:

Warm greetings!

I am a 4th year college student of Benguet State University taking up Bachelor of Science in Development Communication majoring in Educational Communication. At present, I am conducting my thesis entitled "Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer of DOH in selected barangays of La Trinidad Benguet". This will seek to evaluate the flyer used during the 2011 Anti-measles Campaign.

In this regard, may I request your good office to permit me conduct an interview with the Barangay Midwife and floating survey questionnaires to the barangay residents?

Thank you very much and your positive response to this request is highly anticipated.

Truly yours,

EISIE S. MAAMMO
Researcher

Noted:

IGRELYN P. PINOS-AN
Adviser



Republic of the Philippines
BENGUET STATE UNIVERSITY
 La Trinidad, Benguet



College of Agriculture
DEPARTMENT OF DEVELOPMENT COMMUNICATION

December 20, 2011

PAUL V. ALVERAS
 Barangay Captain
 Balili, La Trinidad, Benguet

Sir:

Warm greetings!

I am a 4th year college student of Benguet State University taking up Bachelor of Science in Development Communication majoring in Educational Communication. At present, I am conducting my thesis entitled “Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer of DOH in selected barangays of La Trinidad Benguet”. This will seek to evaluate the flyer used during the 2011 Anti-measles Campaign.

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Truly yours,

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13. Create innovative alternative communication strategies and opportunities that shall draw the full potentials of learners and practitioners of print, radio, and television.
14. To conduct researches or field studies; and
15. To formulate and implement extension and development programs.

Office Address:

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



Republic of the Philippines
BENGUET STATE UNIVERSITY
La Trinidad, Benguet

College of Agriculture
DEPARTMENT OF DEVELOPMENT COMMUNICATION



December 20, 2011

OSBURN P. VISAYA
Barangay Captain
Puguis, La Trinidad, Benguet

Sir:

Warm greetings!

I am a 4th year college student of Benguet State University taking up Bachelor of Science in Development Communication majoring in Educational Communication. At present, I am conducting my thesis entitled “Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer of DOH in selected barangays of La Trinidad Benguet”. This will seek to evaluate the flyer used during the 2011 Anti-measles Campaign.

In this regard, may I request your good office to permit me conduct an interview with the Barangay Midwife and floating survey questionnaires to the barangay residents?

Thank you very much and your positive response to this request is highly anticipated.

Truly yours,

EISIE S. MAAMMO
Researcher

Noted:

IGRELYN P. PINOS-AN
Adviser

APPENDIX F



Letter to the Respondents

Benguet State University
College of Agriculture
Department of Development Communication
La Trinidad, Benguet

Dear Respondent,

Greetings!

I am a 4th year college student of Benguet State University taking up Bachelor of Science in Development Communication majoring in Educational Communication. At present, I am conducting my thesis entitled “Evaluation of the *IligtassaTigdasangPinas* Campaign Flyer of DOH in Selected Barangays of La Trinidad, Benguet”. This will seek to evaluate the flyer used during the 2011 Anti-Measles Campaign.

In this regard, I am soliciting your cooperation to answer the survey questionnaires about the study. Rest assured that all information to be gathered is for academic purposes only.

Thank you and God bless.

Respectfully Yours,

ELSIE S. MAAMMO

Researcher

Noted:

IGRELYN P. PINOS-AN

Adviser

