

BIBLIOGRAPHY

BOLONA, LORILYN M. APRIL 2008. Evaluation of Communication Strategies Used by Fiber Industry Development Authority in their Agro –based Industry Program in Kapangan, Benguet. Benguet State University, La Trinidad, Benguet

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ABSTRACT

The study characterized who are the FIDA technicians and beneficiaries of the sericulture program in Kapangan, Benguet; determined the beneficiaries' perceptions on the IEC materials used by FIDA in implementing their programs according to content, lay-out, graphics and color and the trainings and seminars in terms of resource speakers and venue; and determined the problems encountered by both beneficiaries and implementing technicians in implementing the communication strategies.

There were 35 respondents from members of the Kapangan Environmental and Livelihood Multi-purpose Coop, 20 non-members and a staff of FIDA.

Findings show that there was only one FIDA technician who was assigned in the province of Benguet. Qualified members of the program should have at least 0.25 hectare mulberry plantation that is well maintained and managed.

As to the perceptions of the coop members and non-members to the training manual, both respondents said that content clarity is presented in a clear manner, lay-out is appropriate and simple, color of the letters are readable, and graphics used are appropriate.

On the perceptions on the brochure, both respondents said that content is easily understood and presented in a clear way, lay-out shows preparedness and is well-constructed, colors of the letters are readable and contrast with the background and graphics used are appropriate and easily understood.

As to the perceptions on the trainings and seminars, coop members agreed that resource speakers explains their topics well and clearly, answers questions convincingly, were accommodating, and approachable. They also affirmed that they were comfortable to all the places where the training and seminars were conducted and appropriate to the topics discussed were appropriate.

Problems encountered by the coop members on the trainings and seminars were the accessibility of their houses to the training area and having limited jeepneys and buses during training and seminars causing them not to attend anymore. Concerning to the IEC materials, some do not have copies because they were absent during the distribution of the materials and some did not able to buy the material.

Interview with the assigned FIDA technician in the municipality revealed that they do not have any problem in implementing the program because there was no problem on the participation and cooperation of the members.

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INTRODUCTION

Rationale

Nowadays, different ways in disseminating relevant information are being applied by different institutions, either be in radio, television, posters, flyers, leaflets, brochures, trainings, seminars and others. These are commonly known as communication strategies.

Communication strategies incorporate the variety of available communication techniques for the specific purpose of integrating custody and treatment practices toward the overall goal of effective offender management and change.

Moreover, the government is now concerned in the implementation of the projects and programs that caters to the improvement of the quality of life of rural people. According to government agencies, technologies are very much involved in the effective implementation in the agricultural and rural development programs (Pawil, 2001) as cited by Amadeo (2004). Government funding bodies and powerful commercial interest recognize this as technology brings agenda and initiatives to bear an individual institution. Technologies are now used to handle information and aid communication. These are being used as communication device like radio, television, cell phones and others. They are also considered as channel to disseminate useful technologies to the community particularly to farmers and initiate changes for development.

In the Cordillera, Fiber Industry Development Authority (FIDA) is mandated to promote the accelerated growth in development of the fiber industry in all aspects including research, production, processing, marketing and trade regulation. It is tasked to



provide a continuous leadership and support for the integrated development of the fiber industry.

This sustains the growth and demand for fibers and fiberbased products both in domestic and international markets. It is also to improve farm productivity that can result to a higher income.

Kapangan is one among the established model sericulture communities to demonstrate the viability and profitability of the industry. FIDA reported that class C cocoons in the municipality are equivalent to class A in the lowlands.

However, Dr. Arnold Inumpa of Philippine Textile Research Institute (PTRI), said that there are a lot of farmers in Kapangan who responded to the sericulture program they conducted but they decreased in number these days due to lack of communication materials and the people are not that much aware of the sericulture program.

With this situation, there is a need to study and to further evaluate the proper dissemination of strategy applied in the sericulture program in Kapangan. Moreover, determining the communication strategies used by FIDA could be of help to specify what strategies are useful and effective to the agency and to the end users including the problems encountered in dealing with these communication strategies.

Statement of the Problem

The study aimed to answer the following questions:

1. Who are the FIDA technicians and beneficiaries of Kapangan Environmental and Livelihood Multi-Purpose Coop?
2. What are the beneficiaries' perceptions on the strategies applied by Fiber



Industry Development Authority (FIDA) in their program.

3. What are the non- beneficiaries' perception on the EIC materials as part of the communication strategies used by FIDA in implementing their program in terms of content, lay-out, color and graphics?
4. What are the problems encountered by both beneficiaries and implementing technicians in applying these communication strategies?

Objectives of the Study

The general objective of the study was to evaluate the communication strategies used by FIDA in their Agro-based program in Kapangan.

Specifically, it aimed to:

1. characterize the FIDA technicians and beneficiaries of Kapangan Environmental and Livelihood Multi-Purpose Coop program in Kapangan;
2. determine the beneficiaries' perceptions on the strategies used by FIDA in implementing their program;
3. determine the non-beneficiaries' perceptions on the IEC materials used by FIDA in implementing their program in terms of its content, lay-out, color and graphics and;
4. find out the problems encountered by both beneficiaries and implementing technicians in using the identified communication strategies.



Importance of the Study

Fiber Industry Development Authority (FIDA) is tasked to provide a continuous leadership and support for the integrated development of the fiber industry.

The result of the study would give an insight to the staff of FIDA into the implementing strategies used in influencing farmers to avail of the sericulture program of the municipality. It will also find out ways in determining the problems on the strategies used that would serve as a guide for an effective and efficient implementing.

It maybe important to FIDA to know the result of the evaluation for them to improve their IEC materials and other used strategies like trainings and seminars to persuade other non-sericulture members embrace the said program including other agencies/institutions with the same scope of program. The result of the study could also be used as a basis to other students who want to venture more on the same scope of study.

Scope and Limitations of the Study

The study focused on the sericulture members and non-members of Kapangan, Benguet. It is the place where most of the farmers responded to the dissemination that was conducted by the agriculture technicians of the Fiber Industry Development Authority (FIDA).

The study limited its scope in getting who are the FIDA technicians involved and beneficiaries of the Kapangan Environmental and Livelihood Multi-Purpose Coop, determine the non- beneficiaries' perceptions on the IEC materials used by FIDA in implementing their program according to content, lay-out, color and graphics, determine the beneficiaries' perceptions on the strategies used by FIDA in implementing their



program, and the problems encountered by both beneficiaries and implementing technicians in using the identified communication strategies.



REVIEW OF LITERATURE

Fiber Industry Development Authority (FIDA)

Fiber Industry Development Authority (FIDA) is mandated to promote the accelerated growth in development of the fiber industry in all aspects including research, production, processing, marketing and trade regulation. It is tasked to provide a continuous leadership and support for the integrated development of the fiber industry.

This sustains the growth and demand for fibers and fiberbased products both in domestic and international markets. It is also to improve farm productivity that can result to a higher income.

FIDA conducts research studies on abaca and other fiber crops on crop improvement, cultural management and crop protection at FIDA experiment stations and farmer-cooperators' field; provides farmers with packages of proven production technologies; and propagates disease tolerant High Yielding Varieties (HYVs) through tissue culture method for distribution to farmers. Studies the expansion and development of new uses of Philippine fibers and works on the improvement of existing fiber extraction and processing technology.

Objectives of FIDA are to promote the integrated development of the fiber industry in all its aspects from research, production, processing, marketing and trade regulation; sustain the growth and demand for fibers and fiber-based products both in the domestic and international markets; enforce fiber standards and regulatory measures in order to maintain good quality fiber traded in both local and foreign markets; improve farm productivity, thereby, increasing farmers' income; and encourage increased



domestic processing for employment and higher value added considerations, and increased foreign exchange revenues.

Communication Strategies

Braid (1983) emphasized on the factors to consider in implementing communication strategies in Mansagana's experiment.

1. It is important to raise the confidence level of the farmer, particularly in his dealing with external agencies.
2. It is important to have effective coordination between sources agencies and among agencies at the local level (cooperatives, local farmer's organization, etc.)
3. It is important to have an adequate information and education program to provide regular contact between the farmer-borrowers and the lending institutions.
4. More resources should be allocated for strengthening the training programs for extension workers.
5. There is a need for an information system that would provide more effective and control and measurement of performance.
6. The need of common perception (co-orientation concerning problems and needs) among farmers and implementers.
7. It is important to involve farmers in preparation of strategies.



8. A mass media strategy could be rendered and more effective if evaluate research is built on it. This would show audience reaction to the new message, format and scheduling.

Evaluating Communication Strategies

Information is essential to the researchers or practitioners responsible for the communication activities, to the partners involved, and to the community groups involved, to help them along the way in completing their project, and to recognize, at the end of the activities, the results that have been achieved as well as the lessons that can be learned for the future (IRDC).

An evaluation should also be done using criteria of self-reliance and other social-indicators. The evaluation would perhaps reveal that the program benefited external sources of farm inputs more than it did in the local community.

Benefits Derived from Development Programs

Programs are designed to enhance people's mind and improve their status in life (Delphi, 2008).

Moreover, according to Contado (1969) as stated by Amadeo (2004), programs implemented by different organizations participation found to have increased the beneficiaries in terms of their exposure to different sources of information; created awareness of new information and practices; and instilled confidence in the new practices and in himself.



In the study of Gawon (2000), agricultural programs like the Central Agricultural Program (CAP) found to have contributed to the increase of income, provide employment, access to main road, access to marketing center and provide capitals to beneficiaries.

Problems Encountered by Both Beneficiaries and the Implementing Agencies

According to Chulacupata (1976), as stated by Ramos (2007), that the main problems in the implementation of agricultural programs are the inactive participation among farmers are due to the widespread ignorance and social isolation. They are generally socio-politically underdeveloped. These happen when the programs do not determine the interest, needs, the situations of the people who never participated in choosing the best method to reach them. Thus, introducing such program is difficult task to become adaptable of a given idea is totally different just from saying it.

Carpenter (1983) further emphasized that multimedia pre-plan offers a more effective and efficient approach. It can be a guide to a coordinated interdisciplinary, time consuming and long range, involving many people and organizations.



METHODOLOGY

Locale and Time of the Study

The study was conducted in the municipality of Kapangan which avails the sericulture program. In the duration of the study, there were 35 active members of the Kapangan Environmental and Livelihood Multi-Purpose Coop who were engaged in the program and they were coming from barangays Tabao, Cuba, Pongayan, Labueg, and Pudong. It is about 29 kilometers away from the capital town of La Trinidad.

Kapangan is bounded on the north by Kibungan, on the south by Tublay, on the southwest by Sablan, on the east by Atok, and on the west by the province of La Union (Figure 1).

The study was conducted from December 2007-January 2008.

Respondents of the Study

Respondents were the active members of Kapangan Environmental and Livelihood Multi-Purpose Coop of selected barangays of Kapangan, Benguet and the non-beneficiaries of Kapangan Environmental and Livelihood Multi-Purpose Coop were chosen through purposive sampling.

The barangays that were selected are Tabao, Pudong, Cuba, Pongayan, and Labueg. They were selected since they were the barangays engaged with the sericulture program. The selection of the non-members was from any barangays who were not engaged in sericulture. Meanwhile, the selection of the staff was based on her accessibility and her function in the program.



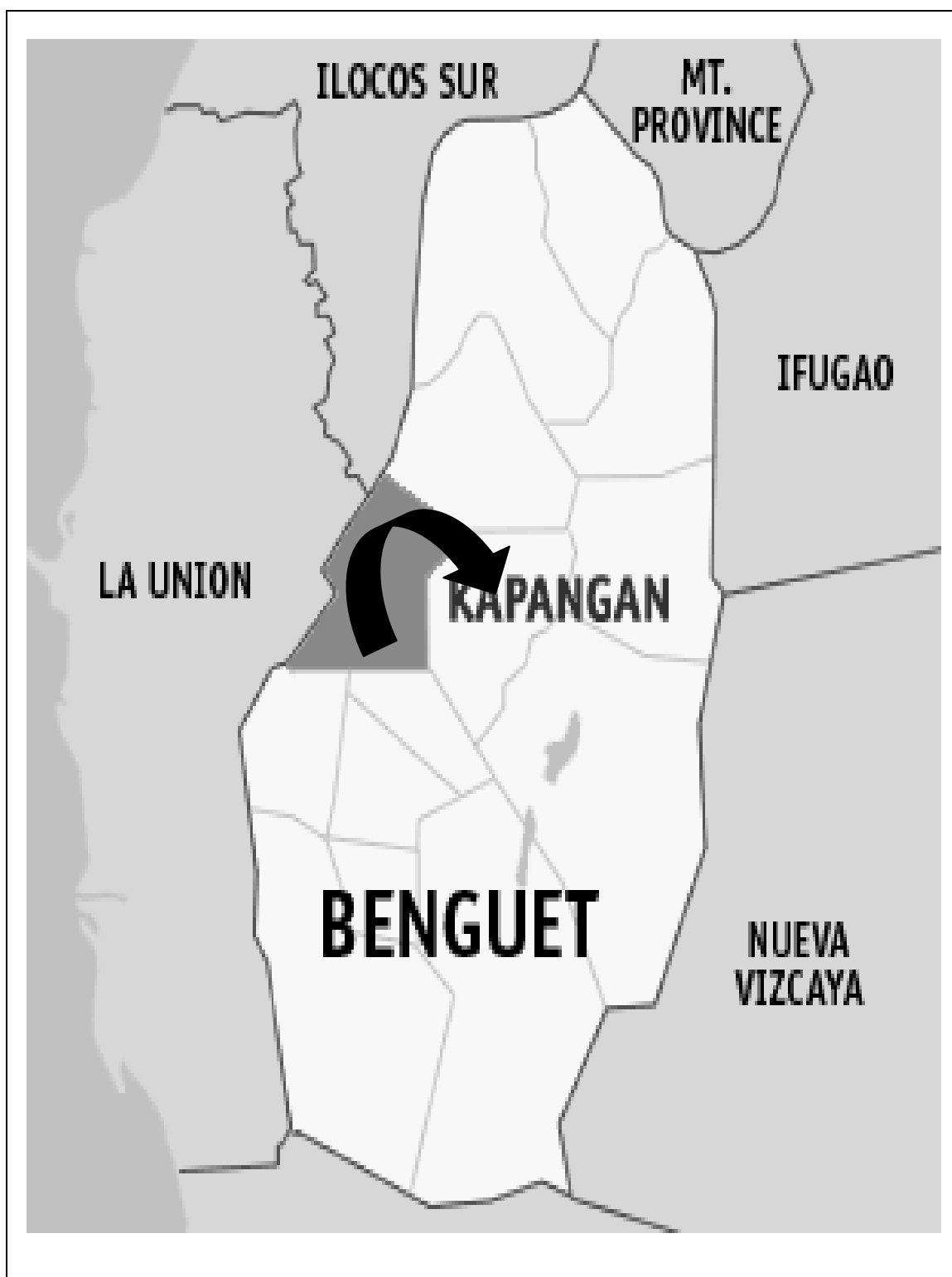


Figure 1. Map of Benguet showing the location of the study

Data Collection

An interview schedule was used in gathering the needed information. The questions were translated into Kankana-ey during the interview.

Data Gathered

The data gathered were the characteristics of FIDA technician involved in the program and the beneficiaries of Kapangan Environmental and Livelihood Multi-Purpose Coop. Also collected were the perceptions of the coop and non-coop members on the IEC materials used by FIDA according to content; lay-out, color and graphics; perceptions on the strategies used by FIDA in their program; the problems encountered by both beneficiaries and implementing agencies in applying these communication strategies.

Data Analysis

The data gathered from the selected respondents were consolidated and tabulated. Results were discussed and interpreted using descriptive analysis through frequency and percentage.



RESULTS AND DISCUSSION

Characteristics of FIDA Technicians and Beneficiaries

Fiber Industry Development Authority technician. At the time duration of study, there was only one Fiber Industry Development Authority (FIDA) technician who was assigned in the Province of Benguet who is Mrs. Fe Donato. At the same time, she was the Fiber Development Officer of the province. She said that they don't lack personnel because they were having a counter parting with the Local Government Unit (LGU). She also added that if you are the one who is assigned to the whole province, you should be very willing to deal with farmers and know how to communicate and adjust with the framers as a whole.

Beneficiaries of the program. There were 35 Kapangan and Environmental and Livelihood Multi-purpose Coop active members of the sericulture program in Kapangan, Benguet. They were all the respondents of the study. There was no such age limit in joining the program. However, Mrs. Donato clarified that qualified members should have at least 0.25 hectare mulberry plantation that is well maintained and managed. She also mentioned that members should have interest and willingness to join trainings and seminars on sericulture.

Figure 2 shows the percentage of active members engaged in the sericulture program in each barangay in Kapangan, Benguet. Majority (37.14%) of the respondents came from Brgy. Cuba followed by Brgy. Labueg with 28.57%; Brgy. Pongayan with 14.28%; Brgy. Pudong and Taba-ao with 8.5%; and Brgy Datakan with 2.85; %, respectively.



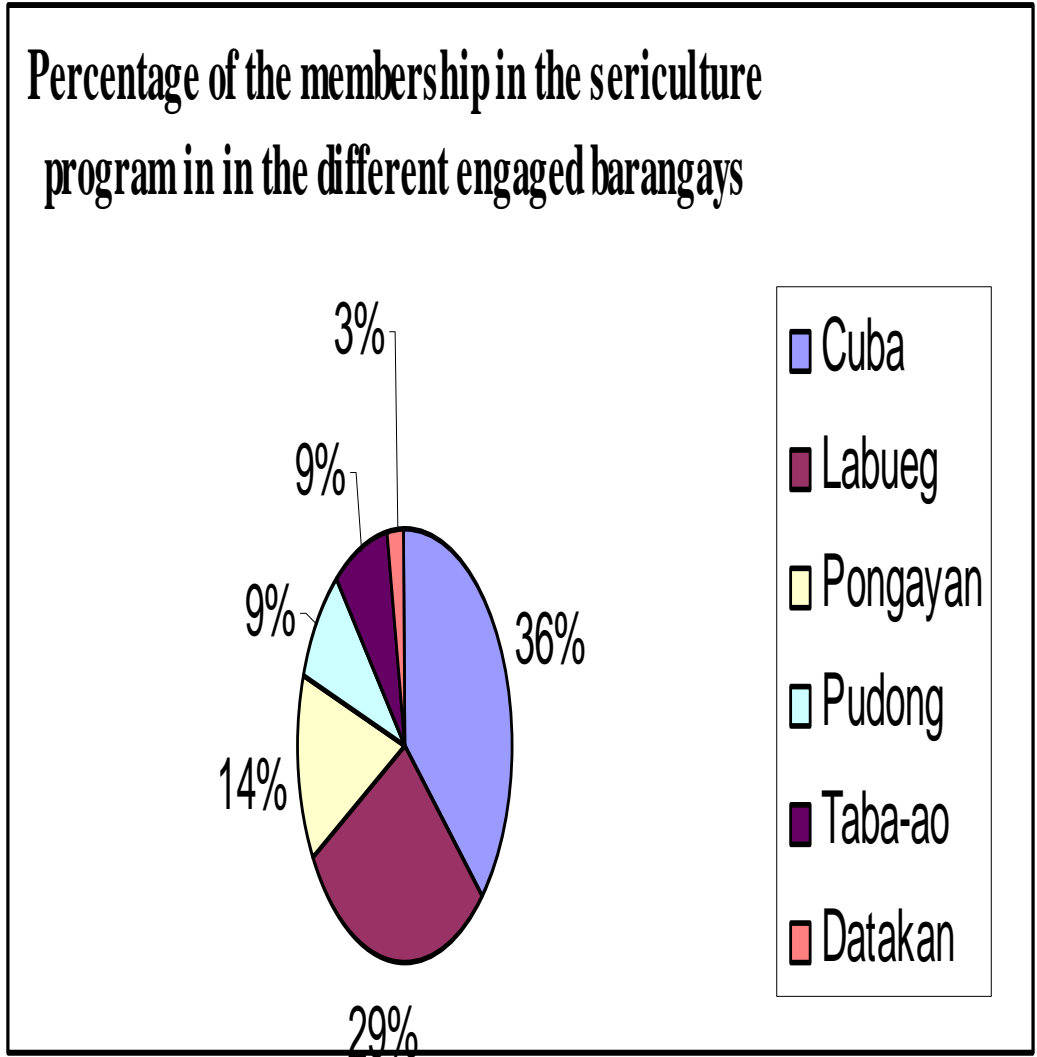


Figure 2. Membership in the sericulture program in the different engaged barangays in Kapangan

Description of the Training Manual

The training manual produced by FIDA was 8” x 11” in size excluding the cover and the paper used was a coupon bond. It has a black and white texts, photographs and illustrations and it uses Times New Roman font style in its headings and body text. Font



sizes that were used were 12 for the body text, 16 for the sub headings and 18 for headings or titles. Topics in the manual are rearing, nursery/ mulberry establishment (planting of mulberry cuttings), harvesting, feeding and bed cleaning, spinning and mounting of cocoons, sanitation diseases and their control in rearing, cocoon shell percentage determination , packaging or delivery of cocoons, marketing and establishing a rearing houses.

The photographs and illustrations that were present were on the silkworm rearing, nursery bed preparation, selection, cutting and planting of mulberries, planting and maintenance. It also includes the proper weeding, application of fertilizers, and fungicide and establishing a model rearing houses.

Perceptions of Coop Members and Non-members on the Training Manuals used by FIDA

Table 1 shows the perceptions of training manual by the coop members and non-members according to its content.

Content. Result shows that all of the respondents, both coop members and non-members, said that the training manual motivates the silkworm producers. Great majority (91.43%) of the coop members also said that it can be used as reference because it is complete. As to its content clarity, all of the non-members said that the manual was presented in a clear manner. Others also commend the manual for having a complete information regarding sericulture starting from rearing silkworms to marketing.

The result adheres to the standards discussed by Cadiz (1991) as reiterated by Angligen (2006) that a manual should be a comprehensive publication providing details



about a whole range of practices. The more complete the manual is, the more the end users will be satisfied.

Table 1. Perceptions of coop members and non-members on the training manual according to content

Content	COOP MEMBERS		NON-MEMBERS	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
	(N=35)	(%)	(N=20)	(%)
It motivates the silkworm producers	35	100	20	100
The manual can be used as reference because it's complete	32	91.43	20	100
The texts are easy to read	30	85.71	12	60.00
The manual can be easily understood even without assistance	29	82.86	18	90.00
The manual used simple words	29	82.86	11	55.00
The manual is presented in a clear way	27	77.14	14	70.00

Table 2 shows the perceptions of training manual by the coop members and non-members according to lay-out.

Lay-out. Based on layout, all of the respondents said that the lay-out of the manual was simple and appropriate. Great majority of the coop members (91.43%) and



non-members (75%) said that it was well-constructed and showed preparedness. However, most of them mentioned that some texts should be enlarged for the sake of those who have poor eyesight. This could be attributed to the fact that most of the respondents belonged to age bracket of 30-50.

Shamir (1997) further explained that one problem with font size is that a font may look good at a large size and terrible at a smaller size, or vice versa. This is due to complications in scaling and rasterizing at lower resolutions.

Table 2. Perceptions of coop members and non-members on the training manual according to lay-out

	COOP MEMBERS		NON-MEMBERS	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
	(N=35)	(%)	(N=20)	(%)
Lay-out				
The lay-out used is simple	35	100	20	100
The lay-out is appropriate for the manual	35	100	15	75.00
The manual is appropriate in sized	35	100	12	60.00
The manual is well-constructed and showed preparedness	32	91.43	5	25.00

Table 3 shows the perceptions of training manual by the coop members and non-members according to color.



Color. All of the members and great majority of non-members (90%) agreed that the color of the letters were appropriate, hence, readable. However, all of them also mentioned that the color of the graphics used in the manual was not eye catching because it does not have any shade or color at all. This could be attributed to the fact that the manual was printed in black and white.

Nahm (2004) emphasized that font color may be an even more important determinant of readability than font size. In addition to preferring 12 to 14 point font, older adults preferred dark typeface with a medium or bold weight against a white background.

Table 3. Perceptions of coop members and non-members on the training manual according to color

	COOP MEMBERS		NON-MEMBERS	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
	(N=35)	(%)	(N=20)	(%)
Color				
The colors of the letters are readable	35	100	18	90.00
The color of the letter blends with the background	28	80.00	18	90.00
Colors of the graphics are eye catching	-	-	-	-

Table 4 shows the perceptions of training manual by the coop members and non-members according to its graphics.



Graphics. All of the respondents said that the manual used appropriate graphics. However, in terms of its clarity and artistic, both respondents gave a low rating. While great majority (71.4%) of the coop members said that the messages of the graphics used could easily be understood, only 30 % of non-coop members agreed to it. According to the non-members, although graphics were appropriate to the topics being discussed, still some graphics could not be easily be understood. According to members, some of the labels and graphics are erased and some illustrations are small in size that affects its understandability. Some of the non-members also said that if they could have attended some of the trainings of the said program, they might have understood some of the graphics without labels presented in the manual.

Rock (2006) further emphasized that in order to attract more attention, one should use photographs/graphics properly instead of illustrations or other artwork. Photographs/graphics attract the eye first, are more believable, and better remembered. But when used, illustrations and other line art should be rendered in an easy-to-understand style with an appropriate size, telling a story or label with your pictorial elements. This statement could justify the reason why the respondents did not properly understand the graphics and illustrations used since some of the graphics used were not labeled.

Furthermore, Poiquinto (1992), as stressed by Amadeo (2004), pointed out the importance of appropriateness and clarity of the graphics and illustrations being used in the manual. According to him, learning capability of farmers was the main reason given by technicians in the production of their materials. These communication materials



delivered by the technician during farmer classes could reach more farmer audience in a given situation if appropriate visuals and graphics are utilized.

Table 4. Perceptions of coop members and non-members on the training manual according to graphics

	COOP MEMBERS		NON-MEMBERS	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
	(N=35)	(%)	(N=20)	(%)
Graphics				
Uses appropriate graphics	35	100	20	100
The message of the graphics are easily understood	25	71.4	6	30.00
The graphics used is artistic and stimulates interest	7	20.00	9	45.00

Description of the Brochure

The brochure was 9” x 8” in size and it uses special kind of paper. Font styles used were Times New Roman and Verdana. Font size was 12 for body text and 18 for headings. Topics were on silk, reeling, uses of silk, major market and areas of production. Photographs that were present were silkworms, silk yarns colored and natural, cocoons and silk gowns.



Perceptions of Coop Members and Non-members on the FIDA Brochure

Table 5 shows the perceptions of coop members and non-members on the brochure being used by FIDA in implementing their program as to its content.

Content. All of the respondents, both coop members and non-members, said that the brochure could be easily understood and was presented in a clear way. Great majority (85.71%) of the members also said that the texts were easy to read.

Table 5. Perceptions of coop members and non-members on FIDA Brochure according to content

	COOP MEMBERS		NON-MEMBERS	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
	(N=35)	(%)	(N=20)	(%)
Content				
The brochure is presented in a clear way	35	100	20	100
The texts are easy to read	30	85.71	20	100
The brochure can be easily understood even without assistance	25	71.42	18	90.00

Lay-out. All of the respondents mentioned that the lay-out of the brochure was appropriate, simple, and shows preparedness and was well constructed. This implies that the brochure was able to follow the standards of preparing a brochure.

In the standards given by Bear (2008), a brochure must be informative, educational, or persuasive device and must present information in a clear, organized



manner. It should give enough information that the reader won't be left wondering "what's this really about" but should also be a "quick read" so that the reader doesn't become bored before reaching the end.

Color. All of the respondents, both coop and non-coop members said that colors of the letters were readable and contrast with the background was emphasized.

Project Center (2007) further explained that learning in using color correctly and accurately is paramount in the print and design industry. This contributes to readability of text and other elements used in any material.

Graphics. Still, all of the respondents said that the brochure used appropriate graphics; messages of the graphics were easily understood; and used graphics stimulate interest.

These results support the findings of Sidchogan (2006) that information incorporated with appropriate illustrations and photographs create better comprehension and understanding on a certain topic.

Perceptions of Coop Members on the Trainings and Seminars Conducted by FIDA

Resource speakers and the venue were the areas that were evaluated by the respondents on the trainings conducted by FIDA.

Resource speakers. All of the respondents said that the resource speakers were expert in their topics. According to the respondents, the speakers were able to explain their topics well and clearly. They also mentioned that the speakers answered their questions convincingly, were very accommodating, and approachable. This finding supports the observation of Rao (2002) that most speakers who are invited in seminars



and trainings are usually experts in their own fields, or topics thus, could satisfy queries their audience could give.

Also, according to the respondents, the resource speakers really see to it that they are applying what they are learning because they have a farm visitation sometimes.

Venue. All of the respondents affirmed that they were comfortable in all the places where their trainings and seminars and trainings were being conducted because it was appropriate for the topics being discussed. They mentioned that they had their trainings and seminars in Wangal, La Trinidad and Lomon, Kapangan where materials were complete for proper discussion.

Problems Encountered by the Coop Members on the Trainings and Seminars being Conducted by FIDA

The study used an open ended question in getting the communication problems encountered by both the implementers and beneficiaries of the FIDA program.

Table 6 presents the problems encountered by the respondents during trainings and seminars. These were due to the accessibility of their houses to the training area where majority (71.14%) said that limited jeepneys and buses during trainings and seminars causing the respondents not to attend anymore. Majority (62.85 5) also said that there was lack of commitment due to some other works they have to do in their farm and houses. This could be due to the fact that most of the members are mothers and according to them, as mothers, they often prioritize their children and other household chores than attending seminars and trainings being offered to them.



The only minor problem they include was having too long time during a certain seminar. This was during their training on September 2007 where they took it for more than a month.

Table 6. Problems encountered by beneficiaries on the trainings and seminars conducted by FDA

	FREQUENCY (N=35)	PERCENTAGE (%)
Accessibility of their houses to the training area	27	77.14
Limited jeepneys and buses during trainings and seminars	25	71.42
Home chores and other work in the farm	22	62.85

Problems Encountered by the Coop Members on the IEC Materials Distributed by FIDA

Beneficiaries encountered problems like IEC materials were often provided after trainings and seminars. Great majority (91.4 %) said that these materials were being distributed after trainings and seminars. Other materials were also for sale that others could not afford to buy. Only few materials can be bought in cheaper prices. According to some of the members, they were not able to have some of it because they said that they already know what is in the manual.

Ramsey (1995), as reiterated by Colingan (2006), said that in any form of communication materials, there would always be constraints or what he termed as barriers to effective communication. These could be language, knowledge level, age, culture, status, among others.



Other problem was that, some were not able to have some copies because they were not able to attend the trainings or seminars where they did the distribution of the materials. Majority (71.05%) also mentioned that they can't understand well the content of the manual because there were terms that should be defined in the materials but were not explained properly. There were also some parts of the materials, especially the training manual, that font styles are small. These problems were further emphasized in their evaluation of the different materials.

In addition, according to some members, there were “no read, no write” among them that is why they let their children explain the content of the IEC materials. This could result to misunderstanding the concepts and principles in the materials because there is a big tendency that their young children cannot relate also the information she/he reads.

Table 7. Problems encountered by beneficiaries on the IEC materials

	FREQUENCY (N=35)	PERCENTAGE (%)
IEC materials were distributed after trainings and seminars	32	91.42
There were terms that should be defined.	27	71.05
Some members were no read and no write	12	34.28



Problems Encountered by the FIDA Technician
in the Communication Strategies Used

In an interview with the assigned officer of the municipality of Kapangan, she said that there was no problem on the participation and cooperation of the members to the program. There was no problem also on the personnel to work because there were lots of trainers who are coming from the main office of FIDA.

However, according to Donato, (personal interview) funding was their main problem since they were just sourcing out grants from different offices like Department of Science and Technology (DOST) and Department of Labor and Employment (DOLE) because the members can not afford to put up their own rearing houses which are necessary in venturing into sericulture industry. In this case, she considered this as a problem affecting the communication strategies they are applying with their beneficiaries. An example would be the reproduction of other materials and the budget used for conducting seminars and trainings. All the budget for these relies on the grants from the said offices and even outside organizations.

This finding corroborates the finding of Ramos (2007) that the major problems encountered by implementers were lack of funds to finance certain program.

On the contrary, implementers said that although it affects, still, financial support should be the reason in not continuing the program because different approaches and strategies could still be applied to meet the objectives of the program.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study characterized who were the FIDA technicians and beneficiaries of the sericulture program in Kapangan; determined the perceptions of members and non-members on the IEC materials used by FIDA in implementing their programs according to content, lay-out, color and graphics; determined the perceptions of coop members on the trainings and seminars conducted in terms of its to its resource speakers and venue; and determined the problems encountered by both beneficiaries and implementing technicians in applying the communication strategies.

The study was conducted in the five barangay of Kapangan: Taba-ao, Cuba, Pongayan, Labueg and Pudong where the members are located. There were 35 of them were interviewed to gather the needed information. Meanwhile, there were 20 non-sericulture members who were also interviewed and a staff of Fiber Industry Development Authority (FIDA).

There was only one Fiber Industry Development Authority (FIDA) technician who was assigned in the Province of Benguet. According to Mrs. Fe Donato, Fiber Development Officer of Benguet, this does not mean that they lack personnel. She said that they are having a counter parting with the Local Government Unit (LGU).

On the other hand, in the sericulture members, there was no such age limit in joining the program. Mrs. Donato said that the members should at least have 0.25 hectare mulberry plantation that is well maintained and managed. She also mentioned that



members should have interest and willingness to join training and seminars on sericulture.

Meanwhile, according to content of the training manual, coop members and non-members agreed that it was easy to understand, complete and it motivated the non silkworm producers. According to lay-out, it was simple and used appropriate lay-out for the manual. On the contrary, majority of the respondents said that it was not well constructed and it does not showed preparedness. Font sizes should also be enlarged for the sake of those who have poor eye sight.

Respondents, both coop members and non-members, also said that there was contrast in color; however, all of them said that graphics were not eye catching because it does not have any color. With regards to graphics, all said that it used appropriate graphics but some are difficult to understand because it was erased and illustrations were small in size and were not clear enough.

On the other hand, as to the perceptions of the respondents on the content of the brochure, they said that it was easy to understand and was presented in a clear manner. With regards to lay-out, it was simple, balanced in size, showed preparedness, and was well constructed. According to color, they said that there was contrast in color and graphics, eye catching because of its color and it used appropriate graphics, artistic and stimulated interest.

Furthermore, coop members said that resource speakers during the trainings and seminars being conducted by FIDA were expert in their fields, very accommodating, approachable, and answers questions convincingly. As to the venue, they felt comfortable and agreed that it was just appropriate venue for the topics that were being discussed.



One problem causing them not to attend sometimes was due to the accessibility of their houses to the training area, limited jeepneys and buses during trainings and seminars and lack of commitment of some members due to some other works they have to do in their farm and houses.

Beneficiaries responded that they encountered problems like: IEC materials were often provided after trainings and seminars; at times, some of these materials were not being distributed to them at all; and other materials were also for sale that others could not afford to buy, however, some of the materials can be bought in cheaper prices.

Other problem is that, some were not able to have some copies because they didn't attend the said trainings and seminars. Some also mentioned that they can't understand well because there were terms that should be defined in the materials but were not explained properly. There were also some parts of the materials, especially the training manual, that font styles were small, as perceived by older respondents. These problems were further emphasized in their evaluation of the different materials.

Conclusions

Based on the findings, the following conclusions are given:

1. There is only one Fiber Industry Development Authority (FIDA) technician that is assigned to the entire Province. Anyone can join the sericulture program as long as they have 0.25 hectare to plant mulberry and willing to attend trainings and seminars.
2. Non-sericulture members understood the training manual and also the brochure. There are some terms that should be defined and graphics used are



not that eye catching and can't stimulate interest because it doesn't have any color. The training manual is complete but the brochure cannot be used as reference because it lacks some information about sericulture.

3. Coop members also understood the training manual and brochure but the same with the non-members' perceptions, there were terms that should be defined. The two IEC materials used appropriate graphics and stimulate interest, but the graphics on the training manual does not have any color and label.
4. During trainings and seminar, problem on accessibility in the training area and transportation was one problem resulting them not to attend the said activities.
5. Financial support was the main problem of the program but is not a hinder in continuing the program since different approaches and strategies could still being applied to meet the objectives of the program.

Recommendations

Based on the findings and conclusions, the following recommendations were made:

1. Fiber Industry should have definition of terms in their IEC materials for the members and non-members to understand well the content of the materials.
2. There is a need to improve the graphics, photos and illustrations and put labels as represented by majority of the respondents.
3. Since FIDA doesn't have much problem on the communication strategies in implementing their program in Kapangan because of the full cooperation of the sericulture members, they should continue to build relationship with



agencies or the LGU to help them source out funds to support the program and the members.

4. A study on the language preference of the respondents could also be conducted to determine their preferred language in any material for better understanding on every content of the materials.
5. In preparing printed materials, paper quality, color, pictures, illustrations, graphics and labels on any other visual elements should be considered to create a better understanding among the end users of the materials.



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APPENDICES

Appendix A. Evaluation form of the Training Manual

Category	Yes	No	Why	Suggestions
It motivates the silkworm producers				
The manual can be used as reference because it's complete				
The texts are easy to read				
The manual can be easily understood even without assistance				
The manual used simple words				
The manual is presented in a clear way				
Lay -out	Yes	No	Why	Suggestions
The lay-out used is simple				
The lay-out is appropriate for the manual				
The manual is appropriate in sized				
The manual is well-constructed and showed preparedness	Yes	No	Why	Suggestions
COLOR The colors of the letters are readable				



The color of the letter blends with the background				
Graphics	Yes	No	Why	Suggestions
Colors of the graphics are eye catching				
Uses appropriate graphics				
The message of the graphics are easily understood				
The graphics used is artistic and stimulates interest				



Appendix B. Evaluation form of the brochure

Category	Yes	No	Why	Suggestions
The texts are easy to read				
The manual can be easily understood even without assistance				
The manual is presented in a clear way				
Lay -out	Yes	No	Why	Suggestions
The lay-out used is simple				
The lay-out is appropriate for the manual				
The manual is appropriate in sized				
The manual is well-constructed and showed preparedness	Yes	No	Why	Suggestions
COLOR				
The colors of the letters are readable				
The color of the letter blends with the background				
Graphics	Yes	No	Why	Suggestions
Colors of the graphics are eye catching				
Uses appropriate graphics				



The message of the graphics are easily understood				
The graphics used is artistic and stimulates interest				

Appendix C. Evaluation form of trainings and seminars

Category	Yes	No	Why	Suggestions
Resource Speakers				
Answers questions convincingly.				
Approachable and accommodating.				
Has a modulated voice.				
Speaks clearly.				
Shows mastery in his/her topic.				
Provides hand-outs during trainings.				
Venue				
It has enough space.				
Conducive for learning.				
Appropriate for the topic.				



Appendix D. Problems encountered by the beneficiaries with regards to the communication strategies applied by FIDA.

- IEC materials (posters, leaflets, training manual)

- Training and seminars

Comments/Suggestions:



Appendix E. Questionnaires for Implementers

Name _____ Age _____
 Number of years in being
 involved in the program _____ Sex _____
 Position _____

I. Problems encountered by the program

1. What problems/issues have you encountered while participating in the sericulture program? (please check)

- _____ poor cooperation of the participants
 _____ funds delayed by the local government office
 _____ negative feedback from the participants
 _____ lack of personnel
 _____ lack of transportation
 _____ lack of skills necessary to do a given job
 _____ lack of time/interest of the participants
 _____ others (please specify) _____

