

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to evaluate the communication materials used by the Department of Health on Family Planning Program in Tadian, Mt. Province. Specifically, the study aimed to determine the socio-demographic profile of the respondents; to identify the rating of the respondents on the communication materials on family planning in terms of accuracy, comprehensibility and acceptability; to enumerate how the communication materials affect the understanding of the respondents about family planning; and to determine the common problems encountered by the respondents in reading the communication materials.

To be able to achieve the study's objectives, a survey questionnaire was used in data gathering. Data gathered were consolidated, tabulated summarized and presented in narrative form.

Results show that majority of the respondents belong to the age bracket of 25-29. More than half (54%) of the respondents were housekeepers and majority (52%) have reached college level.

The communication materials were comprehensible and acceptable in terms of the language, graphics/illustration, lay-out (over-all design), font (size and style) and color.

However, in the leaflet, 70% of the respondents claimed that the color was not pleasing to eyes.

The respondents stated that they understood the content of the communication materials while reading rather than listening to the explanations of midwife or barangay health workers.

For the problems encountered by the respondents in reading communication materials, they stated that in the poster, information presented was too general, a lot of spaces were seen, font style used is not attractive, too colorful, and less graphics used. While in the leaflet, they said that it was wordy, it used dull color, graphics were not colorful and small font was used.

Respondents suggested for the poster, that they should maximize the spaces, and they should change the color and the design (lay-out). While in the leaflet, respondents suggested that they should lessen the words, the color should be changed, make the graphics colorful and they should make the font bigger to make it more readable.

It is recommended that the Department of Health should produce more attractive communication materials by making the graphics colorful to catch the readers' attention. It also recommended that the publishers' contact number should be indicated for information verification especially in the leaflet. Moreover, further research on the communication materials to determine if these are effective to the community especially in the rural places.

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INTRODUCTION

Rationale

In implementing programs, communication materials are needed to make information dissemination effective.

Communication is the transmission of information, ideas, values, beliefs and attitudes from one person to another. It is the basic social process which includes all the ways by which man shares with his fellow men what are on his mind and heart. These include gestures, overt behavior and language (Maslog, 1988).

Communication is any act by which one person gives to or receives from other person information about that person's needs, desires, perceptions, and knowledge. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or nonlinguistic forms, and may occur through spoken or other modes.

Communication is a key tool that health care professionals must use to elicit cooperation among individuals in the delivery of health care services (Mikanowicz, 2007).

Therefore, communication is a vital element of a society as it is used to disseminate information and promote understanding among members of society.

According to Braid (1983), most important units in governmental agencies operate from a central unit. Their principal function is to support the institutions in diffusing information to the public and creating awareness of their activities.



The Local Government Code devolved the delivery of basic services and the operation and maintenance of local health facilities such as provincial hospitals and health centers from the Department of Health (DOH) to provinces, cities and municipalities. Local government units are now responsible for the performance of functions that previously belonged to the said national agency. Since health services were among the first to be devolved pursuant to RA 7160, only a few functions, programs and services can be devolved to LGUs without undermining the core mandate of the Department of Health.

Tadian, Mt. Province is one of the recipients of DOH programs. One of these is the Family Planning Program where free contraceptive are given away, consultation are done regularly, and communication materials are distributed.

Tadian is a 4th class municipality in the province of Mountain Province, Philippines. According to the 2000 census, it has a population of 18,227 people in 3,567 household. There are 19 barangays comprising the municipality namely; Balaoa, Banaao, Bantey, Batayan, Bunga, Cadad-anan, Cagubatan, Duagan, Dacudac, Lenga, Lubon (Lub-ong), Mabalite, Masla, Pandayan, Poblacion, Sumadel, Tue, Kayan West, and Kayan East.

Since Tadian is a rural place, an evaluation of communication materials on family planning is needed to determine the effectiveness of these materials in conveying the message on family planning to the community and if the communication materials has influenced their comprehension towards family planning.



Statement of the Problem

The study evaluated the communication materials on family planning used in Tadian, Mt. Province. This study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What is the rating of the respondents on the communication materials on family planning in terms of comprehensibility and acceptability?
3. How do the communication materials affect the understanding of the respondents about family planning?
4. What are the common problems encountered by the respondents in reading the communication materials?
5. What are the suggestion of the respondents for the improvement of the communication materials?

Objectives of the Study

The objectives of the study were:

1. To determine the socio-demographic profile of the respondents;
2. To determine the respondents' perception as rate on the communication materials in terms of comprehensibility and acceptability;
3. To determine how the communication materials affect the understanding of the respondents about family planning;
4. To determine the common problems encountered by the respondents in reading the communication materials; and,



5. Determine the suggestion of the respondents for the improvement of the communication materials.

Importance of the Study

The results of the study could help the Department of Health (DOH) improve their existing communication materials to make their family program more effective. The practical insights of the respondents that were gathered from the study can also help communication students and practitioners to picture the real scenario in a community when it comes to family planning. It will guide them in coming up with communication materials that will convey message effectively.

Scope and Limitation of the Study

The study was conducted from January to February 2008. The study focused on the evaluation communication materials on Family Planning Program used in Tadian, Mt. Province in terms of acceptability and comprehensibility.



REVIEW OF LITERATURE

Different organizations and groups used communication materials to relay ideas, concepts, and services among others to people in the community to have effective information dissemination.

Communication is the transmission of information, ideas, values, beliefs and attitudes from one person to another. It is the basic social process which includes all the ways by which man shares with his fellow men what are on his mind and heart. These include gestures, overt behavior and language (Maslog, 1988).

Communication is a key tool that health care professionals must use to elicit cooperation among individuals in the delivery of health care services. It is an integral part of socialization and imperative in establishing relationships. In the medical community, it can be described as a process of sharing information through utilization of a set of common rules. These rules vary with circumstances: for instance, the transfer of information can be interrupted by situational pressure; differences between the professionals' perspectives can interfere with shared meanings; and the rules of the process of communication can be changed with inappropriate (Mikanowicz, 2007).

Communication is a process that allows organisms to exchange information by several methods. The word communication is also used in the context where little or no feedback is expected such as broadcasting, or where the feedback may be delayed as the sender or receiver use different methods, technologies, timing and means for feedback (Severin, 1979).



Family planning is achieving desired family size and proper birth spacing by using safe and effective modern methods. Research shows that effective family planning prevents up to one out of four maternal deaths and one-third of infant and children's deaths in developing country. Family planning is observed by 40.74% of the married while 19.75% do not practice (Grolier Family Encyclopedia).

Family Planning Methods

Natural family planning is a way to help a couple determine when sexual intercourse can and cannot result in pregnancy. There are two natural family planning methods these are the ovulation and symptothermal method (DSHS).

Contraceptive family planning methods are barrier methods, hormonal methods, surgical methods and others methods.

Barrier methods are the male condoms, female condoms, diaphragm and cervical cap, spermicide, and sponge.

Hormonal methods

1. Emergency contraceptive pills – prevent pregnancy if taken after sex.
2. Pills – are very effective if you take them every day at the same time.
3. Patch – a thin, stick-on square with hormones that go through the skin to prevent pregnancy.
4. Vaginal ring – a small, flexible ring put into woman's vagina; releases hormones to prevent pregnancy.
5. Depo-Provera - is a long-acting hormonal form of birth control. It contains medroxyprogesterone acetate (DMPA), which is similar to the natural progesterone produced by the ovaries during the second half of the menstrual cycle. It is given by



injection (shot) in the buttocks or upper arm muscle. Injections must be received on a regular basis every 12-13 weeks.

6. Implants – small, flexible capsules inserted under the skin; release hormones to prevent pregnancy.

7. IUD – a trained health care provider puts a small, plastic device into a woman’s uterus. the IUD contains copper or hormones that keep sperm from fertilizing the egg.

Abstinence

1. Abstinence – “Perfect” abstinence is the only 100% sure way to avoid pregnancy.

Surgical methods

1. Tubal ligation (female) and Vasectomy (male) – surgeries prevent pregnancy by cutting and sealing the tubes that carry the egg or sperm.

Other methods

1. Withdrawal – man pulls penis out and away before ejaculation. Effectiveness depends on his ability to know when he will ejaculate and to respond quickly.

2. Breast feeding – on demand 24 hours a day with no other food or formula given to offer pregnancy protection for up to 6 months post partum.

3. Fertility awareness-based (fab) methods – with good information and practice, a woman becomes familiar with her menstrual cycle and signs of ovulation.

Communication Materials

The compilation and analysis of the information and communication material is based on users and category of materials. Users have been classified into NGOs, trainers, policy makers, SHG leaders, etc., while categories of material have been grouped as



books, films, reports, papers, etc. Communication materials are used to carry out various activities required at different stages of the micro finance operations. It therefore relates to the task effectiveness and outcome expected to be achieved during this process, and how effectively it is being done or can be done. The need for communication materials and correspondingly the materials collected thus can be grouped into the following categories (Anonymous, 2008).

Comprehensibility

Comprehensibility is dependent on two important cognitive abilities - understanding of language and understanding of event sequences (Richards et al., 2004).

Definition of terms

Barangay Health Center. The major function of the rural health unit includes preventive and rehabilitative aspect of health care such as immunization, family planning, maternal and child care, public health education and environmental sanitation.

Department of Health. The Department of Health (DOH) is the principal health agency in the Philippines. It is responsible for ensuring access to basic public health services to all Filipinos through the provision of quality health care and regulation of providers of health goods and services (DOH, 2006).

Given the mandate, DOH is both a stakeholder in the health sector and a policy and regulatory body for health. As a major player, DOH is a technical resource, a



catalyze for health policy and a political sponsor and advocate for health issues in behalf of the health sector (DOH, 2006).

Barangay Health Workers. The term “barangay health workers” refers to a person who has undergone training programs under any accredited government and non-government organization and who voluntarily renders primarily health care services in the community after having been accredited to function as such by the local health board in accordance with the guidelines promulgated by the Department of Health (DOH) (Chan Robles, 1995).

Local Government Unit. Following the passage of the Local Government Code of 1991, the Philippines central government turned the provision of health services over to local government units (LGUs) in 1993. The LGUs consist of municipalities (towns), cities, and provinces. This divided responsibility for primary and secondary health services: municipal governments became responsible for primary health facilities, and provincial governments took over district and provincial hospitals (USAID 2006).

Leaflet. Type of open letter or postcard, designed to be handed out to people, either by hand, by post, inserted in local newspapers for distribution, left in venues, shops, restaurants, cafes, libraries or anywhere where they will catch a person's eye. Leaflets are for delivering useful, reusable information. The size and shape of the leaflet is a major factor in its success (Christian Aid, 2007).

Poster. An informative, often decorative way to attract attention to the information it contains. A poster is a bill or placard usually displayed in a public place. It is often decorated with designs or illustration (SIL International 1999).



METHODOLOGY

Locale and Time of the Study

Tadian is a 4th class municipality in the province of Mountain Province (Figure 1) Philippines. According to the 2000 census, it has a population of 18,227 people in 3,567 households. There are 19 barangays comprising the municipality namely; Balaoa, Banaao, Bantey, Batayan, Bunga, Cadad-anan, Cagubatan, Duagan, Dacudac, Lenga, Lubon (*Lub-ong*), Mabalite, Masla, Pandayan, Poblacion, Sumadel, Tue, Kayan West, and Kayan East. It is geographically located in the south western part of Mountain Province, on coordinates 16°45” latitudes and 120°5” longitude. It is about 38 kilometers and 127 kilometers from Bontoc, the capital town and Baguio City respectively. It is bounded on the west by the Province of Ilocos Sur (Cervantes municipality), on the east by the municipality of Bauko, on the south by the Province of Benguet (Mankayan municipality) and on the north by municipality of Besao.

It is accessible to Baguio City by land transport through the Halsema Highway, also known as Mountain Trail that passes through the Province of Benguet. It is also accessible to the lowland region through the historical Bessang Pass that passes through the Province of Ilocos Sur. Tadian municipality is generally mountainous with general slopes of over 18 percent. Its elevation ranges from 440 m to 2113m above sea level. Poblacion, the seat of the municipal government has general elevation of 1,340 m above sea level. It has 2 major rivers that both drain to the Abra River, namely: Abit River that drains the southeastern portion and Decapeo River that drain the northwest portion.





Figure 1. Map of Tadian, Mt. Province



Tadian municipality is currently served by one doctor, one dentist, a public health nurse, 12 rural health midwives, one medical technologist, a rural sanitary inspector, a dental aide and 106 barangay health workers (BHWS). It has a Rural Health Unit located at the Poblacion and only 12 Barangay health stations of the 19 BHS requirement municipal wide.

The place of study was chosen because of its accessibility that could be a help in dissemination of information with the use of communication materials.

The study was conducted from December to January 2008.

Respondents of the Study

The respondents of the study were two personnel of Barangay Health Center and 48 community members who were practicing family planning and were chosen through purposive sampling.

Data Collection

The primary tool used in the data collection of the study was survey questionnaires as a guide questions and interview schedule were used. Interviews were personally conducted by the researcher using combination of English, *Iloko* and *Kankana-ey*.

Data Gathered

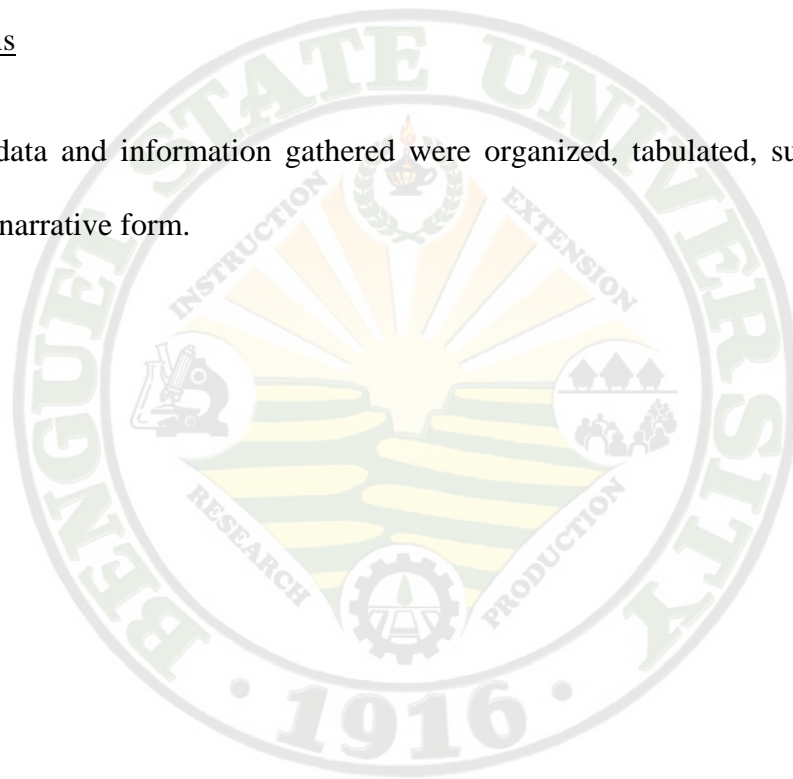
The data gathered were the evaluation of communication materials on family planning program in used Tadian, Mt. Province, the socio-demographic profile of the



respondents, respondents' perception as rate on the communication materials on family planning in terms of comprehensibility and acceptability; how the communication materials affect the understanding of the respondents about family planning and the common problems encountered by the respondents in reading the communication materials.

Data Analysis

The data and information gathered were organized, tabulated, summarized and presented in narrative form.



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Table 1 shows the respondents' age, occupation and educational attainment. All of the respondents were women. Twenty-eight percent of the respondents belonged to the age bracket of 25-29, while 24% belongs to the age bracket of 20-24 and 30-34. Out of the 50 respondents, 14% belonged to the age bracket of 35-39 and 10% belonged to the age bracket of 40-44. In the occupation of the respondents, more than half (54%) of the respondents were housekeepers.

In terms of the educational attainment of the respondents, all of them were educated. More than half (52%) of the respondents have reached the college level. There were 18% who graduated from college. In addition, 16% were high school graduate and 16% of the respondents reached high school level. This implies that most of the respondents who are practicing family planning were educated.

Number of Children of the Respondents

Table 2 shows the number of children of the respondents. Out of the 50 respondents, 30% had 2 children, 24% had only one child, 22% had 3 children, 16% have 4 children and only 8% had 5 children. This implies that respondents who are practicing family planning have less number of children.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTIC	FREQUENCY (n=50)	PERCENTAGE
Age		
20-24	12	24
25-29	14	28
30-34	12	24
35-39	7	14
40-44	5	10
TOTAL	50	100
Occupation		
Housekeeper	27	54
Storekeeper	7	14
Farmer	5	10
Government Employee	4	8
Teacher	2	4
TOTAL	50	100
Educational Attainment		
High School Level	7	14
High School Graduate	8	16
College Level	26	52
College Graduate	9	18
TOTAL	50	100

Table 2. Number of children of the respondents

CHARACTERISTICS	FREQUENCY (n=50)	PERCENTAGE
No. of Children		
1	12	24
2	15	30
3	11	22
4	8	16
5	4	8
TOTAL	50	100



Methods of Family Planning Used by the Respondents

Table 3 shows the family planning methods used by the respondents. The results show that the 48% used the Intra Uterine Device (IUD) as their family planning method.

Moreover, 34% of the respondents claimed that they were using Depot Medroxy-Progesterone Acetate (DMPA), while 22% were using the natural method which includes the withdrawal method. Only 5% of them were using the rhythm method.

It can be noted that some of the respondents were still using the natural methods which include withdrawal and rhythm methods.

Table 3. Family planning methods used by the respondents

FAMILY PLANNING METHODS	FREQUENCY (n=50)	PERCENTAGE
Intra Uterine Device (IUD)	24	48
Depo-Provera (DMPA)	17	34
Withdrawal	11	22
Pills	10	20
Abstinence	10	20
Tubal Ligation	4	8
Calendar	3	6
Rhythm	2	5

* Multiple Responses

Description of the Communication Materials

Poster. Figure 2 shows the description of the poster. The size of the poster was 24 x 36. It contains the effects of family planning and the information was supplemented by



graphics. The font style used was Arial, and the color of the font was white. The dominant color of the poster was red. The language used was Filipino.

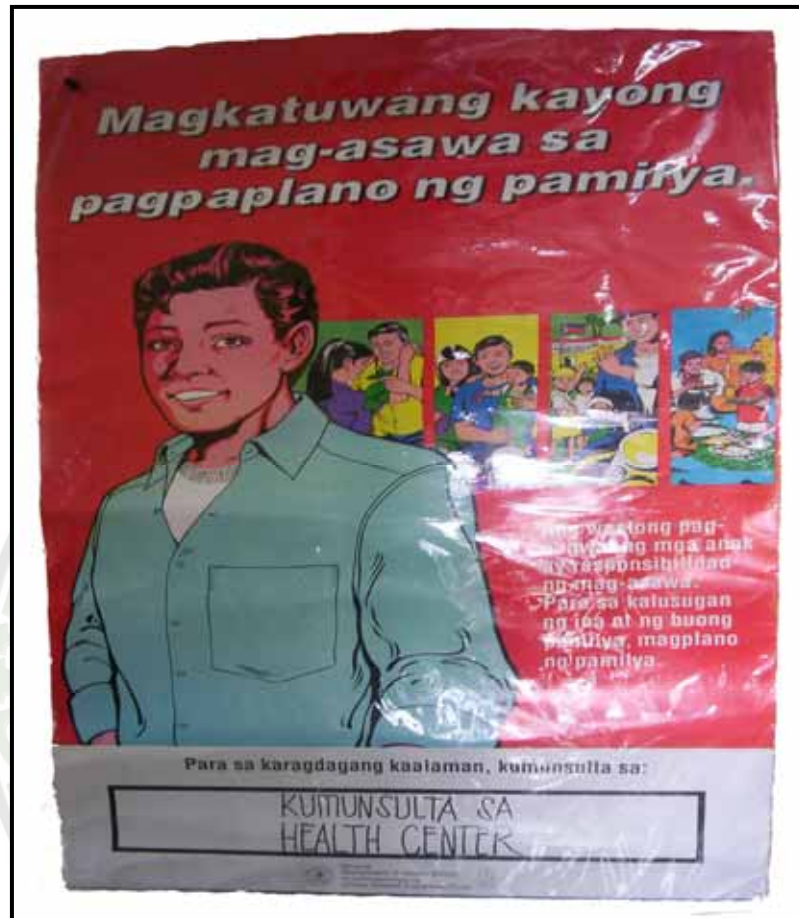


Figure 2. Family planning poster

Leaflet. Figure 3 shows the description of the leaflet. The size of the leaflet was 8.5x11. The content of the leaflet are the effects of family planning. It used graphics/illustration in presenting the information. The font style used was Arial, size 10 and 14 and Copperplate Gothic Bold, size 36 and 24. The color of the leaflet was white and orange. The language used was Ilocano.





Figure 3. Family planning leaflet

Comprehensibility of the Communication Materials

The comprehensibility of the leaflets and poster was measured in terms of level of understanding, which included the following criteria: did not understand, difficult to understand and, or easy to understand. One poster and one leaflet were evaluated.

Poster. The comprehensibility of the poster as identified by the respondents was measured in terms of level of understanding the content of the poster.

It can be seen that all (100%) of the respondents claimed that they easily understood the effects of family planning by merely looking at the poster.

During the interview, the respondents stated that they understood the positive effects of family planning. As said by one of them, family planning is not hard to do, most especially if you have a good communication with your partner, it will be easy and if really like it, both of you will do it.

Leaflet. The comprehensibility of the leaflet as identified by the respondents was



measured in terms of the level of understanding the content.

In leaflet, all (100%) of the respondents stated that they easily understood the effects of not practicing family planning.

According to the respondents, the effects of not practicing family planning was more on women health such as when the woman becomes weak because of always giving birth. Moreover, respondents also claimed that having many children was really a big problem especially if they can not provide their needs.

Acceptability of the Communication Materials

Table 4 and 5 shows the acceptability of the communication materials in terms of the language, graphics/illustration, lay-out (over-all design), font, and color used.

Poster. Table 4 shows that it can be noted that the poster used the Filipino language in disseminating information about family planning.

The respondents said that the language and graphics/ illustration used were appropriate, related and helped them understand more about the effects of family planning.

Fig. 4 shows the text and graphics on the poster. The respondents stated that the graphics convey emotions and ideas much faster than the text. As said by one of the respondents, just by looking at the graphics, they understood immediately the effects of family planning.

In terms of the lay-out (over-all design), most (80%) of the respondents claimed that the lay-out helped them to understand more about the effects family planning. As said by the respondents, the lay-out was organized, the letters used were readable, and





Fig. 4. Text and graphics on the poster

it can be read from a reasonable distance, it has good color combination and the graphics used were appropriate. Only 20% claimed that it did not affect them at all.

According to Benson (2002), visual design is not just about making your application look pretty. Good visual design is about communication. A well-designed application will make it easy for the user to understand the information that is being presented, and show them clearly how they can interact with that information

Moreover, majority (74%) of the respondents claimed that the font size used in the poster was big enough to read at least 3-5ft away. Twenty-six percent of the respondents said that the font was not big enough to be read.

During the interview, most (72%) of the respondents said that the color of the font was appropriate to the background and 28% said that it was not appropriate. As said by one of the respondents, the color of the background (red) was too bright and also the color of the font (white) was not good for the eyes.

In terms of the color of the poster, 56% of the respondents said that they were attracted with the color and 44% were not attracted. According to the respondents, they



were not attracted with the color of the poster because they said that the dominant color (red) is monotonous. Others also claimed that it was so simple and the design is very common.

Moreover, majority (62%) of the respondents claimed that the color of the poster was pleasing to eyes and 38% said that it was not pleasing to eyes. It was also noted that more than half (60%) of the respondents said the poster has a good color contrast. This is because one of the respondents claimed that the text can be easily read.

Table 4. Acceptability of the Poster

CHARACTERISTICS	YES		NO	
	N=50	%	N=50	%
Language			-	-
Is the language used appropriate to the topic?	50	100	-	-
Did the language help you understand the topic?	50	100	-	-
Illustration/Graphics	50	100		
Are the illustration/ graphics used related to the topic?			-	-
Did the illustration/ graphics used help you understand more about the effects of family planning?	50	100	-	-
Lay-out (over-all design)				
Did the lay-out (over- all design) help you understand more about the effects of family planning?	40	80	10	20
Font				
Is the size of the font used big enough to be read at least 3-5 ft away?	34	74	13	26
Is the color of the font appropriate to the background?	36	72	14	28
Color				
Did the color attract your attention?	28	56	22	44
Do you find the color pleasing to the eye?	31	62	19	38
Does it have good color contrast?	30	60	20	40



Leaflet. Table 5 shows that the leaflet used Ilocano language. The language and graphics/illustration used were appropriate, related and helped the respondents understand more about family planning, as claimed by them.

However, respondents said that they preferred vernacular dialect (*Kankana-ey*) and English language to be used in the communication materials.

This supports the study of Enkiwe (2006) that respondents prefer English translation of the EIC material because they were used to reading English text than Ilocano.

The respondents further said that the graphics used in the communication materials convey emotions and ideas more effective than the text. The graphics used in the leaflet made the information easy to be understood.

As cited by Olanio (2006), it is important that the leaflet should look interesting and attractive at the first glance so that the readers will be urged to continue reading.

In terms of the font used, 88% of the respondents said that the color of the font was appropriate to the background. During the interview, respondents said that the color black and white was a good combination. Only 12% said that it was not appropriate.

Moreover, majority (64%) of the respondents said that font style used in the leaflet helped them easily read the content. As said by one of the respondents, the font style was simple enough to be read.

In addition, 52% of the respondents claimed that the font size was big enough to read. However, 48% said that font size was small. As claimed by one of the respondents, a person can not read if he/she have eye defect that he/she needs to use eye glasses.

In terms of the color of the leaflet, great majority (80%) of the respondents



claimed that the leaflet has a good color contrast and 70% of the respondents said that the colors used were pleasing to the eyes. The color of the leaflet was white and the font color was black and orange.

However, 78% of the respondents said that the color of the leaflet was not attractive because it was not colorful.

Table 5. Acceptability of the leaflet

CHARACTERISTICS	YES		NO	
	N=50	%	N=50	%
Language				
Is the language used appropriate to the topic?	50	100	-	-
Did the language help you understand the topic?	50	100	-	-
Illustration/Graphics				
Are the illustration/ graphics used related to the topic?	50	100	-	-
Did the illustration/ graphics used help you understand more about the effects of family planning?	50	10	-	-
Lay-out (over-all design)				
Did the lay-out (over- all design) help you understand - more about the effects of family planning?	45	90	5	10
Font				
Is the size of the font used is big enough to be read?	26	52	24	48
Is the color of the font is appropriate to the background	44	88	6	12
Color				
Did the color attract your attention?	11	22	39	78
Do you find the color pleasing to the eye?	35	70	15	30
Does it have a good color contrast?	10	20	40	80



Effects of the Communication Materials on the Understanding of the Respondents

Table 6 shows that respondents mentioned several effects of the communication materials on their understanding about family planning. Forty six percent of the respondents said that they understood better what was all about family planning when they were reading the content rather than listening to the midwife or barangay health workers alone.

As said by one of the respondents, because of work, sometimes, they do not have time to go to the health center. And even if the midwife of barangay health workers will conduct home visits, their time is also limited and they only come when it is scheduled.

As compared to the distributed leaflets and posted posters, they can read it anytime they want.

Twenty-eight percent of the respondents also claimed that the information presented on the communication materials focuses on one topic. Like in the leaflet, it focused on the effects of not practicing family planning which helped the readers in understanding the topics better.

Table 6. Effects of the communication materials on the understanding of the respondents

EFFECTS	FREQUENCY N=50	%
I understand it better if I'm reading it rather than listening	23	46
The communication materials have specific topic	14	28
The topic were more explained and elaborated (leaflet)	12	24
Additional information were presented	8	16

* Multiple Responses



Problems Encountered by the Respondents in Reading the Communication Materials

Table 7 shows the problems encountered by the respondents in reading the communication materials.

Poster. The results show that there were 84% of the respondents who claimed that the information presented was general. As said by one of the respondents, the information was not explained well. Seventy-eight percent of the respondents said that the poster has a lot of empty spaces or wasted spaces. According to the respondents, there were spaces that were not occupied and it does not look good.

Moreover, 30% of the respondents also mentioned that the font style used was not attractive and 30% said that it was so colorful that it hurts the eye. During the interview, respondents said that the font style was so simple.

Leaflet. The results show that most (74%) of the respondents claimed that the leaflet was wordy. As said by one of the respondents, “*dahil wordy, nakakatamad tuloy basahin*”.

The dullness of the color used (58%) was also mentioned as one of the problem in reading the leaflet. As claimed by one of the respondents, at first glance, you will not notice the leaflet because of the color. It does not attract their attention easily.

The graphics (36%) was one of the problems encountered by the respondents in reading the leaflet. As said by one of the respondents, the graphics used were not attractive because it was not colored. And they also added that it will look realistic if it has a color.

This supports the statement of Flores, et al. (1983) that rural people prefer realistic drawings to caricature or modern ones. Illustrations that tell story help reach



those people in the village who cannot read.

Respondents also claimed that font size (26%) used was small. As stated by one of the respondents, because of the font size, she can not read the text easily.

Table 7. Problems encountered by the respondents in reading the communication materials

PROBLEMS	FREQUENCY (N=50)	PERCENTAGE
<i>Poster</i>		
Information presented Was too general	42	84
Lot spaces wasted	39	78
Font style used is not attractive	15	30
So colorful	15	30
Less graphics used	7	14
<i>Leaflet</i>		
Wordy	37	74
Dull color	29	58
Graphics was not colorful	18	36
Small font was used	13	26

*Multiple Responses

Suggestions of the Respondents

Table 8 shows the suggestions of the respondents on the communication materials.

Poster. The results show that 78% of the respondents suggested that they should maximize the spaces. As said by one of the respondents, blank spaces does not look good. Thirty percent of the respondents also claimed that they should change the color. As



claimed by one of the respondents, the color was bright although it attracts their attention; too much brightness causes pain to the eyes. Lastly, (20%) of the respondents suggested that the design (lay-out) should be change. As said by one of the respondents, the design was common.

Leaflet. The results shows the 80% of the respondents suggested they should lessen the words in the leaflet it was wordy. Seventy-six percent of the respondents stated that the color should be changed. According to the respondents the color was dull. Respondents also claimed that they should also make the graphics colorful (44%) to make it more realistic. Thirty percent of the respondents said that they should make the font bigger so that it can be easily read. Lastly, respondents suggested that they should also use *Kankana-ey* (22%) as language in the communication material. They explained that this can catch their attention and interest to read the communication materials.

Table 8. Suggestions of the Respondents * Multiple Responses

SUGGESTIONS	FREQUENCY n=50	PERCENTAGE
<i>Poster</i>		
Maximize the spaces	39	78
Change the color (so colorful)	15	30
Change the design (lay-out)	10	20
<i>Leaflet</i>		
Lessen the words	40	80
Change the color	38	76
Make the graphics colorful	22	44
Make the font bigger	15	30
Use also (kankana-ey)	11	22

* Multiple Responses



SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The study was conducted on January to February 2008 in Tadian, Mt. Province. There were 50 respondents and all are married, educated and practicing family planning. The study focused on the evaluation of the communication materials in terms of acceptability and comprehensibility.

Results of the study were interpreted according to the objective of the study which were: to determine the socio-demographic profile of the respondents; to determine respondents' perceptions as rate of the respondents on the communication materials on family planning in terms of comprehensibility and acceptability; to determine how the communication materials affect the understanding of the respondents about family planning; to determine the common problems encountered by the respondents in reading the communication materials; and determine the suggestion of the respondents for the improvement of the communication materials.

Majority of the respondents belonged to the age bracket of 25-29 and more than half (54%) of the respondents were housekeepers.

Most (30%) of the respondents have 2 children and Intra Uterine Device (IUD) was mostly (48%) used by the respondents as their family planning method. Respondents claimed that the materials were comprehensible because they understood the content. In terms of language used, graphics/illustrations used, lay-out, font and color. In poster, respondents claimed that it was acceptable because the language used and graphics/illustrations used were appropriate and helped them understand better what was



all about family planning. In the lay-out, most (80%) respondents stated that the lay-out was organized. Moreover, majority (74%) of the respondents claimed that the font used in the poster was big enough to read at least 3-5ft away. Most (72%) respondents said that the color of the font was appropriate to the background and 28% said that it was not appropriate. In the color of the poster, 56% of the respondents said they were attracted with the color.

Moreover, majority (62%) of the respondents claimed that the color was pleasing to eyes and it was also noted that more than half (60%) of the respondents said that the poster has a good color combination.

In leaflet, respondents said that the language and graphics/illustration used were appropriate, related and helped the respondents understand more about family planning. Moreover, respondents prefer *kankana-ey* and English language to be used in the communication materials.

Eighty-eight of the respondents said that the color of the font was appropriate to the background. Moreover, majority (64%) of the respondents said that font style used in the leaflet help read the content easily. Fifty-two percent of the respondents claimed that the font size was big enough to read. Most (80%) of the respondents claimed that the leaflet have good color contrast and 70% of the respondents said that the color used was pleasing to the eyes. However, seventy-eight percent of the respondents said that the color of the leaflet was not attractive.

Respondents claimed that the communication materials affect their understanding about family planning through reading the communication materials and the communication materials has specific topic.



In reading the communication materials there were problems encountered by the respondents. In the poster respondents claimed that the information presented was too general, a lot, font style used is not attractive, so colorful, and less graphics used were the problem mentioned by the respondents. Wordy, dull color, graphics was not colorful and small font was used were also the problems encountered in reading the leaflet.

Seventy-eight percent of the respondents said that they should maximize the spaces. Thirty percent of the respondents claimed that they should change the color and the lay-out (20%). Eighty percent of the respondents suggested they should lessen the words in the leaflet. Seventy-six of the respondents stated that the color should be change. Respondents also claimed that they should also make the graphics colorful (44%), and 30% said that they should make the font bigger.

Conclusions

Based on the findings, the following conclusions were derived:

1. Most of respondents belonged to the age bracket of 25-29, were educated and majority have reached college level.
2. The communication materials are comprehensible.
3. The poster is acceptable in terms of language, graphics, lay-out, font and color. Leaflet is also acceptable in terms of language, graphics, lay-out and font but in terms color, is it dull.
4. The respondents understood the content of the communication materials while reading rather than listening to the explanations of midwife or barangay health workers.



5. The information presented in the poster is not explained well. The leaflet is dull in terms of color.
6. Respondents suggested that the space in the poster should be maximized and for they should lessen the words in the leaflet.

Recommendations

Based on the findings and conclusion, recommendations were drawn:

1. The Department of Health should produce more attractive communication materials by making the graphics colorful to catch the readers' attention.
2. The publishers' contact number should be indicated for information verification especially in the leaflet.
3. Further research on the communication materials is recommended to determine if these are effective to the community especially in the rural places.



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Appendix A. Survey Questionnaire

Name: _____
 Age: _____
 Occupation: _____
 Civil status:
 _____ Single _____ Married _____ Widow

Educational Attainment:

_____ Elementary level
 _____ Elementary graduate
 _____ High school level
 _____ High school graduate
 _____ College level
 _____ College graduate

QUESTIONS:

1. How many children do you have? _____
2. Are you practicing any of the family planning methods?
 _____ YES, (if yes what method of family planning)
 _____ Condom _____ Pills
 _____ IUD _____ Abstinence
 _____ Diaphragm and cervical cap _____ Tubal ligation (female) and Vasectomy (male)
 _____ Withdrawal
 _____ Fertility awareness-based (fab) methods
 _____ DMPA
 _____ NO

3. Are you aware of the family planning program of the DOH?
 _____ YES _____ NO

4. What is your rating of the respondents on the communication materials on family planning in terms of accuracy, comprehensibility and acceptability?

I. COMPREHENSIBILITY OF THE COMMUNICATION MATERIALS

- Check the number that corresponds to your answer.
 - 1- Did not understand
 - 2- Difficult to understand
 - 3- Easy to understand
- ❖ Poster

Content	1	2	3
Effects of family planning			
Effects of not practicing family planning			
Other reproductive issues or topics			

❖ Leaflet

Content	1	2	3
❖ Effects of family planning			
❖ Effects of not practicing family planning			
❖ Other reproductive issues or topics			

II. ACCEPTABILITY OF THE COMMUNICATION MATERIALS

❖ Poster

A. Language

- Does the language used is appropriate to the topic? _____ YES _____ NO
- Did the language help you understand the topic? _____ YES _____ NO

B. Illustration/ graphics

- Are the illustration/ graphics used appropriate to the topic? _____ YES _____ NO
- Did the illustration/ graphics used help you understand more about the effects of family planning? _____ YES _____ NO

C. Lay-out (over-all design)

- Did the lay-out (over-all design) help you understand better the effects of family planning?
_____ YES _____ NO

D. Font

- Does the size of the font used is big enough to be read at least 3-5 ft away?
_____ YES _____ NO
- Does the color of the font is appropriate to the background? _____ YES _____ NO

E. Color

- Did the color attract your attention? _____ YES _____ NO
- Do you find the color pleasing to the eye? _____ YES _____ NO
- Does it have good color contrast? _____ YES _____ NO

❖ Leaflet

A. Language

- Is the language used in the leaflet appropriate to the topic? _____ YES _____ NO
- Did the language help you understand the topic? _____ YES _____ NO

B. Illustration/ graphics

- Are the illustration/ graphics used appropriate to the topic? _____ YES _____ NO
- Did the illustration/ graphics used help you understand more about the effects of family planning? _____ YES _____ NO
- Are the graphics/illustrations used are realistic? _____ YES _____ NO

C. Lay-out (over-all design)

- Did the lay-out (over-all design) help you understand better the effects of family planning?
_____ YES _____ NO

D. Font

- Does the size of the font used is big enough to be read? _____ YES _____ NO
- Does the color of the font is appropriate to the background? _____ YES _____ NO
- Is the font style used help you easy to read the content? _____ YES _____ NO

E. Color

- Did the color attract your attention? _____ YES _____ NO
- Do you find the color pleasing to the eye? _____ YES _____ NO

- Does it have good color contrast? _____ YES _____ NO

4. Did the communication materials affect your understanding on family planning?

_____ Yes

_____ No

How? _____

5. What are the common problems encountered by the respondents in reading or viewing the communication materials?

6. Suggestions of the respondents

