

**EFFECTIVENESS OF COMMUNICATION METHODS OF LGU-  
CUYAPO ON THE MATERNAL AND CHILD HEALTH CARE  
PROGRAM**

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**An undergraduate thesis submitted to the faculty of the Department of  
Development Communication, College of Arts and Sciences,  
Central Luzon State University, Science City of Munoz,  
Nueva Ecija, Philippine, in partial fulfillment  
of the requirements for the degree**

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## **BIOGRAPHICAL SKETCH**

Jona T. Paulo is second of the three children of Mr. Rolly B. Paulo and Mrs. Nenida T. Paulo. She was born on January 24, 1997 in Talugtug, Nueva Ecija, the home town of her mother. Jona is a loving daughter, and sister to her two brother, Laurence T. Paulo, and Claudio T. Paulo.

Jona is a consistent honor student from elementary to college. She studied elementary at San Antonio Elementary School and achieved first honor as her highest achievement ever received, also she belonged to first section since elementary and high school. Jona studied high school at Dr. Ramon de Santos National High School and belonged to the Special Science Curriculum, also, Jona was a consistent scholar during her high school years.

Furthermore, Jona received academic scholarship on her college. She was a College Scholar for two consecutive semester and a Dean's Lister for three semesters. Despite being not active in extra-curricular as she faced more responsibilities outside academe, Jona allotted more time for her academics.

To become a flight attendant was Jona's childhood dream but as time goes by, she visualizes herself being a lawyer someday.

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## ABSTRACT

**PAULO, JONA T.** Department of Development Communication. College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines. June 2016. **EFFECTIVENESS OF COMMUNICATION METHODS OF LGU-CUYAPO ON THE MATERNAL AND CHILD HEALTH CARE PROGRAM.**

Adviser: **MARIA THERESA G. MANGABAT**

This study aimed to determine the effectiveness of communication methods of LGU-Cuyapo on the maternal and child health care program. The researcher interviewed 100 respondents from four selected barangays in Cuyapo, Nueva Ecija namely Barangay Cabileo, Barangay Bantug, Barangay Loob and Barangay Landig. The researcher used Key Informant Interview and survey questionnaires to gather the data needed.

Results showed that most of the respondents belonged to the age group of 34-42 which considered to be in the productive age. Almost all were housewife with a monthly income of P 1,000 or less mainly from their husband.

Barangay health worker, barangay officials, meeting and home visit served as the main source of information of the respondents in terms of maternal and child health care program. On the other hand, check-up was the information often received by the respondents from the program one to two times a month. All of the respondents shared the information they received to their family and it helped increased their knowledge regarding the message of the program.

Barangay official and meeting as a communication method has a significant relationship between its effectiveness in terms of its source, message, channel, receiver and feedback.

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