

**EVALUATE THE INFORMATION DISSEMINATION STRATEGIES
OF LGU OF SAN JOSE CITY ON FAMILY
PLANNING PROGRAM**

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

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

JUNE 2019

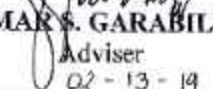


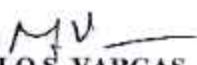
Republic of the Philippines
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APPROVAL SHEET

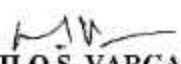
This undergraduate thesis entitled **EVALUATE THE INFORMATION DISSEMINATION STRATEGIES OF LGU OF SAN JOSE CITY ON FAMILY PLANNING PROGRAM** prepared, presented and submitted by **KYRIE ALEISON V. APANAY** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.



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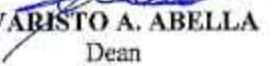

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ACKNOWLEDGEMENT

The author would like to express her deepest gratitude and appreciation to the following:

To her family who supported her morally, emotionally and financially so she could finish this study. Also for the unending encouragement, patience and unconditional love.

To her adviser Mr. Jomar S. Garabiles and former adviser Mrs. Maria Adrielle S. Estigoy, for the support and supervision throughout the whole period of conducting the study.

To her critic and the new department research coordinator, Dr. Danilo S. Vargas, for his suggestions and comments in improving her studies.

To Mrs. Maria Theresa Vizcarra, the Population Officer IV of City Population Office in San Jose City for accommodating the author to conduct an interview with her and to Mr. Nathaniel O. Vergara for allowing the author to conduct her studies regarding Family Planning in San Jose City.

BIOGRAPHICAL SKETCH

Kyrie Aleison V. Apanay was born on December 16, 1998 in San Jose City and is the first daughter of Mr. Randy Apanay and Ma. Teresa Villanueva Apanay. Her father is a farmer and her mother is an Overseas Filipino Worker (OFW). She has a sibling who is currently at her primary education. She grew up with the guidance of her father and grandmother while her mother is in other country working to support their needs.

The author finished her primary education at St. John's Academy and her secondary education at St. Joseph School in San Jose City. Moreover, she is also involved in sports; she was a former member of volleyball club and participated in some dancing competitions during her high school years.

She is currently taking Bachelor of Science in Development Communication at Central Luzon State University (CLSU) where she had conquered her natural shyness as she experienced being exposed to things that made her gain confidence. She is now few more steps away from making her dream possible which is holding a Bachelor's Degree.

ABSTRACT

APANAY, KYRIE ALEISON V., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. June 2019. **EVALUATE THE INFORMATION DISSEMINATION STRATEGIES OF LGU OF SAN JOSE CITY ON FAMILY PLANNING PROGRAM.**

Adviser: MR. JOMAR S. GARABILES AND MRS. MARIA ADRIELLE S. ESTIGOY

This study aimed to evaluate the information dissemination strategies of Local Government Unit (LGU) of San Jose City of Family Planning Program. It was conducted at San Jose City with a total of 172 respondents. The author used descriptive research design and in terms of choosing all the respondents, convenience sampling was used. Key Informant Interview (KII) was used to determine the strategies that LGU has in disseminating information about family planning and through its result, the author formulated the survey questionnaire to determine the socio-demographic characteristics of the respondents, the information dissemination strategies of LGU of San Jose City, the effectiveness of their strategies and the level of awareness of the respondents residing in the city. The data gathered from the respondents was consolidated, analyzed and presented using tables.

The study found out that although the strategies are there, the problems within the residents are still evident; there are still some of them who are not that knowledgeable when it comes to family planning.

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