

**COMMUNICATION AND ENGAGEMENT IN SELF-HELP
ACTIVITIES AMONG 4Ps BENEFICIARIES
IN STA. ROSA NUEVA ECJA**

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ABSTRACT

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This study was conducted to determine the communication and self-help activities of 100 4Ps beneficiaries in Santa Rosa, Nueva Ecija who were personally interviewed using a duly prepared interview schedule. The respondents were mothers of three children enrolled under the 4Ps program, 45 years old, reached elementary and high school level, earning an average income of P3,598 per month, without landholding but own a shelter. Respondents' spouse were earning an average of 4,191 per month. Television was the most common medium owned and used by the respondents, followed by cellular phone. They frequently watched informational and recreational TV programs. Their sources of information as regard the 4Ps were the DSWD employees, television and barangay official. Almost all the respondents were 100% knowledgeable of the 4Ps goals. There were 25% who were not knowledgeable about 4Ps objective number 9 (to increase the expenditure for food among poor families). Also there were few who were not aware of the 4Ps goals to increase enrolment and attendance in school, and to reduce child labor incidence.

With regards to their attitude, majority of them strongly agree with the program goals, benefits and conditionalities as indicated by the overall means of 4.86, 4.64 and 4.95, respectively. The mother-respondents, together with their spouse, were engaged more in social than economic self-help activities. They practiced cooperation, ingenuity, hard work and care for the children. Also, they have been saving money that is beyond what is required of them as they aim to put up a simple livelihood project.

TABLE OF CONTENTS

	PAGE
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF APPENDICES	vii
ABSTRACT	viii
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	3
Objectives of the Study	3
Significance of the Study	4
Assumption of the Study	4
Scope and Limitation of the Study	5
REVIEW OF RELATED LITERATURE	6
4Ps Program	6
Health and Nutrition Programs	7
Self-help and Education Activities	9
Economic Self-Help Activities	10
Social Self-Help Activities	10
Education	10
Income	11
Household Size	11
Age	12
Information Seeking Behavior	13
Type of Media Use	13
METHODOLOGY	15
Theoretical/Conceptual Framework	15
Operational Definition of Terms	17
Time and Place of the Study	20
Research Design	20
Data Gathering	21
Sampling	20
Data Gathering Procedure	21
Data Analysis	22

	PAGE
RESULTS AND DISCUSSION	23
Socio-Economic Characteristics	23
Age and Number of Children	23
Occupation and Income	23
House Ownership, Land Holding and Tenural Status	25
Communication Characteristics	25
Media of Ownership and Use	25
Type of Program Watched and Listened to by the Respondents	25
Information Seeking Behavior	26
Sources of Information about the 4Ps Program	27
Knowledge on the 4Ps Objectives	27
Attitude towards the 4Ps Benefits	28
Attitude towards the 4Ps Objectives	29
Attitude towards the 4Ps conditionalities	30
Self-help activities of the 4P's beneficiaries	32
Social self-help activities	32
Economic self-help activities	34
Problems encountered by the respondents to the program	35
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	36
Summary	36
Conclusion	37
Recommendation	38
LITERATURE CITED	39

LIST OF TABLES

TABLE		PAGE
1	Population and samples of 4P's beneficiaries taken in five barangays	21
2	Respondents average age and number of children enrolled in 4Ps	23
3	Level of education, occupation, and income of the 4Ps beneficiaries	24
4	House ownership, landholding and tenurial status of the 4Ps beneficiaries	25
5	Media ownership and use	26
6	Type of programs watched, listened and frequency of exposure	26
7	Information seeking behavior	27
8	Source of information about 4Ps program	27
9	Knowledge on the 4Ps objectives	28
10	Attitude Towards the 4Ps benefits	29
11	Mean Response on Attitude towards 4Ps Goals/Objectives	30
12	Attitude Towards the 4Ps conditionalities	31
13	Self-help activities of the 4Ps beneficiaries	32
14	Social self-help activities of 4Ps beneficiaries	33
15	Economic self-help activities of the 4Ps beneficiaries	34
16	Problems encountered by the respondents as 4Ps beneficiaries	35

LIST OF FIGURES

FIGURE		PAGE
1	Conceptual paradigm showing the variables studied	16

LIST OF APPENDICES

<u>APPENDIX</u>		<u>PAGE</u>
A	Research instrument	42
B	Biographical sketch	49
C	Acknowledgement	50

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