

**✓ INFORMATION DISSEMINATION STRATEGIES ABOUT HUMAN  
IMMUNODEFICIENCY VIRUS (HIV)/ACQUIRED  
IMMUNODEFICIENCY SYNDROME (AIDS)  
IN DASMARIÑAS, CAVITE**

Undergraduate Thesis  
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## ABSTRACT

**GUARINO, GIOVAN PIETRO P. and NATALIO, ANGELYN R. Information Dissemination Strategies about Human Immunodeficiency Virus (HIV)/Acquired Immunodeficiency Syndrome (AIDS) in Dasmariñas, Cavite.** Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang Cavite. April 2016. Adviser: Bettina Joyce P. Ilagan, PhD

The study was conducted to identify the information dissemination strategies used by Dasmariñas City Health Office II in Cavite. Specifically, it aimed to determine the media used for information dissemination on HIV/AIDS; the level of exposure of selected participants to the existing information strategies; level of awareness on HIV/AIDS; and the relationship between exposure to existing information dissemination strategies of selected participants and their awareness on HIV/AIDS.

There were forty nine (49) barangays in Health Office II in Dasmariñas, Cavite. Twenty one (21) residents of each barangay served as the participants.

The research design used was both quantitative and qualitative. The sampling technique used for the informants was purposive or deliberate sampling and for the survey, participants were chosen through convenience or accidental sampling. The research instrument used was interview guide and survey questionnaire.

The findings revealed that most of the participants were exposed to poster while flipchart was the least utilized medium. Overall, the level of their exposure to all information dissemination strategies was low. Most of the participants saw the information dissemination strategies in Barangay Health Center and the least location specified by participants were in tricycle and school.



It was also revealed that the participants were aware about HIV/AIDS. There was no relationship between exposure to existing information dissemination strategies of selected participants and their awareness on HIV/AIDS. Meaning, exposure to information dissemination strategies has no effect on their awareness on HIV/AIDS.