

THE IMPACT OF ANTI-DRUG ADDICTION CAMPAIGN AT BARANGAY 176A BAGONG SILANG, CALOOCAN CITY

ABSTRACT

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Illegal drug use remains a persistent social issue in the Philippines, deeply affecting individuals, families, and the overall peace of the community. This study focuses on Barangay 176A Bagong Silang in Caloocan City one of the country's largest and most densely populated areas which faces significant risks due to socio-economic challenges. The study aimed to evaluate how the local Anti-Drug Addiction Campaign impacts residents' lives, specifically looking at its influence on physical and mental health, economic stability, and involvement in violence. By assessing these areas, the study seeks to offer insights that can help local leaders and law enforcement build a safer, drug-free environment. To find out if the campaign is working, the researchers used a descriptive study design. They collected information from 55 people, including barangay officials, community residents, and people who have been helped by the program. The team used survey questionnaires and interviews to gather the data. This approach allowed them to get a clear picture of who the participants are and what they think about the local anti-drug efforts. The findings show that the anti-drug campaign has successfully raised awareness about the dangers of illegal drugs and encouraged more residents to get involved in prevention activities. The demographic data revealed that most respondents were male (80%) and between the ages of 20 and 30 (45%). Participants strongly agreed that the program has made the neighborhood feel safer, with a weighted mean of 3.51 indicating a perceived reduction in community violence. However, the study also identified significant hurdles, such as limited funding for programs, a lack of trained counselors, and the ongoing stigma that residents feel toward those affected by drug use. The Anti-Drug Addiction Campaign in Barangay 176A has had a positive effect on making the community safer and better informed. While the reduction in violence is a major success, the study highlights a clear need for more sustainable funding and expanded support services. To improve long-term results, the top recommendation supported by 87% of respondents are to strengthen community-based rehabilitation programs. Additionally, using social media for advocacy and increasing mental health support were identified as key steps toward providing better care for recovering individuals and reaching a wider audience.

RECOMMENDED CITATION

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