

THE EFFECTIVENESS OF BUHAY INGATAN DROGA'Y AYAWAN (BIDA) PROGRAM IN THE COMMUNITY AGAINST DRUG IN BARANGAY 172 URDUJA, CALOOCAN CITY

ABSTRACT

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The Buhay Ingatan Droga'y Ayawan (BIDA) Program in Barangay 172 Urduja, Caloocan City, utilizes sports and community engagement as preventive strategies against youth drug involvement. This study evaluates its effectiveness in reducing drug-related activities, increasing awareness, and improving attitudes and behaviors among residents, particularly the youth. The findings provide valuable insights to strengthen barangay level anti-drug initiatives and enhance sustainable community-based prevention programs. This study used a descriptive quantitative research design using a structured survey questionnaire to evaluate the effectiveness of the Buhay Ingatan, Droga'y Ayawan (BIDA) Program in Barangay 172 Urduja, Caloocan City. The respondents consisted of thirty (30) barangay residents, ten (10) police officers, and ten (10) barangay officials. Purposive sampling was employed to select participants directly involved in or knowledgeable about the program. Data were analyzed using frequency, percentage, weighted mean, and inferential statistics to determine significant differences and assess program effectiveness. Implementation issues were identified, and recommendations were proposed. Findings revealed that most respondents were 18–25 years old, male, single, and college graduates. The Buhay Ingatan, Droga'y Ayawan (BIDA) Program was rated “Very Effective” in Law Enforcement Collaboration (3.90), Awareness Creation (3.50), and Community Participation (3.26). The results indicated significant differences in responses, which led to the rejection of the null hypothesis. Overall, the findings suggested that the program positively influenced awareness, cooperation with authorities, and active community involvement in anti-drug initiatives. The findings indicated that the Buhay Ingatan Droga'y Ayawan (BIDA) Program effectively engaged the youth and community in Barangay 172 Urduja, Caloocan City. High ratings in Law Enforcement Collaboration, Awareness Creation, and Community Participation suggested that participants gained knowledge about drug prevention, cooperated with authorities, and actively joined community initiatives. Despite challenges, the program strengthened community involvement and provided a positive alternative to youth drug use, highlighting its role as a vital preventive strategy.

RECOMMENDED CITATION

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