

ENHANCING POLICE COMMUNITY AFFAIRS AND DEVELOPMENT GROUP AWARENESS CAMPAIGN THROUGH “LIGTAS AT MATALINONG NOVALEÑO”: A PROPOSAL

ABSTRACT

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Criminology

KEYWORDS

*police–community relations,
public trust, community
engagement, safety awareness,
pcadg campaign*

ARTICLE ID

AASGBCPJMRA-AB04722

This study aimed to evaluate the effectiveness of the “Ligtas at Matalinong Novaleño” campaign, a Police Community Affairs and Development Group (PCADG) initiative in Novaliches Bayan, Quezon City, focusing on police-community relations, public trust, and safety awareness. Anchored on Police Image Theory (Weber, 2011), the study examined how public perception of the police affects community cooperation and the success of awareness programs. Specifically, the study sought to determine: (1) the demographic profile of respondents, (2) the effectiveness of the campaign in community engagement, public trust, and information dissemination, (3) differences in perceptions based on demographic characteristics, (4) challenges encountered in PCADG campaign, and (5) recommendations to enhance campaign effectiveness. A descriptive survey design was employed, with purposive sampling of 45 respondents distributed as follows: 5 PCADG personnel, 10 community residents, 7 local government unit (LGU) representatives, 3 NGO partners, and 20 Barangay Patrol (BPAT) members. Data were collected through a structured questionnaire validated by research experts and analyzed using frequency distribution, percentage, weighted mean, ranking, Pearson’s Rho, and non-parametric tests including Kruskal-Wallis H and Mann-Whitney U. Effectiveness was measured on a four-point scale: Very Effective, Effective, Moderately Effective, and Not Effective. Findings revealed that most respondents were aged 32–38 years (37.78%), predominantly male (68.89%), and had 6–10 years of residency/service (48.86%). PCR campaigns were perceived as very effective across all indicators: community engagement (WM=3.77), strengthening public trust (WM=3.72), and information dissemination (WM=3.50). No significant differences in perceptions were observed based on demographic profiles ($p > 0.05$). The main challenges identified included limited resources, communication barriers, and inconsistent monitoring. The study concluded that PCADG campaigns successfully foster community participation and trust despite resource constraints. Recommendations include strengthening resident engagement, improving coordination with LGUs and NGOs, addressing resource limitations, and implementing evidence-based strategies for sustainable campaign improvement.

RECOMMENDED CITATION

Barlaan, G. J., Bason, R., Bautista, E., Espejo, J., Rellora, R., & Velayo, M. R. (2026). Enhancing Police Community Affairs and Development Group Awareness Campaign through “Ligtas at Matalinong Novaleño”: A Proposal. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(5), 20.