

AN EVALUATION OF THE EFFECTIVENESS OF RAISING THE AWARENESS CAMPAIGN PROGRAM TO REDUCE VIOLENCE AGAINST WOMEN AND THEIR CHILDREN

ABSTRACT

AUTHORS

Grace Aguila
Trisha Alvez
Julius San Miguel
Lore Ann Ting
Karen Tusiap

RESEARCH ADVISER

Irene D. Gaviola, MSCJ

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Criminology

KEYWORDS

*awareness, community,
violence*

ARTICLE ID

AASGBCPJMRA-AB87437

Violence Against Women and Their Children (VAWC) remains a serious social concern in many communities in the Philippines, particularly affecting women and children in economically disadvantaged areas. This study evaluated the effectiveness of raising awareness campaigns aimed at reducing VAWC. Specifically, the study examined the respondents' profile in terms of age, civil status, highest educational attainment, and length of residency or years in service; assessed the effectiveness of VAWC awareness campaign, determined whether significant differences existed in respondents' evaluations when grouped according to type of respondent; and identified problems encountered in the implementation of VAWC awareness campaigns. The study employed a quantitative research design using a random sampling technique. Respondents included police officers, women in the barangay, and barangay council members. A survey questionnaire was administered after securing formal authorization to conduct the study and orienting participants on the purpose and proper completion of the instrument. Data were gathered, tallied, and analyzed using descriptive statistics and One-Way Analysis of Variance (ANOVA). Results revealed that most respondents were aged 51 years and above, married, college level, and had ten years or more of residency or service, indicating extensive community familiarity. Overall findings showed high effectiveness of the VAWC awareness campaigns, particularly in promoting community participation, fostering supportive environments for survivors, strengthening school and community collaboration, improving reporting and case handling through accessible support services, and continuously expanding survivor-centered resources. The ANOVA results indicated a statistically significant difference in campaign effectiveness assessments among respondent groups, leading to the rejection of the null hypothesis. This suggests that perceptions of campaign effectiveness varied depending on stakeholder roles. Despite positive evaluations, the most prominent problem encountered was difficulty in understanding campaign messages due to dialect or cultural differences. Based on the findings, the study recommends strengthening inclusive, culturally responsive, and multi-sectoral collaboration through the Proposed Enhanced VAWC Campaign Program.

RECOMMENDED CITATION

Aguila, G., Alvez, T., San Miguel, J., Ting, L. A., & Tusiap, K. (2026). An Evaluation of the Effectiveness of Raising the Awareness Campaign Program to Reduce Violence Against Women and Their Children. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(5), 156.