Level of Awareness on Pantawid Pamilyang Pilipino Program (4Ps) in San Carlos City, Pangasinan

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Abstract - This research study focused on the Level of Awareness on Pantawid Pamilyang Pilipino Program of Residents of First and Second Legislative Districts of San Carlos City.

The research design used was descriptive research which is used to describe characteristics of a population being studied. The researchers used a questionnaire, which is devised for the purpose of a survey or statistical study, and served as the main tool for obtaining the data from the respondents. The data gathered was statistically treated with the weighted arithmetic mean to arrive at accurate and definite interpretation of results.

Majority of the respondents was in the age bracket of 41-50 years old or 36.4%. As to sex, with the total of 500 respondents, most of them are female which totalled to 387 or 77.4%. In terms of educational attainment, 266 or 53.2% of the respondents are high school graduate. As to civil status, most of the respondents are married with the frequency value of 407 or 81.4%. In terms of employment status, the highest frequency value is obtained from the self-employed with 283 respondents or 56.6%. In terms of monthly income, 256 respondents or 51.2% are receiving below Php3,000.00.

Of the 500 respondents, 319 or 63.8% are aware of the Pantawid Pamilyang Pilipino Program. Two hundred thirty-three (233) respondents are members of the said program, while the remaining 267 respondents are not. Of the 233 members, 101 or 43.35% are members for more than 2 years, 93 or 39.91% are members for 1 year – 2 years, while the remaining 39 or 16.74% are members for less than a year.

On the level of awareness on the program, the result of the study showed that in terms of goals, respondents are fairly aware of its goals. In terms of awareness to objectives, the overall average weighted mean obtained is 3.29 in which the respondents are fairly aware of the program's objectives. As to awareness of methods in National Household Targeting System, the statistical analysis shows that respondents are fairly aware of the said methods, with an overall average weighted mean of 2.86. In terms of awareness to qualifications of eligible households, the overall average weighted mean is 3.18 in which the respondents are fairly aware of the said qualifications. As to the awareness of conditions, statistical analysis shows that the overall average weighted mean is 3.08 which denote that the respondents are fairly aware of the program's qualifications of eligible households. In terms of awareness of the program package, the overall average weighted mean is 2.96 which correspond to the fair awareness of the respondents. And lastly, awareness of the cash grants gives an overall average weighted mean of 2.75 in which statistical analysis shows that respondents are also fairly aware of the cash grants of the said program.

Based on the data obtained from the respondents, the researchers formulated and conceptualized recommendations such as that the government must disseminate properly all the information about the Pantawid Pamilyang Pilipino Program through seminars and orientations. And the residents, especially the members of the said program must be well-oriented regarding the said program. In addition to that, implementation of the said program and selection of beneficiaries must be of fair and just procedure. Finally, there should be frequent updates in the beneficiaries of the said program.

Keywords: Pantawid Pamilyang Pilipino Program (4Ps), poverty, awareness, cash transfer

INTRODUCTION

Poverty is an economic issue that has long been a persistent problem in different nations, especially among developing countries. One of which is the Philippines. The issue of poverty alleviation became the focus of many political and socioeconomic reforms that have been undertaken in the quest to mitigate poverty. However, many of these reforms did not yield sustainable results. This is because poverty is a complex phenomenon where the linking of economic, social, political and demographic factors is crucial (Annan, 2013).

Anti-poverty programs in the Philippines began after the enactment of Republic Act 8425 or the Social Reform and Poverty Allocation Act, where the Social Reform Agenda (SRA) and National Anti-Poverty Commission (NAPC) were established in 1990s (Bennagen, 2000).Among the numerous anti-poverty programs, the Conditional Cash Transfer (CCT) Program sustained global attention because it addresses the issue of intergenerational poverty cycle in developed and developing countries, where poverty remains prevalent (Shahani, 2013).

In 2007, the Philippine government developed the Pantawid Pamilyang Pilipino Program (4Ps) that has now become its flagship social assistance program to help the poor. It is a human development program of the national government that provided conditional cash grants to extremely poor households – for healthcare, improve nutrition, family development, and the education of children particularly those aged 0-14. It has dual objectives with regards to social assistance which is to provide cash assistance to the poor to alleviate their immediate needs; and to social development which is to break the intergenerational poverty cycle through investments in human capital.

The 4Ps has been the proposed solution of the Philippine government to the intergenerational poverty cycle by providing immediate financial support to poor households, conditional upon investments in child education and health. The program has the primary objectives of social assistance and social development. Moreover, it aims to contribute to the fulfillment of 2015 Millennium Development Goals (MDG). These are to eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality, reduce child mortality and empower women, improve maternal health, combat HIV/AIDS, ensure environmental sustainability and develop a global partnership for development (Reyes et al., 2012).

"4Ps, as a long-term investment, helps reduce the vulnerability of families to sudden economic difficulties and contributes to breaking intergenerational poverty by helping today's children become productive members of society. After only a few years of implementation, the government is already seeing its tangible benefits to poor Filipinos," Social Welfare Secretary Dinky Soliman was quoted as saying by the World Bank.

The cash transfer that the beneficiaries receive is subject to several requirements imposed by the authorities. Based on the Department of Social Welfare and Development (2009), the requirements of 4Ps include school attendance and health center visits for children and parents' participation in Family Development Sessions (FDS).

OBJECTIVES OF THE STUDY

This study aimed to determine the level of awareness on 4Ps among the residents, particularly in the first and second legislative district of the city of San Carlos, namely Balayong, Bolingit, Cruz, Doyong, Manzon, Matagdem, Naguilayan, Cacaritan, Pagal, Palaming, Pangalangan, Parayao, Quintong, and Tandoc.

Specifically, it sought to determine the profile of the respondents in terms of age, sex, educational attainment, civil status, number of children, employment status, and monthly income and the level of awareness on 4Ps of the residents in terms goals, objectives, methods in national household targeting system, qualifications of eligible households, conditions, program package, and cash grants.

MATERIALS AND METHODS

The researchers conducted this study to find out the level of awareness on 4Ps, specifically on the residents in the first and second legislative districts of the city of San Carlos namely Balayong, Bolingit, Cruz, Doyong, Manzon, Matagdem, Naguilayan, Cacaritan, Pagal, Palaming, Pangalangan, Parayao, Quintong, and Tandoc. The variables that this study will use are obtained from the survey questionnaires that collect organized data from the aforementioned residents.

The study used descriptive research design which is used to describe characteristics of a population or phenomenon being studied. Its main purpose is to describe events, phenomena, situations, practices and

trends developing through the use of measurement or quantification of events of variables under the study.

The distribution of respondents of the study including all the residents in each barangay that comprises the first and second legislative districts of the city of San Carlos is presented in Figure 1 and is identified with the total sample size of 500 or 7.21% from the entire population of the study.

Distribution of Respondents		
Barangay	**Number of Household**	**Number of Respondents**
1. Balayong	305	30
2. Bolingit	617	40
3. Cruz	372	30
4. Doyong	380	30
5. Manzon	407	30
6. Matagdem	589	40
7. Naguilayan	279	20
8. Cacaritan	487	40
9. Pagal	796	50
10. Palaming	525	40
11. Pangalangan	613	40
12. Parayao	211	20
13. Quintong	622	40
14. Tandoc	729	50
Total	**6,932**	**500**

The researchers used a questionnaire which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey or statistical study. It serves as the main tool for obtaining the data from the respondents. The questionnaire was composed of 3 parts, namely: respondents' demographic profile, level of awareness of the residents on Pantawid Pamilyang Pilipino Program.

For the first part, the respondents' demographic profile includes the name, sex, age, educational attainment, civil status, number of children, occupation, employment status, and monthly income. The second part, the level of awareness on the said program, were presented to and answered by respondents using rating scale.

For the date gathering procedure, the first step was to determine the number of households in each barangay that comprises the first and second legislative districts of San Carlos City. Before the actual study, the researchers prepared letter to agencies concerned. After getting the list, the researchers used a well-structured questionnaire and distributed personally to the respondents. Consequently, the researchers collected the data, analyzed and interpret the results.

The appropriate statistical tool that was used by the researchers is the weighted arithmetic mean to arrive at accurate and definite interpretation of results. The data that was obtained from the respondents were tabulated systematically in order to obtain the accurate information related to each element of the target population.

RESULTS AND DISCUSSION

This presents the gathered data, analyzes and interprets the results of the study in response to the given objectives. The analysis and presentation of data followed the sequential order of the specific problems stated at the first chapter.

From the sampling techniques used, the researchers were able to float questionnaires to 500 respondents on the first and second legislative districts of the city of San Carlos.

Profile Indicators

The profile of the respondents was looked upon in terms of age, sex, educational attainment, civil status, employment status, and monthly income. It also includes the awareness and non-awareness, membership and non-membership of the respondents to the program and length of time as a member of the program. The socio-demographic profile of respondents is presented on Figure 2.

Age

The results on the demographic profile according to the age showed that the majority of the respondents came from the 41-50 years old age bracket

with 36.4% or 182 residents, followed by 31-40 years old with 32.6% or 163 residents, 51 years old and above with 20.4% or 102 residents and lastly 20-30 years old with 10.6% or 53 residents.

Figure 3.a
Profile of the Respondents in Term of Age

Age	Frequency	%
20-30	53	10.6
31-40	163	32.6
41-50	182	36.4
51 and above	102	20.4
Total	**500**	**100**

This implies that most of the respondents are adults who are more likely to have a family and children of their own, and are expected to be better providers.

Sex

In terms of sex, it revealed that most of the respondents that consist of 387 respondents or 77.4% of the population are female while 113 or 22.6% are male.

Figure 3.b
Profile of the Respondents in Term of Sex

Sex	Frequency	%
Male	113	22.6
Female	387	77.4
Total	**500**	**100**

It can be concluded from the table that female is more likely to stay at home and be in-charge with domestic needs. Most men are working away from home to provide more for their families.

Educational Attainment

The result on educational attainment shows that most of the respondents belong to the high school graduate with a total number of 266 or 53.2%, followed by those who belong to the high school undergraduate with a total number of 75 or 15%, elementary graduate with a total number of 65 or 13%, college undergraduate with a total number of 59 or 11.8%, and finally, by college graduate with a total number of 35 or 7%.

Figure 3.c

Profile of the Respondents in Term of Educational Attainment

Educational Attainment	Frequency	%
College Graduate	35	7
College Undergraduate	59	11.8
High School Graduate	266	53.2
High School	75	15
Undergraduate	65	13
Elementary Graduate		
Total	**500**	**100**

The table only shows that majority of the respondents are high school graduates. Thus, most of them don't have stable job due to deficiency in educational achievement or background.

Civil Status

In terms of civil status, majority of the respondents are married with a total number of 407 which comprises 81.4%, followed by those respondents who are widow/widower with a total number of 52 which equals to 10.4%, followed by those who are single with a total number of 33 which equals to 6.6%, and lastly, those who are separated with a total number of 8 or 1.6%.

Figure 3.d
Profile of the Respondents in Term of Civil Status

Civil Status	Frequency	%
Married	407	81.4
Widow/Widower	52	10.4
Separated	8	1.6
Single	33	6.6
Total	**500**	**100**

The table illustrates that larger number of the respondents are married. Hence, most of the locals have a family of their own and finances to work out.

Employment Status

The employment status of the respondents was categorized into self-employed with a total number of 283 with the equivalent of 56.6%, followed by those who fall into permanent status with a total number of 154 or 30.8%, and finally, those who belong to the contractual status with a total number of 63 or 12.6%.

Figure 3.e

Profile of the Respondents in Term of Employment Status

Employment Status	Frequency	%
Permanent	154	30.8
Self-Employed	283	56.6
Contractual	63	12.6
Total	**500**	**100**

The table shows that most of the respondents are working as self-employed. Generally, it is a situation in which an individual works for himself instead of working for an employer. A self-employed individual earns his income through conducting profitable operations from a trade or business that he operates directly.

Monthly Income

The study also shows that respondents who receive below Php3,000.00 as their monthly income totaled the greatest number of 256 which comprises the 51.2%, while those who receive Php3,000.00-Php5,000.00 is composed of 183 respondents or 36.6%, and lastly, the remaining 61 respondents or 12.2% are the ones who receive a monthly income of more than Php5,000.00.

Figure 3.f
Profile of the Respondents in Term of Monthly Income

Monthly Income	Frequency	%
Below 3,000	256	51.2
3,000-5,000	183	36.6
More than 5,000	61	12.2
Total	**500**	**100**

Most of the respondents receive a monthly income which is below Php3,000.00. This is due to the fact that generally, the respondents are undereducated. As a result, they won't be able to find a stable job which could have been a big factor in augmenting their monthly income.

Length of Time of Membership

Among the 233 members of the said program, 101 or 43.35% are members for more than 2 years and 93 or 39.91% are members for 1 year – 2 years. The remaining 39 or 16.74% have been a member of the program for less than a year.

Figure 3.i
Length of Time as a Member of Pantawid Pamilyang Pilipino Program

	Frequency	Percentage
Less than a year	39	16.74
1 year – 2 years	93	39.91
More than 2 years	101	43.35
Total	**233**	**100**

Level of Awareness of the Respondents

This part of the study was provided for the discussion and analysis of the level of awareness of the respondents based on the rating scale. Herein, it should be noted that the respondents were given a set of statements to the survey questionnaire so as to express their level of awareness on whether they are very much aware or not aware with the given statement through the use of five pointing rating scale, with this 5 represents very much aware and 1 for not aware at all. This was provided for the greater understanding of the level of awareness on Pantawid Pamilyang Pilipino Program of the residents of the first and second legislative districts of San Carlos City.

As to awareness of goals, items "to eradicate poverty and hunger" and "to reduce child mortality" obtained the highest mean of 3.34. This brings "fairly aware" interpretation among the respondents. Statistical analysis shows that the respondents are fairly aware of all the above mentioned goals of the Pantawid Pamilyang Pilipino Program. In general, awareness of goals gives an overall average weighted mean of 3.33 which means that the respondents are "fairly aware" of the goals of the program.

Among the indicators of awareness of objectives, item "to provide cash assistance to the poor to alleviate immediate needs" gained the highest mean of 3.30, thus, a "fairly aware" interpretation of the respondents. Based on the data gathered, the respondents are fairly aware of the objectives of the program. In general, the overall weighted mean of awareness to objectives is 3.29. This indicates that respondents are "fairly aware" of the objectives of the program.

It can be perceived that as to methods in National Household Targeting System of the program, "validating and finalizing the list of poor households" and "generating of reports and sharing of information" have the highest indicators with a mean of 3.20 and this implies that respondents are "fairly aware" of the methods. The lowest indicator is under "selecting areas based on poverty incidence by provinces, municipalities and barangays" with a mean of 2.10 – "slightly aware". In general, awareness of methods in National Household Targeting System conveys an overall average weighted mean of 2.86 which means that the respondents are "fairly aware" of the aforementioned methods of the program.

Among the items under the awareness of qualifications of eligible households of the program, the item "residents of the poor municipalities" obtained the highest mean of 3.24. This brings a "fairly aware" interpretation among respondents. Analysis of the data shows that the respondents of the first and second legislative districts of the San Carlos City are fairly aware of the aforementioned qualifications of eligible households.

It can be observed that as to conditions of the program, "children aged 6-14 must enroll in elementary or high school and must attend at least 85% of the time" has the highest mean of 3.30 and this conveys "fairly aware" interpretation among respondents. However, "children aged 6-14 must receive deworming pills twice a year" obtained the lowest mean of 3.00 which shows "fairly aware" interpretation. In overall, awareness of conditions of the program shows an overall average weighted mean of 3.08 which means that the respondents are "fairly aware" of the said conditions.

As to awareness of the program package of the Pantawid Pamilyang Pilipino Program, the item "Php15,000.00/annually or Php1,400.00/monthly as subsidy as long as they comply with the conditions" obtained the highest mean of 3.00. This shows a "fairly aware" interpretation among the respondents. Statistical analysis confirms that the respondents are fairly aware of the entire program package indicated above. In general, awareness of the program package gives an overall average weighted mean of 2.96 which means that the respondents are "fairly aware" of the program package.

It can be observed that as to cash grants of the program, "Land bank Cash Card" has the highest mean of 3.05 and this conveys "fairly aware" interpretation among respondents. However, "Offsite payments through Land Bank and partners such as Globe G-cash, in areas that have no Land Bank branches" obtained the lowest mean of 5.57 which shows "fairly aware" interpretation. In overall, awareness of cash grants of the program shows an overall average weighted mean of 2.75 which means that the respondents are "fairly aware" of the said cash grants.

CONCLUSION AND RECOMMENDATION

This study was carried out to determine the level of awareness on Pantawid Pamilyang Pilipino Program of residents of the first and second legislative districts of San Carlos City.

This study also aims to determine the demographic profile of the 500 respondents in terms of age, sex, civil status, number of children, employment status, monthly income, from the abovementioned legislative districts.

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In terms of age, majority of the respondents are in the age bracket of 41-50 years old or 36.4% while the lowest frequency value is in the age bracket of 20-30 years old with 53 or 10.6%. As to sex, with the total of 500 respondents, most of them are female which totaled to 387 or 77.4%, whereas, the male respondents are 113 or 22.6%. In terms of educational attainment, 266 or 53.2% of the respondents are high school graduate and there are only 35 or 7% who are college graduate. As to civil status, most of the respondents are married with the frequency value of 407 or 81.4% and there is only 8 or 1.6% who are separated. In terms of employment status, the highest frequency value is obtained from the self-employed with 283 respondents or 56.6%. On the other hand, 63 respondents or 12.6% are contractual. In terms of monthly income, 256 respondents or 51.2% are receiving below Php3,000.00 while 61 or 12.2% are receiving more than Php5,000.00.

Of the 500 respondents, 319 or 63.8% are aware of the Pantawid Pamilyang Pilipino Program while the remaining 181 or 36.2% are unaware. Two hundred thirty three (233) respondents are members of the said

program while 267 respondents are not. Of the 233 members, 101 or 43.35% are members for more than 2 years, 93 or 39.91% are members for 1 year – 2 years, while the remaining 39 or 16.74% are members of the program for less than a year.

On the level of awareness on the Pantawid Pamilyang Pilipino Program of the respondents of the first and second legislative districts of San Carlos City, the result of the study showed that in terms of goals, respondents are fairly aware of the goals of the said program. In terms of awareness to objectives, the overall average weighted mean obtained is 3.29 in which the respondents are fairly aware of the program's objectives. As to awareness of methods in National Household Targeting System, the overall average weighted mean is 2.86 in which statistical analysis shows that respondents are fairly aware of the said methods. In terms of awareness to qualifications of eligible households, the overall average weighted mean is 3.18 in which the respondents are fairly aware of the said qualifications. As to the awareness of conditions, statistical analysis shows that the overall average weighted mean is 3.08 which denote that the respondents are fairly aware of the program's qualifications of eligible households. In terms of awareness of the program package, the overall average weighted mean is 2.96 which correspond to the fair awareness of the respondents. And lastly, awareness of the cash grants gives an overall average weighted mean of 2.75 in which statistical analysis shows that respondents are also fairly aware of the cash grants of the Pantawid Pamilyang Pilipino Program.

With thorough analysis of findings and conclusions of this study, the following recommendations were the government must disseminate properly all the information about the Pantawid Pamilyang Pilipino Program through seminars and orientations, members of the said program must be well – oriented regarding the said program, implementation of the program and selection of beneficiaries must be of fair and just procedure, and there should be frequent updates on the beneficiaries of the said program.

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