



**An Evaluation of the Exposure and the Attitude of the 4<sup>th</sup> Year Public High School Students Towards the No Smoking Campaign of the Municipality of Carmona, Cavite**

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### Abstract

This study evaluated the level of exposure and attitude of 4<sup>th</sup> year public high school students towards the No Smoking Campaign of the Municipality of Carmona, Cavite. Descriptive and survey method was used to measure the level of the students' awareness, how the campaign affects their attitude and to determine various ways on how to improve the No Smoking Campaign in Carmona, Cavite. The results showed that the 4<sup>th</sup> year public high school students are highly aware of the campaign in which it affects the level their attitude that resulted to contradiction to smoking. Findings were used to improve the campaign by including the campaign in education and create more infomercials authorized by Department of Health in which it can help to reduce risk-smokers and to make the campaign more effective that can lead to a healthier community.

Keywords: Campaign, Smoking, Evaluation, Exposure, Attitude, Awareness