

**EFFECTIVENESS OF DISSEMINATING INFORMATION ON VHP
CAMPAIGN IN CAVITE**

**An Undergraduate Thesis Presented to the
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Abstract

Social, economic, and geographic barriers result in inequity in access to services and explain the inequity in health outcomes. Significant concerns of the elderly have only recently been offered serious consideration because of the prevailing view that the local population is generally young, the research community has yet to give close attention to elderly issues on security in old age, occurrence of abuse committed, health status, policies and legislative, and impact of aging. Health systems need to be realigned to the needs of older populations, systems must provide services and adequate care, and focus on maintaining capacities as people age. Analysis was done using Carlos' (1999), Krugman's (1965), Atkin & Wallack's (1990), Brown & Walsh-Childers' (1994), Hornik's (1997) and McGuire's (1986) research studies and theories.

Level of awareness of the veterans towards the campaign; Profile of PVAO in terms of information disseminated, tools used and frequency of communication; and the increase on the veterans' awareness of their health benefits.

Keywords: VHP Campaign, Public Communication Campaign, and Effectiveness of disseminating information

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