



De La Salle University – Dasmariñas

**STUDY ON INFORMATION PROCESSING OF FIRE SAFETY  
LEAFLETS BY SELECTED RESIDENTS IN IMUS CITY, CAVITE,  
PHILIPPINES**

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### Abstract

The purpose of this study was to determine what messages on fire safety leaflets were processed by selected Imus, Cavite residents. Fire safety messages were processed either through the Peripheral or Central route. The results also show how the respondents judged and viewed the information. The researcher used survey questionnaires disseminated to selected Imus residents and later validated through a focus interview and expert interview. Results showed that majority of the respondents found out that the leaflets were easy to understand and follow. It can be assumed that the messages are processed in the central route because respondents gave time to read and understand the messages. Those messages that were processed in the peripheral takes less time because they are easier to understand because of easy and direct association to fire. After processing these messages, it will then be decided to which latitude zone it will fall on: latitude of acceptance, non-commitment and rejection. The study can be used by the BFP to develop other IEC materials that can help promote fire safety and prevention.

**Key words:** *Information Education Communication (IEC's), Bureau of Fire Protection, Fire Safety Leaflets, Information Processing*





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