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ABSTRACT

This study determined the influence of the Heart to H.E.A.R.T campaign on HIV/AIDS of the Population Commission of the Philippines among high school students at the Poo National High School – Senior High School Department in Talisay, Cebu.

The quasi-experiment used a pre-test post-test two group design with the campaign (2-hour lecture PowerPoint presentation) as intervention (independent variable). The dependent variables were knowledge, attitude, and practices on HIV/AIDS. This study is anchored on the Communication-Persuasion Matrix developed in 1989 by William J. McGuire.

The 179 randomly sampled students were given a self-administered questionnaire before and after the campaign. Data were analyzed using descriptive analysis; Fisher's t-test; Chi-square; and McNemar's test.

The campaign of Heart to H.E.A.R.T. Talk showed an influence on the knowledge, attitude, and practices on HIV/AIDS of the students exposed to the campaign compared to those who were not.

There was a significant difference in the knowledge scores, attitude, and practices of those exposed to the campaign compared to those who were not exposed (control). Further, there was a significant difference in the knowledge scores, attitude, and practices of those exposed to the campaign before and after their exposure to the campaign.

Keywords: youth pregnancy, youth sexuality, knowledge, attitude, and practices, behavior change, communication strategy, population studies.