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## Impact of Communication Campaigns to Blaan Indigenous Peoples Covered by Community Health and Development Program, University of the Philippines Manila

**Ena Marie O. Dizon**

University of the Philippines Mindanao

**Correspondence**

Department of Humanities,  
College of Humanities  
and Social Science,  
University of the Philippines  
Mindanao, Mintal,  
Davao City 8022

**E:** esolivares@up.edu.ph**Keywords**

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**Abstract**

The Blaan tribe of Mindanao Island is an Indigenous group that lacks access to healthcare; thus, the University of the Philippines Manila School of Health Sciences (UPM SHS) Community Health Development Program (CHDP) provides annual information and educational campaigns to address major health emergencies in Barangay Kalkam, Tupi, South Cotabato. A total of 24 Blaan respondents gave their views on the program's dengue, malnutrition, teenage pregnancy, and family planning campaigns using a closed-ended survey, qualitative KAP analysis, and ethnvideography. Results showed that information dissemination is limited to printed media and interpersonal communication via small groups; the contents of health communication campaigns are less understandable; and social mobilization efforts demonstrated low levels of community engagement. Additionally, communication between health workers and Blaan indigenous peoples is not transactional due to the lack of feedback and involvement in the decision-making process. The respondents' knowledge of health demonstrated low levels of end-user engagement, reflective of unsustainable knowledge of modern medicine. Normative changes are only evident in family planning campaigns. The long-term sustainability of health promotion among indigenous peoples may be inhibited due to non-evident normative changes that trigger societal transformation. The paper suggests that a specialized communication strategy intended for Blaan Indigenous peoples must be considered and applied to react collectively and effectively to address health issues.