

Empowering Community Development through Participatory Communication: Lessons from the Outcomes of Barangay Kaagapay Extension Project in Brgy. Namabbalan Sur, Tuguegarao City, Philippines

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Abstract: This study presents the outcomes evaluation of the Barangay Kaagapay Extension Project in Brgy. Namabbalan Sur, Tuguegarao City, Philippines. The project aimed to improve community access to effective communication materials through participatory communication strategies. The evaluation aimed to assess the project's effectiveness and identify challenges and opportunities encountered during its implementation. Forty-five participants completed a survey-interview, covering their profiles, perceptions of PRCA results to communication strategy, knowledge, skills, and attitudes acquired from the training, level of adoption, perceived level of improved access to communication materials, and perceived challenges and opportunities. Using the descriptive research design, data were analyzed using frequency counts, percentages, and rankings. Participants perceived the relevance of using Participatory Rural Communication Appraisal (PRCA) in identifying communication strategies and creating creative briefs for the Barangay Kaagapay Extension Project. Further, the participants had a positive perception of their skill acquisition in communication materials development and related areas. They strongly adopted the acquired knowledge, skills, and attitudes towards the development of effective participatory communication materials, resulting in increased confidence and active participation in barangay affairs and commitment to continued involvement in community engagement. The Barangay Kaagapay Extension project also positively impacted the access and use of communication materials among Brgy. Namabbalan Sur community members. The study identified the pandemic as the major challenge encountered, leading to long gaps in activities and limited opportunities for implementation, monitoring, and evaluation. Recommendations were made for continuous assistance, stakeholder participation, and youth engagement in project success. The findings provide valuable insights into the effectiveness of participatory communication strategies in community development projects and offer recommendations for future projects to improve their outcomes.

Keywords: Outcomes Evaluation, Barangay Kaagapay Extension Project, participatory communication, community development, Cagayan State University

1. INTRODUCTION

Effective communication plays a vital role in community development, enabling individuals and communities to make informed decisions and take action on critical issues. The Barangay Kaagapay Extension Project, implemented by the BA Communication Program of Cagayan State University Carig Campus in Tuguegarao City, Philippines, aimed to enhance community access to effective communication materials through participatory communication strategies. By utilizing the Participatory Communication approach, the project sought to identify communication needs, develop communication strategies, and create creative briefs that effectively disseminate information within the community. This ensures smallholders' access to relevant information and promotes multi-stakeholder participation and collaboration (Acunzo, 2014). The project implemented capacity building, workshops, consultations, social and resource mobilization, and communication campaigns to achieve its objectives. The project produced several communication materials such as brochures, newsletters, and supplementary materials. Additionally, the project conducted a community

mobilization for the construction of *Bahay Kaalaman* (Community Learning Resource Center) and book donations. The Barangay Kaagapay Communication Campaign was conducted through printed IEC campaign, the *Bahay Kaalaman*, and Radio Kaagapay. The project was implemented from 2017 to 2020.

Extension projects function as crucial mechanisms for addressing societal needs, disseminating knowledge, and promoting positive change in communities. Evaluating the outcomes of these projects is essential to comprehending their effectiveness and impact. Outcomes evaluation involves systematically collecting and analyzing data to assess the achievements, challenges, and opportunities associated with an extension project. By evaluating outcomes, project stakeholders can make informed decisions, improve program design and implementation, and enhance the overall effectiveness and sustainability of extension initiatives. Deshler (1997) emphasizes that formative evaluation is integral to extension work as it enables the extraction of insights into program strengths and limitations from collected data, allowing for immediate adjustments to be made. Furthermore, such evaluations may explore new approaches,

adapt programs to changing circumstances or target audiences, and provide a comprehensive understanding of apparent failures to enhance program management and operation.

This study presents the outcomes evaluation of the extension project, focusing on the case of Brgy. Namabalan Sur in Tuguegarao City. The evaluation aimed to assess the effectiveness of the Barangay Kaagapay Extension Project in improving community access to effective communication materials while identifying challenges and opportunities encountered during its implementation. Specifically, the study investigated participants' perceptions regarding the alignment of PRCA results with the communication strategy and creative brief, the knowledge, skills, and attitudes acquired through training, the level of adoption based on the acquired knowledge, skills, and attitudes, the perceived level of improved access to communication materials, and the perceived challenges and opportunities throughout the project's preparation, implementation, and monitoring & evaluation phases.

This study offers a comprehensive understanding of the Barangay Kaagapay extension project outcomes, enabling stakeholders to make informed decisions and enhance the overall effectiveness and sustainability of the extension initiative. By prioritizing outcomes evaluation, extension projects can maximize their impact and contribute to positive change in communities.

2. OBJECTIVES

The study aimed to provide a comprehensive understanding of the outcomes of the Barangay Kaagapay Extension Project, including its impact on the knowledge, attitudes, and practices of the respondents, as well as the overall access to communication materials in the community. Specifically, it aimed to:

1. Describe the demographic information of the respondents.
2. Assess the perceptions of the respondents regarding the alignment of the results of the Participatory Rural Communication Appraisal (PRCA) with the communication strategy and creative brief developed for the project.
3. Evaluate the knowledge, skills, and attitudes acquired by the respondents through the training provided as part of the project, specifically focusing on their impact on the development of effective participatory communication materials.
4. Determine the level of adoption of the acquired knowledge, skills, and attitudes among the respondents, examining how they are applied in their existing practices related to the development of effective participatory communication materials.

5. Measure the perceived level of improved access to communication materials among community members as a result of the Barangay Kaagapay Extension Project, considering its impact on achieving the project's desired outcomes.
6. Identify the perceived challenges and opportunities encountered during the implementation of the Barangay Kaagapay Extension Project, exploring the factors that facilitated or hindered its success.

3. METHODOLOGY

This study utilized a descriptive research design, focusing on the outcomes of the Barangay Kaagapay Extension project implemented at Brgy. Namabalan Sur, Tuguegarao City, Cagayan, Philippines. A survey-assisted interview was conducted to gather data from 45 participants who attended the extension project. The respondents for this study consisted of community journalists, Barangay Officials (e.g. Punong Barangay, Barangay staffs, Kagawad, Barangay Nutrition Scholars, and Barangay Police), and Barangay cluster representatives.

The survey consisted of six parts, covering the respondents' profiles, perceptions of the alignment of PRCA results to the communication strategy/creative brief, knowledge, skills, and attitudes acquired from the training, level of adoption based on the acquired knowledge, skills, and attitudes, perceived level of improved access to communication materials, and perceived challenges and opportunities during the project's preparation, implementation, and monitoring & evaluation.

The data collected from the survey-assisted interview were analyzed using descriptive statistics to determine the mean and grand weighted mean scores including frequencies and percentages of the participants' responses.

The findings from this study provide valuable insights into the effectiveness of participatory communication strategies in community development projects and offer recommendations for future projects to improve their outcomes.

The study used the following scale to determine the level of Perception towards the alignment and utilization of the results of the PRCA to the Communication Strategy/Creative Brief of the Project; determine the level of KSA of the respondents acquired from the training sessions; determine the level of adoption of the acquired KSA of the respondents towards the development of communication materials; and measure the level of improved access to communication materials in the barangay:

4.21-5.00 - Strongly Agree (SA)

3.41-4.20 - Agree (A)

2.61-3.40 - Moderately Agree (MA)

1.81-2.60 - Disagree (D)

1.00-1.80 - Strongly Disagree (SD)

4. RESULTS AND DISCUSSION

This section presents the findings and in-depth analysis of the data collected, highlighting the outcomes, perceptions, challenges, and opportunities associated with the perceived outcomes of the Barangay Kaagapay Extension Project's implementation.

4.1 Profile of the Respondents

The survey was conducted among respondents who belonged to different age groups, with 24% composed of individuals aged 30-39 and another 24% aged 50 and above. Meanwhile, 22% of respondents were aged 20-29, 18% belonged to the 10-19 age range, and the remaining 11% were aged 40-49. This data shows that the majority of the respondents were in age groups that were capable of processing and sharing information and taking part in community affairs and development projects. Despite differences in age, the respondents may share the same aspirations for the development of their community.

In terms of gender, the data showed a 12% difference between male (44%) and female (56%) participants. Both genders have contributory roles to play in community development projects. This showed that the Barangay Kaagapay extension project recognizes gender equity. Regardless of gender and roles in the community, each participant was recognized as an active agent of effective and reliable information for a well-informed Barangay Namabalan Sur.

In terms of civil status, 62% of the participants were married, while 44% were single, and the remaining 4% were widowed/widower. Regarding religious affiliations, the majority of the participants (84%) were Catholic, while 16% were born-again Christians. In terms of educational attainment, 33% of respondents had pursued college education from the 1st year to the 3rd year, and only 7% answered that they had reached an elementary level (from Grade 1 to 5). These results attest to the fact that the participants were knowledgeable about matters of community concerns and development.

The employment status of the participants revealed that 35% were barangay officials, indicating their orientation towards community development. Meanwhile, 29% of the participants who did not answer the question were youth members and students who were volunteer community journalists. Their employment status gradually affected their willingness and commitment to different community projects.

Table 1. Profile of Respondents

	<i>Particulars</i>	<i>Freq</i>	<i>%</i>
<i>Age</i>	10-19	8	18
	20-29	10	22
	30-39	11	24
	40-49	5	11
	50-above	11	24
<i>Sex</i>	Male	20	44
	Female	25	56
<i>Civil Status</i>	Single	11	44.4
	Married	23	51.1
	Widowed/ Widower	2	4.5
<i>Religion</i>	Roman Catholic	38	84
	Born Again Christian	7	16
<i>Employment</i>	Farming	8	18
	Daily Wage Earner	8	18
	Barangay Official/Staff	16	35
	Not Applicable	13	29
<i>Highest Educational Attainment</i>	College Level	18	40.2
	High School Graduate	12	26.8
	High School Level	5	11
	Elementary Graduate	6	13.4
	Elementary Level	4	8.5

4.2 Perception towards the alignment and utilization of the results of the PRCA to the Communication Strategy/Creative Brief of the Project

The majority of the participants (4.83 grand mean) had perceived the relevance of PRCA in their own identification of communication strategies and own development of creative briefs. According to FAO.org (2004), ‘PRCA is used for creating a dialogue with groups in rural communities in order to identify and analyze their problems and needs; their existing knowledge and practices; their feelings and attitudes; as well as their perceptions of the development issues under investigation’. This clearly showed that the respondents realized that in order to come up with their own IEC materials, dialogue with the community members must be conducted to further identify the issues in the barangay and their preferred communication medium. This led to the basic assumption of the relevance of participatory communication as ‘an approach based on dialogue, which allows the sharing of information, perceptions, and opinions among the various stakeholders and

thereby facilitates their empowerment’ (Tufté & Mefalopulos, 2009).

Table 2. Perception towards the alignment and utilization of the results of the PRCA to the Communication Strategy/Creative Brief of the Project

Statements	Mean	Descriptive Equivalent
We have benefited from identifying the problems faced by our barangay in order to develop potential solutions using effective communication.	4.75	Strongly Agree
We have benefited from identifying the target audiences who are the primary stakeholders for the activities of the Barangay Kaagapay Extension project.	4.70	Strongly Agree
We have benefited from identifying the access to media by the community members.	4.75	Strongly Agree
We have benefited from identifying the communication preferences or preferences of the community members for the developed communication materials.	4.70	Strongly Agree
We have benefited from identifying plans and strategies using communication to address the identified problems.	4.75	Strongly Agree
Grand weighted mean	4.83	Strongly Agree

4.3 Level of knowledge of respondents acquired from the Training towards the development of effective participatory communication materials

The data revealed that the majority of the participants (4.56 grand weighted mean) strongly agree that their knowledge level increased in relation to the development of participatory communication materials. Apparently, the participants also strongly agreed (4.70) that the training assisted them to learn and expound on different strategies in the development and distribution of IEC materials during the pandemic.

One clear result of this is the constant posting of announcements on the FB Page of the barangay. Likewise, despite the pandemic, the punong barangay managed to conduct Barangay Assembly via FB Live in their FB Page. This could be attributed to the potential of the internet as an alternative mode during the pandemic. The internet has the potential to allow easy exchanges between teams and communities, and between community members themselves. This allowed the barangay officials to stay connected with the members of the community because of the knowledge acquired in the training.

It is worth noting that the respondents’ increased knowledge in developing participatory communication materials reflects the effectiveness of the training provided to them. This is consistent with the findings of Tufté and Mefalopulos (2009) who assert that the development of communication materials ‘requires skills that can be learned through training, experimentation, and by observing successful examples of such communication’. Therefore, it can be inferred that the knowledge gained by the participants from the training was instrumental in enabling them to develop effective participatory communication materials, which, in turn, helped in disseminating relevant information to the community despite the challenges posed by the pandemic.

Table 3. Degree of knowledge of respondents acquired from the Training towards the development of effective participatory communication materials

As a result of my participation in the training series of the barangay kaagapay extension project, I was able to acquire knowledge on the following:	Mean	Descriptive Equivalent
Steps and important elements of communication materials development	4.62	Strongly Agree
Preparing the creative brief	4.41	Strongly Agree
News gathering and news writing for the community	4.5	Strongly Agree
Community photojournalism	4.66	Strongly Agree
Importance of communication and information for community development	4.66	Strongly Agree
Communication skills for presentations, information campaigns, and extension	4.45	Strongly Agree
Importance of community and media relations	4.45	Strongly Agree
Role of information and communication during pandemic	4.62	Strongly Agree
Important considerations when developing, designing, producing, and distributing communication materials in a pandemic setting	4.58	Strongly Agree
Alternative ways of producing and distributing communication materials in a pandemic setting	4.70	Strongly Agree
Grand weighted mean	4.56	Strongly Agree

4.4 Level of skills of respondents acquired from the Training towards the development of effective participatory communication materials

Table 4 indicates that, on average, the participants of the barangay kaagapay extension project training series agreed (grand weighted mean=3.63) with the statements related to the skills they acquired in communication materials development and related areas. This is also supported by the descriptive equivalent of 'Agree' for the grand mean, which suggests that the participants had a positive perception of their skill acquisition.

The mean score of the participants in considering the audience, message, and appropriate channels to be used was 3.58, while developing objectives of communication materials for various purposes was 3.62. Additionally, selecting the appropriate medium for a community communication project/campaign or extension had a mean of 3.75. The participants also obtained skills in specific areas such as newsgathering and news writing for the community (mean=3.66), features writing for the community (mean=3.79), and community photojournalism (mean=3.54).

However, the development of the creative brief as an important element of materials development (mean=3.54) and the conduct of pretesting for communication materials (mean=3.54) still required some level of supervision or help. The participants also acquired skills in interpersonal communication for presentations and campaigns (mean=3.70) and effective community and media relations (mean=3.58).

The study found that features writing for the community had the highest mean of 3.79, indicating that the participants excelled in this area and could be potential assets to the community in creating engaging and informative features. Hence, the training series was effective as the participants acquired a good level of skills in communication materials development and related areas.

These findings are consistent with the importance of participatory communication in community development, as highlighted in Tufte and Mefalopulos' (2009) practical guide. The guide emphasized the importance of involving the community in the communication process to ensure that their needs and perspectives are considered.

The skills acquired by the participants in the training series are essential in creating effective participatory communication materials that can help communities achieve their goals. These findings can be used as a basis for designing and improving future training programs for community development and communication.

Table 4. Level of skills of respondents acquired from the Training towards the development of effective participatory communication materials

As a result of my participation in the training series of the barangay	Mean	Descriptive Equivalent
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kaagapay extension project, I was able to acquire the following skills:		
Development and production of communication materials in consideration of the audience, the message, and appropriate channels to be used	3.58	Agree
Development of objectives of communication materials for various purposes (informational, educational, persuasive, etc.)	3.62	Agree
Development of the creative brief as one important element of materials development	3.54	Agree
Conduct of pretesting for communication materials	3.54	Agree
News gathering and news writing for the community	3.66	Agree
Features writing for the community	3.79	Agree
Community photojournalism	3.54	Agree
Choosing the appropriate medium for a community communication project/campaign or extension	3.75	Agree
Interpersonal communication skills for presentation and campaigns	3.70	Agree
Effective community and media relations	3.58	Agree
Grand weighted mean	3.63	Agree

4.5 Respondents' attitude toward the development of effective participatory communication materials

Table 5 reveals that the participants showed a strong agreement with the effectiveness of the barangay kaagapay extension project toward the development of effective participatory communication materials. The grand weighted mean of 4.86 suggests that the respondents highly appreciate the project and believe that communication plays a vital role in community development. The perfect score of 5 for being part of the Barangay Kaagapay Extension program and the barangay's official newsletter highlights the participants' satisfaction with tangible outcomes of the project.

This positive attitude toward the project and participatory communication may be attributed to the benefits of community journalism and information sharing in empowering the community members. The participants believe that communication can influence community participation, and they are glad that information about government services is now easily accessible due to the effective use of communication in the barangay.

These findings highlights the importance of communication and media in community development. The participants' attitudes and contributions in the IEC materials and the Ngaral nab Baryo Newsletter demonstrate the potential of

participatory communication in giving voice to the community and promoting democracy in the barangay.

Table 5. Respondents' level of attitude toward the development of effective participatory communication materials

As a result of my participation in the training series of the barangay kaagapay extension project, I was able to develop the following attitudes:	Mean	Descriptive Equivalent
I am glad to learn the importance of information and communication and the role of media for community development	4.75	Strongly Agree
I believe that communication plays a vital role in influencing community participation among barangay constituents and leaders	4.83	Strongly Agree
I believe that communication can empower the community members through participatory communication, information sharing, and community journalism	4.87	Strongly Agree
I am glad that information about the government services are now easily accessible due to effective use of communication in the barangay	4.79	Strongly Agree
I believe that the IEC materials that were produced are helpful tools in informing the constituents about various issues and concerns in the barangay	4.75	Strongly Agree
I truly believe that media plays a crucial role in maintaining democracy in the community	4.87	Strongly Agree
I am empowered to participate more and be active member of our barangay	4.87	Strongly Agree
I am happy because I was able to contribute something in our barangay through my participation in the Barangay Kaagapay Extension Project	4.91	Strongly Agree
I am glad because we were given voice through our contributions in the IEC materials and the Ngaral nab Baryo Newsletter	5	Strongly Agree
I am happy to become part of the Barangay Kaagapay Extension Project	5	Strongly Agree
Grand weighted mean	4.86	Strongly Agree

4.6 Level of Adoption of acquired knowledge, skills, and attitudes on the existing practice towards the development of effective participatory communication materials

As gleaned from Table 6, the majority of the participants strongly agree (4.45) to have practiced the acquired knowledge, skills, and attitude towards the development of participatory communication materials. It is worth noting that these positive practices were the results of the acquired knowledge, skills, and attitude of the participants who underwent the Barangay Kaagapay Extension Project training series.

Furthermore, 4.33 strongly agree of their actual practice in conversations, interviews, and interactions in the barangay, which can be attributed to the knowledge acquired from the series of trainings conducted. The participants were able to express themselves confidently and became active participants in the barangay affairs. This emphasizes the importance of enhancing communication skills in playing a decisive role in promoting human development, especially in today's new climate of social change (FAO, 2021).

Meanwhile, participants strongly agree (4.62) that they would continue to take part in the development and dissemination of the Ngaral nab Baryo newsletter. This could be supported by an article published by Penn State that 'citizens are 'engaged' when they play a meaningful role in the deliberations, discussions, decision-making, and/or implementation of projects or programs affecting them.' This shows that the acquired knowledge, skills, and attitude of the participants have translated into a tangible commitment to actively participate in the development of communication materials for the benefit of their community.

Likewise, respondents strongly agree (4.66) that they became critical producers and consumers of information like in the FB postings in their barangay and their own FB postings. This showed their community engagement as critical prosumers of information making them build collective efforts for the well-being of the barangay even on the information they would share, produce, and consume. This highlights the importance of community engagement, which is the process by which community benefit organizations and individuals build a long-term relationship with a collective vision for the benefit of the community (PennState, n.d.).

The Barangay Kaagapay Extension Project has significantly contributed to the positive practices of the participants. The acquired knowledge, skills, and attitude have enabled them to become effective communicators, active participants in barangay affairs, and critical producers and consumers of information. These practices have also demonstrated the participants' commitment to continuing their involvement in the development of communication materials for the benefit of their community.

Table 6. Level of Adoption of acquired knowledge, skills, and attitudes on the existing practice towards the development of effective participatory communication materials

Existing Practices	Mean	Descriptive Equivalent
I was able to design/produce at least 1 or more IEC/communication material/s for our barangay or organization as writer/layout artist/contributor/volunteer/sponsor	4.20	Strongly Agree
I follow the proper way and steps of communication materials development	4.5	Strongly Agree
I was able to access the Bahay Kaalaman as source of IEC/communication materials	4.41	Strongly Agree
I have read the IEC materials that we co-produced from our training series in the Barangay Kaagapay Extension Project	4.45	Strongly Agree
I have read the Ngaral nab Baryo Newsletter	4.5	Strongly Agree
I am now writing community news/feature/announcements/other community information and publish it on various media (social media/print media/radio, etc)	4.37	Strongly Agree
I used the acquired knowledge and skills in communication for effective dialogue, presentations, discussions, sharing, etc. in the barangay	4.33	Strongly Agree
I effectively choose and use the appropriate communication media and tools to share, be informed, and get information for and in the community	4.54	Strongly Agree
I critically assess all the information before I consume and share especially on social media	4.66	Strongly Agree
I am determined to continue developing, producing, and publishing communication materials such as the Ngaral nab Baryo newsletter and IEC materials for our barangay/organization	4.62	Strongly Agree
Grand weighted mean	4.45	Strongly Agree

4.7 Perceived Level of Improved Access to communication materials among community

members resulting in the achievement of the project's outcome

The study found that the Barangay Kaagapay extension project had a positive impact on the access and use of communication materials among the members of Brgy. Namabbalan Sur. The grand weighted mean score of 4.73 indicates that the majority of community members strongly agree that their access to communication materials has improved as a result of the project's implementation. This is consistent with the other data presented in the table, which further supports the positive impact of the project on the community's access to information and communication materials.

Specifically, community members reported being able to easily access various communication materials through the Bahay Kaalaman (mean score of 4.70) and the initiated communication campaign in the barangay (mean score of 4.62). They also reported that the use and access of communication materials in different forms was maximized because of the establishment of the Ngaral nab Baryo, IEC materials, Bahay Kaalaman, and Rayo Kaagapay (mean score of 4.87). Additionally, community members indicated that they now frequently access and use communication materials because their barangay had become more open and engaged to communication-related activities (mean score of 4.66) and that it is easier to access other IEC materials from different government agencies in their barangay (mean score of 4.83). These findings suggest that the project has successfully increased community members' access to information and communication materials, which may have contributed to the project's overall positive outcome.

Table 7. Perceived Level of Improved Access to communication materials among community members resulting in the achievement of the project's outcome

Existing Practices	Mean	Descriptive Equivalent
I was able to access easily various communication materials through the Bahay Kaalaman	4.70	Strongly Agree
I was able to easily access communication materials through the initiated communication campaign in the barangay	4.62	Strongly Agree
The use and access of and to communication materials in different forms was maximized because of the establishment of the Ngaral nab Baryo, IEC materials, Bahay Kaalaman, and Rayo Kaagapay	4.87	Strongly Agree
I now frequently access and use communication materials because our barangay had become more	4.66	Strongly Agree

open and engaged to communication-related activities		
It is now easier to access other IEC materials from different government agencies in our barangay	4.83	Strongly Agree
Grand weighted mean	4.73	Strongly Agree

4.8 Perceived Challenges of Barangay Kaagapay Extension Project’s Preparation, implementation, and Monitoring & evaluation among the Participants

The findings in Table 8 showed that 73.3% of the participants identified the pandemic as the major source of limited communication campaigns. This resulted in long gaps in activities conducted and limited opportunities for continuous implementation, monitoring, and evaluation. Extension activities during the pandemic have shifted online since face-to-face meetings were strongly discouraged. This suggests that future extension projects should consider alternative communication methods that are not as heavily reliant on face-to-face interactions.

Moreover, the study also revealed that Capacity Building was another significant challenge identified by 62.22% of the respondents. This included a limited number of interested groups, limited movements due to the pandemic, and long gaps between activities that could result in participants becoming laggards. Similar challenges were identified in the Development of Communication Materials, with 51.11% of participants citing time and work constraints, distance, the pandemic, and hesitations from youth in writing more articles as challenges.

Community Mobilization (Resource Generation) was also identified as a challenge by 42.22% of respondents, with pandemic-related limitations on activities and long gaps between activities seen as key challenges.

The study found that the pandemic was the major challenge encountered by the participants in the Barangay Kaagapay Extension Project. This led to long gaps in activities and limited opportunities for continuous implementation, monitoring, and evaluation. The findings suggest that future extension projects need to take into account the potential impact of pandemics and other disruptions and find ways to mitigate their effects.

Table 8. Perceived Challenges of Barangay Kaagapay Extension Project’s Preparation, implementation, and Monitoring & evaluation among the Participants

Challenges	Freq	(%)
Participatory Rural Communication Appraisal	16	35.55%
There was no challenges met since the activity was well coordinated ahead of time		
Capacity Building	28	62.22%
The limited number of interested groups can be seen as a challenge		
Pandemic limited the movements		
The long gaps between activities can make the participants become laggards		
Development of Communication Materials	23	51.11%
Time and work constraints		
Distance is also a factor		
Pandemic limited the activities		
The long gaps of activities can make the participants become laggards		
Hesitations from the youth to write more articles since this was their first time		
Community Mobilization (Resource Generation)	19	42.22%
Pandemic limited the activities		
The long gaps of activities can make the participants become laggards		
Communication Campaign	33	73.33%
Pandemic limited the activities		
The long gaps of activities can make the participants become laggards		

* Multiple Responses

4.9 Perceived Opportunities of Barangay Kaagapay Extension Project’s preparation, implementation, and monitoring & evaluation among the participants

Table 9 provides insights into the perceived opportunities of the Barangay Kaagapay Extension Project among the participants. The findings indicate that a large majority of the participants (86.66%) believe that the participatory nature of the project will foster democracy, allowing the youths to express their voices, insights, opinions, talents, and skills to help the barangay become productive. They also felt that every member can share their opinions, and their voices can be heard, thereby contributing to the decision-making process.

In addition, 57.77% of participants believed that the project would help the barangay become a model barangay, not only in Tuguegarao City but in the whole country. This finding shows that the participants are optimistic about the project’s potential to create a positive impact on the barangay.

Moreover, the findings show that 91.11% of participants believe that unity and cooperation can be achieved among all sectors in the barangay, and understanding can be achieved among the people. This indicates that the project can foster a sense of community and promote cooperation among the members.

Furthermore, the study reveals that all of the participants (100%) believe that the project can empower citizens by developing their skills in writing, news gathering, and overall communication skills. They can use these skills to create change in the barangay, inform people about COVID-19, and become more critical and responsible in consuming and producing information from various communication media. This finding underscores the importance of communication in community empowerment, which is consistent with the World Health Organization claim that participatory approaches in communication encourage discussion and debate, resulting in increased knowledge and awareness, and a higher level of critical thinking.

Table 9. Perceived Opportunities of Barangay Kaagapay Extension Project’s preparation, implementation, and monitoring & evaluation among the respondents

Opportunities	Freq	(%)
The participatory nature of the project will foster democracy	39	86.66 %
<ul style="list-style-type: none"> Youths can have more opportunities to express their voices, insights, opinions, talents and skills to help the barangay become productive; Every member can share their opinions and their voices can be heard; 		
A vision of becoming a Model Barangay	26	57.77 %
<ul style="list-style-type: none"> The barangay will be known to the world; Barangay Namabalan Sur will become a model barangay not only in Tuguegarao but in the whole country 		
Unity and Cooperation is achieved	41	91.11 %
<ul style="list-style-type: none"> There is unity and cooperation among all sectors in the barangay; Understanding is achieved among the people; 		
Empowered citizens	45	100%
<ul style="list-style-type: none"> The youth will develop more of their skills in writing, news gathering, and overall communication skills and use these to create change in the barangay; 		

- The barangay government (officials and staff) will effectively use available communication media/channels to effectively communicate information to their constituents;
- People will become more informed;
- People are more participative to various activities in the barangay;
- To use the acquired knowledge and skills to inform the people about COVID-19;
- People will become more critical and responsible in consuming and producing information from and to various communication media.

* *Multiple Response*

4.10 Suggestions/recommendations of the respondents to improve the implementation of the Barangay Kaagapay Extension Project

The participants in the Barangay Kaagapay Extension Project had various suggestions and recommendations to improve the implementation of the project. The most frequent recommendation, with a percentage of 95.55%, was for continuous assistance from CSU-BA Communication Program. The participants hoped to have more opportunities to learn through trainings and workshops, and they also requested a Phase 2 of the project. Additionally, they requested further assistance from the Barangay Kaagapay Team in developing the Ngaral nab Baryo newsletter. The trainings for the youth were suggested to focus on message development, designing, layouting, editing, and presentation/distribution to various media. On the other hand, the trainings for the adults (barangay officials and staff) were suggested to focus on communication monitoring and evaluation, information presentation through various media, communication skills, risk communications, media and information literacy, among others.

The next most frequent recommendation, with a percentage of 86.66%, was for a quarterly visit from the faculty-extensionists to conduct training and monitoring. The participants suggested organizing a monthly meeting and 'pakulos' or competitions to motivate the youth. They also recommended conducting a quarterly training to ensure mastery of the topics and skills among the participants.

The third most frequent recommendation, with a percentage of 66.66%, was for youth participation. The participants recommended that the extension project should be widely informed in the barangay to encourage more youths to participate. They also suggested that youths who are already members of the project should participate more in disseminating information in the barangay, and should

influence their fellow youths to participate in the program. Furthermore, they recommended that other sectors in the barangay should be invited by the barangay government to participate.

The fourth recommendation, with a percentage of 64.44%, was for cooperation of all concerned. The participants suggested that barangay stakeholders should be more participative with the activities set for them.

Finally, the least frequent recommendation, with a percentage of 11.11%, was for the Barangay Kaagapay Team to exert more effort. The participants suggested considering a new activity to influence others to join the extension program, and to exert more effort in inviting other sectors in the barangay.

Table 10. Suggestions/recommendations of the respondents to improve the implementation of the Barangay Kaagapay Extension Project

Suggestions	Freq	(%)
Youth Participation		
<ul style="list-style-type: none"> The extension project should be informed widely in the barangay so that more youths will participate. A bigger number of youths should participate more; The youths who are already members of the project should participate more in disseminating information in the barangay; The youths should also influence their fellow youths to participate in the program Other sectors in the barangay should be invited by the barangay government to participate 	30	66.66%
A quarterly visit from the faculty-extensionists to conduct training and monitoring		
<ul style="list-style-type: none"> Organize a monthly meeting; Organize 'pakulos' or competitions to motivate the youth Organize/conduct a quarterly training to ensure mastery of the topics and master the skills among the participants 	39	86.66%
Request for continuous assistance from CSU-AB Communication Program		
<ul style="list-style-type: none"> Request to have a Phase 2 of the project; Hoping to have more opportunities to learn through trainings and workshops; Development of the Ngaral nab Baryo newsletter still needs 	43	95.55%

<i>assistance from the Barangay Kaagapay Team;</i> <ul style="list-style-type: none"> Trainings for the youth should focus on message development, designing, layouting, editing, and presentation/distribution to various media; Trainings for the adults (barangay officials and staff) should focus on communication monitoring and evaluation, information presentation through various media, communication skills, risk communications, media and information literacy, among others. 		
Cooperation of all concerned	29	64.44%
<ul style="list-style-type: none"> Barangay stakeholders should be more participative with the activities set for them; 		
Barangay Kaagapay Team should Exert more effort	5	11.11%
<ul style="list-style-type: none"> A new activity should be considered to influence others to join in the extension program; Exert more effort in inviting other sectors in the barangay 		

5. CONCLUSION

The outcomes evaluation of the Barangay Kaagapay Extension Project in Brgy. Namabbalan Sur, Tuguegarao City, Philippines, highlighted the positive impact of participatory communication strategies in community development. The study found that the project effectively improved community access to communication materials and empowered community members to actively participate in barangay affairs. Participants perceived the relevance of using Participatory Rural Communication Appraisal (PRCA) in identifying communication strategies and creating creative briefs for the project. They also reported a strong increase in knowledge, skills, and attitudes related to the development of participatory communication materials.

The results revealed that the participants had a positive attitude towards the project and recognized the role of communication in community development. They strongly adopted the acquired knowledge, skills, and attitudes, leading to their active involvement in the development and dissemination of communication materials. The project had a significant impact on improving community members' access to communication materials, as reported by the participants.

However, the study also identified challenges, particularly the limitations imposed by the pandemic, which resulted in long gaps in project activities and restricted opportunities for implementation, monitoring, and evaluation. The findings

emphasize the importance of considering alternative communication methods that are not solely reliant on face-to-face interactions.

Further, the outcomes evaluation provides valuable insights into the effectiveness of participatory communication strategies in community development projects. The study demonstrates the importance of involving community members in the communication process, allowing for their empowerment and active participation. The findings also offer recommendations for future projects, including continuous assistance, stakeholder participation, and youth engagement to enhance project outcomes.

The Barangay Kaagapay Extension Project serves as a model for community development initiatives that prioritize participatory communication approaches. By leveraging the knowledge, skills, and attitudes of community members and improving their access to communication materials, projects can effectively engage and empower communities towards sustainable development. These insights contribute to the growing body of knowledge on participatory communication and provide guidance for future endeavors in community development.

6. RECOMMENDATIONS

Continuous Assistance. To address the challenges faced during the Barangay Kaagapay Extension Project, it is recommended to provide continuous assistance and support to the community members. This can include regular training sessions, workshops, and capacity-building programs to enhance their knowledge and skills in participatory communication. By offering ongoing support, community members can stay updated with the latest communication strategies and technologies, ensuring the sustainability of their efforts in community development.

Stakeholder Participation. Encourage active participation and collaboration among various stakeholders, including government agencies, non-governmental organizations, and community members. By involving multiple stakeholders in the planning, implementation, and evaluation of community development projects, a more comprehensive and inclusive approach can be achieved. This collaborative effort will help to address the challenges faced and promote shared ownership of the project, leading to more effective outcomes.

Youth Engagement. Recognize the valuable role of youth in community development and encourage their active involvement in projects like the Barangay Kaagapay Extension Project. Engaging youth as volunteers, community journalists, or advocates can bring fresh perspectives, innovative ideas, and technological expertise to the project. Providing opportunities for youth to participate and contribute will not only empower them but also ensure the continuity of community development efforts in the long run.

Alternative Communication Methods. Considering the challenges posed by the pandemic and the limitations of face-to-face interactions, it is important to explore and utilize alternative communication methods. This can include leveraging digital platforms, such as social media, online forums, and virtual meetings, to facilitate information exchange, collaboration, and community engagement. Incorporating these alternative methods into future projects will help overcome physical barriers and ensure effective communication even during challenging circumstances.

Monitoring and Evaluation. Strengthen the monitoring and evaluation processes to assess the impact and effectiveness of community development projects. Regular monitoring allows for timely identification of issues and challenges, enabling appropriate adjustments and interventions. Evaluation should include both qualitative and quantitative measures to capture the project's outcomes, community members' satisfaction, and areas for improvement. By implementing robust monitoring and evaluation systems, project managers can make data-driven decisions and continuously enhance the project's effectiveness.

Conduct an Impact Assessment. An impact assessment should be carried out to evaluate the effectiveness and efficiency of the Barangay Kaagapay project. This assessment will determine the applicability and effectiveness of the interventions provided to the barangay, as well as assess the relevance and implications of the project. To ensure unbiased results, it is recommended that the impact assessment be conducted by an independent external evaluator, separate from the Cagayan State University.

Study on Practice and Sustainability. Conduct a study focusing on the level of involvement, commitment, and sustainability of the training conducted in the barangay. This study will provide insights into the experiences of the stakeholders and identify additional projects or interventions that may be necessary.

View of Extension and Communication. Extensionists should view extension and communication with equal footing. Communication should not be limitedly viewed only as a support mechanism in extension such as for documentation, IEC design, among others. Torres (2010) states that extension is essentially a learning process aided by effective communication so that it can bring about behavioral change among the beneficiaries. Hence, extension and communication are inextricably linked together as communication is an integrative and constitutive process of extension, wherein communication design facilitates the necessary non-formal learning process and the delivery of its services to take place. The role of communication in extension is crucial in the development of human potentials.

Participatory Communication Approach. The ComDev (participatory communication) Approach can be integrated by other extensionists in their extension projects to ensure

people's empowerment. All extension projects should be coupled by IEC campaigns as one strategy to reinforce the messages delivered through training programs, demonstrations, and the like. From DevCom's point of view, messages are essential, and they should be delivered effectively to their intended audience. This is not the typical linear communication where a sender sends a message using a medium to the receiver. Strategic communication highlighting the value of dialogue should be in place to effectively change behavior. Hence, extension workers should effectively use communication to deliver messages to their beneficiaries and avoid misinterpretation and errors leading to confusion and unproductive extension work.

Replication of the Barangay Kaagapay Extension Project. Considering the successful outcomes and positive experiences in Barangay Namabalan Sur, it is recommended to replicate the Barangay Kaagapay Extension project in other barangays of Tuguegarao City. The experiences and lessons learned from Namabalan Sur can serve as a valuable model for the implementation of similar projects in other communities. This replication will enable more barangays to benefit from the capacity-building and empowerment initiatives, fostering community development and enhancing communication within Tuguegarao City in a participatory way.

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