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IMPROVING KNOWLEDGE ON FAMILY PLANNING METHODS THROUGH INFOGRAPHICS MATERIALS IN BARANGAY SAN JUAN, BALAYAN, BATANGAS

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ABSTRACT

This study addressed gaps in reproductive health education by assessing the knowledge, attitudes, and awareness of family planning methods among residents of Barangay San Juan, Balayan, Batangas. It examined respondents' demographic profiles, perceptions based on cultural beliefs, social norms, and environmental factors, and challenges such as limited information, supply availability, and fear of side effects. The study also aimed to develop culturally tailored Information, Education, and Communication (IEC) materials, particularly context-specific infographics, to improve understanding and acceptance of family planning. Using a descriptive research design, data were gathered through a researcher-administered survey from parents and residents of Barangay San Juan during the academic year 2025–2026. Findings showed that although basic awareness of family planning exists, misinformation and limited access to clear and reliable educational resources remain significant barriers. Demographic factors, particularly educational attainment and living status, were also associated with differences in perceptions and health-seeking behaviors. The findings highlighted the value of customized visual materials in addressing knowledge gaps and simplifying reproductive health information. The study concludes that culturally adapted

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infographics are effective tools for improving reproductive health literacy and reducing social and psychological barriers to family planning. Strengthening community-based IEC initiatives through localized and engaging materials can support informed decision-making, improve acceptance of family planning methods, and contribute to better maternal and child health outcomes and overall community well-being.

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