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ABSTRACT

The study assessed the self-care treatment preferences towards common ailments among residents of selected barangays in the City of San Fernando, La Union. It determined the influence of different variables on the preferred self-care treatment practices of the respondents. It also recognized the common reasons of the respondents in the implementation of different behaviors in taking care of the common ailments.

The study revealed that the prime decision-makers for every household in the City of San Fernando, La Union, preferred using over-the-counter drugs in treating common ailments. Respondents are typically female, aged 35-65 years old, practically literate, occasionally employed, and with salary levels associated with the poverty line income in a range of P40,000 and below per annum. Common reasons for self-care treatment practices include: the freedom of the respondents to purchase over-the-counter drugs even without a doctor's prescription; the use of traditional therapeutic treatments since it's cheaper as compared to medications in the pharmacy; and the practicality in using herbal plants in treating common ailments. The study found out that the profile of the respondents had no differential influence on the preferences used in self-care treatment practices on common ailments.

On the basis of these findings, it was then concluded that the residents in the City of San Fernando, La Union preferred using over-the-counter drugs in treating common ailments as it arises. Culture and tradition have not substantially influenced the respondent's preferences in treating common ailments. In this study, an information-education-communication (IEC) material in a form of brochure was made by the researcher which contains information that will help develop and improve the self-care treatment practices of the people in a given community.

Similar studies should be conducted in the barangays of different municipalities regarding self-care treatment practices to follow-up the results of this study and to provide an additional comprehensive welfare program for the community residents.