



# “Effectiveness of Anti-Illegal Drugs Campaign in Zambales: A Performance Evaluation of the PNP Local Strategies,”

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## ABSTRACT

This study assessed the effectiveness of the Philippine National Police’s (PNP) localized anti-illegal drug campaign in Zambales. Employing a quantitative-correlational research design, data were gathered from one hundred (100) respondents.

Findings revealed that most respondents were male, in late adulthood, married, Bachelor’s degree holders, residents of Sta. Cruz, and had lived in the community for over three decades. The campaign was rated highly effective in terms of reduction in drug-related incidents, community trust and cooperation, implementation of local campaign strategies, and sustainability and impact of preventive education. Moreover, the performance of PNP local strategies was evaluated as excellent across operational effectiveness, community engagement, compliance with policies and protocols, and problem-solving and decision-making competence. Statistical analysis showed no significant difference in implementation of local strategies when grouped by profile variables; however, significant differences emerged in reduction of drug-related incidents and sustainability of preventive education when grouped by residence location. Additionally, performance evaluation significantly varied across selected demographic variables. A significant relationship was found between campaign effectiveness and the performance of PNP local strategies.

**Keywords:** Anti-illegal drug campaign, illegal drugs, local campaign, Philippine National Police, preventive education,

## INTRODUCTION

The persistent problem of illegal drug use in the Philippines poses a significant threat to public safety, social well-being, and national progress. To address this challenge, the Philippine National Police (PNP) serves as a primary law enforcement agency tasked with the aggressive implementation of anti-drug laws. Their approach combines law enforcement operations, community involvement, and strict policy enforcement. These efforts align with the mandates of Republic Act 9165, also known as the Comprehensive Dangerous Drugs Act of 2002, which provides the legal framework for the country’s fight against illegal drugs. This law defines prohibited acts related to dangerous drugs, establishes penalties, and outlines the roles of various agencies, including the PNP, in combating drug-related offenses.

At the provincial and municipal levels, the PNP has adopted localized strategies such as Oplan Tokhang, intelligence-led operations, community-based rehabilitation referrals, and preventive education campaigns.

In Zambales, a province with diverse urban and rural areas facing unique socio-economic challenges, it is crucial to critically examine the performance of these localized anti-drug strategies. This includes evaluating the impact on the incidence of drug-related crimes, the level of community trust and cooperation with the police, and the strength of partnerships between law enforcement and local stakeholders such as barangay officials and civil society organizations.

Given the multifaceted and complex nature of illegal drug problems, a detailed performance evaluation of the PNP’s anti-illegal drugs campaign in Zambales is essential. This research identified which components of the

campaign are effective, uncover existing gaps and challenges, and provide evidence-based recommendations to enhance the campaign. Ultimately, this study will contribute to achieving more sustainable, community-focused outcomes that promote public safety and social development in the province.

## METHODOLOGY

The research study, titled “Effectiveness of Anti-Illegal Drugs Campaign in Zambales: A Performance Evaluation of the PNP Local Strategies,” employed a quantitative research design, specifically a descriptive-correlational design.

This research study employed purposive sampling as the primary method of selecting its respondents from the selected towns of Zambales. Purposive sampling is a non-probability sampling technique that had been extensively utilized across research disciplines, particularly in business and management studies (Memon, Thurasamy, Ting, & Cheah, 2024).

A survey questionnaire was a research instrument used to collect data from the respondents in various fields of study (Yusoff et al., 2021). Items in the questionnaires were derived from the different research studies related to current study, expressed in general aspects that were easily understood by the respondents.

The questionnaire used a 4-point likert scale ranging from “highly effective” (HE), through “Effective”, (E) to “somewhat effective”, (SE), to “Not Effective”, (NE) for the effectiveness of the anti-illegal drugs campaign, as to the performance evaluation, the researcher also employed a 4-point likert scales ranging from “Excellent” (E), “Good” (G), “Fair” (F) and “Poor” (P). Respondents were instructed to respond the degree of effectiveness and performance evaluation based on the statements contained in the instrument.

The data collected were analyzed and interpreted using the Statistical Package for Social Science (SPSS) version 20 to examine the relationships among the research variables and test hypotheses.

## RESULTS AND DISCUSSION

### Profile of the Respondents

- 1.1. **Sex.** Out of the One Hundred (100) respondents, the majority of 66, equivalent to 66.00% were from male; 29, equivalent to 29.00% were from female; and 5 or equivalent to 5.00% were from LGBTQ+A.
- 1.2. **Age.** Out of the One Hundred (100) respondents, the majority of 30, equivalent to 30.00% were from 51 to 60 years old; 26, equivalent to 26.00% were from 31 to 40 years old; 21, equivalent to 21.00% were from 41 to 50 years old; 14, equivalent to 14.00% were from 61 to 70 years old; and 9 or equivalent to 9.00% were from 21 to 30 years old. The computed age mean of the respondents was 46.45 years old.
- 1.3. **Highest Educational Attainment.** Out of the One Hundred (100) respondents, the majority of 53, equivalent to 53.00% were from Bachelor’s Degree; 37, equivalent to 37.00% were from High School Graduate; 8, equivalent to 8.00% were from Masteral Degree; and 2 or equivalent to 2.00% were from Doctorate Degree.
- 1.4. **Civil Status.** Out of the One Hundred (100) respondents, the majority of 47, equivalent to 47.00% were from married; 44, equivalent to 44.00% were from single; and 9 or equivalent to 9.00% were from widowed.
- 1.5. **Residence Location.** Out of the One Hundred (100) respondents, the majority of 40, equivalent to 40.00% were from Sta. Cruz; and 30 or equivalent to 30.00% were from Masinloc and Candelaria.

- 1.6. Length of Residency.** Out of the One Hundred (100) respondents, the majority of 30, equivalent to 30.00% were from 21 to 30; 20, equivalent to 20.00% 41 to 50; 19, equivalent to 19.00% were from 31 to 40; 14, equivalent to 14.00% were from 51 to 60; 11, equivalent to 11.00% were from 11 to 20; and 6 or equivalent to 6.00% were from 1 to 10. The computed length of residency mean of the respondents was 33.30.

### Assessment in the effectiveness of PNP's anti-illegal drug campaign in Zambales

- 1.7. Reduction in Drug-related Incidents.** The respondents assessed "High Effective" on all indicators, "Drug-related incidents in my community have significantly decreased due to recent police efforts," with a weighted mean of 3.71 and ranked 1. In addition, "The incidence of drug abuse among the youth in the community has declined," with a weighted mean of 3.36, ranked 7. The computed overall weighted mean on the Assessment in the effectiveness of PNP's anti-illegal drug campaign in Zambales in terms of Reduction in drug-related incidents was 3.55 with a qualitative interpretation of "Highly Effective."
- 1.8. Community trust and cooperation.** The respondents assessed "High Effective" on all indicators, "I trust the PNP officers involved in the anti-drug activities within our community," with a weighted mean of 3.70 and ranked 1. In addition, "Residents openly cooperate with the police during anti-drug operations," with a weighted mean of 3.42, ranked 7. The computed overall weighted mean on the Assessment in the effectiveness of PNP's anti-illegal drug campaign in Zambales in terms of Community trust and cooperation was 3.56 with a qualitative interpretation of "Highly Effective."
- 1.9. Implementation of local campaign strategies.** The respondents assessed "High Effective" on all indicators, "The PNP strictly follows protocols and guidelines during anti-drug operations," with a weighted mean of 3.70 and ranked 1. In addition, "Drug surrenders are properly referred to community-based rehabilitation programs," with a weighted mean of 3.49, ranked 7. The computed overall weighted mean on the Assessment in the effectiveness of PNP's anti-illegal drug campaign in Zambales in terms of Implementation of local campaign strategies was 3.59 with a qualitative interpretation of "Highly Effective."
- 1.10. Sustainability and Impact of Preventive Education.** The respondents assessed "High Effective" on all indicators, "Drug prevention seminars and workshops occur regularly in our community," with a weighted mean of 3.59 and ranked 1. In addition, "Long-term support and monitoring exist for individuals completing rehabilitation," with a weighted mean of 3.50, ranked 7. The computed overall weighted mean on the Assessment in the effectiveness of PNP's anti-illegal drug campaign in Zambales in terms of Sustainability and Impact of Preventive Education was 3.55 with a qualitative interpretation of "Highly Effective."

### Assessment in the performance evaluation of PNP local strategies.

- 1.11. Operational Effectiveness.** The respondents assessed "Excellent" on all indicators, "The PNP promptly responds to drug-related complaints and incidents," with a weighted mean of 3.72 and ranked 1. In addition, "The anti-drug campaign activities are systematically planned and executed," with a weighted mean of 3.55, ranked 7. The computed overall weighted mean on the Assessment in the performance evaluation of PNP local strategies in terms of Operational Effectiveness was 3.62 with a qualitative interpretation of "Excellent."
- 1.12. Community Engagement.** The respondents assessed "Excellent" on all indicators, "The PNP regularly holds dialogues and consultations with community members," with a weighted mean of 3.63 and ranked 1. In addition, "Community concerns and suggestions regarding drug issues are effectively addressed," with a weighted mean of 3.54, ranked 7. The computed overall weighted mean on the Assessment in the performance evaluation of PNP local strategies in terms of Community Engagement was 3.58 with a qualitative interpretation of "Excellent."

- 1.13. Compliance with Policies and Protocols.** The respondents assessed “Excellent” on all indicators, “Supervisory monitoring ensures compliance with policies at all operational levels,” with a weighted mean of 3.71 and ranked 1. In addition, “Police conduct respects human rights and legal guidelines,” and “There is accountability for violations or lapses in anti-drug operations,” with a weighted mean of 3.64, ranked 6.5, respectively.
- 1.14. Problem-Solving and Decision-Making Competence.** The respondents assessed “Excellent” on all indicators, “The PNP demonstrates effective problem-solving when operational challenges arise,” with a weighted mean of 3.65 and ranked 1. In addition, “The PNP regularly evaluates and adjusts strategies based on campaign results,” with a weighted mean of 3.58, ranked 7. The computed overall weighted mean on the Assessment in the performance evaluation of PNP local strategies in terms of Problem-Solving and Decision-Making Competence was 3.62 with a qualitative interpretation of “Excellent.”

### **Test of difference in the PNP anti-illegal drug campaign in Zambales when grouped according to profile variables.**

- 1.15. Reduction in drug-related incidents.** The computed value of 0.588 for gender, 0.588 for age, 0.170 for highest educational attainment, 0.408 for civil status, and 0.211 for length or residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Reduction in drug-related incidents when grouped according to profile variables. On the other hand, The computed value of 0.002 for residence location was less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Reduction in drug-related incidents when grouped according to profile variables.
- 1.16. Community trust and cooperation.** The computed value of 0.165 for gender, 0.692 for age, 0.504 for highest educational attainment, 0.616 for civil status, and 0.060 for length or residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Reduction in drug-related incidents when grouped according to profile variables. On the other hand, the computed value of 0.004 for residence location was less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Reduction in drug-related incidents when grouped according to profile variables.
- 1.17. Implementation of local campaign strategies.** The computed value of 0.340 for gender, 0.801 for age, 0.251 for highest educational attainment, 0.410 for civil status, 0.052 for residence location, and 0.208 for length or residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Implementation of local campaign strategies when grouped according to profile variables. On the other hand, the computed value of 0.423 for gender, 0.838 for age, 0.297 for highest educational attainment, 0.459 for civil status, and 0.306 for length or residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Sustainability and Impact of Prevention Education when grouped according to profile variables.
- 1.18. Sustainability and Impact of Preventive Education.** The computed value of 0.423 for gender, 0.838 for age, 0.297 for highest educational attainment, 0.459 for civil status, and 0.306 for length or residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Sustainability and Impact of Prevention Education when grouped according to profile variables. On the other hand, the computed value of 0.015 for residence location was less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant

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difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Sustainability and Impact of Prevention Education when grouped according to profile variables.

**Test of difference in the performance evaluation of the PNP local strategies when grouped according to profile variables.**

**1.19. Operational Effectiveness.** The computed value of 0.517 for gender, 0.787 for age, 0.345 for highest educational attainment, and 0.132 for civil status were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the performance evaluation of the PNP local strategies in terms of Operational Effectiveness when grouped according to profile variables. On the other hand, the computed value of 0.007 for residence location and 0.041 for length of residency were less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant difference in the in the performance evaluation of the PNP local strategies in terms of Operational Effectiveness when grouped according to profile variables.

**1.20. Community Engagement.** The computed value of 0.510 for gender, 0.675 for age, 0.164 for highest educational attainment, 0.360 for civil status, and 0.207 for length of residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the performance evaluation of the PNP local strategies in terms of Community Engagement when grouped according to profile variables. On the other hand, the computed value of 0.008 for residence was less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant difference in the in the performance evaluation of the PNP local strategies in terms of Community Engagement when grouped according to profile variables.

**1.21. Compliance with Policies and Protocols.** The computed value of 0.675 for gender, 0.922 for age, 0.255 for civil status, and 0.383 for length of residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the performance evaluation of the PNP local strategies in terms of Compliance with Policies and Protocols when grouped according to profile variables. On the other hand, the computed value of 0.048 for highest educational attainment, and 0.005 for residence location were less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant difference in the in the performance evaluation of the PNP local strategies in terms of Compliance with Policies and Protocols when grouped according to profile variables.

**1.22. Problem-Solving and Decision-Making Competence.** The computed value of 0.609 for gender, 0.890 for age, 0.198 for highest educational attainment, 0.387 for civil status, and 0.333 for length of residency were greater than  $>$  the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the performance evaluation of the PNP local strategies in terms of Problem-Solving and Decision-Making Competence when grouped according to profile variables. On the other hand, the computed value of 0.000 for residence location was less than  $<$  the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is a significant difference in the in the performance evaluation of the PNP local strategies in terms of Problem-Solving and Decision-Making Competence when grouped according to profile variables.

**Reduction in Drug-related Incidents. Test of relationship between the effectiveness of PNP's anti-illegal drug campaign and the performance evaluation of PNP local strategies.**

As to Reduction in drug-related incidents, the  $r=0.629$ ,  $p=0.000$  for Operational Effectiveness;  $r=0.606$ ,  $p=0.000$  for Community Engagement;  $r=0.699$ ,  $p=0.000$  for Compliance with Policies and Protocols; and  $r=0.678$ ,  $p=0.000$  for Problem-Solving and Decision-Making Competence denotes moderate positive correlation and with significant relationship, therefore, the null hypothesis was rejected, hence there is a significant relationship between the effectiveness of PNP's anti-illegal drug campaign and the performance evaluation of PNP local strategies.

As to Community trust and cooperation, the  $r=0.607$ ,  $p=0.000$  for Operational Effectiveness;  $r=0.573$ ,  $p=0.000$  for Community Engagement;  $r=0.568$ ,  $p=0.000$  for Compliance with Policies and Protocols; and  $r=0.602$ ,  $p=0.000$  for Problem-Solving and Decision-Making Competence denotes moderate positive correlation and with significant relationship, therefore, the null hypothesis was rejected, hence there is a significant relationship between the effectiveness of PNP's anti-illegal drug campaign and the performance evaluation of PNP local strategies.

As to Implementation of local campaign strategies, the  $r=0.625$ ,  $p=0.000$  for Operational Effectiveness;  $r=0.665$ ,  $p=0.000$  for Community Engagement;  $r=0.573$ ,  $p=0.000$  for Compliance with Policies and Protocols; and  $r=0.641$ ,  $p=0.000$  for Problem-Solving and Decision-Making Competence denotes moderate positive correlation and with significant relationship, therefore, the null hypothesis was rejected, hence there is a significant relationship between the effectiveness of PNP's anti-illegal drug campaign and the performance evaluation of PNP local strategies.

As to Sustainability and Impact of Preventive Education, the  $r=0.655$ ,  $p=0.000$  for Operational Effectiveness;  $r=0.693$ ,  $p=0.000$  for Community Engagement;  $r=0.639$ ,  $p=0.000$  for Compliance with Policies and Protocols; and  $r=0.615$ ,  $p=0.000$  for Problem-Solving and Decision-Making Competence denotes moderate positive correlation and with significant relationship, therefore, the null hypothesis was rejected, hence there is a significant relationship between the effectiveness of PNP's anti-illegal drug campaign and the performance evaluation of PNP local strategies.

## CONCLUSION

Based on the summary of the investigations conducted, the researcher has concluded that the majority of the respondents were male, late adulthood, with Bachelor's Degree, married, from Sta. Cruz, and staying for more than 3 decades. Likewise, the respondents assessed high effective on Reduction in drug-related incidents, Community trust and cooperation, Implementation of local campaign strategies, and Sustainability and Impact of Preventive Education on the Assessment in the effectiveness of PNP's anti-illegal drug campaign in Zambales. Additionally, the respondents assessed excellent on Operational Effectiveness, Community Engagement, Compliance with Policies and Protocols, and Problem-Solving and Decision-Making Competence on the Assessment in the performance evaluation of PNP local strategies. It was also revealed that there is no significant difference in the in the PNP anti-illegal drug campaign in Zambales in terms of Implementation of local campaign strategies when grouped according to profile variables. While there is a significant difference in the PNP anti-illegal drug campaign in Zambales in terms of Reduction in drug-related incidents, Community trust and cooperation, and Sustainability and Impact of Preventive Education when grouped according to residence location. However, there is a significant difference in the performance evaluation of the PNP local strategies in terms of Operational Effectiveness as to Residence Location and Length of Residency; Community Engagement as to Residence and Location; Compliance with Policies and Protocols as to Highest Educational Attainment and Residence Location; and Problem-Solving and Decision-Making Competence as to residence Location. Also, there is a significant relationship between the effectiveness of PNP's anti-illegal drug campaign and the performance evaluation of PNP local strategies.

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