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**LEVEL OF AWARENESS, KNOWLEDGE, AND PREVENTIVE MEASURES ON  
CHOLERA AMONG SELECTED HOUSEHOLDS IN A SELECTED BARANGAY IN  
ILOILO CITY PROPER**

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**ABSTRACT**

Cholera remains a significant public health concern globally, necessitating comprehensive understanding and effective preventive measures. This study aimed to assess the level of awareness, knowledge, and preventive measures regarding Cholera among selected households in Iloilo City Proper, Philippines. This study utilized a descriptive-correlational research design, 50 household heads from Barangay Tanza, Iloilo City Proper were randomly selected. Data were collected using a self-administered questionnaire, covering the participants' demographic characteristics, level of awareness, knowledge, and preventive measures against Cholera. Chi-square analysis was used to determine correlations between participant characteristics and study variables. Most respondents demonstrated average awareness and knowledge about Cholera, with variations in preventive measures adoption. Demographic characteristics like age, sex, educational attainment, and occupation did not significantly influence awareness or knowledge. However, occupation and level of awareness significantly influenced the adoption of preventive measures. Household heads in Barangay Tanza, Iloilo City, were mostly young, female, and college graduates, with 80% being employed. Cholera awareness was average, knowledge was adequate, and the majority practiced

preventive measures regularly. Demographics like age, gender, education, and occupation didn't significantly impact awareness or knowledge. Awareness correlated strongly with preventive measures, while knowledge showed a negative correlation, suggesting less knowledgeable individuals were less likely to adopt preventive behaviors. These findings should guide local health programs, inform policy development at the Department of Health, and promote collaboration among health and educational institutions, while future research could broaden its scope to include additional variables for greater relevance. Cholera, awareness, knowledge, preventive measures, water-borne disease, contamination.

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