

Original Article

MEDIA HEALTH CAMPAIGN AND ITS IMPACT ON KNOWLEDGE, ATTITUDE AND PRACTICES IN THE COMMUNITY

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ABSTRACT:

Objective: To find out the impact of different health campaign on knowledge, attitude and practices in the community. The media health campaigns included (1) Expanded Programme of Immunization, (2) Polio day, (3) Reproductive Health, (4) Breast Feeding and (5) Oral Rehydration Therapy. Yet another objective was to find out association of the variables studied so as to formulate recommendations based on the study results.

Design: Hospital based cross – sectional study conducted on 341 randomly selected mothers.

Settings: Out patient of Gynaecology and Obstetric Department, Civil Hospital, Karachi.

Results: The impact on knowledge, attitude and practice of media health campaign was good on literate mothers i.e 58.33%, 42.50 % and 57.27% respectively. It was also good in mothers who had access to media and its understanding i.e. 56.27%, 62.20% and 45.17% respectively.

Conclusion: Literacy level, access to one or all form of media and its understanding had significant impact on Knowledge, Attitude and Practice of mother as regard media health campaign. Statistically significant (p value < 0.05).

KEY WORDS: Media health campaign, Knowledge, Attitude and Practice.

INTRODUCTION

Health campaigns typically include mass media as part of communication strategy and make use of variety of outlets such as posters, flyers, and radio and television advertisement. Even though it is common knowledge that media is most effective in promoting health issues when used in combination with community support and interpersonal affiliates, media still has a crucial role to play in fostering

collective awareness of specific health issues as well as in reaching individuals on issues that are especially relevant to them. The aim of the research study Media Health Campaign and Community (KAP survey) was to find out the impact of Knowledge, Attitude and Practice of five common media health campaign i.e. (1) Expanded programme of Immunization, (2) Polio Day, (3) Reproductive Health, (4) Breast Feeding and (5) Oral Rehydration Therapy. Another objective was to find out association of variables studied and to formulate recommendations based on the study results.

PATIENTS AND METHODS

This is a hospital - based survey conducted in Gynaecology and Obstetric OPD of Civil Hospital, Karachi.

Selection Criteria

For the purpose of the study mothers attending Gynaecology and Obstetric OPD in Civil

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Hospital, Karachi during the study period i.e. July to November 2000, having children under 5 were included in the study.

Sample Size

Sample size was calculated for cross – sectional survey and 341 mothers were randomly included in the study.

Variables Studied

1. Age of mother
2. Educational status of mother
3. Total household income
4. Language (National, Provincial, Local)
5. Availability of Media i.e. radio, television, newspaper etc.
6. Impact on Knowledge, Attitude and Practice of media health messages.

A closed ended questionnaire was designed keeping in view the variables to be studied, 6 questions (1-6) were designed for personal characteristics, 9 questions (7,11,14, 15,18,19,20,22 and 28) to assess knowledge, 10 questions (8,9,10,13,16, 17,21,23,24,25) to assess practice and 6 questions (12,26,27,29,30 and 31) to find out attitude of mother's regarding health messages.

Scoring System

Questions of personal characteristics were not included in scoring system; they were given code numbers only. In case of Knowledge, attitude and practice maximum score was 20, 12, and 6 while minimum score was zero. A score of 60% and above was graded as good 59% - 40% as fair and a score of 40% and less as poor regarding knowledge, attitude and practice of mothers.

Statistical Analysis

Computer package SPSS was used for analyzing the data, chi – square at alpha level 0.05 was used as a test of significance.

RESULTS

The study shows that the impact of Knowledge, Attitude and Practice of media health campaign was good on literate mothers i.e.

TABLE - I

<i>Variables</i>	<i>Frequencies</i>
Age	
<30 years	157 (46.20%)
>30 years	184 (53.80%)
Education	
Informal/illiterate	220 (64.52%)
Literate	121 (35.48%)
Income	
Lower	232 (68%)
Middle	109 (32%)
Language	
National	99 (29.04%)
Provincial	130 (38.12%)
Local	112 (32.84%)
Media	
Available	228 (66.86%)
Not available	113 (33.14%)

58.33%, 42.50% and 57.27% respectively. It was also good in mothers who had access to media and its understanding i.e 56.27%, 62.20% and 45.17%.

In this study it was found that knowledge, attitude and practice was only statistically significant with literacy level, availability of one or all media and its understanding (* p value < 0.05) even of other variables i.e. age, parity, socio-economic status were in to account. The study concludes that literacy, availability of one or all media and its understanding are sole requirement for having good knowledge, attitude and practice of media health campaign. Though this study was done to assess common health messages the results of the study is not encouraging.

DISCUSSION

Pakistan is a developing country, 70% of its population lives in villages. People cannot afford private health care and government cannot provide free health services, the appropriate way to improve health of the community is to provide preventive rather than curative services. For preventive services people need motivation, which can be provided through media.

In this study it was found that knowledge, attitude and practice was statistically significant with availability of media and its understanding which is consistent with a media report of India where Ministry of Health in order to reduce the stigma of Leprosy in association with DD (Doordarshan Television) and BBC made 21 advertisement spots and 12 dramas on the basis of two separate month, long media campaign working across India's five most Leprosy endemic states. Radio made another 160 or so spots, musical dramas and serials in not fewer than 20 languages and dialects. In the first campaign period in early 2000 efforts resulted in 160,000 new and confirmed Leprosy cases coming forward. An independent market survey confirmed 48% of people who saw or heard the advertisements spots in first campaigns 79% could recall one or more messages and 73% wanted to be relayed again. Among the changes in a attitude the percent of people believing that Leprosy cannot be communicated by touch went up from 52% to 63% the proprietor unwilling to sit next to leprosy patient fell from 47% to 33% and the belief that Leprosy is hereditary fell sharp from 59% to 32%¹.

In this study it was also found that except assess to media its understanding and literacy level, other variables studied are not associated with media campaign which is consistent with a study done in Nigeria which suggest that media campaigns can help influences family planning behavior. Of 6879 reproductive age women surveyed in 1993, about 13% of those women who had heard or seen the videos were using contraception, compared to 4% of those who had not. Women who were exposed to pro family planning messages seemed to be more likely to use contraception and desire to have children even when other variable taken into account².

This study also concluded that understanding of media campaign is essential for good knowledge, attitude and practice, which is consistent with an evaluation report of Bolivian Ministry of Health who launched mass media campaign *Las Monitas* (Little Hands) urging that reproductive health is in your hands. The campaign shows that little hands to go in T.V.,

radio, clinics, videos, posters and other print material. A primary messages of the campaign was that by becoming more aware of their contraceptive options, couples could take responsibility to make reproductive health decisions that best suited their own needs. Evaluation of campaign found that nearly 6% of radio listeners surveyed remembered the messages and obtain family planning information at health center. Also 7% of T.V viewers and 6% radio listeners remembered the messages. Reproductive health is in your hands, among women age 18 to 35 who saw or heard campaign messages often aware of modern contraceptive methods increased from 83 % to 95%³.

RECOMMENDATIONS

Media campaign is an effective way to inform people. It can make more effective if messages appears in different media simultaneously e.g. music, television, radio, movies, and poster. Before campaign begins the messages and objective of the campaign must be tailored to fit both the audience and the setting. The process should begin with a careful review of the audience, an assessment of current policies and the programme that affect people. Evaluation of the campaign should be done. In Pakistan where illiteracy rate is high and villagers have less assess to media traditional folk media can be used as an alternative to mass media.

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