

A study to determine the effectiveness of information education communication package on knowledge among mothers with under five children regarding child safety measures in selected community area in Puducherry

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Abstract: Information Education Communication is a method that empower people to make decisions, change behaviour in a correct direction. The aim of the study was to determine the effectiveness of information education communication package on knowledge among mothers with under five children regarding child safety in selected community area in Puducherry. A pre- experimental group research design of 30 mothers with under five children by non-probability convenient sampling technique. A demographic variables and structured questionnaire was administered. In the pre-test among mothers with under-five children, 17(56.67%) had inadequate knowledge regarding child safety measures and 13(43.33%) had moderately adequate knowledge. Whereas in the post test after the intervention, 29(93.33%) had adequate knowledge and 2(6.7%) had moderately adequate knowledge. The pre-test mean score of knowledge was 9.83 ± 2.12 and the post-test mean score was 27.30 ± 3.01 . The calculated paired 't' test value of $t = 22.736$ was found to be statistically significant at $p < 0.001$ level. The Information Education Communication package was effective in improving the knowledge and attitude regarding child safety among mothers with under five children.

Key Words: Information Education Communication, Knowledge, Mothers, Under Five Children, Child Safety, Puducherry.

1. INTRODUCTION:

Child protection is the safeguarding of children from violence, exploitation, abuse, and neglect. Article 19 of the UN Convention on the Rights of the Child provides for the protection of children in and out of the home. The future development of our children depends upon their enjoying good health today. A house is an exciting place for infant and small children, who love to explore but aren't aware of the potential dangers. Life can't be risk free, but most household accidents can be prevented by utilizing a household safety list. The incidence of accidental injuries is increasing in India, especially home accident in children. Hence, the knowledge of mothers is essential for undertaking measures to prevent them ⁽¹⁾.

Domestic accidents in and around home are a leading cause and preventable death of children under 5 years and are the major cause of ill health and serious disability. Creating awareness among parents of under-five children is a cost-effective strategy to prevent domestic accidents among children ⁽²⁾.

World-wide, 130 children die from a fall every day. About 60% of these fatal falls are from a height. In some countries, nearly half of the children taken to emergency clinics are from falling. Nonfatal falls result in significant disability-adjusted life years lost. The interventions of redesigning nursery furniture and other products, establishing playground standards for the depth of appropriate surface material, the height of equipment and maintenance, legislating for window guards and implementing multifaceted community programs such as "Children can't fly" would work in countries with high literacy rate ⁽³⁾.

Accidental injuries are a major health problem in children. They are the most common cause of death in children under 5 years of age. Every year they leave many thousands permanently disabled. Most of the children at risk from a home accident are in the 0–5 years' age group. Most of these accidents are preventable through increased awareness, improvements in the home environment, and greater product safety⁽⁴⁾.

Home injuries among children's are increasingly seen a community health problem that could be prevented through increased awareness, safe practices and improvements in home environment. Preschool children are extremely vulnerable to home accidents and ensuring information for mothers about safety measures in home accidents has an important impact on reducing incidence of injuries among children⁽⁵⁾.

2. MATERIALS & METHODS:

Design: A pre- experimental group research design was adapted for the present study.

Sample Size: A sample of 30 mothers with under five children.

Sampling Technique: Non probability convenient sampling technique was used to select the sample.

Data collection Procedure: The Data was collected at service area of Arupadai Veedu Medical College and Research Center at Kirumampakkam. After getting institutional committee clearance and return permission from the higher authorities of the institution. List of mothers with under five children was received from the staff incharge of Kirumampakkam PHC & UHC. Mother's houses were identified and written consent was obtained from the participants and confidently was maintained. Pre-test on child safety was given to the mothers using information education communication package and demonstration done on the first visit in flipchart. It took pre-test 30 questions and post-test as well as same. Same home was visited and post test was conducted. Mothers who was not available on first day of post-test or revisited and the information collected.

3. RESULTS:

Out of the 30 mothers with under five children who were interviewed, the demographic variables of mothers with under-five children, majority 17(56.7%) were in the age group of 20 – 25 years, 15(50%) were Hindus, 14(46.7%) of mothers had primary school education, 16(53.3%) of mothers were daily wages, 21(70%) had family income of 3,000 to 5,000 per month, 16(53.3%) belonged to nuclear family, 24(80%) had television as source of information on child safety, 20(100%) were from rural community and 18(60%) had 1 children in the family.

The demographic variables of the child, majority 17(56.6%) were aged between 2 – 3 years, 16(53.3%) were male, 18(60%) were 1st born baby and 13(43.3%) were studying in Pre KG.

In the pre-test among mothers with under-five children, 17(56.67%) had inadequate knowledge regarding child safety measures and 13(43.33%) had moderately adequate knowledge. Whereas in the post test after the intervention, 29(93.33%) had adequate knowledge and 2(6.7%) had moderately adequate knowledge. (**Figure 1**)

The pretest mean score of knowledge regarding child safety measures among mothers with under-five children was 9.83 ± 2.12 and the post-test mean score was 27.30 ± 3.01 . The calculated paired 't' test value of $t = 22.736$ was found to be statistically significant at $p < 0.001$ level which clearly infers that there administration of Information Education Communication package on knowledge regarding child safety measures among mothers with under-five children was found to be effective in increasing the level of knowledge in the post test. (**Table1**)

The demographic variables age of the mother ($\chi^2=30.000$, $p=0.0001$), family income per month ($\chi^2=30.000$, $p=0.0001$), educational level of mother ($\chi^2=13.929$, $p=0.003$), source of information on child safety ($\chi^2=10.714$, $p=0.005$), occupational status of mother ($\chi^2=10.714$, $p=0.013$) had shown statistically significant association with post-test level of knowledge regarding child safety measures among mothers with under-five children.

Figure1: Percentage distribution of pre-test and post-test level of knowledge regarding child safety measures among mothers with under-five children

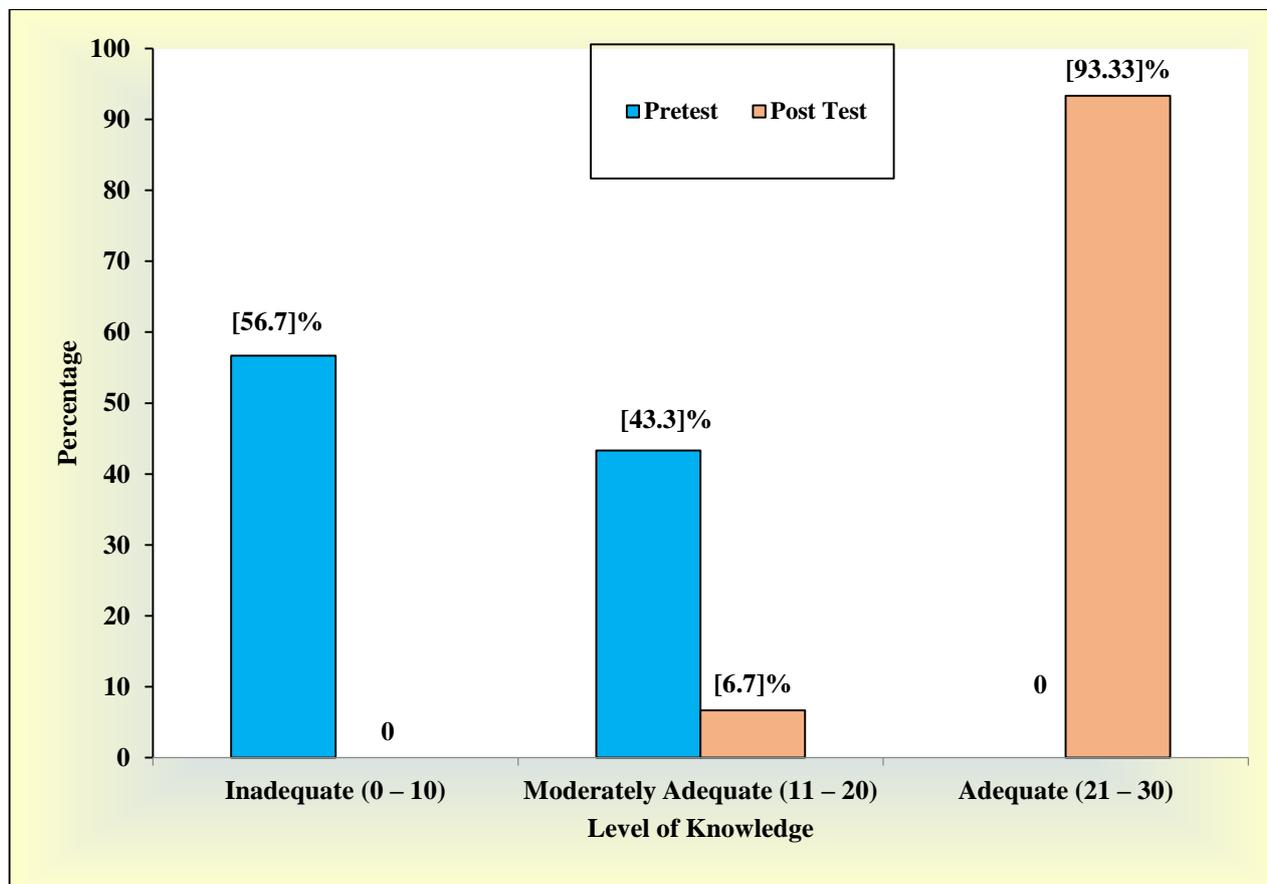


Table 1: Comparison of knowledge scores regarding child safety measures among mothers with under-five children.

Variables	Mean	S.D	Paired ‘t’ test & Value
Pre-test	9.83	2.12	t= 22.736 p=0.0001, S***
Post-test	27.30	3.01	

***p<0.001, S – Significant

4. DISCUSSION:

A pre- experimental group research design was used to select the sample; Total of 30 mothers with under five children were selected by convenience sampling technique. The aim of the study was to assess the effectiveness of information education communication package on knowledge among mothers with under five children regarding child safety measures.

The first objective was to assess the knowledge of mothers with under-five children regarding child safety. In pre-test majority of the mothers 56.67% had inadequate knowledge, 46.67% had moderately adequate knowledge. Post-test majority 93.33% had adequate knowledge and 6.7% had moderately adequate knowledge. Similar results noted in a study done by Wasank et al. (2012) showed 64% mothers had low knowledge, 10% had poor knowledge and 26% of mothers had average knowledge regarding child safety⁽⁶⁾.

The second objective was to find out the effectiveness of information education communication package among mothers with under five children regarding child safety. The pretest mean score of knowledge was 9.83 ± 2.12 and the post-test mean score was 27.30 ± 3.01 . The calculated paired 't' test value of $t = 22.736$ was found to be statistically significant at $p < 0.001$ level. Consistent results noted in a study done by John Bissell et al. (2014) shows mean post-test knowledge score 23.11 was higher than mean pre-test knowledge score 17.15 with the 't' value of 12.01 and found to be significant at the level of $p < 0.001$. It was effective information education communication package method of providing information on knowledge regarding management of child safety⁽⁷⁾.

The third objective of the study was to find out the association between knowledge regarding child safety among mothers with under five children with the selected demographic variables. The demographic variables age of the mother ($\chi^2=30.000$, $p=0.0001$), family income per month ($\chi^2=30.000$, $p=0.0001$), educational level of mother ($\chi^2=13.929$, $p=0.003$), source of information on child safety ($\chi^2=10.714$, $p=0.005$), occupational status of mother ($\chi^2=10.714$, $p=0.013$) had shown statistically significant association with post-test level of knowledge regarding child safety measures among mothers with under-five children.

5. CONCLUSION:

The study concluded that the Information Education Communication package was effective in improving the knowledge and attitude regarding child safety among mothers with under five children.

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