ABSTRACT

Title: Comparison of verbal, written and video based health education regarding prevention and early detection of cervical cancer on knowledge, attitude and participation for cervical screening among women.

Introduction:

Cervical cancer has extreme possibility for secondary prevention but it remains a noteworthy cause of morbidity and mortality in the women worldwide. Over 80% of the cervical cancer cases reported in the hospitals in advanced stage and annually 80,000 deaths are reported in India.

Methodology:

Research design was one group pretest posttest Quasi Experimental Design. Samples were the age group between 30-60 years attending Gynee OPD. Multi stage random sampling technique was used. The total sample size was 501. Structured questionnaire was used to collect the data by using interview techniques. Written Consent was taken from the participants.

Results:

Across all three study groups majority of the participants were observed in the age group between 30-45 years. Most of participants had never got the information regarding cervical cancer and screening procedures. Majority of the participants (97 %) had never screened for cervical cancer. In verbal group 77.84% of the participants had poor knowledge prior to the education and this figure stoops down to 1.9% in posttest. In the video based education, none of the participants had excellent knowledge in pretest and it has risen to score 83.44 % in posttest. There is a positive impact of education on all three study groups in improving the attitude about screening for cervical cancer after attending education. In all three study groups, there is significant association between participation of women in screening before and after intervention as P<0.0001.
Conclusion: A key strategy is to reduce the prevalence of cervical cancer is making women to be educated about the cervical cancer by using multimedia communication. Thus, the women is motivated for cervical screening and diagnosed at precancerous stage. Therefore the systematic treatment can be started at early stage to save the life of woman.