A STUDY TO ASSESS THE EFFECTIVENESS OF VIDEO ASSISTED TEACHING PROGRAMME ON KNOWLEDGE REGARDING BREAST CANCER AND BREAST SELF EXAMINATION AMONG STUDENTS IN SELECTED COLLEGES, PERINTHALMANNA

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Abstract:

The present study was conducted to assess the effectiveness of video assisted teaching programme on knowledge regarding breast cancer and breast self-examination among college students in selected colleges, Perinthalmanna. The objectives were: Assess the existing knowledge on breast cancer and breast self-examination among the students, Evaluate the effectiveness of a video assisted teaching program on knowledge regarding breast cancer and breast self-examination, Find the association between level of pretest knowledge regarding breast cancer and breast self-examination among students with selected demographic variables. The **methodology** is; The study design was pre-experimental one group pretest posttest design. The

populations in the study were the college students between the age group of 18-21 and above studying in selected colleges at Perinthalmanna. Stratified sampling technique used for selecting samples (N=60). A structured knowledge questionnaire regarding breast cancer and breast self-examination. The tool was validated by experts. The pretest and reliability of the tool was done before pilot study. After pilot study, main study was conducted and data were collected. The data obtained were analyzed based on the objectives and hypothesis using descriptive and inferential statistics. The **results**: The pretest knowledge score on breast cancer and breast self-examination shows all samples 60 (100%) had average knowledge. The posttest knowledge score on breast cancer and breast self-examination shows majority of samples 47 (78.3%) had excellent knowledge, 13 (21.7%) had good knowledge and none of the samples were having average and poor knowledge. The mean posttest knowledge score (20.38) was higher than mean pretest knowledge score (7.01). The calculated 't' value (25.97) was higher than table value ($t_{59}=2.0010$) at 0.05 level of significance. Hence the research hypothesis was accepted. This shows that planned teaching program was effective in terms of improving the knowledge of samples regarding breast cancer and breast self-examination. The chi square value of age ($\chi^2 =1.150$, table value=0.563), course of study ($\chi^2 =1.051$, table value=0.591), marital status ($\chi^2 =0.873$, table value=0.350), gender ($\chi^2 =1.326$, table value=0.250), occupation of mother ($\chi^2 =0.979$, table value=0.323), education of father ($\chi^2 = 3.049$, table value=0.550), education of mother ($\chi^2 =3.333$, table value=0.504), area of residence ($\chi^2 =1.125$, table value=0.570), previous knowledge ($\chi^2 =1.164$, table value=0.003) were greater than its table value which reveals that there is associations of pretest knowledge score with these selected demographic variables and occupation of father ($\chi^2 =0.281$, table value=0.596) is less than its table value which reveals that there is no association of pretest knowledge score with selected demographic variable. **Conclusion:** The study findings revealed that there is a significant increase in the post test knowledge scores than pre-test scores, which indicates that the teaching program given to college students was effective. The findings of the study revealed that the demographic variables such as age, course of study, marital status, gender, occupation of mother, education of father, education of mother, area of residence, previous knowledge have association of pretest knowledge score with these selected demographic variables and occupation of father have no association of pretest knowledge score with selected demographic variable. **Keywords** used are breast cancer, breast self-examination, effectiveness, video assisted teaching programme, college students, knowledge.

NEED AND SIGNIFICANCE

Breast cancer is the most common cancer diagnosed in women, accounting for more than 1 in 10 new cancer diagnoses each year. It is the second most common cause of death from cancer in the world. Despite its prevalence, most women still shy away from conducting self-examination for signs of breast cancer. As per a recent study conducted in Kanyakumari,46% of women surveyed said that they never conducted self-examination for any signs of breast cancer, about 41% reported having never checked themselves due to lack of knowledge about breast self-examination. A regular breast cancer screening is necessary as early detection is a major factor in treating cancer. Cancers diagnosed at an earlier stage have a better prognosis and are easier to treat. Reducing the likelihood of dying from breast cancer requires regular screening.4 The importance of breast self-examination was noticed when an increased proportion of women with early diagnosis of breast

cancer were treated in time successfully. Resistance was soon abandoned due to the high incidence of breast cancer, positive anecdotal experiences reported by patients and practitioners, and intention to empower women through self-diagnosis. Recognizing the importance of early breast cancer detection through breast self-examination, several organizations promoted the breast self-examination as a potential screening procedure, encouraging women to be cognizant of any changes in their body.5 In 2020, there were 2.3 million diagnosed with breast cancer and 685000 deaths globally. As of the end of 2020, there were 7.8 million alive who were diagnosed with breast cancer in the past 5 years, making it the world's most prevalent cancer. Breast cancer occurs in every country of the worlds in women at any age after puberty but with increasing rates in the world in women at any age after puberty but with increasing rates in later life. Breast cancer mortality changed 4 little from the 1930s through to the 1970s when surgery alone was the primary mode of treatment (radical mastectomy). Improvements in survival began in the 1990s when countries established breast cancer early detection programs that were linked to comprehensive treatment programs including effective medical therapies.

REVIEW OF THE LITERATURE

A cross-sectional study on awareness level, knowledge and attitude towards breast cancer among staff and students of Hail University, Saudi Arabia was conducted from January 2021 through February 2021 in the Hail region of Saudi Arabia. A closed-ended questionnaire, which consisted of 37 questions, was distributed online (using a Google Forms link) in both English and Arabic languages. Data was collected from 425 female subjects who participated in the study. The study showed an overall knowledge level of 46.36% regarding breast cancer. Participants had average knowledge about risk factors, signs, and symptoms, whereas their awareness and practice of breast self-examination and screening methods were weak.

A cross-sectional descriptive questionnaire study was conducted on dental students at Panineeya Institute of Dental Sciences, Hyderabad, Andhra Pradesh, India. Data were analyzed using SPSS software (version 12). Chi-square test was used for analysis of categorical variables. Correlation was analyzed using Karl Pearson's correlation coefficient. The total scores for KAP were categorized into good and poor scores based on 70% cut-off point out of the total expected score for each. P-value of <0.05).

A study was conducted to evaluate the effectiveness of video assisted teaching on knowledge regarding breast self-examination among school students at selected school in Madurai District, Tamilnadu. Breast cancer accounts for 20% cancers in Indian women. A pre-experimental design was used with 60 samples. Descriptive statistical analysis was used for categorical data, paired t test is used to evaluate the effectiveness. Before intervention majority of samples 38 (63.3%) had inadequate knowledge. After giving video assisted teaching most of the students show adequate knowledge (42, 70%). 14The study on effectiveness of Video Assisted Teaching on Knowledge Regarding Breast Self-Examination among Women in Selected Rural Area at Villupuram District. Aims to create awareness among women regarding incidence, risk factors, clinical symptoms, prevention and management of Breast Cancer through Breast self-examination. Objectives were to assess the pre and posttest level of knowledge regarding Breast self-examination among women, to assess the effectiveness of video assisted teaching on knowledge regarding Breast self-examination among women,

to find the association between posttest level of knowledge regarding breast self-examination among women with their demographic variables.

Knowledge, attitude, practice and factors that influence the awareness of college students with regards to breast cancer and a random sample of 1387 female college students from two universities in Dali city were investigated by questionnaires. The total KAP scores for breast cancer were 9.86 ± 2.50, 3.19 ± 2.01 and 13.31 ± 2.49, respectively. Multiple linear regression analysis showed that educational grade was the most significant influential factor underlying the level of knowledge female college students had with regards to the treatment of breast cancer ($P < 0.05$). The KAP of female college students in western Yunnan with regards to breast cancer were low.

STATEMENT OF THE PROBLEM

"A study to assess the effectiveness of video assisted teaching program on knowledge regarding breast cancer and breast self-examination among students in selected colleges, Perinthalmanna."

OBJECTIVES

- Assess the existing knowledge on breast cancer and breast self-examination among the students.
- Evaluate the effectiveness of a video assisted teaching program on knowledge regarding breast cancer and breast self-examination.
- Find the association between level of pretest knowledge regarding breast cancer and breast self-examination among students with selected demographic variables.

HYPOTHESIS

H_1: The mean posttest knowledge score of samples on breast cancer and breast self-examination will be significantly higher than that of mean pretest score.

H_2: There is a significant association of pretest knowledge regarding breast cancer and breast self-examination with selected demographic variables.

CONCEPTUAL FRAMEWORK

Health Belief Model by Rosenstock and Becker and Maiman (1978).

RESEARCH METHODOLOGY

Research approach : quantitative approach

Research design : pre– experimental one group pre-test post-test design.

Setting: Al Shifa Arts and Science college, Perinthalmanna.

Sample: College students

Sample size: 60 college students in selected college, Perinthalmanna.

Sampling technique: Stratified sampling technique.

Tools and technique:

Tool1: Socio Demographic Performa Demographic Performa comprises of items which include age, gender, marital status, education of father and mother, occupation of father and mother, area of residence, previous experience of teaching programme on breast cancer and breast self-examination.

Tool2: Structured knowledge questionnaire Structured knowledge questionnaire on breast cancer and breast self examination was used to collect the data from the sample for assessing their level of knowledge regarding breast cancer and breast self-examination. The result was interpreted as poor, average and good on the basis of the total score obtained by them.

Data collection process

Formal permission was obtained from the concerned authorities of selected college to conduct the main study. The data collection was carried out from 29/11/23 to 7/12/2023.There were 60 students. After a brief self-introduction, the investigator explained the purpose of the study and obtained informed consent from the subjects. On the day one the investigator assessed the demographic data as well as the knowledge level by administering structured knowledge questionnaire. The video assisted teaching programme regarding breast cancer and breast self-examination was administered for a period of 30 to 45 minutes on the same day. On the seventh day posttest level of knowledge of the subjects were assessed by using the same structured knowledge questionnaire. The subjects were comfortable and cooperated well during the study.

Ethical consideration

The study was approved by the ethical committee. Formal permission was obtained from the subjects prior to the data collection. The subjects were informed that participation was voluntary and they had freedom to withdraw from the study. Confidentiality was maintained throughout the study and this was informed to the participants. No ethical issues were aroused during the course of the study

RESULTS

The data was tabulated, analyzed, and interpreted using descriptive and inferential statistical methods. The data are presented under the following heading.

Section A: Description of demographic variables.

Total number of the samples of this study were 60 among that 60% belong to 18 46 years, 35% were 19 years and only 5% belong to 20years and above. Among the samples 95% were unmarried and 5% were married. 40% of samples were male and 60% samples were female. Occupation of mother of samples shows that the majority were nonmedical professionals 59(96.7%) and only 2(3.3%) were non-medical professionals. Occupation of father of samples shows that majority were non-medical professionals 59 (98.3%) and only 1 (2%) was a medical professional. Education of father of samples shows 48.3% were having secondary education, 16.7% were graduated, 15% were completed primary education, 11.7% were having higher secondary education and only 8.3% had no formal education. Education of mother of samples shows 45% were having higher secondary education, 35% were having secondary education, 8.3% were graduated,6.7%

were primary education and 5% have no formal education. Area of residence of samples shows that 55% belongs to rural area, 26.7% were from semi urban area and only 18.3% were from urban area. All samples have no previous knowledge regarding breast cancer and breast self-examination.

Section B: Description of knowledge scores of college students

The pretest knowledge score on breast cancer and breast self-examination shows all samples 60 (100%) had average knowledge. The posttest knowledge score on breast cancer and breast self-examination shows majority of samples 47 (78.3%) had excellent knowledge, 13 (21.7%) had good knowledge and none of the samples were having average and poor knowledge.

Section C: Effectiveness of video assisted teaching program in terms of gain in knowledge score.

The mean posttest knowledge score (20.38) was higher than mean pretest knowledge score (7.01). The calculated 't' value (25.97) was higher than table value (t59=2.0010) at 0.05 level of significance. Hence the research hypothesis was accepted. This shows that planned teaching program was effective in terms of improving the knowledge of samples regarding breast cancer and breast self-examination.

Section D: Association between demographic variables and pretest knowledge score.

The chi square value of age ($\chi2$ =1.150, table value=0.563), course of study ($\chi2$ =1.051, table value=0.591), marital status ($\chi2$ =0.873, table value=0.350), gender ($\chi 2$ =1.326, table value=0.250), occupation of mother ($\chi2$ =0.979, table value=0.323), education of father ($\chi2$ = 3.049, table value=0.550), education of mother ($\chi 2$ =3.333, table value=0.504), area of residence ($\chi2$ =1.125, table value=0.570), previous knowledge ($\chi 2$ =1.164, table value=0.003) were greater than its table value which reveals that there is associations of pretest knowledge score with these selected demographic variables and occupation of father ($\chi2$ =0.281, table value=0.596) is less than its table value which reveals that there is no association of pretest knowledge score with selected demographic variable.

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