

DEVELOPMENT AND STANDARDIZATION OF ANIMATED CLIPPINGS REGARDING EFFECTIVE DISSEMINATION OF PRE AND POST-NATAL CARE FOR RURAL WOMEN

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ABSTRACT

Maternal mortality is an average 18 times higher in developed countries compared to developing countries. In addition to the number of deaths each year, over 50 million women suffer from maternal morbidity due to acute complications from pregnancy. Rajasthan is the state with second highest maternal mortality in India. Media has opened new dimensions in learning. The Animated Clippings are the best way to disseminate such kinds of messages and these found to be valid, reliable and field applicable with overall Content Validity Ratio (CVR) that was 0.82*, overall inter consistency reliability i.e. 0.86 and perceived field applicability index was 97.39 by the judges for creating awareness about pre and post-natal care among rural women. The judges found that ladies similar to rural masses playing a role in the Animated Clippings attracted the masses even more; making successful the aim of these clippings that was to make this process comprehensible to them. Hence the presentation was a great hit.

INTRODUCTION

Health of the females is an important factor in determining the overall health of the society. Each year in India, roughly 30 million women experience pregnancy and 26 million have a live birth (MOHFW, 2006). It is recognized that in order to further improve maternal and newborn health by reducing mortality and morbidity related to pregnancy and child birth, it is essential to build *continuum of care* that increases access to and use of skilled care during pregnancy, birth and the post partum period. In this way Animated Clippings were developed for dissemination of information regarding selected components of "Pre and Post-natal Care" Animated Clippings can be designed to have strong emotional appeal, thus they can tap into emotional and values involvement with specific issues.

Keeping this in mind, the study entitled Development and Standardization of Animated Clippings Regarding Effective Dissemination of Pre and Post-natal Care for Rural Women was taken with the objective to develop and standardize animated clippings regarding pre and post-natal care.

RESEARCH METHODOLOGY

Present study was conducted in Bikaner District of Rajasthan There were five panchayat samities in Bikaner district out of these three, panchayat samities were selected for the study namely Bikaner, Nokha and Kolayat, from each

panchayat samiti one village was selected purposively namely Jamsar, Jasarasar and Akasar. For standardization of Animated Clippings 30 judges were selected from different field i.e. 5 from Home Science Field, 5 from Computer field, 5 ANMs, 5 Doctors (Gynecologist), 5 Dais / Trained Birth Attendants (TBAs) and 5 ASHAs).

A checklist was taken from study of Sethi (1993) for getting the judges feedback after their exposure to the Animated Clippings on pre and post-natal care. Their valuable suggestions were incorporated accordingly. Reliability, validity and field applicability was determined to standardize the Animated Clippings on selected components of pre and post-natal care.

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Table – 1: Profile of judges n=30

S.No. Variables	Freq.	Percent quency -tage
1. Age		
(i) Below 40 years	9	30.00
(ii) Above 40-50 years	10	33.33
(iii) Above 50 years	11	36.67
2. Educational Qualification		
(i) Illiterate	2	6.67
(iii) 10+2	10	33.33
(iv) Graduation	3	10.00
(v) Post graduation and Above	15	50.00
3. Designation		
(i) Assoc. Prof. /Asstt. Prof.	7	23.33
(ii) Gynecologist	5	16.67
(iii) Visual Designer	3	10.00
(iv) ANM	5	16.67
(v) ASHA	5	16.67
(vi) TBA's/Dai	5	16.67
4. Field of specialization		
(i) Home Science	5	16.67
(iii) Medical	10	33.33
(iv) Computer	5	16.67
(v) Extension	10	33.33
5. Experience		
(i) Upto 10 years	7	23.33
(ii) 11-20 years	11	36.67
(iii) Above 20 years	12	40.00
6. Nature of Job		
(i) Teaching	10	33.33
(ii) Medical consultant/Attendant	10	33.33
(iii) Extension work	10	33.33

Table -2: Detailed outline of animated clippings

Content	Description
1. Title	'Surakshit Maatritava'
2. Introduction	Discussion about problem
3. Diet of pregnant woman(Clippling 1)	Description about diet during pregnancy, and its effect on health
4. Medical check-up and vaccination of pregnant woman(Clippling 2)	Description about care should be taken and medical check-up during pregnancy.
5. Care of new born and Immunization(Clippling 3)	Description about care of new born, care of premature baby and risky baby and immunization of new born.
6. Knowledge about colostrum and breast feeding (Clippling 4)	Description about importance of colostrum and breast feeding for mother and child
7. Name	Name of student, Major advisor and other helpers

RESULTS AND DISCUSSION

Profile of Judges

Profile of judges, with respect to age, educational qualifications, designation, field of specialization, experience and nature of job have been presented in Table -1.

Age

Age wise distribution of the judges revealed that majority of the judges belonged to 'above 50 years' age group (36.67%) followed by 'above 40-50 years' and 'below 40 years' of age.

Educational Qualification

Percentage of distribution of judges according to their educational qualification reveals that maximum number of judge were educated up to Post-graduate and above level i.e. (50%), while 33.33 percent were educated upto 12th class.

Designation

Table 1 shows that 23.33 percent judges were Associate Professor / Assistant Professor, followed by Gynecologist, ANM, ASHA, TBA's/ Dai i.e. 16.67 percent and only 10 percent were found in the category of visual designer.

Field of Specialization

Equal percentage of judges (33.33%) were found in the field of specialization of medical and extension followed by again equal percentage of judges (16.67%) were found from home science and computer field.

Experience

Majority of judges were having 'above 20 years' (40%) of experience followed by '11-20 years' 36.67 percent and 'upto 10 years' experience i.e. 23.33 percent.

Nature of Job

Equal percentage i.e. 33.33 percent was found in different nature of job like teaching, medical consultant/ attendant and extension work.

1. Development of animated clippings

Animated Clippings related to "Pre and Post-natal Care" were developed by including 4 components under the title of 'Surakshit Maatritava'.

An overview of Animated Clippings indicates that there were total 4 clippings with related animation, pictures which make the clippings more appealing and understandable. The detailed outline of Animated Clippings content in Table - 2

2. Standardization of animated clippings

For the standardization of Animated Clippings Validity, Reliability and Perceived Field Applicability Index were calculated and the results are found under following sub-headings.

Validity of animated clippings

Validity indicates the accuracy with which the Animated Clippings measures what it intends to measure. Content validity is partly a matter of determining if the contents and format (clarity of printing, size of typing, adequacy of work space) that the Animated Clippings contain in an adequate sample of the domain of concept it is supposed to represent.

Content Validity Ratio Related to Particulars of Animated Clippings as perceived by Judges

Table - 3: indicates that value of Content Validity Ratio (CVR) for all particulars of content and format in terms of visual quality, audio quality, content, message presentation and text.

It was observed that for all messages of Animated Clippings Content Validity Ratio (CVR) was found to be significant as calculated values exceed the tabulated value ranging from 0.79* to 0.90* (As minimum acceptable value of CVR is 0.40* if the panelist are 30 in numbers as per Lawshe, 1975)

Therefore, it may be concluded that all the particulars of content and format for the entire messages were valid to be included in Animated Clippings.

Table - 3: Content validity ratio (CVR) for Animated clippings on pre and post-natal care as perceived by judges n=30

S.No.	Particulars	C1	C2	C3	C4
1.	Visual Quality	0.82*	0.81*	0.82*	0.80*
2.	Audio Quality	0.83*	0.82*	0.80*	0.82*
3.	Content	0.87*	0.85*	0.84*	0.84*
4.	Message Presentation	0.81*	0.79*	0.81*	0.83*
5.	Text	0.87*	0.90*	0.83*	0.90*
Overall CVR		0.83*	0.82*	0.81*	0.82*

*Significant at 5% level of significance

Overall content validity ratio for animated clippings

Table - 4 indicates that overall Content Validity Ratio (CVR) Animated Clippings in terms of visual quality, audio quality, content, message presentation and text was perceived to be significant i.e. 0.82* at 5 percent level of significance (as per Lawshe, 1975).

Thus, it can be concluded that judges approved the content and format for all the components to be included in Animated Clippings.

Table 4: Overall content validity ratio for animated clippings as perceived by judges

Particulars	CVR Value
Overall rating of Animated Clippings for visual quality, audio quality, content, message presentation and text	0.82*

Reliability of animated clippings

Reliability refers to the consistency of the scores obtained. Inter consistency reliability was estimated and reported for Animated Clippings.

Reliability coefficient of animated clippings

Split half technique was used to measure the inter consistency and it was depicted in Table- 5.

It was found high for all the components covered under Animated Clippings i.e. clipping 1 (0.80), clipping 2 (0.77), clipping 3 (0.76) and clipping 4 (0.79). All the values of reliability coefficient were found to be statistically significant. Calculated values (0.76 -

0.80) indicates high degree of inter consistency towards various components included in Animated

Table 5: Reliability Coefficient of animated clippings as perceived by judges

Particular of content and format	Reliability	C1	C2	C3	C4
Visual quality, audio quality, content, message presentation and text	Inter consistency methods (split half technique)	0.80	0.77	0.76	0.79

Table 6: Overall Reliability of animated clippings as perceived by judges

Particulars	Reliability Coefficient (Split Half Technique)
Overall rating of animated clippings for visual quality, audio quality, content, message presentation and text	0.86

Data presented in Table -5 show that overall inter consistency reliability (0.86) for Animated Clippings were found statistically significant.

Thus, it may be concluded that overall reliability for all the component covered in Animated Clippings were found to be statistically high which shows that all the particulars of content and format were found to be suitable to be included in Animated Clippings.

Perceived field applicability of animated clippings by judges

Field applicability perceived by judges for various components has been presented in Table - 7. The data show that the 'Relative advantage' was found to be high for C2, C3 and C4 followed by C1 with weighted mean score 2.97, 2.93, 2.93 and 2.83,

respectively. The weighted mean score for 'Physical compatibility' was 2.97 for C1 & C3, 2.93 for C2 and 2.90 for C4 while 'Cultural compatibility' was found to be high for C3 & C2 followed by C1 & C4 with weighted mean score 2.97, 2.97, 2.93 and 2.90, respectively. The weighted mean score of 'Simplicity/complexity' was 2.93 for C3, 2.90 for C2 and 2.87 for C1 & C4. The 'Triability' was perceived to be high for C3 & C4 followed by C2 & C1 with weighted mean score 2.97, 2.97, 2.90 and 2.83, respectively out of maximum score 3.

The field applicability was perceived highest for C3 followed by C2, C4 and C1 with overall weighted mean score 2.95, 2.93, 2.92 and 2.88 respectively. The overall weighted mean score of Animated Clippings was 2.92 out of maximum score 3.

Table 7: Perceived field applicability of various components related to pre and post-natal care as perceived by judges n = 30

S.No.	Particulars of Field applicability	Weighted Mean Score			
		C1	C2	C3	C4
1.	Relative advantage	2.83	2.97	2.93	2.93
2.	Physical compatibility	2.97	2.93	2.97	2.90
3.	Cultural compatibility	2.90	2.93	2.97	2.90
4.	Simplicity/ complexity	2.87	2.90	2.93	2.87
5.	Triability	2.83	2.90	2.97	2.97
	Overall weighted mean score	2.88	2.93	2.95	2.92
	Perceived field applicability index (PFAI)		96.00	97.78	98.44 97.33

Overall weighted mean score of Animated Clippings = 2.92

Overall perceived field applicability index (PFAI) of Animated Clippings = 97.39

Maximum score = 3

Further, data in table depicts that the C3 was perceived highly applicable followed by C2, C4 and C1 with perceived field applicability index (PFAI), 98.44, 97.78, 97.33 and 96.00. The overall perceived field applicability index (PFAI) was 97.39.

Thus, it may be concluded that the judges were convinced about all the messages as well as Animated Clippings were applicable for rural women.

The findings are in line with the findings of Dudi (2010) who revealed that developed e-booklet was found to be reliable with 0.75 reliability coefficient and found to be valid with 0.81 Content Validity Ratio (CVR) by judges. An e-booklet was perceived field applicable with 96.33 perceived field applicability index (PFAI) by the judges.

CONCLUSION

It could therefore, be concluded that the content and format of developed Animated Clippings entitled 'Surakshit Maatritava' was perceived reliable, valid and applicable in field situation by the judges for creating awareness about pre and post-

natal care among rural women. This may be due to reason that all the particulars were related to background of rural areas therefore; the information was found useful for them and also because of easy language along with short sentences with the help of good voice and complete colorful illustrations helped the village masses to understand the Animated Clippings clearly. That's why text related such data were obtained.

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