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A study to assess the effectiveness of IEC Package on knowledge and attitude regarding oral cancer and oral self-examination among auto drivers in a selected village at Kanyakumari district

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Abstract

Cancer is group of diseases with similar characteristics. Cancer can occur in all living cells in the body and different cancer types have different natural history. Epidemiological studies have shown that 70-90% of all cancers are environmental. Lifestyle related factors are the most important and preventable among the environmental exposures. Tobacco consumptions either as chewing tobacco or smoking tobacco will account for 50% of all cancers in men. The aim of the study is to evaluate the effectiveness of structured teaching program regarding oral cancer and oral self-examination. A pre-experimental one group pre-test post-test design was used for this study. The pilot study was conducted and the results were analyzed. The study was found to be feasible and the main study was conducted for a period of one month. Sample sizes of 50 fulfilling the inclusive criteria were selected by means of a convenience sampling technique. The results showed in pre-test 34 (68%) of the samples had inadequate knowledge regarding oral cancer and 30 (60%) of the samples had inadequate knowledge regarding oral self-examination and none of them had adequate knowledge. whereas in post-test majority of the samples 42 (84%) had adequate knowledge regarding oral cancer and 44 samples (88%) had adequate knowledge regarding oral self-examination and none of the samples had inadequate knowledge. The results showed in pre-test 19 (38%) of the samples had moderate attitude regarding oral cancer and 27 samples (54%) had moderate attitude regarding oral self-examination and none of them had favorable attitude regarding oral cancer and oral self-examination. In post-test 37 (74%) of the samples had favorable attitude and 41 samples (82%) had favorable attitude regarding oral self-examination and none of them had unfavorable attitude. There was a significant increase in the level of knowledge regarding oral cancer and oral self-examination after the IEC Package ('P' value < 0.001) and similarly there was a significant increase in the level of attitude regarding oral cancer and oral self-examination after the IEC Package ('P' value < 0.001).

Keywords: IEC Package - Information, Education, Communication Package

Introduction

All multicellular animals, and certainly all vertebrates, can develop cancer. The ability to develop cancer is a characteristic of all cells that are capable of reproduction and growth. By its very nature- an abnormal, seemingly unrestricted growth of body cells- cancer is distinguished from other forms of illness. Oral cancer is a genetic disease in which the genes that control cell growth and apoptosis are mutated, allowing cells to acquire the ability to invade and metastasize. Oral cancer may occur on the lips or anywhere within the mouth (e.g., tongue, floor of the mouth, buccal mucosa, hard palate, soft palate, pharyngeal walls, and tonsils). Worldwide, oral cancer is the 11th most common cancer. The incidence and mortality rates of oral cancer are higher in men than women and there is evidence that the cancer is more common in developing than developed

countries. It was found that the high incidence rates are directly related to risk behaviours such as smoking, use of smokeless tobacco and alcohol consumption. There are nearly 1.1 billion smokers across the world and 80 percent of them in the developing countries. It delineated that India has a total of 240 million smokers; 194 million of these are male and 45 million are females.

Oral cancer is the most common cancer in India, Pakistan, and Sri Lanka and ranks high in several Southeast Asian countries. The estimated incidence of oral cancer in India is 12.48 cases per 100,000 population for males and 5.52 per 100,000 populations in females. The estimated mortality is about 3.48 per 100,000 in males and 1.34 per 100,000 in females.

It shows that the oral cancer is a major health problem in India.

Aim of the study

The aim of the study is to evaluate the effectiveness of IEC Package regarding oral cancer and oral self-examination.

Objectives of the study

1. To assess the level of knowledge on oral cancer and OSE before and after the IEC Package.
2. To assess the level of attitude on oral cancer and OSE before and after the IEC Package.
3. To assess the effectiveness of the IEC Package on knowledge and attitude regarding oral cancer and oral self-examination.
4. To associate the demographic variables and the knowledge and attitude of oral cancer and oral self-examination before and after the IEC Package.

Hypothesis

- **H₁:** There is a significant difference between pre-test and post-test in knowledge and attitude regarding oral cancer and oral self-examination.
- **H₂:** There is a significant relationship between knowledge and attitude in oral cancer and oral self-examination before and after the IEC Package.

Data collection for main study was started after obtained from the secretary of the auto drivers’ union after proper explanation of the study. The investigator hired a party hall i.e. accessible to the auto drivers, LCD projector, loud speakers and mic in order to deliver the lecture. The hall was arranged and all the selected participants were seated comfortably. The investigator welcomed all the auto drivers and recruited 50 samples who fulfilled the inclusion criteria after obtaining informed consent. According to the convenience of the auto drivers the investigator planned to conduct two sessions, one in the morning and the other in the evening. In the morning 25 participants were given pretest, which was around 25minutes, followed by the IEC

Package was given on oral cancer and oral self-examination which went on for 45 minutes. The investigator used power point, and distributed handouts in order to deliver the lecture in an effective manner. The oral self-examination steps were demonstrated to the auto drivers. The first session completed and the investigator thanked all the auto drivers. Similarly the afternoon session also was conducted. A post-test was conducted after 21 days.

Half of the samples 25 (50%) had secondary education and none of the samples were illiterate. 19 samples (38%) had a habit of consuming brandy/ arrack. Most of the samples had habit of smoking and smokeless tobacco usage, of the samples 18 (36%) and 15 (30%) used cigarette and pan masala respectively.

5	12	Illiterate
8		Primary School
		Secondary School
		Higher Secondary School
25		Graduate and above

Fig 1: Description of Samples based on Educational status

The results showed in pre-test 34 (68%) of the samples had inadequate knowledge regarding oral cancer and 30 (60%) of the samples had inadequate knowledge regarding oral self-examination and none of them had adequate knowledge. whereas in post-test majority of the samples 42 (84%) had adequate knowledge regarding oral cancer and 44 samples (88%) had adequate knowledge regarding oral self-examination and none of the samples had inadequate knowledge.

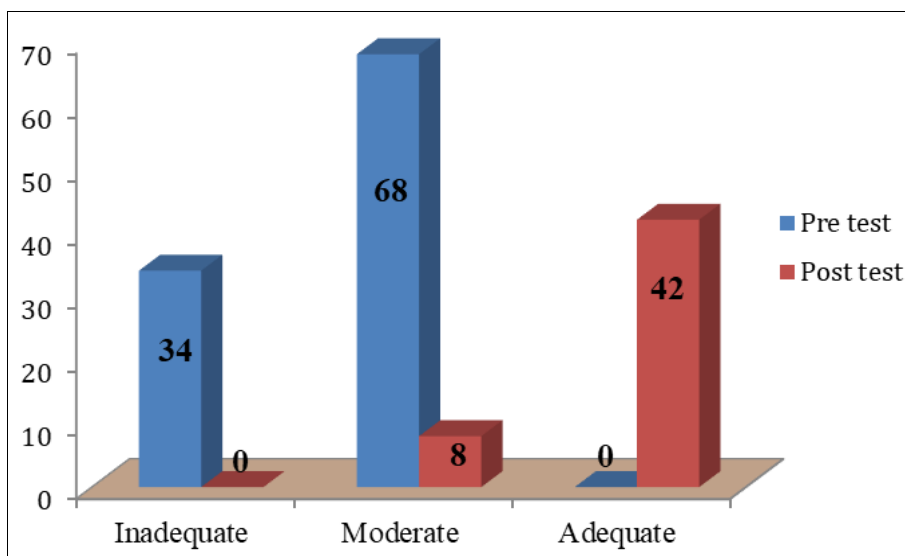


Fig 2: Knowledge Regarding Oral cancer in Pre and Post-test

The results showed in pre-test 19 (38%) of the samples had moderate attitude regarding oral cancer and 27 samples (54%) had moderate attitude regarding oral self-examination and none of them had favorable attitude regarding oral

cancer and oral self-examination. In post-test 37 (74%) of the samples had favorable attitude and 41 samples (82%) had favorable attitude regarding oral self-examination and none of them had unfavorable attitude.

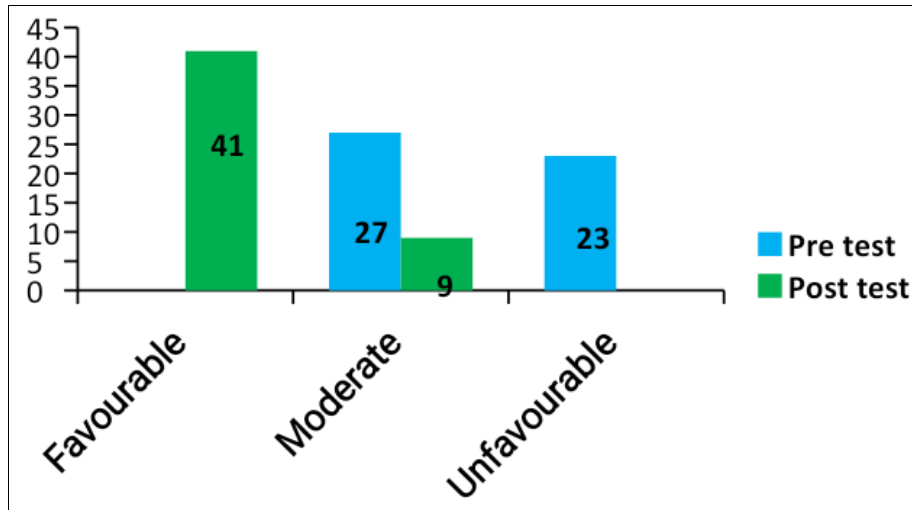


Fig 3: Attitude Regarding Oral Self-examination in Pre and Post-test

Table 1: Effectiveness of IEC Package on level of knowledge and attitude on oral cancer and oral self-examination, between pretest and post-test in mean score, standard deviation and analysis of ‘t’ test values, N=50

S. No.	Aspects	Pretest		Post-test		‘t’ value	‘p’ value
		Mean Score	Standard deviation	Mean score	Standard deviation		
1.	Knowledge on oral cancer	3.18	1.119	8.26	0.876	-27.165	0.000(S)
2.	Knowledge on oral self-examination	3.18	.983	8.400	0.782	-40.560	0.000(S)
3.	Attitude on oral cancer	19.88	2.980	32.060	2.645	-25.047	0.000(S)
4.	Attitude on oral self-examination	18.94	2.860	32.180	2.344	-29.102	0.000(S)

There was a significant increase in the level of knowledge regarding oral cancer and oral self-examination after the IEC Package (‘P’ value < 0.001) and similarly there was a significant increase in the level of attitude regarding oral cancer and oral self-examination after the IEC Package (‘P’ value < 0.001).

Nursing Implications

The findings of this study have implication to nursing service, nursing education, administration and nursing research.

Nursing service

“We are moving toward an era of science-based practice in nursing that incorporates the latest findings from the behavioral and biological sciences into practice to assist people of varying cultural backgrounds to adopt healthy lifestyles.”–Pender

In this study the researcher inculcated knowledge and attitude regarding oral cancer and the beneficial of oral self-examination to the auto drivers group. They were also discussed regarding the disadvantages of vices such as smoking and drinking alcoholic beverages. These structured teaching programs proved to be very beneficial to the auto drivers group.

Nursing education

Health teachings are always part of nurses’ experience in the workplace. Despite of various clinical & community health care settings, we nurses are always interacting with our patient/client. Community health care setting is the best avenue in promoting health & preventing illnesses by means of health education. In the changing climate of health care delivery system, since the emphasis is shifted from cure

approach to health promotion approach, nurse need to first gain more updated knowledge regarding oral cancer an oral self-examination, so that they can provide adequate knowledge to patients.

Nursing Administration

Nurse as an administrator has a crucial role in planning policies for imparting health information to the patients. Nursing administration must see that a separate budget is allocated for an awareness campaign by trained personal on oral cancer and oral self-examination among the community in their locality.

Nursing Research

Research on knowledge and attitude regarding oral cancer and oral self-examination can reveal clinically significant findings. This research yielded fruitful outcome that of great help in addressing arising problems and in setting nursing protocols on oral visual examination to all vulnerable patients. Much more research on this topic must be done to tailor interventions to individuals rather than to group stereotypes.

Conclusion

Generally IEC Package is one of the best method of teaching. The results of this study suggested that Structured Teaching Program on oral cancer and oral self-examination was an effective method to teach auto drivers to improve their knowledge and attitude.

In addition to that the findings of this study revealed the level of knowledge and attitude regarding oral cancer and OSE of the participants were inadequate. Hence, health education by mass media such as TV/Radio or printed media such as news paper, magazine, handouts etc can also

be helpful to improve the knowledge of a community towards oral cancer and oral self-examination, and thereby reduce the incidence of oral cancer in our country. The participation of non-governmental and charitable organizations in creating awareness about oral cancer and oral self-examination will also be helpful in solving this problem.

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