EFFECTIVENESS OF INFORMATION, EDUCATION AND COMMUNICATION (IEC) PACKAGE REGARDING COVID – 19 ON KNOWLEDGE, ATTITUDE AND PRACTICE (KAP) AMONG ADULTS AT SELECTED HOSPITAL, TIRUVANNAMALAI

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KEYWORDS	ABSTRACT
Information, Education and Communication (IEC) package on COVID – 19 among adults.	**Background:** Viruses and the diseases they cause often called by different names. There are different processes and purposes for naming viruses and diseases. One such virus called, 'Corona virus' causes fever, headache, cold and respiratory problems such as cough and shortness of breath**. (WHO 2020)** **Objective:** To assess the effectiveness of Information, Education and Communication (IEC) package regarding Covid-19 on Knowledge, Attitude and Practice (KAP) among adults in Selected Hospital, Tiruvannamalai. **Methods:** Non probability Convenience sampling method was used for sampling. Total sample size was 100 (50 in experimental group and in control group). Non equivalent control group pre test and post test design was used in this study. Questions were related to knowledge, attitude and practice regarding COVID-19. **Results:** The comparison of the pre test and post test score of knowledge among adults in experimental group, revealed that the calculated paired value t = 7.09 was found to be statistically highly significant at p<0.00001 level. The comparison of the pre test and post test score of attitudes among adults in experimental group, revealed that the calculated paired value t = 9.25 was found to be statistically highly significant at p<0.00001 level. The comparison of the pre test and post test score of practice among adults in experimental group, revealed that the calculated paired value t = 8.25 was found to be statistically highly significant at p<0.00001 level. **Conclusion:** The study findings concluded that there was a statistically highly significant difference in the score of knowledge, attitude, and practice after implementation of IEC package and it's proved to be an effective.

INTRODUCTION:

Viruses are very tiny germs. They are made of genetic material inside of a protein coating. Viruses cause familiar infectious diseases such as common cold, flu and warts. They also cause severe illnesses such as HIV/AIDS, Ebola and COVID – 19. This can kill, damage or change the cells and make you sick. Different viruses attack certain cells in your body such as your liver, respiratory system or blood. **(National Institute of Health, Oct 2020)**

According the Central disease control **(Dec 2020)** is responding to an outbreak of respiratory disease caused by a new corona virus that was first detected in Wuhan, Hubei province in CHINA on DEC 2019 and has been detected in more than 70 locations internationally, including in the united state, Spain, Italy and Germany. The symptoms of COVID – 19 illness range from very mild (fever and respiratory symptoms such as cough and shortness of breath) to severe (pneumonia, severe acute respiratory syndrome and kidney failure) with a mortality rate around 4%. Elderly persons and those suffering from co – morbidities like heart diseases, lung

disease and diabetes, are at higher risk of developing severe COVID – 19 illness. **(Amin N.Olaimat, May 2020)**So that researcher interested to undertake this study to conduct knowledge, Attitude and Practice on COVID – 19 among adults.

Statement of the Problem
 A Study to assess the effectiveness of Information, Education and Communication (IEC) package regarding Covid-19 on Knowledge, Attitude and Practice (KAP) among adults in Selected Hospital at Tiruvannamalai.

Objectives of the Study
▪ To assess and compare the pre and post test level of knowledge, attitude and practice regarding COVID-19 in experimental and control group of adults.
▪ To compare the knowledge, attitude and practice regarding COVID -19 between experimental and control group of adults.
▪ To correlate the pre and post test level knowledge, attitude and practice regarding COVID -19 in experimental and control group of adults.

Research methodology:

Research approach: Quantitative research approach

Research design: Nonequivalent control group pre test and post test design was used in this study

Variables:

Independent variable   : IEC package on COVID -19.

Dependent variables   : Knowledge, Attitude, and Practice on COVID -19.

Extraneous variables:
Age, sex, education, occupation, monthly income, marital status, religion, type of family, source of information, habits, and co-morbid diseases.

Setting of the study: The study was conducted in Ramana Maharishi Rangammal Hospital, Athiyandal at Tiruvannamalai, Tamilnadu.

Sample: The study sample comprises of adult age group between 20-59 yrs who fulfill the sample selection criteria of the study.

Sample size: The sample size 100 adults' population (50 in experimental and 50 in control group).

Sampling technique: Non probability Convenience sampling method used in this study.

DESCRIPTION OF THE TOOL
The level of knowledge, attitude, and practice awas assessed by Structured interview schedule was used to assess the knowledge, five-point likert's scale was used to assess the attitude and three-point likert's scale was used to assess the practice regarding COVID -19.
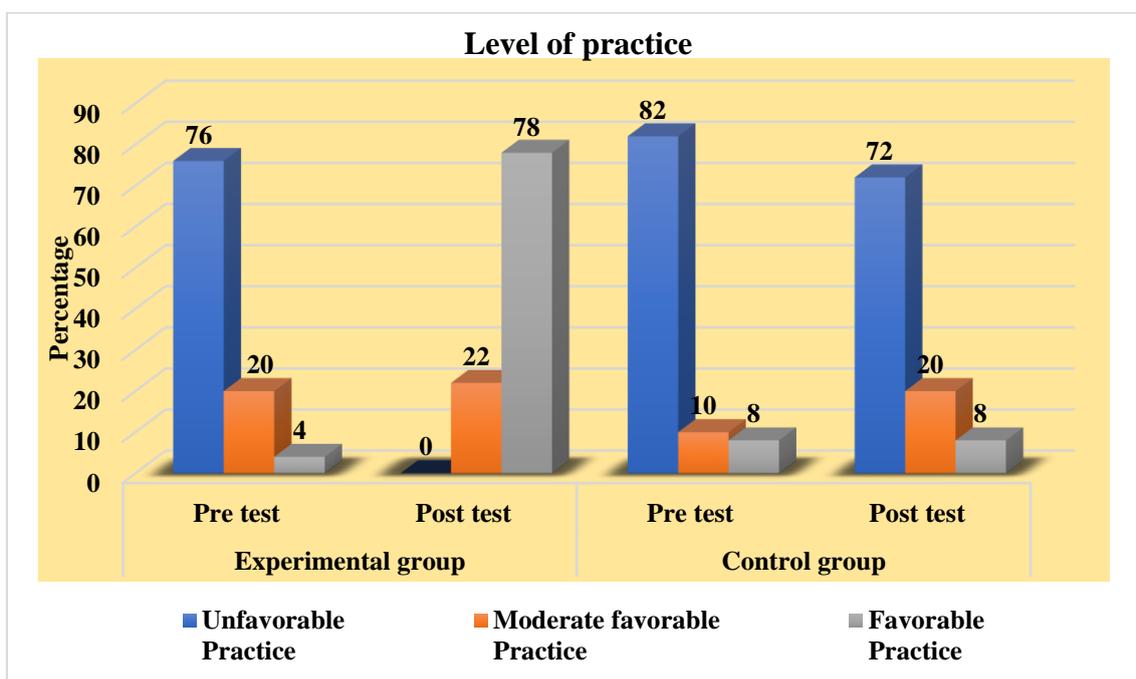
RESULTS AND DISCUSSION:

Percentage distribution pre and post test level of knowledge in experimental and control group among adults.
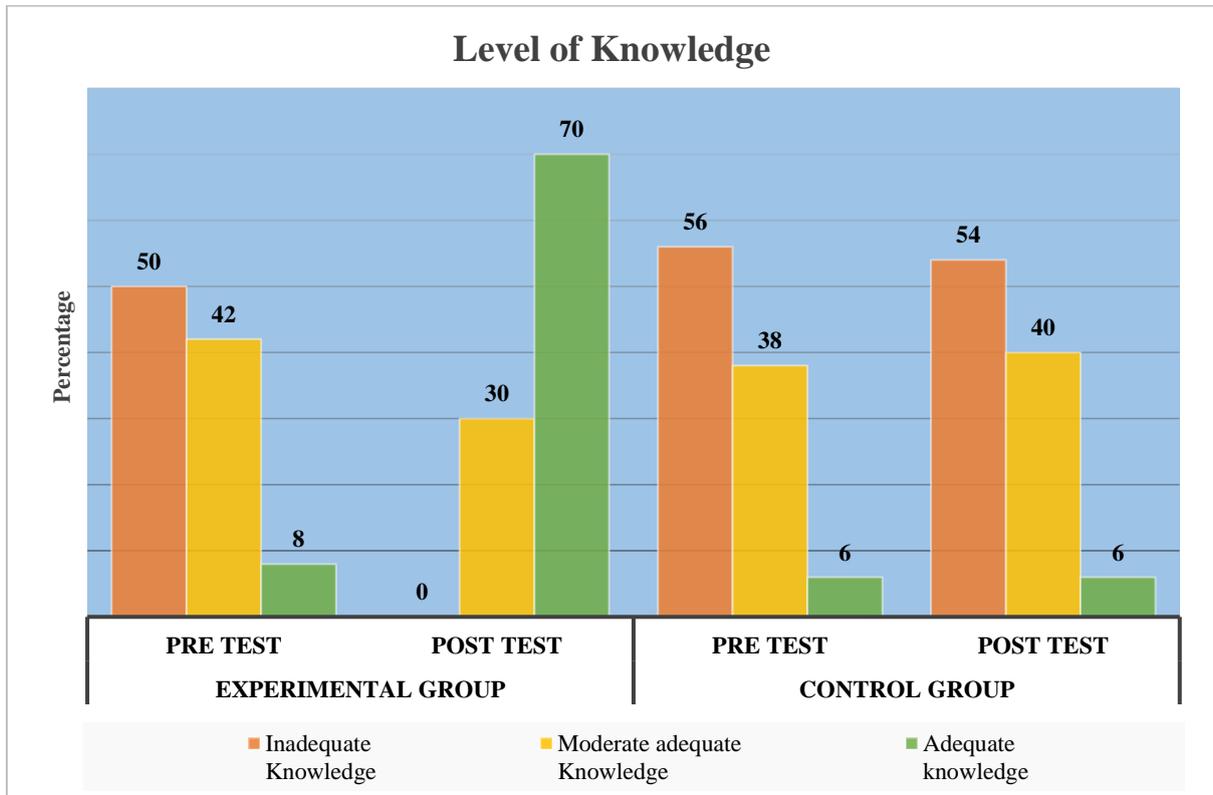
Percentage distribution of pre and post test level of attitude in experimental and control group among adults.
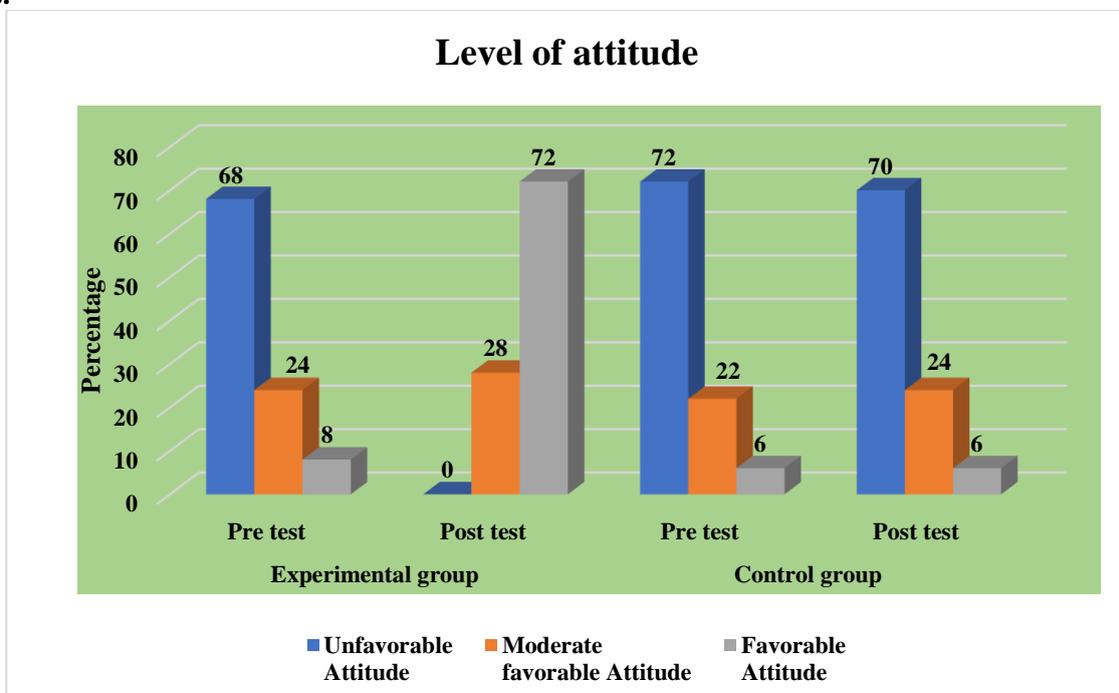
Percentage distribution of pre and post test level of Practice in experimental and control group among adults.

Comparison of pre and post test score of Knowledge, attitude and practice regarding COVID-19 within experimental and control group among adults.

S. No	Assessment	Group	Pre test		Post test		Paired 't' test
			Mean	SD	Mean	SD	
1.	Knowledge	Experimental	13.02	4.58	17.9	2.95	t = 7.09 S***
		Control	11.4	4.29	11.46	4.41	t =0.74 NS
2.	Attitude	Experimental	22.0	7.42	41.46	4.78	t = 9.27S***
		Control	21.3	8.06	21.46	8.10	t =1.4 NS
3.	Practice	Experimental	15.72	4.48	23.04	4.20	t = 8.25S***
		Control	14.80	5.34	14.90	5.45	t = 2.0NS

S* - Significant at p<0.001, NS - Non significant at p<0.05 level.**

Comparison of knowledge, attitude and practice regarding COVID – 19 between experimental and control group among adults.

The comparison of the post test score of knowledge among adults between experimental and control group revealed that the calculated unpaired value t = 8.69 was found to be statistically highly significant at p<0.001 level, The comparison of the post test score of attitude among adults between experimental and control group revealed that the calculated unpaired value t = 14.69 was found to be statistically highly significant at p<0.001 level, The comparison of the post test score of practice among adults between experimental and control group revealed that the calculated unpaired value t = 8.23 was found to be statistically highly significant at p<0.001 level,

The above finding indicates that there was difference in the post test score of knowledge, attitude and practice between the groups, this clearly shows that the implementation of IEC package had a statistically highly

significant improvement in the post test score of knowledge attitude and practice in the experimental group than the control group

Correlation of knowledge, attitude and practice regarding COVID – 19 in experimental and control group among adults.

In experimental group, the post test knowledge and attitude r value is $r = 0.525$ shows a moderate positive correlation, attitude and practice r value $= 0.436$ shows a moderate positive correlation and knowledge and practice r value is $r = 0.612$ shows a moderate positive correlation. Hence the critical value was $r = 0.3721$ at $p<0.01$ level which found to be high significant correlation between the post test score of knowledge, attitude and practice in experimental group. The findings revealed that there was statistically highly significant difference in the score of knowledge, attitude and practice among adults after implementation of IEC package.

CONCLUSION:

The present study assessed the effectiveness of IEC package on knowledge, attitude and practice among adults with COVID – 19 in selected hospital at Tiruvannamalai. The study findings concluded that there was a statistically highly significant difference in the score of knowledge, attitude and practice after implementation of IEC package and this proved to be an effective.

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