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Original Research Article

Effectiveness of Video Assisted Teaching on Prevention of Breast Cancer among Housewives: Pre Experimental Study

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Abstract

Breast cancer remains one of the most prevalent malignancies affecting women globally and is a leading cause of cancer-related mortality. Early detection and preventive measures are critical to reducing morbidity and mortality rates. This study aimed to assess the effectiveness of video-assisted teaching (VAT) in enhancing knowledge and awareness about breast cancer prevention among housewives in Ghataprabha. A pre-experimental one-group pre-test and post-test design was employed, involving 30 housewives. Data were collected using a structured knowledge questionnaire before and after the VAT intervention. Results showed a significant increase in knowledge post-intervention. The pre-test mean score was 13.7 (45.7%), which increased to 16.6 (54.3%) after the intervention. Paired t-test analysis revealed a statistically significant improvement ($t = 3.76$, $p < 0.05$). Chi-square analysis found no significant association between pre-test knowledge and demographic variables. The findings suggest that VAT is an effective educational tool for promoting awareness and early prevention of breast cancer among housewives.

Keywords: Breast cancer prevention, Video-assisted teaching, Housewives, Awareness, Early detection, Health education.

INTRODUCTION

Breast cancer, originating in the breast cells, often in the milk ducts or lobules, is one of the most common malignancies in women worldwide. It ranks second only to lung cancer in terms of overall cancer prevalence. In India, the number of new breast cancer cases is approximately 115,000 annually, with expectations of this number rising to 250,000 by 2025. Notably, the incidence is rising among younger women, particularly those aged 15-35 years. This trend underscores the need for early educational programs on breast self-examination (BSE) and breast cancer prevention.

This study was undertaken to assess the awareness and knowledge of housewives in Ghataprabha regarding breast cancer and the importance of preventive measures such as BSE. Lifestyle factors like high-fat diets, alcohol consumption, and lack of physical activity have been linked to an increased risk of breast cancer. Early detection and preventive practices are critical in reducing breast cancer morbidity and mortality. Therefore, awareness programs targeting housewives are essential in promoting breast cancer prevention strategies.

METHODS

This pre-experimental study employed a one-group pre-test and post-test design. A total of 30 housewives from Ghataprabha were selected to participate. The study aimed to evaluate the impact of Video-Assisted Teaching (VAT) on their knowledge regarding breast cancer prevention. Participants were initially assessed through a pre-test, followed by the intervention (VAT), and then a post-test was conducted. A structured knowledge questionnaire was used for data collection.

RESULTS

Demographic Profile of Participants

Table 1: The demographic data of the participants are summarized, N=30

Demographic Variable	Frequency (%)
Age	
18-22 years	17 (56.7%)
23-27 years	06 (20%)
28-32 years	03 (10%)
32 years and above	04 (13.3%)
Educational Status	
No formal education	16 (53.3%)
Primary education	02 (6.7%)
Secondary education	07 (23.3%)
Degree or above	05 (16.7%)
Religion	
Hindu	14 (46.7%)
Muslim	05 (16.7%)
Christian	04 (13.3%)
Others	07 (23.3%)
Family Type	
Nuclear	07 (23.3%)
Joint	09 (30%)
Extended	14 (46.7%)
Income	
1000-3000	09 (30%)
3001-5000	03 (10%)
5001-8000	05 (16.7%)
Above 8000	13 (43.3%)
Source of Information	
Newspaper	03 (10%)
TV/Mobile	11 (36.6%)
Health workers	11 (36.6%)
No source of information	05 (16.8%)

Level of Knowledge

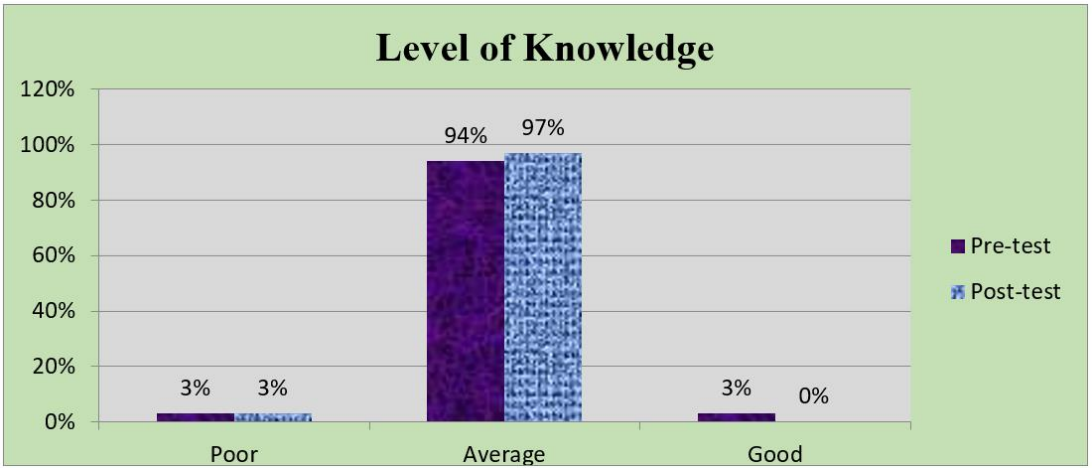

Fig. 1: Bar graph showing classification of level of knowledge of housewives in pre-test & post-test

The above diagram reveals that in pre-test 3% of the respondents possess poor knowledge and 97% of the respondents possess average knowledge and 0% of respondents possess good knowledge. Whereas, in post-test 3% of the respondent possess poor knowledge and 94% of the respondents possess average knowledge and 3% of the respondent possess good knowledge.

Knowledge Scores

Table 2: The knowledge scores were analyzed for pre-test and post-test, N=30

Knowledge Aspects	Pre-test Mean	Post-test Mean	Mean Percentage (Pre-test)	Mean Percentage (Post-test)
Total Score	13.7 (45.7%)	16.6 (54.3%)	45.7%	54.3%

The results show an increase in knowledge, with the pre-test mean score of 13.7 (45.7%) increasing to 16.6 (54.3%) in the post-test.

Statistical Analysis

- **Paired t-test**: The paired t-test showed a significant increase in knowledge post-intervention, with a calculated t-value of 3.76, which was higher than the table value (2.04), confirming that VAT was effective in improving knowledge ($p < 0.05$).
- **Chi-square Test**: The chi-square test found no significant association between the demographic variables and knowledge scores ($p > 0.05$), suggesting that factors such as age, education, religion, and income did not influence the knowledge improvement following VAT.

DISCUSSION

The study reveals that Video-Assisted Teaching (VAT) is an effective educational intervention to improve awareness about breast cancer prevention among housewives. Post-intervention, there was a statistically significant improvement in knowledge scores. This finding aligns with previous studies suggesting that multimedia-based interventions are powerful tools in disseminating health education and improving knowledge in communities with low educational backgrounds.

The lack of significant association between knowledge scores and demographic variables indicates that the intervention's impact was consistent across different groups, emphasizing the effectiveness of VAT as a universally accessible and engaging educational tool.

CONCLUSION

The study concludes that VAT is an effective method for increasing knowledge about breast cancer prevention among housewives. This intervention can be incorporated into community health programs to promote early detection and prevention, ultimately reducing the burden of breast cancer. Further studies with larger samples and diverse populations are recommended to strengthen the generalizability of these findings.

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