

# THE EFFECTIVENESS AND ACCEPTABILITY OF AUDIOVISUAL AIDS FOR INCREASING KNOWLEDGE OF NEONATAL DANGER SIGNS AMONG PRIMIGRAVID WOMEN IN THE POSTNATAL WARDS OF KENYATTA NATIONAL HOSPITAL

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**Background:** Early recognition of neonatal danger signs reduces adverse outcomes in the first few weeks of life when the neonate is most vulnerable. Many women continue to be unaware of these signs thus unable to seek prompt care at the onset of serious neonatal illness. Audiovisual aids for health education have been shown to improve health seeking in different health settings.

**Methods:** A pragmatic cluster randomised controlled trial, utilising both quantitative and qualitative methods was conducted. Two wards were randomised into either intervention or control wards. Eligible mothers in these wards received a baseline questionnaire assessing knowledge of neonatal danger signs. Thereafter, mothers in the intervention ward were given information using an 8 minute video, complemented by the information in the mother-child booklet(MCB). Those in the control ward received information contained in the MCB. Post-intervention questionnaires were administered via phone calls on day 7 and day 28 and knowledge of danger signs between the two groups was compared. Focus group discussions assessed acceptability of the video.

**Results:** At baseline, very few mothers in both groups identified fits, umbilical redness, red swollen eyes and skin pustules as danger signs. At the end of the first week, there was increased knowledge of these signs and others in both groups with this increase being higher in the intervention group. By Day 28, differences were statistically significant with more mothers in the intervention group correctly identifying danger signs. The video was deemed a useful resource by enrolled mothers.

**Conclusions:** Audiovisual aids for health education are beneficial.