

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

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## BACKGROUND & JUSTIFICATION

Early recognition of neonatal danger signs reduces adverse outcomes in the first few weeks of life. 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 settings.

## OBJECTIVES

1. To determine whether use of audiovisual for health education aids among primiparous women increases knowledge retention of neonatal danger signs
2. To evaluate the acceptability of audiovisual aids for health messaging to primiparous women in the postnatal wards

## METHODS

- Mixed methods pragmatic cluster randomised controlled trial.
- Baseline assessment of knowledge of danger signs.
- Intervention ward: Information given using an 8 minute video, plus the mother-child booklet(MCB).
- Control ward: Given information contained in the MCB only.
- 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 week 1, women in the intervention arm had greater increase in knowledge in 6 of the ten areas of assessment but the differences were not significant.
- At week 4, women in the intervention had statistically significantly greater knowledge in 9 of 10 assessment areas compared to baseline with an increase in the number of mothers correctly identifying neonatal danger signs such as *less energy* ( $p=0.002$ ), *fits* ( $p=0.0001$ ), *trouble breathing* ( $p<0.0001$ ), *umbilical redness* ( $p=0.0002$ ), *skin pustules* ( $p=0.0002$ ) and *red swollen eyes with drainage* ( $p<0.0001$ ).
- 85% ( $n=17/20$ ) of the mothers reported that the video was easy to understand and enabled them to be aware of serious illness in their babies.

## CONCLUSIONS

- 1 Use of Videos for education was associated with sustained knowledge of neonatal danger signs at week 4.
2. A majority (85%) found the video easy to understand.

## ACKNOWLEDGEMENTS

The Global Health Media Project (Video: 'Warning Signs in Newborns for Mothers and Caregivers').

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