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**Topic of Research:** A Study of Effectiveness of Text and Voice SMS on Prenatal Care Behaviour of Pregnant Women

### **Findings**

The present study was conducted keeping in view the utilization of technologies for health communication and promotion. Therefore, prenatal care health information was disseminated to pregnant women through text and voice SMS. The study was conducted in the rural areas of North West, and South West districts of Delhi. Four clusters of villages, three for intervention group and one for control group were formed. The three intervention group received text SMS intervention, voice SMS intervention and text and Voice SMS intervention, and control group did not receive any of the intervention. The pre-test and post-test data was analyzed in order to find out change in knowledge, attitude and practices of the respondents towards prenatal care.

The results of the study indicated that pre intervention mean knowledge percentage score of the respondents were not satisfactory across the four groups. The overall and aspect wise mean knowledge scores of the text SMS intervention, voice SMS intervention and text & voice SMS intervention group significantly increased after the intervention in comparison to the respondents of control group. There was significant gain found in knowledge of the respondents of intervention groups than the respondents of control group. Overall, text &

voice SMS intervention group had the highest gain in knowledge, followed by text SMS only and voice SMS only intervention groups. Overall and aspect wise gain in control group was lowest. More number of respondents answered correctly about more number of knowledge items in the experimental group compared to the respondents of control group.

The overall attitude score of the respondents of respondents of intervention group significantly become more positive than the control group. Gain in mean attitude score of intervention groups was significantly higher than the control group. Highest gain in attitude score was reported in text & voice SMS intervention group followed by almost equal gain in text SMS and voice SMS group. Lowest gain in attitude score was reported in the control group.

The overall and aspect wise mean practice percentage scores of the text SMS intervention, voice SMS intervention and text & voice SMS intervention group significantly improved after the intervention in comparison to the respondents of control group. Overall gain in practices of the respondents of text SMS intervention, voice SMS intervention and text & voice SMS intervention group was significantly higher than practices of the respondents of control group. Overall, text & voice SMS intervention group had the highest gains, followed by text SMS only and voice SMS only intervention groups and control group had the lowest. More number of respondents practiced correctly about more number of practice items in the experimental group compared to the control group

Based on the results of the study, the knowledge, attitude, and practices of respondents in all three intervention groups significantly improved than those in the control group, suggesting that the intervention was effective. Hence, the study recommends text and voice messages intervention for disseminating prenatal care information to the pregnant women.