

## **EFFECTIVENESS OF MULTIMEDIA EDUCATIONAL PACKAGE ON KNOWLEDGE AND ATTITUDE REGARDING PRECONCEPTION CARE**

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### **ABSTRACT**

A quasi-experimental study to assess the effectiveness of Multimedia Educational Package on knowledge and attitude regarding preconception care among women at Kannan Export Industries, Kanyakumari District, 100 women who satisfy the inclusion criteria were selected as samples using purposive sampling technique, Multimedia Educational Package was administered. The pre and post test level of knowledge and attitude was assessed using structured knowledge questionnaire and modified 4 point likert scale respectively. The findings of the study revealed that pre and post test level of knowledge and attitude in experimental group was  $t = 19.689$ ,  $t = 9.895$  and in control group  $t=1.243$ ,  $t=1.000$  which was significant at  $p < 0.001$  level in experimental group. The findings revealed that there was a high statistically significant difference in the level of knowledge and attitude regarding preconception care among women in experimental group. The correlation of the post test mean knowledge score with attitude score in experimental group, showed ( $r=0.36$ ) a fair positive correlation. The result showed that there was a significant improvement in the knowledge and attitude after administration of Multimedia Educational Package regarding preconception care among women.

**KEYWORDS:** Multimedia, Educational, Package, Preconception, Care, Prenatal, Care