

## EFFECTIVENESS OF INFORMATION, EDUCATION AND COMMUNICATION PACKAGE ON KNOWLEDGE ON DEVELOPMENTAL CARE AMONG MOTHERS OF LOW BIRTH WEIGHT BABIES

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### ABSTRACT

Babies with low birth weight run the risk of higher mortality and morbidity than the normal babies. These babies are neurologically and physiologically unstable and hence they are subjected to various health problems. Mothers face various difficulties in managing such babies as they are ignorant and lack confidence in handling and caring for such babies. The aim of this study is to assess the effectiveness of information, education and communication package on knowledge on developmental care among mothers of low birth weight babies.

The samples were selected by non-probability convenience sampling technique. The tool used for data collection was a structures questionnaire. The result indicated that in the pretest 40% had inadequate knowledge, 50% had moderately adequate knowledge and 10% had adequate knowledge and in the posttest all the samples had adequate knowledge. The pretest mean score was 16.8 with a S.D of 3.867 and posttest mean score was 28 with S.D of 1.183. The 't' value of 8.763 indicates that there was a high level of significance at  $p < 0.001$  between the pretest and posttest level of knowledge showing that the IEC package was effective in improving the knowledge.

**KEYWORDS:** Low Birth Weight Baby, Developmental Care, Information, Education and Communication (IEC) Package

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