

The Effect of Integrated Media Educational Information Communication (EIC) on Mother's Behavior in Caring Children with Diarrhea in Jambi, Indonesia

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ABSTRACT

Background The mother's behavior who were lacking in caring for children diarrhea will affect the growth and development of children and can lead to death. **Objective:** The study is conducted to determine the effect of integrated media educational communications information on a mother's behavior in taking care of children with diarrhea in Jambi, Indonesia. **Method:** This study is a *Quasy Experimental study using Pre-Post Test design With intervention and Control Group, recruited 40 participants as Samples using systematic random sampling*. Data were collected used *knowledge, attitudes, and practices (KAP)* questionnaire which has been adjusted into the study. **Results and Discussion:** The T-dependent test revealed integrated media educational communications information has a significant effect on a mother's behavior in taking care of children with diarrhea (p-value = 0.000). **Conclusion:** Integrated media educational communications information affects mother's behavior in taking care of children with diarrhea. Therefore, it is expected this media could be used widely to educate mothers or caregivers in the primary health care facilities, especially pediatric wards to reach the basic knowledge on how to take care of children with diarrhea by utilizing leaflets, visual and audio-visual props in structure and intensively for effective and efficient results.

Keywords: *Integrated Media, Diarrhea, Children*

1. INTRODUCTION

Diarrhea, one of the leading causes of death especially in infants and children, is a condition where feces defecate three times or more in one day and liquid consistencies[1][2]. Several studies found that some factors that cause the high rate of mortality and morbidity of children with Diarrhea in Pakistan are the lack of the management of diarrhea, the low level of mother's education, and mother's lack of knowledge in taking care of diarrhea[3][4][5]. Research that is done [6] in Pakistan that the behavior of the mother to care for diarrhea in children is still low as 24.11%. In this case, the role of the family is very important.

The impact of mother's behavior in taking care of their sick children might be affected to children's growth and development. Children with diarrhea are very vulnerable to losing bodyweight. This condition will result in impaired growth. This fact attested by a researcher found that children who suffer from 10% diarrhea in the first 24 hours were 1.5 cm shorter compare to children who do not ever experience diarrhea[7]. Severe diarrhea at an early age can lead to stunting and will affect the function of children's intellectual during childhood (P <0.05)[8]. Due to this data, professional health care especially nurses must educate parents to have better preparation in taking care of their healthy or sick children.

The use of only one or two media in Educational Communication Information (ECI) with audiovisual and tool aids have already been found in the literature [9][10] but the efficacy of them is still insufficient enough. It is necessary to combine the three media continuously to get the maximum results and reach the goal. Integrated media means using multiple media simultaneously by nurses or health care professionals at a time of granting through video, visual tools, and leaflets in the ECI education [11][12]. The use of integrated media is very important to achieve the objectives of ECI in educating parents on how to take care of their children or infants at home through knowledge, attitude, and procedures. The use of integrated media will be doubled in the provision of communication, information, and education.

2. METHODS

This study was a quantitative study with Quasy Experimental study design using a Pre-Post Test design With intervention and Control Group. The study samples are 40 mothers of 1-5 aged children who have diarrhea, recruited using systematic random sampling. The respondents were divided into 20 participants as the intervention group and the rest as the control group. Data were analyzed using the Dependent T-test. The intervention group will accept health education using Integrated Media Educational Communications Information (IEC), and the control group will educate only using media leaflets.

3. RESULTS

The effect of Integrated Media Educational Communications Information (IEC) on Mothers Knowledge, Attitudes and procedures of Caring Children with Diarrhea.

Table 1. The effect of Integrated Media Educational Communications Information (IEC) on Mothers Knowledge, Attitudes and procedures of Caring Children with Diarrhea in the intervention and control groups

No	Variable	p-value
1	Knowledge Intervention Group	0.000
	Control Group	0.007
2	Attitude Intervention Group	0.002
	Control Group	0.883
3	Procedures	

	Intervention Group	0.003
	Control Group	0.266

Table 1 shows that the statistical results using dependent T-Test in the intervention group obtained p-value = 0.000 in variable knowledge, 0.002 on attitude, and 0.003 on procedures ($p \leq 0.05$) mean the result is statistically significant, where there is an influence of Integrated Media Educational Communications Information (IEC) on Mothers Knowledge, Attitudes and procedures of Caring Children with Diarrhea. In the control group, the p-value of knowledge is 0.007 which means that there is a significant effect of education only using leaflet on Mothers Knowledge for Caring Children with Diarrhea but for attitude (p-value = 0.883) and procedures (p-value = 0.266) are not significant, means there is no effect on Mothers attitudes and procedures of using leaflet as the media of education.

4. DISCUSSION

The finding of the current study revealed that there is an influence of Integrated Media Educational Communications Information (IEC) on Mothers Knowledge, Attitudes and procedures of Caring Children with Diarrhea compared to control group which only get education using media leaflet that has significant impact only on knowledge but there is no effect on Attitudes and procedures. It can be presumed that Integrated Media Educational Communications Information (IEC) is a better option in delivering education compare to media leaflets.

A study in a hospital in Malang, Indonesia found there is an effect of using audio-visual media of IEC as educational media on knowledge of the mother (p = 0.01) and attitude (0,036)[9]. Another study in Gujarat stated that there is an increase in knowledge and skills of mothers regarding the management of diarrhea in a demonstration of preparing a solution of rehydration orally (p <0.0001)[10]. A study in Banjarmasin obtained results that there is an effect of using media leaflets on the counseling management of food among breastfeeding mothers[14]. These several studies indicate that using several different media in ECI increased increase knowledge, attitudes, and actions of mothers in caring for their children with diarrhea.

Besides, ECI could also become a guideline for changing behavior. The use of integrated media is designed very simple that underline important information to be easy to digest, remember, and understood by all different levels of

education and more efficient in term time and the number of patients so it enables to deliver widely. Sustainable Communication, information, and education on either individual or group can increase the knowledge and attitude of the parents and caregivers in taking care of their sick children infants[15]. Besides, ECI could also become a guideline for changing behavior[16]. Besides, ECI could also become a guideline for changing behavior. The use of integrated media is designed very simply that underline important information to be easy to digest, remember, and understood by all different levels of education and more efficient in term time and the number of patients so it enables to deliver widely.

The literature stated that knowledge is a very basic domain that describes the formation of a person's actions and behavior [18]. Increasing of knowledge is expected to lead to the changing of attitude towards specified matters. Thus, improving a mother's knowledge through integrated media educational information will affect the way of mothers caring for their children with diarrhea.

5. CONCLUSION

Using the integrated media of educational information communication (ECI) have a significant impact on the increasing mothers' knowledge, attitudes, and actions on procedures of caring for children with diarrhea.

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