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Impact of Educational Media to Promote Soakage Pit in Rural Haryana

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INTRODUCTION

Environmental sanitation occupies an important place in the promotion of health and prevention of diseases. It is affected greatly by the way water is used and waste water is drained out, methods of waste disposal and defecation habits and practices of the people, besides other things. To a large extent, lack of sanitation may be attributed to the ignorance, social beliefs, practices and prevailing socio-economic conditions.

In villages there is practically no organised refuse collection system. Villagers usually collect the house refuse in front of their homes or along the outskirt of inhabited areas which may be seen decaying and emitting foul smell. Rodents, flies and other insects breed in the refuse and stray dogs, cattle and chickens frequent these piles scattering the material for and wide.

Dutta (1982) found that avoiding of water collections in and around the houses in small pits, in the discarded cans, bottles, old tyres covering of overhead water tanks can especially reduce the breeding of mosquitoes in the locality.

Rural communities are illiterate and are characterized by ignorance regarding healthy way of living and continue to practice age old and unhygenic way of living. WHO and its member countries in 1981, urged upon the different countries to improve the health by improving environmental sanitation conditions and controlling the pollution of air, water, housing, drainage and charging the life style of people. It is the control of these factors which can lead to the improvement in health of the people. It has been widely recognised that a large proportion of environmental pollution leading to poor environmental health can be controlled by the simple rural technologies and workable knowledge in health and hygiene is made available to the rural families in village.

In rural areas women are found to be more ignorant about sanitation technologies, so in order to expose women clientele the merits of proper disposal of waste water the present study was undertaken with the following specific objectives :

1. To assess the existing situation which hampers the environmental sanitation.

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2. To impart message on soakage pit through educational media.

3. To assess the impact of educational media on soakage pit among rural families, and

4. To isolate factors affecting the promotion of soakage poit among rural families.

METHODOLOGY

Based on the community information need, the message selected was, "Soakage pit".

The experimental treatment in this study was the exposure of video cassettee through video. A commentary was prepared in Hindi and English for the message on "Soakage pit".

The study conducted in Block-I and Block-II of Hisar district. Two villages from each block were selected randomly. The villages shahpur and Durjanpur were taken as experimental group and Patan and Mignikhera were taken as control villages. In all 180 women respondents, (60 from each experimental villages) and 30 from each control villages were decided in proportion to the number of families in each of the three categories, i.e. low, medium and high for the present investigation.

The experimental research design followed was pre-test and post-test. All the four selected group of repondents were given pre-test. Each experimental group (except control group) was given treatment (exposure to video cassette). Just after the treatment, all the groups were given post-test.

Gain in knowledge was used to assess the information input and was measured by the same close ended knowledge inventory prepared. Attitude scale was developed to measure the attitude of rural women towards soakage pit. The investigation was conducted through personal interview schedule which was designed especially for this study.

RESULTS AND DISCUSSION

The important findings emanated out of the present investigation are as follows.

The data presented in Table 1 depicts the existing situation of environmental pollution and showing that the unhygienic practices were moderate water pollution, smoky kitchen, faulty defecation and improper drainage were more acute, in experimental group as well as in control group.

Pre-exposure mean scores of the experimental and control group were computed for soakage pit and have been presented in Table 2.

It is evident from Table 2 that there is no significant difference between pre-exposure knowledge of experimental and control group as presented in table 2 alongwith 't' values.

Hence, on the basis of non-significant difference between pre-exposure

knowledge of experimental and control groups for soakage pit, the pre-exposure knowledge level of the experimental group was used for the purpose of comparision, between pre-exposure and post-exposure knowledge of the experimental group.

The pre-exposure, post-exposure mean scores and 't' values were computed for all the sub-components of soakage pit and have been presented in table 3 along with their statistical results. It is evident from table that regarding all the sub-

Table 1 : Existing situation of environmental pollution

Existing practices	Experimental group (n=120)	Control group (n=60)
Unhygienic practices		
Least	30 (25.00)	28 (46.66)
Moderate	54 (45.00)	28 (46.66)
Acute	36 (30.00)	04 (6.66)
Water pollution		
Least	09 (7.50)	04 (6.66)
Moderate	35 (29.16)	26 (43.34)
Acute	76 (63.34)	30 (50.00)
Smoky kitchen		
Least	17 (14.16)	18 (30.00)
Moderate	28 (23.34)	19 (31.66)
Acute	75 (62.50)	23 (38.34)
Faulty defecation		
Least	07 (5.83)	06 (10.00)
Moderate	22 (18.34)	09 (15.00)
Acute	91 (75.83)	45 (75.00)
Improper drainage		
Least	20 (16.66)	09 (15.00)
Moderate	18 (15.00)	16 (26.66)
Acute	82 (68.34)	35 (58.34)

Figures in parantheses indicate percentages.

Table 2 : Pre-exposure knowledge of experimental and control group for soakage pit.

Sr. No.	Message	Pre-exposure knowledge		
		Experimental group (mean score) N=120	't' value	Control group (mean score) N=60
1.	Soakage pit	6.16	1.67^{NS}	6.06

NS = Non significant

components of soakage pit viz., importance, construction, advantages, disadvantages and precautions there was a significant difference between the mean scores of pre-exposure and post-exposure knowledge.

On the basis of aggregate mean scores 't' test showed significant difference between pre-exposure and post-exposure knowledge. So it clearly indicates that the respondents had gained sufficient knowledge after giving them video exposure.

For determining the actual impact of video, indices were prepared and obtained results have been presented in ensuring table. The impact percentages have been divided into three categories viz., 33, low impact 33-66, moderate impact and > 66, high impact.

The impact assessment of video exposure regarding soakage pit on rural women has been presented in table 4.

The impact assessment of video exposure regarding soakage pit on rural women presented in Table 4 depicts that the calculated impact was found to be 49.07 per cent. This speaks of the fact that rural women succeeded in acquiring knowledge and change their attitude

Table 3 : Gain in knowledge of experimental group for soakage pit.

Aspects	Pre-exposure	Post-exposure	't' value
Importance of soakage pit	1.04	3.66	52.28**
Construction of Soakage pit	1.02	13.68	103.63**
Advantages of soakage pit	1.04	3.23	40.41**
Disadvantages of soakage pit	1.08	1.75	25.00**
Precautions of soakage pit	1.02	1.53	21.90**
Overall	6.16	23.85	145.25**

** Significant at 1 per cent level of significance.

through vido exposure to the moderate level.

The present study has established the importance of video exposure, this seems to be logistic because video exposure has to be needed and objective based and its suitability is to be determined accordingly.

Table 4 : Impact of video exposure on soakage pit

Attitude/ knowldge	3 favourable	2 Favourable	1 Unfavourable	Total
High (3)	14 x 3 x 3 126	3 x 3 x 2 18	5x3x1 15	22
Medium (2)	28x2x3 168	23x2x2 92	6x2x1 12	57
Low (1)	3x1x3 9	22x1x2 44	16x1x1 16	41

Percentage impact = 49.07 (Moderate)

In order to find out the relationship between socio-personal, economic, psychological and communication variables with knowledge and attitude of the respondents Pearson's product correlation coefficient was applied.

The data pertaining to these aspects have been presented in table 5.

The data in table 5 show the positive and significant relationship between the respondents caste, land holding, material possession, regidity fiexibility, progressive-non-progressiveness, localite, mass media, information processing pattern with their knowledge acquisition regrading soakage pit. It may be inferred, therefore, that respondents who belonged to higher caste having large land holding, high material possession, more flexible, progressive in nature, using mostly localite and mass media as source of information, process the information frequently to had acquired more knowledge regarding soakage pit through video exposure.

Date in Table 5 further depicts that caste, size of family, land holding, material possession, regidity flexibility, progressive-non-progressiveness, localite, mass media had positive and significant relationship with the attitudinal change of women regarding soakage pit.

It may mean, therefore, that respondents of higher caste, having joint family, large land holding, high material possession, more flexible, progressive in nature, using mostly localite and mass

Table 5 : Relationship between socio-personal, economic, psychological and communication variables with knowledge and attitude of rural women regarding soakage pit.

Sr. No.	Independent variables	Khowledge ('r' value)	Attitude ('r' value)
Socio-personal varibles			
1.	Age	-0.1274	0.0850
2.	Caste	0.2397 **	0.2243 *
3.	Type of family	0.1246	0.1353
4.	Size of family	.0949	0.2407 **
5.	Education	0.1596	0.1425
6.	Family education	0.1544	0.1629
7.	Social participation	0.1535	0.1414
Economic variables			
8.	Land holding	0.2499 **	0.2829 **
9.	Material possession	0.3276 **	0.2755 **
Psychological variables			
10.	Rigidity flexibility	0.4533 **	0.2836 **
11.	Progressive-non-progressive	0.3223 **	0.1989 *
Communication variables			
Information input			
12.	Localite	0.1949 *	0.2132 *
13.	Cosmopolite	0.0338	0.1477
14.	Mass Media	0.2617 **	0.2308 **
15.	Information processing pattern	0.1860 *	-0.0114
16.	Information dissemination	0.0067	0.0953

* Significant at 0.05 level of significance** SIgnificant at 0.01 level of significance

media as source of information show favourable attitude towards video exposure regarding soakage pit.

IMPLICATIONS

1. The rural people should be motivated to adopt soakage pit technology by giving them sufficient knowledge through media (video) exposure.
2. Motivationai and persuasive campaign should be organised in

order to create awareness among rural masses about soakage pit technology.

3. Knowledge exposure is more crucial for bringing about transformation in behavioural complex of the individual regarding soakage pit. Therefore, media (Video) exposure would be the best proposition towards adopting the soakage pit technology.

4. To have better acceptability for this technology the frequent exposure on the introduction of technology need to be given by the extension agencies of the university/ Government and even Voluntary agencies.

REFFERENCES

Dutta B. M. 1982, Better health throufh health education Swasth Hind. Vol. 26. PP 34-36

YOUTH

Y	:	Youthful
O	:	Openminded
U	:	Use of ability
T	:	Training
H	:	Habit cantrol