EFFECTIVENESS OF EDUCATIONAL PACKAGE ON KNOWLEDGE REGARDING TESTICULAR CANCER AMONG SALES EXECUTIVES, MEMBER OF SELECTED ASSOCIATION, MANGALURU

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ABSTRACT
This study was aimed to assess prevalence and Effectiveness of educational package on knowledge regarding testicular cancer among sales executives, member of selected association, Mangaluru. Methodology: Quasi experimental pretest post test control group design was used. Non-probability purposive sampling technique to select 100 in each experimental and control group who met the inclusion and exclusion criteria. Pre-test was administered using structured knowledge questionnaire for control and experimental group. Educational package was administered to the experimental group. Post test was conducted using same tool to both groups. Results: The findings of the study revealed among experimental group during pretest almost 81 has poor knowledge which improved after intervention I and II with majority 83 and 81 of the subjects had average level of knowledge respectively. Among control group during pretest almost 86 had poor knowledge and no changes seen during post test I and post test II with majority 83 in each had poor level of knowledge. Calculated F value was 206.399 in experimental group whereas calculated F value was 1.48077 within control group. Between experimental and control group there was significant difference in post test I (t value 12.07, p<0.0001) and post test II (t value 11.030, p<0.0001). Thus it proves that educational package was effective. Conclusion: Educational package was effective in improving the knowledge regarding testicular cancer among sales executives.

Key words: knowledge, effectiveness, testicular cancer, educational program, sales executives.

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INTRODUCTION
On the occasion of World cancer day 2019, Union International Cancer Control (UICC) came up with the theme “I Am & I Will” which highlighted an urgent need for action to increase early stage of cancer detection, screening and diagnosis to drastically improve patient’s chances of survival and quality of life as well as to significantly reduce the cost and complexity of cancer treatment. This theme aims to inspire and encourage the action from individual, the health community and government to increase the awareness in public and access to the early detection, screening and diagnosis. (The ASCO Post. 2019).
Although the cause of testicular cancer is not known, certain factors may increase the risk of developing the disease. Children born with undescended testicles are at 10- to 20-fold increased risk for testicular cancer. In addition, the cancer is more common in men if they have a history of the disease running in family. Certain occupations may also play a role: testicular cancer is seen more frequently in miners, janitors, increased scrotal temperature for a prolonged time and oil and gas workers who are continuously exposed to a very hot environment (Bassett, 2010). In Times of India an article was been published on “men, beware of testicular cancer”. They had interviewed Dr. Puneet Ahluwalia for better insight on the topic. Dr. Ahluwalia said that testicular cancer is one of the deadly diseases. So, it is vital to know the signs and symptoms of testicular cancer so that the treatment can be initiated at the early stage. He said that testicular cancer is curable. The survival rate is 99% when it’s not spread beyond testicles and when it’s spread to back, lymph nodes etc. the survival rate is 96% among men. (“Men, beware of testicular cancer! - Times of India”, 2017)
According to The American Cancer Society, about one of every 250 men sometime in his lifetime will develop testicular cancer. This disease is commonly found among young and middle aged men. At average age of 33 usually the testicular cancer is diagnosed. We can also see this disease among children (6%), teens (6%) and in men above 55 years (8%). (Cancer Statistics Review, 2017). Two important traits of any cancer are prevention and early detection. The important preventive measures for testicular cancer include avoidance of risk factors like exposure of testicles to high degrees of temperature regularly as it can increase the scrotal temperature. Early detection of signs and symptoms is also important in case of testicular cancer as it is the most curable of all cancers if detected and treated earlier. It is advisable for men after the age of 15 years to practice testicular self-examination once in a month to detect earlier signs of testicular cancer. (James, 2005).
As most Indian adults are unaware of testicular cancer and testicular self-examination, they should be taught and encouraged to incorporate the practice of testicular self-examination into their daily routine. Hence the researcher felt the need to assess the knowledge regarding testicular cancer and expected practice of testicular self-examination among sales executives using two wheelers working in a selected private company, Mangalore and administer educational package.

OBJECTIVES OF THE STUDY:
1. To assess pre interventional knowledge regarding testicular cancer among sales executives, member of selected association in experimental and control group.
2. To evaluate the effectiveness of educational package on knowledge regarding testicular cancer among sales executives, member of selected association in experimental and control group.
3. To find the association between the knowledge score regarding testicular cancer among sales executives, member of selected association and their selected demographic variables in experimental and control group.

HYPOTHESIS:
All Hypotheses will be tested at 0.05 level of significance.

H1: There will be significant difference in the knowledge score of the sales executives before and after administration of the educational package regarding testicular cancer in experimental and control group.

H2: There will be significant association between the knowledge score regarding testicular cancer among sales executives and their selected socio demographic variables in experimental and control group.

METHODOLOGY
Quasi experimental pretest posttest control group design is used to evaluate the effectiveness of educational package. Non-probability purposive sampling technique to select the sales executives for administration of educational package. The samples consisted of 200 sales executives 100 in each experimental and control group who met the inclusion and exclusion criteria. Based on the objectives of the study, demographic proforma and structured knowledge questionnaire were developed by the researcher to collect the required data from subjects. Reliability of the tool was established split half method which measures the co-efficient of internal consistency using Karl Pearson’s correlation coefficient formula. The reliability coefficient for the structured knowledge questionnaire was found to be 0.84. Hence the tool was found to be reliable.
The Pilot study was conducted and results concluded that there was significant difference in the knowledge scores among sales executives and educational package was effective in improving the knowledge among sales executives. The research tools were found to be feasible and practicable. No further changes were done in the tool after the pilot study. Ethical clearance was obtained from ethical committee.

Pre-test was administered using structured knowledge questionnaire for control and experimental group. Educational package was administered to the experimental group. Structured teaching program was administered for once a week for 30mins for 4 weeks and information booklet was distributed to the samples in experimental group. Educational package was not provided to the control group. After seven days and three months of administration of educational program post-test were conducted using the same structured knowledge questionnaire and structured expected practice questionnaire in both groups.

RESULTS

The results revealed the following findings

Table 1: Frequency and percentage distribution according to the pre-test and post-test level of knowledge among sales executives.

<table>
<thead>
<tr>
<th>Level of knowledge</th>
<th>Experimental group</th>
<th>Control group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pretest</td>
<td>Post test I</td>
</tr>
<tr>
<td>Good</td>
<td>f</td>
<td>%</td>
</tr>
<tr>
<td>Average</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Poor</td>
<td>19</td>
<td>19</td>
</tr>
</tbody>
</table>

Table 1 reveals that among experimental group during pretest almost 81 (81%) has poor knowledge, 19 (19%) had average knowledge and none had good knowledge. But there was improvement in level of knowledge in posttest I and posttest II with majority 83 (83%) and 81 (81%) of the subjects had average level of knowledge, 17 (17%) and 11 (11%) has good level of knowledge respectively. Whereas none in posttest I and 8 (8%) in posttest II had poor knowledge.

Among control group during pretest almost 86 (86%) has poor knowledge, 14 (14%) had average knowledge and none had good knowledge. In post test I and post test II majority 83 (83%) of the subjects had poor level of knowledge, 17 (17%) had average level of knowledge in each. Whereas none in post test I and post test II had good level of knowledge level.

Table 2: Repeated measures ANOVA showing sum of squares, mean square, F value and p value of scores of expected practices among sales executives within experimental and control group.

<table>
<thead>
<tr>
<th>Source</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean squares</th>
<th>F value</th>
<th>p value</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimental group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between treatments</td>
<td>1398.5267</td>
<td>2</td>
<td>699.2633</td>
<td>206.399</td>
<td>&lt;0.00001</td>
<td>Significant</td>
</tr>
<tr>
<td>Within treatments</td>
<td>2576.42</td>
<td>297</td>
<td>8.6748</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between treatments</td>
<td>0.1867</td>
<td>2</td>
<td>0.0933</td>
<td>1.48077</td>
<td>0.22997</td>
<td>Not Significant</td>
</tr>
<tr>
<td>Within treatments</td>
<td>1464.16</td>
<td>297</td>
<td>4.9298</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2 reveals that calculated F value, within experimental group was 206.399 whereas calculated F value, within control group was 1.48077. Hence the null hypothesis $H_{01}$ was rejected and research hypothesis was accepted. Therefore educational package was effective in improving the knowledge about testicular cancer.

Post hoc analysis in experimental group revealed that a significance changes in total knowledge from pre to post test I (p<0.05) and pre to post test II (p<0.05) but no significant changes between post test I to post test II (p>0.05). In control group there was no significant changes in total knowledge from pre to post test I (p>0.05), pre to post test II (p>0.05) and post test I to post test II (p>0.05).
The present study investigator found that Calculated F value was 206.399 in experimental group whereas calculated F value, within control group (F= 1.48077). Between experimental and control group there was significant difference in post test I (t value 12.07, p<0.0001) and post test II (t value 11.030, p<0.0001). Thus it proves that educational package was effective. The all findings of the present study revealed that education package was effective in improving the knowledge on testicular cancer. Regarding association between knowledge and demographic variables like marital status (χ²= 15.876; p<0.05) in experimental group and educational qualification (p=0.0003) and year of using motor cycle (χ²= 8.548; p<0.05) and in control group.

**DISCUSSION**

In the present study investigator found that Calculated F value was 206.399 in experimental group whereas calculated F value, within control group (F= 1.48077). Between experimental and control group there was significant difference in post test I (t value 12.07, p<0.0001) and post test II (t value 11.030, p<0.0001). Thus it proves that educational package was effective. This result can be also being discussed with study conducted to effectiveness of IEC package on knowledge and attitude regarding TC and TSE in Nagercoil among male students studying final year engineering. The results revealed that in pre-test majority 80 (80%) and 96 (96%) of them had inadequate knowledge on testicular cancer and testicular self-examination respectively whereas nobody of them had adequate knowledge regarding TC and TSE. But during post-test 48(48%) and 67(67%) of them had adequate knowledge regarding testicular cancer and testicular self-examination respectively. The mean scores and SD in post test are 10.50 ±1.749, 6.86 ± 0.975 respectively and the t values are highly significant at p< 0.05 level. This data revealed that there was significance difference in the level of knowledge on testicular cancer and testicular self-examination in pre and posttest. (Valan, 2016)

**CONCLUSION**

Testicular cancer is one of the most rapidly developing cancer among adults in the present world. The statistical analysis of the present scenario shows that testicular cancer will be the most common type of cancer among men within next 20 years. Nursing curricula should emphasize on the importance of education for nurses regarding the magnitude of the problem and early detection of testicular cancer. Nurses need to have up to date knowledge of testicular cancer and recent advancements in the treatment and detection methods, so that they themselves in turn will be able to disseminate this knowledge to the patients they care for in their day-to-day activities. The teaching program developed by the researcher can be utilized by thee nurses to teach the patients.
REFERENCES


