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A STUDY TO ASSESS THE EFFECTIVENESS OF VIDEO ASSISTED TEACHING PROGRAMME ON KNOWLEDGE REGARDING VOLUNTARY BLOOD DONATION AMONG STUDENTS AT SELECTED COLLEGE, NAGAPATTINAM.

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ABSTRACT

Voluntary blood donation is an essential component of a safe and adequate blood supply. College students represent an important potential source of voluntary blood donor.Blood is an essential component of human life and plays a vital role in maintaining the normal functioning of the human body. It is required for the transportation of oxygen and nutrients, removal of waste products, regulation of body temperature, and protection against infections..Objectives of the study were to assess the level of knowledge regarding voluntary blood donationA pre-experimental study was conducted among 60 college students to assess the effectiveness of a Video-Assisted Teaching Programme on voluntary blood donation using convenient sampling.Post-test findings showed 63.3% had adequate, 31.6% moderately adequate, and 5% inadequate knowledge.The study concluded that Video-Assisted Teaching Programme was effective in improving knowledge regarding voluntary blood donation.Results: The findings of the study showed that the students' knowledge regarding voluntary blood donation was improved following the video-assisted teaching programme. There was a statistically significant difference between the pre-test and post-test knowledge scores, indicating that the video-assisted teaching programme was effective in improving students' knowledge regarding voluntary blood donation.

Keywords: Voluntary Blood Donation, Video-Assisted Teaching, Knowledge, College Students.

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INTRODUCTION

Blood is an essential component of human life and plays a vital role in maintaining the normal functioning of the human body. It is required for the transportation of oxygen and nutrients, removal of waste products, regulation of body temperature, and protection against infections. Blood and blood components are frequently required in emergency conditions, surgical procedures, obstetric complications, trauma, cancer treatment, and various medical disorders. Since blood cannot be artificially manufactured in sufficient quantities, voluntary blood donation remains an important source of blood for transfusion.Voluntary blood donation is the act of donating blood willingly and without receiving

RESEARCH PROBLEM

A Study to Assess The Effectiveness of Video Assisted Teaching Programme on Knowledge Regarding Voluntary Blood Donation Among Students at selected College, Nagapattinam.

OBJECTIVES

1. To assess the pretest level of knowledge regarding voluntary blood donation among students at selected college Nagapattinam.
2. To evaluate the effectiveness of video assisted teaching on knowledge regarding voluntary blood donation among students at selected college Nagapattinam.
3. To find the association between post-test level of knowledge regarding voluntary blood donation among students with selected demographic variables.

MATERIAL AND METHODS

A pre-experimental one group pre-test and post-test design was used to assess the effectiveness of video assisted teaching programme on knowledge regarding Voluntary Blood Donation among Students. Quantitative approach was used in the present study. Convenient sampling technique was used to select the samples for the study. Sample size was 60 students and the setting of the student was E.G.S Pillay Engineering College ,Nagapattinam. Data regarding demographic and knowledge variables were collected for the samples .Structured questionnaire was used to collect the data on knowledge regarding Voluntary Blood Donation. The duration of the test was about 30 to 40 minutes on average. The tool consist of the two sections .Section I which consist of demographic variables and section II consist of knowledge and structured questionnaire regarding Voluntary Blood Donation. Post-test was conducted after one week of pre-test. Data analyzed using descriptive and inferential statistics.

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RESULT AND DISCUSSION

DEMOGRAPHIC VARIABLE

- The findings revealed that the majority of the students were aged 17 years (75%), while the remaining students were aged 18 years (25%).
- Regarding gender distribution, the majority of the students were male (60%), whereas the remaining students were female (40%).
- With regard to the course of study, all the participants were pursuing Computer Science Engineering (100%).
- Regarding the year of study, the majority of the students were studying in the first year (83.33%), while the remaining students were in the second year (16.67%).
- The distribution of students according to their place of residence revealed an equal proportion of students from urban areas (50%) and rural areas (50%).
- With regard to religion, the majority of the students were Hindu (78.33%), followed by Muslim students (16.67%) and Christian students (5%).
- Regarding the type of family, the majority of the students belonged to nuclear families (76.67%), while the remaining students belonged to joint families (23.33%).
- The findings revealed that the majority of the students had no previous exposure to blood donation (90%), whereas a smaller proportion had previous exposure to blood donation (10%).
- Regarding knowledge of blood groups, the majority of the students reported having knowledge of blood groups (95%), while a small proportion had no knowledge of blood groups (5%).

The present study employed a quantitative research approach with a pre-experimental, one-group pre-test– post-test design to assess the effectiveness of a Video-Assisted Teaching Programme (VATP) on knowledge regarding voluntary blood donation among college students. The study was conducted at E.G.S. Pillay Engineering College, Nagapattinam, Tamil Nadu, with a sample of 60 students selected using the convenience sampling technique.

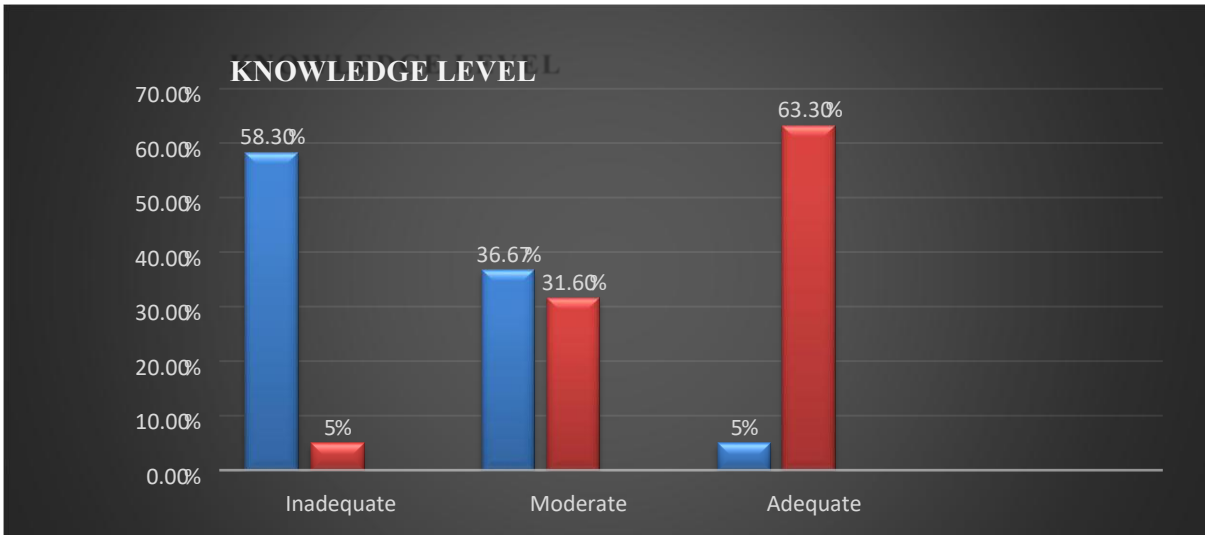
Students who were willing to participate and able to understand Tamil or English were included in the study, while those who were unwilling to participate or absent during data collection were excluded. Data were collected using a structured questionnaire consisting of two sections:

Section I comprised 10 items on socio-demographic characteristics, and Section II consisted of 30 knowledge-related items covering voluntary blood donation, eligibility criteria, importance and benefits of blood donation, and willingness to donate blood in the future. Each correct response was awarded one mark, and each incorrect response received zero marks, giving a maximum possible score of 30. Knowledge levels were classified as inadequate, moderately adequate, and adequate according to the percentage scores

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The first objective is to assess the level of knowledge regarding voluntary blood donation. In pretest 58.3% of college students have inadequate knowledge level ,36.6% of college student have moderate level of knowledge and 5% of college voluntary blood donation .



The second objective is to assess the effectiveness of video assisted teaching programme on college regarding voluntary blood donation among evaluated by comparing mean pretest and post test .The pre-test mean was 14.28 and post-test mean was23.72 .The mean difference was 9.42 .The calculated "t" value was 16.34 were statistically significant at $p<0.001$ level .Hence ,the finding indicated that there was a after administration of video assisted teaching programme.

IMPLICATIONS FOR NURSING

The findings of the study have implications for nursing practice, nursing education, nursing administration, and nursing research.

NURSING SERVICE

Nursing personnel are in an ideal position to provide health education regarding voluntary blood donation to the community, students, and the general public**.**

NURSING EDUCATION

- Nurses should assess the knowledge and attitudes of individuals regarding blood donation and motivate eligible individuals to become regular voluntary blood donors.
- A video-assisted teaching programme on voluntary blood donation should be developed and utilized to provide updated knowledge to nursing personnel and the community.

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NURSING ADMINISTRATION

- Nursing administrators should organize in-service education programmes to enhance nurses' knowledge regarding voluntary blood donation.
- Nursing administrators should motivate nurses to conduct periodic awareness programmes and collaborate with blood banks to organize blood donation camps.

NURSING RESEARCH

- Evidence-based strategies should be developed to improve awareness and practices regarding voluntary blood donation among young adults.
- The findings of this study highlight the need for further research in different settings using various educational and motivational approaches.

video assisted teaching was found to be effective in delivery knowledge regarding voluntary blood donation.

RECOMMENDATIONS

- A similar study may be conducted in different settings to assess the effectiveness of video-assisted teaching programmes on knowledge regarding voluntary blood donation.
- A similar study may be carried out with a larger sample size to enhance the generalizability of the findings.
- A comparative study may be conducted between private and government educational institutions to assess differences in knowledge regarding voluntary blood donation.
- Awareness regarding voluntary blood donation should be incorporated into health education programmes to improve students' knowledge and promote positive attitudes toward blood donation.
- An experimental study with a control group may be conducted to compare the effectiveness of the videoassisted teaching programme with other educational methods.
- Follow-up studies may be conducted to assess the long-term retention of knowledge

CONCLUSION

The present study aims to assess the effectiveness of video assisted teaching on knowledge regarding voluntary blood donation among students at selected college Nagapattinam. In this study research found that the video assisted teaching was found to be effective in increasing the level of knowledge regarding voluntary blood donation.

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