



**“A STUDY TO ASSESS THE IMPACT OF EDUCATIONAL MEDIA (PAMPHLET) ON AWARENESS REGARDING EMERGENCY HELPLINE NUMBERS AMONG THE PEOPLE RESIDING IN SELECTED URBAN AREAS OF PUNE CITY.”**

**MANISHA KARKAR<sup>1</sup>, MR.RAKESH PAWAR<sup>2</sup>, MS.POOJA NANAWARE<sup>3</sup>, MS.PRAJKTA NAVALE<sup>4</sup>, MS.PRAGATI GAIKWAD<sup>5</sup> & MS.MANISHA RAHANE<sup>6</sup>**

<sup>1</sup>Clinical Instructor , Bharati Vidyapeeth College of Nursing, Pune  
<sup>2,3,4,5,6</sup>P,B,BSC Nursing students, Bharati Vidyapeeth College of Nursing, Pune

---

## **ABSTRACT**

**Introduction:** Today's age draws attention to an important concern for India: The emerging number of crimes in its lack of a common emergency number, similar to 911 in the USA, and 999 in the UK. While there are a number of existing emergency helplines like the 108 national helpline which provides emergency medical services free of cost, very few are aware of it. **The present study title:** “A study to assess the impact of educational media (pamphlet) on awareness regarding emergency helpline numbers among the people residing in selected urban areas of Pune city.” **Material and Methods:** In present study, researcher adopted Quasi experimental design. (Pretest and Posttest). It was carried out on 200 samples. The Non-probability convenient sampling method. was used to data was collected using demographic profile and clinical profile. Data analysis was done mainly using descriptive statistics. **Result:** Result revealed the mean score of Posttest is 14.5 with Sd of 3.31 which is more than pretest mean 10.8 with 2.95 SD and calculated value of paired t test was 11.5 with p value 0.00001 so p value is less than 0.05 level of significant which means null hypothesis rejected and there is impact of educational media on awareness regarding emergency helpline number among the people. **Conclusion:** Study concluded that age in year, occupation, Place of residence, type of family & education qualification were not found associated with knowledge of emergency helpline numbers at the significant level of 0.05.

**Keywords:** assess, impact, educational media, pamphlet, awareness, emergency helpline numbers, people

---

## **INTRODUCTION**

Today's age draws attention to an important concern for India: The emerging number of crimes in its lack of a common emergency number, similar to 911 in the USA, and 999 in the UK. While there are a number of existing emergency helplines like the 108 national helpline which provides emergency medical services free of cost, very few are aware of it. In addition to that, accidents and mishaps take place anywhere, and at any time, with survival rates dependent heavily on the response time of the emergency ambulance service, and how quickly the victim can receive assistance. While ambulances share most of the responsibility in this regard, the lack of a common number to call definitely increases the delay, leading to lives being lost. This brings to light the urgent need for a reliable, well-maintained,

centralized emergency services number that can instantly relay information to the relevant unit, be it the closest police station, fire department, or emergency ambulance service.

The presently accessible emergency phone numbers in India are still largely disorganized, and there is immense confusion regarding which number one should call for what purpose. For instance, a number of emergency helplines are operated by ZHL, including the 181 Police Helpline service in Punjab, the 104 medical advice helpline in Odisha, and the 1298 helpline for women and senior citizens in Mumbai, but there is a severe lack of awareness regarding the same. Additionally, the emergency number for the police is 100, but for traffic police, it's 103. Similarly, one can dial 102 for an emergency ambulance service, but 104 serves the same purpose, depending on the state one resides in. As such, there is widespread confusion and a general lack of awareness regarding the same. In addition to that, helplines like these are plagued by prank callers who not only misuse the service, but also end up jamming the lines at times of emergency, preventing genuine callers from getting through

### **NEED OF THE STUDY**

The COVID-19 pandemic, as other public emergencies and disasters, has led to a spike in gender-based violence. The increase is partly a result of women being forced into their homes with their perpetrators. Restrictions on movement imply that networks of support can no longer be utilized, including taking shelter at maternal homes or with friends. As a result, the United Nations Population Fund predicts a 20% rise in gender-based violence cases globally in 2020.<sup>4</sup>

Helpline numbers are available for round-the-clock counselling services (link is external) (for less serious cases), rescue missions(link is external) (for serious cases) and for the provision of shelter homes(link is external). Thousands of women have been using these services to seek help, and there are successful cases(link is external) of intervention. However, these measures may not be sufficient given the barriers to reporting that have resulted in gross underreporting(link is external). Lack of access to technology(link is external) and resources act as primary barriers in addition to intensified restrictions on movement.

Another concern was of capacity building among those responding to calls from survivors. Pitre clarified that most counsellors were trained for in-person visits, not remote counselling. With limited options for services to be provided, some counsellors were forced to ask women to visit them once the lockdown was over. She said that “only the immediate issues could be resolved – anxiety, listening to survivors’ problems, calming them down and assuring them that violence is not their fault. The more complex issues, such as informing them about their rights and where they can access resources, were more difficult.”

### **AIM OF THE STUDY:-**

“A study to assess the effectiveness of pamphlet regarding emergency helpline number on knowledge among the people ”.

### **METHODOLOGY:-**

**Research approach-** In this study Quantitative method research approach will be used for the study. **Research Design-** The research design selected for the project Quasi experimental design .(Pretest and Post test). **Research Setting-** The research will be conducted at selected areas of Pune city. **Sample-** The sample consisted of 200 samples. **Sampling Technique-** Non Probability Convenient sampling method. **Sample size-** was found to be 200 people using the formula. **Sampling Technique-** The approach of non-probability purposive sampling will be utilized. **Reliability-** The tools' reliability was evaluated using the test retest method. **Pilot Study-** Pilot study was done to assess the validity, clarity, and application of the current study methods, and it was determined to be practicable.

## RESULT:-

### Section 1:- Demographic Profile

Majority of 65% participants were in 20-30 years and 43% participants were 30-40 years of age group. Majority of 44% participants were having Private Service, 2.5% participants were self-employed 7% were having government Service and 4.5% were unemployed. Majority of 84.5% participants were from urban and 15.5% were from suburban. Majority of 57% participants were from Nuclear Family and 37.5% participants were from joint Family, 5.5% participants were from extended Family. Majority of 50.5% participants were under graduate and 20% participants were post graduate, 15.5% were secondary and 14% with primary education.

### Section II: finding related to knowledge of people regarding emergency helpline numbers.

**Table 1:** Pre-test finding related to knowledge of people regarding emergency helpline numbers.

**n=200**

Awareness	Frequency	Percentage	Mean	SD
Poor	42	21	10.8	2.95
Average	138	69		
Good	20	10		

Data presented in Table 1 shows that in pretest knowledge majority of 69% having average knowledge regarding emergency helpline numbers and 21% having poor knowledge regarding emergency helpline numbers and 10% having good knowledge.

### POST TEST FINDING ANALYSIS:

**Table 2:** Post-test finding related to knowledge of people regarding emergency helpline numbers.

**n=200**

Awareness	Frequency	Percentage	Mean	SD
Poor	11	5.5	14.5	3.31
Average	86	43		
Good	103	51.5		

Data presented in Table 2 shows that in post test knowledge majority of 51.5 % having Good knowledge regarding emergency helpline numbers and 43% having average knowledge & 5.5% having poor knowledge regarding emergency helpline numbers.

N=200

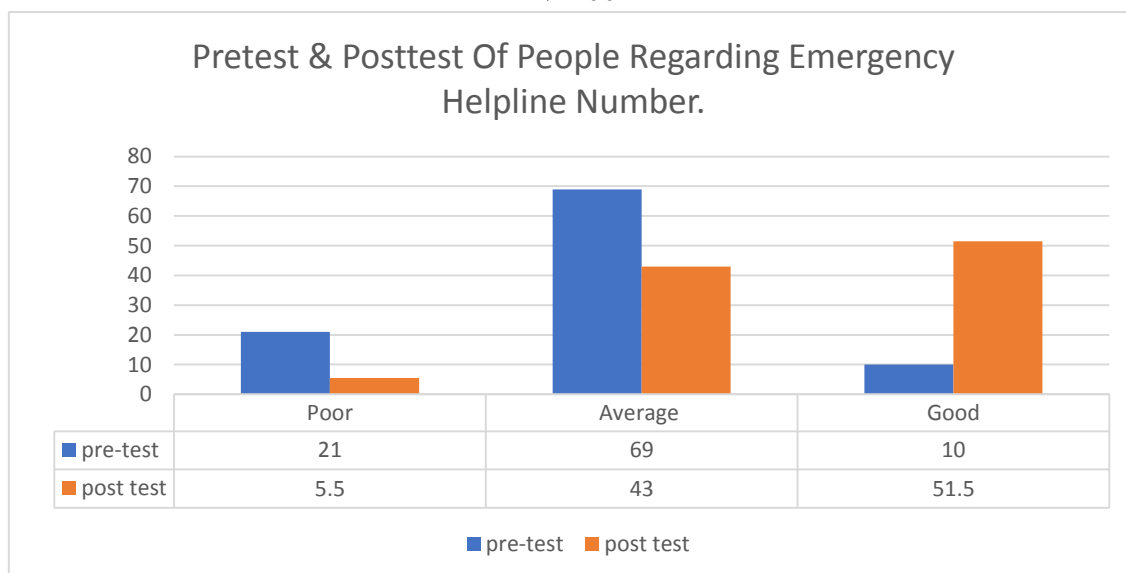


Figure 1: Pre-test & Post-test Of People Regarding Emergency Helpline Number

### Section III:

**Table 3-** finding related to the impact of educational media on awareness regarding emergency helpline number among the people.

n=200

Awareness	Mean	SD	DF	T test	P value	Remark
Pre test	10.8	2.95	199	11.5	0.00001	S
Post test	14.5	3.31				

**Table 3:** Depicts that mean score of Post test is 14.5 with sd of 3.31 which is more than pre test mean 10.8 with 2.95 SD and calculated value of paired t test was 11.5 with p value 0.00001 so p value is less than 0.05 level of significant which means null hypothesis rejected and there is impact of educational media on awareness regarding emergency helpline number among the people.

### Section IV

Age, occupation, residence, type of family & education qualification were not found associated with knowledge of emergency helpline numbers at the significant level of 0.05.

### DISCUSSION

The present study was undertaken assess the impact of educational media (pamphlet) on awareness regarding emergency helpline numbers among the people residing in selected urban areas of Pune city .

In this study Findings revealed that mean score of Post test is 14.5 with sd of 3.31 which is more than pre test mean 10.8 with 2.95 SD and calculated value of paired t test was 11.5 with

p value 0.00001 so p value is less than 0.05 level of significant which means null hypothesis rejected and there is impact of educational media on awareness regarding emergency helpline number among the people.

In similar study by Kopeć, G., Waligóra, M., Brózda, M., Jonas, K., Sarnecka, A et al conducted a study on single medical advice on emergency phone number knowledge in urban adult population. The study was conducted among participants of "Health, Alcohol and Psychosocial Factors in Eastern Europe" study. A total of 942 persons (aged 48-82 years) randomly selected from an urban population registry were interviewed and then instructed about the correct EN (the intervention group). The result shows that 498 (69.6%) participants at baseline and in 550 (76.8%) participants 12 months afterwards ( $p < 0.001$ ). At follow-up the knowledge of EN was higher by in intervention group than in controls (76.8% vs 70.6%,  $p = 0.02$ ). Factors associated with better educational effect were male sex (OR 1.49; 95% CI 1.04-2.1) and secondary or higher level of education (OR 1.44; 95% CI 1.08-1.91). the study concluded that a single instruction about the EN from a physician increases its long-term knowledge and should be offered during medical visits.

## **CONCLUSION**

The present study was undertaken assess the impact of educational media (pamphlet) on awareness regarding emergency helpline numbers among the people residing in selected urban areas of Pune city .

The result revealed that People are having good knowledge regarding emergency helpline number after post-test in Urban areas of Pune city.

There is no association Age in year, occupation, Place of residence, type of family & education qualification were not found associated with knowledge of emergency helpline numbers at the significant level of 0.05.

## **Recommendation:-**

Similar Study can be done in larger population.

## **Conflict of Interest:-**

The authors certify that they have no involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this paper.

## **Funding Source:-**

There is no funding Source for this study

## **Acknowledgement:**

Most sincerely convey our deep sense of gratitude to my colleagues for remarkable guidance and academic support during this study. At last we are grateful about the support and help we got throughout the research study from our principal and participants contribute to accomplishing the research study successfully.

## **REFERANCES**

1. *The urgent need for a unified emergency phone number in India.*

<https://www.zhl.org.in/blog/the-urgent-need-for-a-unified-emergency-phone-number-in-india/>

2. <https://en.wikipedia.org/wiki/Pamphlet#:~:text=A%20pamphlet%20is%20an%20unbound%20book%20%28t%20hat%20is%20C,at%20the%20crease%20to%20make%20a%20simple%20book.16> September 2022, at 17:30 (UTC).
3. Role Of Media In Environment Awareness. (2021, July 31). Edubirdie. Retrieved October 28, 2022, from <https://edubirdie.com/examples/role-of-media-in-environment-awareness/>
4. It's a planning type that focuses on the preparedness on most likely threats to occur based on their geographic location
5. Gandhar, Shivcharan. (2020). A study to assess the knowledge regarding care of low birth weight baby among mothers in selected hospitals of Pune city. 10.13140/RG.2.2.17802.90568.  
[https://www.researchgate.net/publication/342200449\\_A\\_study\\_to\\_assess\\_the\\_knowledge\\_regarding\\_care\\_of\\_low\\_birth\\_weight\\_baby\\_among\\_mothers\\_in\\_selected\\_hospitals\\_of\\_Pune\\_city/citation/downloadhttps://www.coursehero.com/file/72067818/emergency-and-disaster-nursingpdf/](https://www.researchgate.net/publication/342200449_A_study_to_assess_the_knowledge_regarding_care_of_low_birth_weight_baby_among_mothers_in_selected_hospitals_of_Pune_city/citation/downloadhttps://www.coursehero.com/file/72067818/emergency-and-disaster-nursingpdf/)
5. Ambika tondon, et al HOW HELPFUL ARE HELPLINE NUMBERS?  
26th February 2021  
<https://genderit.org/articles/how-helpful-are-helpline-numbers>
6. Shahla Momeni Danaei, et al 2016 on The impact of an educational pamphlet on the awareness of parents about 4–6-year-old children's oral habits and dento facial discrepancies. March 2016 Journal of Dental Research, Dental Clinics, Dental Prospects 10(1) DOI: 10.15171/joddd.2016.009
7. Bem, D. J. (2003). Writing the empirical journal article. In J. M. Darley, M. P. Zanna, & H. R. Roediger III (Eds.), *The complete academic: A practical guide for the beginning social scientist* (2nd ed.). Washington, DC: American Psychological Association.
8. Aveyard, H. (2010) *Doing a Literature Review in Health and Social Care: A Practical Guide*, 2nd edn. Maidenhead: Open University Press
9. Kamal, Anda & Songwathana, Praneed & Sae-Sia, Wipa. (2015). A comparative study of knowledge regarding emergency care during disaster between community health volunteers working in tsunami-affected and non-affected areas in Aceh Province, Indonesia. *Nurse Media: Journal of Nursing*. 4. 10.14710/nmjn.v4i2.8382.
10. Tang L, Zhang Y, Tian K, Xing D, Sun J, Qiu J. Knowledge, Perception, and Capacity Regarding Emergency Risk Communication: A Cross-Sectional Survey of 429 County Health Emergency Response Staff in Chongqing, China. *Disaster Medicine and Public Health Preparedness* 2016;10:536–7.
11. Kopeć, G., Waligóra, M., Brózda, M., Jonas, K., Sarnecka, A., Podolec, M., Sobień, B., Pająk, A., & Podolec, P. (2015). Effectiveness of single medical advice on emergency phone number knowledge in urban adult population--"Health, Alcohol and Psychosocial Factors in Eastern Europe" substudy. *Przegląd epidemiologiczny*, 69(3), 543–652.
12. Ellensen, E.N., Wisborg, T., Hunskaar, S. et al. Dispatch guideline adherence and response interval—a study of emergency medical calls in Norway. *BMC Emerg Med* 16, 40 (2016). <https://doi.org/10.1186/s12873-016-0105-2>
13. Berdowski, J., Beekhuis, F., Zwinderman, A. H., Tijssen, J. G., & Koster, R. W. (2009). Importance of the first link: description and recognition of an out-of-hospital cardiac arrest in an emergency call. *Circulation*, 119(15), 2096–2102. <https://doi.org/10.1161/CIRCULATIONAHA.108.768325>
14. Humer E, Pieh C, Probst T, Kisler IM, Schimböck W, Schadenhofer P. Telephone Emergency Service 142 (TelefonSeelsorge) during the COVID-19 Pandemic: Cross-Sectional Survey among Counselors in Austria. *Int J Environ Res Public Health*. 2021 Feb 24;18(5):2228. doi: 10.3390/ijerph18052228. PMID: 33668235; PMCID: PMC7967694.
15. Coveney, C. M., Pollock, K., Armstrong, S., & Moore, J. (2012). Callers' experiences of contacting a national suicide prevention helpline: report of an online survey. *Crisis*, 33(6), 313–324. <https://doi.org/10.1027/0227-5910/a000151>
16. Gandhar, Shivcharan & Deshmukh, Jaya. (2021). Knowledge, attitude, and practices regarding second waves of COVID-19: A cross-sectional study among rural population in India. 10.13140/RG.2.2.27870.36166.  
[https://www.researchgate.net/publication/353598760\\_Knowledge\\_attitude\\_and\\_practices\\_regarding\\_second\\_waves\\_of\\_COVID-19\\_A\\_crosssectional\\_study\\_among\\_rural\\_population\\_in\\_India/citation/download](https://www.researchgate.net/publication/353598760_Knowledge_attitude_and_practices_regarding_second_waves_of_COVID-19_A_crosssectional_study_among_rural_population_in_India/citation/download)

- 17.** OD, Omodara, and Adu EI. "Relevance of educational media and multimedia technology for effective service delivery in teaching and learning processes." *IOSR Journal of Research & Method in Education (IOSRJRME)* 4.2 (2014): 48-51.
- 18.** Nazari, Mohammad Reza, and Abu Hassan Hasbullah. "Radio as an educational media: Impact on agricultural development." *The journal of the South East Asia research centre for communication and humanities* 2 (2010): 13-20.
- 19.** Boyle, Tom. "Towards a theoretical base for educational multimedia design." *Journal of Interactive media in Education* 2002.2 (2002).
- 20.** Kalmus, Veronika. "What do pupils and textbooks do with each other?: Methodological problems of research on socialization through educational media." *Journal of Curriculum Studies* 36.4 (2004): 469-485.
- 21.** Ostrov, Jamie M., Douglas A. Gentile, and Adam D. Mullins. "Evaluating the effect of educational media exposure on aggression in early childhood." *Journal of Applied Developmental Psychology* 34.1 (2013): 38-44.
- 22.** Mythili, S., and E. Shalini. "A comparative study of smart phone emergency applications for disaster management." *International Research Journal of Engineering and Technology (IRJET)* 3.11 (2016): 392-395.