

Original Research Article

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Field Testing of Flipbook on Hygiene During Menstruation for its Comprehension by Rural Women

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ABSTRACT

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The study was conducted in randomly selected Girwapanchayatsamiti of Udaipur district of Rajasthan state with a sample of 50 rural women to field test flipbook for its comprehension by rural women. Findings revealed that Overall comprehension of flipbook was found to be very good with mean per cent score 93.12. The component wise comprehension in all ten components i.e. concept of menstruation, menstrual cycle, managing menstruation, products used during menstruation, benefits of Sanitary Napkins, availability of vending machine in schools and colleges, hygiene during menstruation, disposal of sanitary napkins, coping with stress and discomfort during menstruation and precautions during menstruation mean per cent scores ranged between 72-100. Thus, it could be concluded that the comprehension of flipbook was found to be good and the developed flipbook can be utilized by the various government, non-government and welfare organizations to generate awareness about the hygiene during menstruation among rural and tribal women.

Introduction

Menstruation is a normal physiological process indicating beginning of reproductive life but sometimes it is considered as unclean phenomenon in the Indian society. The issue of menstrual hygiene is inadequately acknowledged and has not received proper attention. Good hygienic practices, such as use of sanitary pads and adequate washing of the genital areas, are essential during menstruation period. Women and girls of reproductive age need access to clean and soft absorbent

sanitary products which in the long run protect their health from various infections. To this effect, the practice of good menstrual hygiene reduces the incidence of reproductive tract infection (RTI). Every year approximately 10 % of women worldwide are exposed to genital infections including urinary tract infections and bacterial vaginosis, and 75 % of women have a history of a genital infection. Specifically, the common risk factors for vaginal infections include pregnancy and poor hygiene. The women/girls should be educated about significance of menstruation and

development of secondary sexual characteristics, selection of sanitary menstrual absorbent and its proper disposal. In such conditions there is dearth of appropriate aid especially in the field of hygiene during menstruation with the specific features suited to the requirements and understanding level of the rural women which can be used as a ready reference by the functionaries of different organizations. Therefore, the present study was planned to field test flipbook for its comprehension by rural women.

Materials and Methods

The study was conducted in randomly selected Girwapanchayatsamiti of Udaipur district of Rajasthan state. A sample of 50 rural women was taken from randomly selected one village i.e. *Kanpur* of Girwapanchayatsamiti. One group post-test only design was used in which the respondents were exposed to the flipbook and immediately after exposure post test was conducted to know comprehension of the messages by the respondents. For collection of data personal interview technique was used.

Results and Discussion

Background information of the respondents

More than 40 per cent respondents were in the age group of 20-28 years, 30 per cent were in the age group of 29-37 and 25 per cent were of 38-45 years. Majority of the respondents (85%) belonged to other backward caste, 11 per cent respondents were from schedule tribe and rest of them (4%) belonged to general category. Majority of the respondents (91%) were married and only 9 per cent were unmarried. More than 40 per cent of the respondents were illiterate, 19 per cent of the respondents were educated upto high school, graduate and above (18%), upto middle school (10%) and rest of the respondents were educated primary upto school and can read

and write. Majority of the respondents (80%) had farming as their main family occupation. However, majority (67%) of the respondents had no subsidiary occupation while 33 per cent respondents had one subsidiary occupation. Similarly 20 per cent respondents were working as farm labourers. More than half of the respondents belonged to medium size family (5 to 8 members), 44 per cent respondents had small size family (51.67%) and only 1 per cent of the respondents had large family size consisting of more than 8 members.

Comprehension of messages through flipbook by rural women

The designed flipbook was field tested with clientele i.e. rural women for its comprehension so that necessary modification could be made accordingly. The flipbook contained fifteen flipcharts and focused on important messages related to hygiene during menstruation. The visuals are selected simple, bold and clear. The respondents were exposed to developed flipbook with an instructional approach by the investigator. In this, each flip chart of the flipbook was explained to them covering every visual and message in it. Then 15 minutes were given to recapitulate whatever the respondents understood from the flipbook. After this, each group of the rural women was again exposed to the entire flipbook without instructions. Immediately after exposure, information about comprehension of messages for each component of hygiene during menstruation was collected with the help of developed tool.

Overall comprehension

Data presented in Table 1 reveal that the overall comprehension of messages through flipbook was very good with mean per cent score 93.12. Similarly in all the components of hygiene during menstruation the

comprehension was found to be very good. Maximum scores were observed in the component 'products used during menstruation, benefits of sanitary napkin, ways to dispose the sanitary napkin, nutrition during menstruation and precautions during menstruation' (100MPS) and 'Coping stress and discomfort during menstruation' (96MPS) followed by 'hygiene during menstruation (95.33MPS)' and 'Problems during menstruation (94MPS). Lowest comprehension was observed in the component 'availability of vending machine (84MPS)', 'concept of menstruation (83MPS)' and 'managing menstruation (72 MPS). The reason for this might be most of respondents were illiterate and no knowledge about process of menstruation and availability of vending machine in schools and colleges.

Rathore *et al.*, (2005) inferred that the overall comprehension of key messages in the folder was excellent as messages related to what is poshak-supplementary ingredients of poshak, how to prepare poshak, method for preparation of poshak were comprehended by almost all the respondents while how much poshak to be given to the child, introduction and advantages of poshak were comprehended by 92.5-95 per cent respondents.

The results are in line with the findings of Sharma (2009) who conducted a study on “Designing and field testing of instructional material of entrepreneurship development for rural women”, and revealed that the overall comprehension of multimedia CD was found to be 95.6 per cent. The component wise comprehension in all nine components i.e. concept of entrepreneurship development, benefits of entrepreneurship development, traits of entrepreneur, realization of opportunity, obtaining training, consolidation of resources, starting production, marketing of the product and expansion of the unit mean percent scores ranged between 89.4-99.8. Overall comprehension of flip book was found to be very good with mean percent score 94.9.

A study by Jain (2017) on “Development and field-testing of a flipbook on ‘vegetables in diet’ for rural women”, revealed that the developed flipbook was rated in between good to excellent category by experts and the visual perception and comprehension of flip book by respondents were rated as very good and excellent, respectively. Thus, it could be concluded that the developed flipbook on ‘Vegetables in diet’ was excellent.

Table.1 Overall comprehension of messages through flipbook by the respondents

n=50

Components	Mean Percent Score
Concept of menstruation	83
Managing menstruation	72
Products used during menstruation	100
Benefits of sanitary napkin	100
Availability of vending machine	84
Hygiene during menstruation	95.33
Ways of disposal of sanitary napkin	100
Problems during menstruation	94
Coping with stress and discomfort during menstruation	96
Nutrition during menstruation	100
Precautions during menstruation	100
Overall comprehension	93.12

Table.2 Component wise comprehension of messages through flipbook by the respondents

n=50

S. No.	Components	f*	%
1.	Concept of menstruation	43	86
2.	Concept of menstruation cycle	43	86
3.	Managing menstruation	45	90
4.	Products used during menstruation		
	i. Use of sanitary pad and napkin	50	100
	ii. Use of clean cloth	50	100
5.	Benefits of sanitary napkin		
	i. Easily available	50	100
	ii. Easy playing	50	100
	iii. Easy to change	50	100
	iv. Easily ride a cycle	50	100
6.	Availability of vending machine	42	84
7.	Hygiene during menstruation		
	i. Use clean cloth	46	92
	ii. Change pads regularly	50	100
	iii. Wash hand, after changing the pad	50	100
	iv. Bathe regularly	50	100
	v. Keep genital clean	45	90
	vi. Keep the groin area clean	45	90
8.	Ways of disposal of sanitary napkin		
	i. Burying in deep pit	50	100
	ii. Burning	50	100
9.	Problems during menstruation		
	i. Pain in stomach and waist	50	100
	ii. Irritation	45	90
	iii. Untouchability	46	92
10.	Coping with stress and discomfort during menstruation	50	100
	i. By using hot water bag	46	92
	ii. By exercise and massage		
	Nutrition during menstruation		
	i. Cereals and pulses	50	100
	ii. Milk and milk products	50	100
	iii. Fruits and vegetables	50	100
	iv. Green leafy vegetables	50	100
	v. Fats and oil products	50	100
	vi. Jaggery and jaggery products	50	100
	Precautions during menstruation		
	i. Consult to doctor immediately in case of irregular and painful periods	50	100

*= Multiple response

Components wise comprehension

Perusal of Table 2 indicates that messages related to products used during menstruation, benefits of sanitary napkin, nutrition during menstruation, disposal of sanitary napkin and to precautions during menstruation were comprehended by cent percent respondents. Whereas 100 per cent respondents got the key message on 'Pain in stomach and waist' followed by 90-92 per cent of the respondents were able to comprehend the messages on 'untouchability' and 'irritation'. Majority of the respondents (92-100%) successfully comprehended the messages related to coping with stress and discomfort during menstruation i.e. by using hot water bag and by exercise and massage. Table further shows that messages related to hygiene during menstruation i.e. use clean cloth, change pads regularly, wash hand after changing the pad, bathe regularly, keep groin area clean and keep the groin area dry was very good as all the respondents (90-100%) comprehended all the messages correctly. However, with regard to message related to managing menstruation, 90 per cent respondents were comprehended. Whereas two messages related to concept of menstruation and menstruation cycle was comprehended by 86 per cent respondents and 84 per cent respondents got the key message on 'availability of vending machine in school and college' correctly.

Dudi and Singh (2008) reported that all the respondent had medium knowledge in all aspects of health and nutrition, after the exposure of flash card, flipbook and chart post test was conducted and found that respondents (60%) were in the category of medium knowledge with mean per cent score of 79.7 and 26 per cent respondents were in low knowledge category with mean per cent score of 57.3 while 14 per cent respondents were in high knowledge category in aspect of basics of foods and nutrition. Rowe and Llic

(2009) in a pilot survey on author attitudes and experiences about posters, reported that overall 62 per cent of participants agreed, or strongly agreed, with the statement that posters are a good medium for knowledge transfer in the teaching learning environment. The majority of participants believed that the visual aspect of an academic poster was more appealing to viewers than the text and subject content. Almost all of the participants (94%) believed that the imagery and composition of the poster (e.g. colours, figures) was the main factor in catching the viewer's attention.

Study by Rathore and Trikha (2009) revealed that use of simple language was reported by 89.45 per cent by the readers of Apna Patrawhere as 75.39 per cent readers reported less use of illustrations followed by appropriate number of technical words (66.80%), appropriate size of printing (85.15%), fair quality of printing (76.56%), attractive cover page (53.12%), less useful information (55.08%), interesting level of presentation (44.14%), less number of pages (69.14%) and up-to date information (53.94%).

Patil and Kadam (2013) reported that majority of the readers (85.89%) of Shetkari farm magazine reported that number of illustrations appeared in Shetkari farm magazine were sufficient in number. 86.66 per cent readers reported that understanding of illustrations provided for explanation were easy to understand. Majority of the respondents (88.34%) readers perceived that quality of illustrations were very good. About the usefulness of illustrations provided for explanations were perceived as very useful by more than half (52.50 %) readers of Shetkari farm magazine.

Thus, it could be concluded that the comprehension of flipbook was found to be good and the developed flipbook can be

utilized by the various government, non-government and welfare organizations to generate awareness about the hygiene during menstruation among rural and tribal women.

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