

# Effects of Anti-Polio Media Campaign on Knowledge Attitude and Proactive: A Case Study of District Vehari

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## ABSTRACT

Polio is a dangerous disease that can destroy the life of our young child and can make them disable for the whole life. In the war of eradicating polio, not only Pakistan but whole the world is fighting against this dangerous disease. In this way, awareness is necessary about this disease. The basic purpose of this research was to know about the awareness and Effects of Anti-Polio Media Campaign on Knowledge Attitude and Proactive. This study conducted in District Vehari and covered the rural and urban areas. The research was conducted on the methodology of survey and data was collected from (200) respondents. A comprehensive and easy to understand questionnaire was prepared by the researcher consisted on 21 close ended questions and 1 open ended question. Research study conducted under the light of “*Media Dependency Theory*”. To maintain the accuracy of results, SPSS software was used. The research concluded that media has strong effects on people especially electronic media regarding anti-polio campaign. Furthermore, study concluded that people satisfied with the role of media regarding anti-polio campaign and depends on media regarding any information and government utilize large number of funds on campaigns that is beneficial for the public in term of awareness, knowledge and motivation.

**Keywords:** Media, Awareness, Effects, Anti-Polio Campaign, District Vehari.

## Introduction

In the modern age, mass media played important role in educating and informing society about different social issues and have considered powerful tool of communication among masses. With the development of technology, scientific invention and popularity of mass media, information plays important role to bring social change and behavior in every society. Nobody can deny the importance by the power of communication and media. Communication affects the behavior of people and determine what they should like and what should they unlike. Communication affects what people which for and what they aspire to become. Communication shapes how people perform their daily lives, even their sexual behavior (Piotrow, 1997).

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Mass media have effects on audiences and many researches have been done on this issue. Researches belongs to mass media and society always explored the relationship between media and its viewers and have found that media have influence on its audiences more or less but compulsory in some ways (Taylor 1999).

As well as the question about health, everybody want to know about the information about health and want to find the ways to improve their health. For getting information media plays significant role for spreading information and curing the diseases. In social life every person discusses about health to his/her friend or family members. Most of the information about health they get from media and discuss to health experts to precessions or cure the disease well in time. In the modern era everybody is conscious about his life and health programs on mass media help them to change their health behavior (Piotrow, 1997).

In the last few decades, Pakistani government have given special attention to people's health and launched different health caring programs to eradicate different disease like hepatitis, sugar, T.B, family planning and polio etc. For this purpose, government choose the mass media for giving coverage at national level and aware the people about these diseases and informing people about curing of these diseases for the social development. Large amount of funds used for media campaign for public awareness about different diseases even today this process is still continue. The main drawback is that by using mass media for campaigns have not affected the people equally due to educational difference and not equally access to mass media. So, there is question that what are the basic hurdles for conveying message to the masses?

This study is conducted to know about the media anti-polio campaign and the response of people towards polio eradication. The study specially relates to electronic media (private TV channels) anti-polio campaign and its effects on knowledge attitude and proactive on people of Vehari district. In addition to know about the barriers in the effeteness' of anti-polio campaign. Sometimes, people have to face different types of problem like sometimes they cannot understand the message showed by the media and sometimes they have equally access to the electronic media. It is also reality that due to wrong rumors, people don't like to drink polio vaccine to their children. By keeping these views, this study is taken to know about the effect of anti-polio campaign on knowledge attitude and proactive of the people of District Vehari.

Basically, media campaign sometimes influence of someone beliefs and someone behavior and knowledge. In Pakistan, health campaigns are the primary part of development programs. Electronic media in Pakistan have so many TV channels that are communicating different health campaign especially related to population control and public health related issues. A large number of advertisements are seen in the term of signboards, banners on the reads and streets and posters in the public places. Not only this, but print media give special coverage in attractive manner to the respective issue. Whereas in any developing and developed countries, a large space is given to the health issues by the electronic media. UNICEF, WHO, Ministry of population and welfare and health department are the primary donors agencies. All these agencies are controlled by the government to serve the public related to their health. The basic issue was highlighted in the United Nations (UN) organization by introducing the program UNICEF. The basic purpose of the organization was to highlighting child related issue specially reference to their health production and education. A report by the UNICEF (2002) is that;

*"UNICEF has called the world's attention to the situation of children-to the many of them bruised by the operation of national societies and the global economy, to the ways in which they have suffered because of their parents poverty, to how their health has suffered through lack of food or immunization and their development through poor health, abuse and neglect and lack of education and has taken action to offset the damage (UNICEF, 2002)."*

The basic purpose of mass media campaign and donating large amount of fund is to convenes the people to adopt scientific behaviors for individual and collective benefits. In this way mass media plays

important role to educate people to get skills and necessary attitude for achieving healthy state for themselves, for their families and for the nation.

According to the report of UNICEF,

*“In 1990, the levels of immunization of the world summit were actually lower, at 73%, then was assumed at the time. Not only the summit goal of 90% coverage not be achieved, but the world as struggled to maintain about the same levels of coverage. Children in the poorest countries are the least protected by vaccines and regular immunization from dying before they are five years old and the gap is growing between these children and those in the industrialized world that have such life savers readily available (UNICEF 2002).”*

“The Global Polio Eradication Initiative is a shining model of how we can come together against a common enemy of mankind (United Nation Secretary General Kofi A. Annan).” According to his comments, in 1988 there were 350,000 polio cases whereas in 2003 this amount reduced 99% and have 784. According to the report of “Medical News Toady”, the children of 125 countries was effected by the polio but now polio has found only in three countries including, Nigeria, Afghanistan and Pakistan. Anyhow it is also reality that if even a single child remains infected with polio virus, the children of all over the world are at the risk of disease.

For this purpose, Pakistani government and donor’s organizations started plans to educate people about their health with the help of mass media. Government has launched “Health Education Cell” at National and Provincial level. These awareness programs bring changing minds of people towards healthy life. Health education through media has made possible to aware people at large scale for the eradication of polio virus. After fighting long time to polio “Global Polio Eradication Initiative” shown that even in poor countries polio is defeating.

Giving comments about polio eradication, the Co-Chair and President of Bill and Melinda Gates Foundation, Patty Stonesifer said that

*“Today, as a resurgence of polio threatens to roll back the amazing progress of the past 20 years, it is more important than ever that governments and donors support the final push to eradicate polio.”*

It is not only general observation but also is reality that major gap in knowledge attitude and practice (KAP) between the different classes of social groups of Pakistan, polio innovation exists in this country. Especially in northern areas, they is lack of information among people about polio and have no proper policy to convince the people to save their child to this disease. That’s why, there is alarming situation. Vicki Freimuth (1990) suggests so many options to overcome this problematic situation. He gives suggestions to educate people through different programs to improve reading skills and media literacy, effective media message. Most of the people relay on TV so this way can be more effective and other traditional ways can also be used like brochures, banners to inform the people. These are all community-based channels of communication (Martin 2003).

In this way in Pakistan mass media has vital role in spreading information regarding health issues and has been encouraged by successive government as a nation building strategy and have welcomed by the people. They have approach that media is a key of social development. Media is a part of daily life for majority of the population. “The importance of difference between media content and other sources of information about the world lies in the fact that our views of the world, and resulting actions, will be molded by our predominant source of information: the mass media (Shoemaker 1996).” Since 2002, the establishment of PEMRA, in Pakistan the race of private TV channels starts. As a result, the flow of information and awareness increases. Now, private TV channels are broadcasting 24 hours a day with latest updates. According to the survey of Gallup, near about 78% of total urban population watch TV, 13% are occasional viewers whereas 65% are regular viewers.

### ***What is Polio and its Prevention?***

Polio or Poliomyelitis is highly transmittable virus that can go ahead to paralysis, inhalation problems or even death. Media News Today defines polio as “The term poliomyelitis is from the Greek Polios meaning grey. ‘myelos’ referencing the spinal cord and it is meaning inflammation.” Polio can be classified into two types “Symptomatic or asymptomatic”. Near about 95% cases declare as “asymptomatic polio” whereas 4% to 8% cases declare “symptomatic polio”. “Symptomatic polio can be broken down further into a mild form called non-paralytic or abortive polio and a severe form called paralytic polio (Health News Today, 2012)”. Paralytic polio has serious effects and is not recoverable yet. The individual, affected with the paralytic polio generally end up with permanent paralysis. Polio is a big killer. According to the report of Bill and Melinda Gates Foundation and United Nations, till 2012, this virus has found in three countries includes Nigeria, Afghanistan and Pakistan.

According to Cruickshank *et al.*, (1973) The poliomyelitis is an RNA containing virus and is a sub type of Enterovirus. The virus is 27 nm in diameter; the virion is in the form of an icosahedron with 32 protein capsomeres, enclosing an RNA core which constitutes 25 to 30 percent of the particle. The only animals readily susceptible are the primates, though it has been possible to adapt some strain to grow in small rodents and chick embryo. Polio virus are most easily isolated and cultivated in vitro in tissue culture of monkey, primary human amnion or HELA cell.



Figure 1: *Polio effected child from a region of Pakistan*

Paralytic polio can be classified as;

***Spinal Polio:*** This type of polio attacks on motor neurons situated in spinal cord and causes paralysis in legs, arms and inhalation problems.

***Bulbar Polio:*** This type of polio effects on neurons that leads to taste, swallowing, vision, sight and breathing.

***Bulbo-Spinal Polio:*** The type of polio in which both Spinal and Bulbar virus are found is called Bulbo-Spinal polio.

The little effect of polio virus can cause fever, headache, vomiting and pain in arms and legs. Polio virus transmits from one person to another through mouth and usually this virus also spread with food and water containing human feces. This disease can be prevented through proper vaccination.



Figure 2: Vaccine process

### ***Why Electronic Media***

Electronic media is a major source of information and has widely access to public. There are near about 75 Pakistan TV channels that are working and spreading information in the country regarding different issues i.e., political, social, financial and health related information.

Today many households have several televisions spread around the house, perhaps in bedrooms as well as in the living room, maybe in the kitchen and in the cars as part of personal stereos. Part of the reason for this growth in hardware is that television set become increasingly cheap to by (Rayner, 2002).

According to the Gallup research, near about 78% of total population of Urban areas in Pakistan watch television. From that 13% viewers are occasional whereas 66% are regular viewers who watch television at least 4 days a week.

### ***Rationale of the Study***

Polio is old disease which has been affecting the people from a long time. The disease rooted thousand years back. This disease affect the children of 125 countries of the world but now endemic in only three countries Afghanistan, Nigeria and Pakistan. Polio is considering the second disease after smallpox. The basic purpose of this study is to know that why Pakistan is far behind to achieve the most favorable state of polio vaccination modernization.

### ***Statement of Problem***

The basic purpose of this study is to know about the role of Anti-Polio media campaign on knowledge, attitude and proactive of parents of different socio-economic status in District Vehari, Punjab Pakistan.

### ***Objective of the Study***

- To know about the knowledge and attitude of people about polio.
- To know about the role of media in spreading health campaign especially in the context of polio.
- To know about which medium is more important in educating people regarding polio.
- To know about the major reason for the presence of polio in Pakistan.
- To know about the effectiveness of media in providing awareness regarding polio immunization.
- To provide some recommendations to media channels for successful coverage of disease information.

## Literature Review

Khanzada *et al.* (2015) conducted research entitled “Community Response towards polio vaccination campaigns in Tehsil Takht E Nasrati of District Kark”. This study was conducted in District Kark Pakistan. The objectives of the study were to know about the opinion of the people about anti-polio campaign in the tribal areas. Survey methodology was used for data collection, the target public was the parents who have children aged less than five year. The respondents are living in the targeted areas from several decades and have knowledge about customs, beliefs, values and norms. The results show of their study that 85% respondents from the selected sample argued that the basic purpose of the polio vaccine is to eradicate the polio nothing else. Out of the selected sample, 22.5% respondents said the religious clerics negatively propagating the anti-polio vaccine whereas 77.5% respondents argued that religious clerics are not propagating anti polio vaccine. Furthermore, study concluded that people prefer to take polio vaccine to their child positively.

Curry *et al.*, (2014) conducted research entitled, “Assessing the Effectiveness of House-to-House Visits on Routine Oral Polio Immunization Completion and Tracking of Defaulters”. The basic aim of the study was to know about the growth rate of vaccination for eradication of polio. The data was collected with the methodology of cluster sampling by surveying of caretakers of children age between 12 to 23 months. The data was accessed the success of door to door visit on routine verbal polio vaccination completion. Logical regression analysis was applied to calculate the results. The results found that door to door visits of lead health workers are more useful for eradication of polio rather than other way and household child was fully vaccinated by health workers visits to homes. Children caregivers who remembered door to door visit were significantly and positively linked with custom polio vaccination campaign in Ethiopia, Angola and India.

Ali and Sack (2014) said in their article entitled, “Achieving a Polio Free World” that according to World Health Organization, spread of polio is emergency for public health at international level. The good news is that all countries are coordinating for stopping polio and making this world free from polio. The basic issue is to utilized limited resources to the specific areas where polio is widespread. Usually, these problems have seen in different areas of Nigeria where polio virus circulation is heavy.

John & Vashishtha (2013) conducted research entitled “Eradicating poliomyelitis: India’s journey from hyper endemic to polio-free status”. They stated that eliminating polio virus from India has been accepted in the world. After the 2011, there is sustained success and in 2014 India shall be certify as polio free country if no polio case found. In the early 1990’s India was hyper endemic for polio and 500 to 1000 children were getting paralyzed daily. Till 1979, by introducing oral polio vaccines and expanded immunization programs, this disease was not controlling. The basic reason was the low efficiency of polio vaccine. The transmission of polio virus controlled after sustained extraordinary efforts. After the 2004, anti-polio campaigns were conducted 10 times in a year and every child was traced and vaccinated by adopting the method of traced each point including transports, bus stops, railway stations etc. Polio eradication done in India different phases.

Glashan (2011) argue in his research entitled, “Designing communication strategies for polio eradication campaign: A Case Study” that lack of proper communication is major factor that is hindrance in polio eradication. The basic purpose of the study was to explores basic hurdles in eradicating polio. The study was conducted in “Maheshtala a city of South 24 Parganas under state of West Bengal in India”. He said that lack of proper communication presents in underdeveloped and developing countries due to different socio-economic societies and educational difference. Proper communication planning could be benefited instrument to eradicate polio. The study further explored that there is need of proper relations in community level. Moreover, message should be designed according to the knowledge level of community. In this way, opinion leaders can play important role to motivate people towards eradicating polio.



Axelsson (2012) stated in his research entitled “The Cutter incident and the development of a Swedish polio vaccine, 1952-1957” that in the modern science, for the eradication of polio, different polio vaccine have been made. He highlighted that how cutter incident affects Swedish science in 1950’s. In the history of polio vaccine making (IPV), Sweden was one of the few countries, a type of vaccine they never discarded. In his research, he highlights conflicting approach among medical science on one hand and public and media on the other hand. Most researchers of Sweden did not agree making vaccine method of Jonas Salk’s. After the cutter incident media present this vaccine making method more positively. In this way, Sweden polio vaccine become more popular and accepted by the world.

Ozohu-Suleiman (2010) conducted research entitled, “Media and interpersonal persuasions in the polio eradication campaign in northern Nigeria”. The basic aim of the study was to know about the influence of mass media campaign and interpersonal communication about polio and acceptance level of people Zaria Local government area “of the high-risk (WPV-endemic) area of northern Nigeria.” Their campaign conflict is also high. The data was collected by the method of survey. The data was collected from 10% of the total population from eight out of thirteen wards and response rate was 78.6%. The research concluded that different hindrances are still faced in polio eradication campaign in that area. Study further finds that interpersonal communication is more effective rather than mass media to convince the people to eradicate the polio. Contact with relatives and friends rated high influential interpersonal source and acceptance. The research explored that for polio eradication, interpersonal communication should be improved by applying strategies that will result positively for eradication of polio in northern Nigeria.

Ryman (2008) conducted research entitled “Too little but not too late: results of a literature review to improve routine immunisation programs in developing countries” he highlights different GPEI programs that uses house to house visit strategies. In this program, health workers and non-health workers both take apart and visited homes of defected children. They found that FVC increased in the percentage of 60% to 85%. In Mexico, that teams that visited homes found that FVC increased more in less than one year old children that leads to 21% to 77% five months control group where coverage minimally increased with 30% to 35%. Same kind of strategy have been successes in South Africa and Bangladesh where health workers visited targeted homes. It is found that in Bangladesh, 87% children voluntarily completed their recommended vaccination in observational study. In South Africa, 67% of children completed their dose of OPV by age of eight months.

Yahya (2006) wrote a worked paper entitled “Polio Vaccines-Difficult to swallow: The story of a controversy in Northern Nigeria”. She stated that poor health is the major reason of decreasing morality in children. Immunization and making health better is a difficult and complex strategy to enforce. For the success in immunization and for promotion of health, national plan and budget is necessary. Immunization campaign starts from global level that leads to local level. Anti-polio rumours are other threats that create hurdles in achieving goals. Her research was conducted in Nigeria where Muslim leaders boycott the polio vaccines. The Muslim leaders of Nigeria were objected that anti-polio vaccine contains the substance that is planning of western countries to reduce the population of Muslims. This research conducted on desk and survey to know about the controversy regarding polio vaccination in Nigeria. This study explored the role and responsibilities of national and global actors in implementing effective anti-polio campaign. The study concluded that boycott resulted heavy lose of economic and human terms.

Miller (2004) presented a research article entitled, “The polio vaccine: a critical assessment of its arcane history, efficacy, and long-term health-related consequences”. He said that polio is very dangerous disease the effect the child in early age. To eradicate this disease, there are two types of polio vaccines “inactivated and live”. In early 1950’s this vaccine was used to millions of people not only in USA but also in all over the world. The polio vaccine considered safe and more effective to control this dangerous disease. Polio vaccine is produced by monkey’s virus called SV 40. SV virus causes different types of cancer like bone cancer, brain tumors and lung cancer etc. SV 40 virus is transmitted usually through

sexual intercourse and from mother to child in the womb. A virus of monkeys (SIV) is closely related to virus of men called (HIV). Usually, this disease is called AIDS.

Butel (2000) discussed in his article entitled, “Simian 40, Poliovirus vaccine, and human cancer: research progress versus media and public interests” that early 1960’s millions of people were unintentionally showing to simian virus 40. This virus has been presented in monkey’s kidney. First time simian virus was discovered in 1960 and eradicated from polio virus vaccines. The basic aim of his research was to know about the current knowledge of virus among people through media campaign. This virus transfer through different ways. SV virus causes different human cancers. The research was conducted to evaluate the status of virus and media attention towards disease. The people response much more positively that there is need for vaccination as compare to past.

### ***Research Questions***

- 1) Do people have knowledge about polio?
- 2) Do media is playing significant role in creating awareness and motivating people about polio?
- 3) Do people are satisfied with the role of media about polio program?
- 4) Do electronic media is more effective among other types of media?

### ***Hypotheses***

**H 1:** It is more likely that people are satisfied with the polio campaign showed by the media.

**H 2:** It is more likely that media has positive impact on people regarding polio campaign.

**H3:** It is more likely that people give more importance to Anti-Polio media campaign to eradicate polio from the country.

### ***Theoretical Framework***

Theory can be defined as “it is a tentative explanation of any concept or idea invented to assist in understanding some small or large of the reality around us or the public in society”. In a particular condition, the theory gives the solution or path about any complex condition. Any theory can be checked by research process that it is valid or not. Not only this, but theory bound the researcher to narrow down the research remain to the point.

Kerlinger (1979) defines a theory as, “a set of interrelated constructs (variables), definitions and propositions that present a systematic view of phenomenon by specifying relations among variables, with the purpose of explaining natural phenomena.” Littlejohn & Foss (2008) define theory as “any organization set of concepts, explanation and principles of some aspects of human experience (Baran & Davis, 2009). “A group of related ideas that provides guidance to a research project or business endeavor (Business Dictionary, 2012).”

Basically, for the completion of any research, guideline is necessary. Theory gives the concepts of expected results. “A set of interrelated constructs (variables), definitions and propositions that present a systematic view of phenomenon by specifying relations among variables, with the purpose of explaining natural phenomena” (Kerlinger 1979). By using the specific methods of research, the researcher conducts the research by determining the perception of theory. Validation of theory can be checked by conducting research. Theory also forces the researcher to remain on track according to the topic of investigation. On the other hand, theory can be defined as “It is a tentative explanation of any concept or idea invented to assist in understanding some small or large of the reality around us or the public in society”.

According to nature and objectives, every research has some grounds usually known as theoretical framework. Theoretical framework identifies the relationship between the early conducted researches and current researches. It includes the interaction among the principals for investigative, the concepts, the research problems of the study discussed in the research.



Theory and any research have strong relation. Basic guideline is provided by theory on which rest of the research is conducted. Changes in life can effects the result of any research. A theory presented in early times may be rejected in the research conducted in the modern age. Each research testifies the theory for its validity. Research relies on theory and theory relies on research. Theory provides the basic building blocks to conduct the research. By using these steps, researchers conduct research and conclude results that theory on the basis, research is conducted is valid or not. For the present study, theoretical support is media dependency theory. Because, according to the media dependency theory, people depend on media regarding any issue.

## **Research Methodology**

The method through which the researcher completes the research is called research methodology. Research methodology includes the procedures to conduct research study. This is also called the plan of study. It is arrangement and approach of inquiry. Research methodology includes all the steps from writing research questions and hypothesis to conclude the final results. Different techniques are used to conduct the research. The methodology of the current study is survey.

### ***Survey Method***

For conducting research there are different methods. Choosing a research method is necessary for the researcher to know about the technique for conducting the research. For the current study, the researchers adopted the survey method to collect the data required to analyze. Survey method has verity of techniques to gather data by answering the questions. Questions may be asked orally like interview and the other way to collect the data is in written form. Questionnaire is the best way to collect data from widely spread areas. For the current research study, the researchers prepared a questionnaire for data collection.

### ***Universe of the Study***

Universe can be defined as “The population through which sample is to be taken.” Universe is the boundary of the geographical area on which research is to be conducted by taking sample. In other words universe can be defined as “Universe is the set of units that the researcher wants to explain”. The universe of the present study is District Vehari.

### ***Sample Size of the Study***

Usually for conducting a research, sampling is done to gather data easily. Sample is the representatives of those how are not selected. The sample of current study is married male and female aged from 25 to 50 years old. The sampling is done by the method of “available and convenience”. The sample size of the present study is 200 including males and females of Urban and Rural areas of district Vehari.

### ***Research Tool***

In survey method, different techniques are used to collect the data. For the present study, researchers prepared a comprehensive and easy to understand questionnaire so that respondent do not hesitate to give answers. Questionnaire consisted on 21 close ended questions and 1 open ended question. Questionnaire was sent to 10 examiners for pilot study. After the recommended suggestions, researchers re-organized the questionnaire. Questionnaire translated in to Urdu for the people so that they can easily understand and give answers easily. Questionnaire distributed among the Urban and rural areas of district Vehari.

### ***Data Analysis and Interpretation***

For maintain the accuracy, Statistical Package for Social Sciences (SPSS) software used for analyzing the results. Microsoft word, and excel also used for thesis writing and designing graphs. Data represented in tables and graphs. Researchers also interprets these results.

### Operationalization of Key Concepts

**Polio:** A disease that paralyze the person. It effects in early age usually less than 5 years of age.

**Awareness:** Information about any matter of concern. Have some knowledge about the issue.

**Media Campaign:** Source of technology through which message is disseminated to large spread masses. Usually media include TV, newspapers, internet etc.

### Data Interpretations

Table 1: *Respondents detail*

Sr. No.	Demographic Characteristics	Description of Characterizes	F	%
1	Gender	Male	160	80
		Female	40	20
		<b>Total</b>	<b>200</b>	<b>100</b>
2	Education	Below Matric	50	25
		Matric	12	6
		Intermediate	49	24.5
		Graduate	70	35
		Master	10	5
		Above master	9	4.5
		<b>Total</b>	<b>200</b>	<b>100</b>
3	Residence	Rural	45	22.5
		Urban	155	77.5
		<b>Total</b>	<b>200</b>	<b>100</b>
4	Children	One	21	10.5
		Two	57	28.5
		More than two	122	61
		<b>Total</b>	<b>200</b>	<b>100</b>

*Note:* As frequency table shows that 200 respondents fill the question residential of District Vehari. 160 males and 40 females filled the questionnaire. All respondents were married and have children. 50 respondents were below matric in qualification, 12 were matric pass, 49 were passed intermediate, 70 respondents have graduate degree, 10 respondents have master degree and 9 respondents have higher than master degree.

In the answer of the question about residence, 45 respondents said that they live in rural area and 155 respondents belong to Urban area of district Vehari. Furthermore, in the answer of the question about their children, 21 respondents said that they have one child, 57 said they have two Childs and 122 respondents said that they have more than two children.

Table 2: *Knowledge about Polio.*

Sr.	Questions	Responses	F	%
1	Have you heard about polio?	Yes	200	100.0
2	Do you know what the Polio is?	Yes	194	97.0
		No	6	3.0
3	If Yes, What the polio is?	Disease that paralyze the children	174	87.0
		Mentally weakness of children	6	3.0
		Body weakness of children	16	8.0

		Other	4	2.0
4	Can polio epidemic from one children to another?	Yes	40	20.0
		No	36	18.0
		Don't Know	124	62.0
5	Do you know what is the major reason of polio?	Dirty Water	94	47.0
		Pollution	30	15.0
		Dirty Food	36	18.0
		Don't Know	40	20.0
6	Have you seen any children affected from polio?	Yes	196	98.0
		No	4	2.0
7	If Yes, what you seen in that child?	Deformed Legs	192	96.0
		Deformed Feet	6	3.0
		Deformed Body	2	1.0
8	Do you know the purpose of Anti-Polio campaign?	Yes	188	94.0
		No	2	1.0
		To some Extent	10	5.0
9	Do Anti-Polio campaign is conducted in your area regularly?	Yes	198	99.0
		No	2	1.0
10	How much people give importance to Anti-Polio campaign?	Very Much	130	65.0
		Much	40	20.0
		Normal	20	10.0
		Less	6	3.0
		Very Less	4	2.0

Table 2 shows the respondents views about the knowledge of polio and campaign to eradicate it. Most of the respondents found aware about polio and media campaign to eradicate it from the country.

Table 3: *Media role in spreading awareness about polio.*

Sr.	Questions	Responses	F	%
1	From which source you get information/Knowledge about Polio?	Newspaper	40	20.0
		T.V.	70	35.0
		Radio	10	5.0
		Banners	20	10.0
		Broachers	10	5.0
		All	50	25.0
2	What do you think that which medium is more effective regarding polio campaign?	T.V.	90	45.0
		Newspaper	30	15.0
		Radio	10	5.0
		Banners	60	30.0
		Broachers	10	5.0
3	Do you think that media is playing important role in educating and motivating people towards polio eradication?	Yes	130	65.0
		No	10	5.0
		To some extent	60	30.0
4	Are you satisfied from the role of media regarding polio campaign?	Yes	160	80.0
		No	4	2.0
		To some extent	36	18.0
5	Media Anti-Polio campaign has positive impact on people.	Strongly Agree	114	57.0
		Agree	46	23.0
		Disagree	22	11.0
		Strongly Disagree	10	5.0

6	By media message, people prefer to take polio vaccine to their child.	Uncertain	8	4.0
		Strongly Agree	102	51.0
		Agree	62	31.0
		Disagree	12	6.0
		Strongly Disagree	14	7.0
7	People are satisfied with Anti-Polio campaign.	Uncertain	10	5.0
		Strongly Agree	106	53.0
		Agree	66	33.0
		Disagree	22	11.0
		Strongly Disagree	4	2.0
		Uncertain	2	1.0

Table 3 shows the most popular medium among the public to get information about polio and anti-polio campaign. People found satisfy from the media campaign to aware public about polio and to convince them vaccine their child to guard their child from polio

Table 4: *Public routine to tackle polio*

Sr	Questions	Responses	F	%
1	Do your child take polio vaccine regularly?	Yes	200	100.0
2	If Yes, then specify the reason.	To prevent from the disease	180	90.0
		For the cure of disease	4	2.0
		Because it is recommended	10	5.0
		It is necessary for the child health	6	3.0
3	Do you agree that childhood vaccination out weight polio risk?	Strongly Agree	154	77.0
		Agree	24	12.0
		Disagree	4	2.0
		Strongly Disagree	4	2.0
		Uncertain	14	7.0
4	Who makes most of the decisions related to your child's health care?	Myself	130	65.0
		Doctor	10	5.0
		Spouse/Husband	50	25.0
		Other	10	5.0

Table 4 shows the public practice to vaccine their child to secure from polio. Almost all the selected sample responded that they vaccine their child polio drops regularly and this is the only way to make secure their babes from this disease.

### ***Hypothesis 1 Test:***

Table 5: *Chi-Square Test*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	151.9E2 <sup>a</sup>	8	.000
Likelihood Ratio	183.766	8	.000
Linear-by-Linear Association	120.734	1	.000
N of Valid Cases	200		

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left( \frac{(O_i - e_i)^2}{e_i} \right) \text{ and under } H_0 \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 151.9

P-value = 0.000

According to hypothesis 1, it's more likely that people are pleased with the polio campaign that has been publicised. According to the population of district Vehari, the cross tabulation demonstrates the positive correlation between the qualities of the hypothesised hypothesis. To determine the significance of the relationship, the Chi-Square test is utilised. At the 5% level of significance, the significant relationship between the qualities is shown by the value of chi-square, which is 151.9, and the P-value for the test, which is 0.000.

### ***Hypothesis 2 Test:***

Table 6: *Chi-Square Tests*

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	414.0E2 <sup>a</sup>	16	.000
Likelihood Ratio	295.382	16	.000
Linear-by-Linear Association	174.397	1	.000
N of Valid Cases	200		

The likelihood of the second hypothesis—that media will help the fight against polio—is higher. The cross-tabulation reveals a correlation between the presumed hypothesis's qualities in favour. The Chi-Square test is used to determine whether an association is meaningful. At the 5% level of significance, the significant relationship between the qualities is shown by the chi-square value, which is 414.0, and the P-value for the test, which is 0.000.

### ***Hypothesis 3 Test:***

Table 7: *Chi-Square Tests*

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	454.6E2 <sup>a</sup>	16	.000
Likelihood Ratio	290.772	16	.000
Linear-by-Linear Association	170.254	1	.000
N of Valid Cases	200		

The third hypothesis indicates that it is more possible that people give the anti-polio media effort, which aims to abolish the disease, more priority. The cross tabulation demonstrates the strong correlation between the assumed hypothesis's qualities. The Chi-Square test is used to determine whether an association is meaningful. At the 5% level of significance, the significant relationship between the qualities is shown by the value of chi-square, which is 454.6, and the P-value for the test, which is 0.000.

## **Discussion**

The present study examined the research topic entitled “Effects of Anti-Polio Media Campaign on Knowledge Attitude and Proactive”. Polio is a dangerous disease that is still sign of danger for the children of all over the world. Now, this disease has controlled in most of the countries and in few

counties, this disease is remaining. Unfortunately, Pakistan is one of them where the polio has not eradicated completely. There are so many reasons behind this. To aware and convince people about any issue or disease, mass is used. To know about the anti-polio media campaign on knowledge attitude and proactive, the researcher conducted a research study in District Vehari that one of the important district of southern Punjab Pakistan.

To conclude the results of research questions, the researcher asked the relevant questions to the respondents that “Have you heard about polio?” The result shows that 100% respondents said that “YES” they have heard about the polio and have knowledge that polio is disease. Hence all of the respondents agree with the statement and said “YES” they heard about polio and have knowledge about polio. The researcher asked another relevant question that “Do you know what is Polio is?” According to the gathered data, 97% respondents argued that “YES” they know what the polio is, whereas 3% respondents stated that they “NO” they not know about the polio that what it is. Hence majority of the respondents said that they know what the polio is. Mean score is 1.03. Furthermore, the researcher asked another relevant question that “If yes, what the polio is?” according to the gathered data, 87% respondents from the sample size argued that polio is a disease that paralyze the children. 3% respondents said that polio is disease that creates mentally weakness in the children. Moreover, 8% respondents argued that due to polio body of the children become weak, whereas according to 2% respondent’s polio creates other disturbance rather than above categories. Hence, majority of the respondents said that polio is a disease that paralyzes the children. Mean score is 1.25. Not only this, but the researcher asked another question to his respondents that “Do you know what is the major reason of polio?” The result shows that 47% respondents argued that major reason of polio is dirty water. 15% respondents said that pollution is the major reason of polio. 18% respondents argued that dirty food is the major reason of polio whereas 20% respondents argued that they don’t know that what is the major reason of polio? Hence, majority of the respondents argued that the dirty water is the major reason of polio.

To know about the results of research question, the researcher asked the relevant question to respondents that “Do you think that media is playing significant role in education and motive the people towards polio eradication?” the gathered result showed that 65% said “YES” media is playing important role in education people about immunization and awareness about the polio. On the other hand, 5.0% respondents said that “NO” media has no significant role in motivating people towards immunization. According to them, media have no power to convince the message effectively. Whereas 30.0% respondents of the sample size argued that media is educating people towards immunization but to some extent. Hence most of the respondents support the media. The researcher asked another relevant question that “what do you think that which medium is more effective regarding polio campaign?” results showed that, 45% respondents argued that TV is more effective medium regarding polio campaign. 15% respondents said that newspaper is more effective medium. 5% respondents argued that radio is more effective medium. 30% respondents said that banners are more effective medium regarding polio campaign. Whereas 5% respondents said that brochures are more effective medium regarding polio campaign. Hence majority of the respondents selected from sample size argued that TV is more effective medium regarding polio campaign.

To know about the satisfaction of people about media performance about polio campaign, the researcher asked the relevant question to respondents that “Are you satisfied from the role of media regarding polio campaign?” According to the results, 80% respondents from the selected sample argued that they are satisfied from the role of media regarding polio campaign. 2% respondents argued that they are not satisfied from the role of media regarding polio campaign. Whereas 18% respondents said that they are satisfied from the role of media but to some extent. Hence majority of the respondents argued that they are satisfied from the role of media. Mean score is 1.38.

Furthermore, the researcher asked another relevant question to respondents that “people are satisfied with Anti-polio campaign?” the results showed that 53.0% respondents strongly agreed and said that they are satisfied with media campaign regarding polio. 33% respondents agreed with the statement said that they

are satisfied with the polio campaign 11% respondents disagreed with the statement. 2% respondents from the sample strongly disagreed with the statement and 1% respondents argued that they have no idea about this statement. Hence most of the respondents strongly agreed with the statement. Mean score is 1.65.

Media is a broad term that includes print, electronic and internet. To know about the answer of the research question, the researcher asked the relevant question to the respondents that “What do you think that which medium is more effective regarding polio campaign?” According to the gathered that, 45% respondents argued that TV is more effective medium regarding polio campaign. 15% respondents said that newspaper is more effective medium. 5% respondents argued that radio is more effective medium. 30% respondents said that banners are more effective medium regarding polio campaign. Whereas 5% respondents said that brochures are more effective medium regarding polio campaign. Hence majority of the respondents selected from sample size argued that TV is more effective medium regarding polio campaign. Mean score is 2.35. Furthermore the researcher asked another relevant question that “From which source you get information/knowledge about polio?” According to the gathered data, 20% respondents from the sample size argued that they get information regarding polio from newspaper. 35% respondents said that they get information through TV. 5% respondents said that they get information through radio. 10% respondents said that they get information through banners. 5% respondents argued that they get information through brochures whereas 25% respondents said they get information from all of these sources regarding polio. Hence most of the respondents said they get information through TV. Mean score is 3.20.

To test the hypothesis “It is more likely that people are satisfied with the polio campaign showed by the media” the researcher checked the results of hypothesis by applying chi-square test. Based on the population of district Vehari, the cross tabulation revealed a significant positive correlation between the attributes of the hypothesised hypothesis. To determine the significance of the relationship, the Chi-Square test is utilised. At the 5% level of significance, the significant relationship between the qualities is shown by the value of chi-square, which is 151.9, and the P-value for the test, which is 0.000. So it is concluded that hypothesis “It is more likely that people are satisfied with the polio campaign showed by the media” is true.

To test the hypothesis “It is more likely that media has positive impact on people regarding polio campaign.” The researcher used chi-square test for check association among the attributes. The cross-tabulation revealed a strong correlation between the presumed hypothesis's features. The Chi-Square test is used to determine whether an association is meaningful. At the 5% level of significance, the significant relationship between the qualities is shown by the chi-square value, which is 414.0, and the P-value for the test, which is 0.000. So, the hypothesis “It is more likely that media has positive impact on people regarding polio campaign” is true.

The hypothesis 3 “it is more likely that people give more importance to Anti-Polio media campaign to eradicate polio from the country”. The cross tabulation demonstrates the strong correlation between the assumed hypothesis's qualities. The Chi-Square test is used to determine whether an association is meaningful. At the 5% level of significance, the significant relationship between the qualities is shown by the value of chi-square, which is 454.6, and the P-value for the test, which is 0.000. So, the hypothesis “it is more likely that people give more importance to Anti-Polio media campaign to eradicate polio from the country” is true.

## **Conclusion**

The study concluded that media anti-polio campaign has strong effects on knowledge and attitude of people. In the present age, near about all of the people rely on media regarding any information. Most of the people watch TV regularly. Due to this reason TV has more effective way for awareness, spreading information and motivation. The research concluded that majority of the people have knowledge about polio and this is because of mass media. Some people admitted that they get knowledge about polio form



media especially electronic media, some of them that was resident of urban areas and educated, argued that media and government has done strong efforts to eradicate this dangerous disease. Few people said that they get knowledge about polio from peer friends and health workers.

The study concluded that people are aware that it is polio eradication program and is necessary that every child less than five years should drink the polio eradicating vaccine. Parents take every step in look after their child's health. Father and mother both make decisions about their child health. In this situation, education and awareness take more important part. All of the parents agreed that they drink polio vaccines to their child regularly as per recommendations. Some of the parents argued that they have some reservations regarding polio vaccine but still they prefer to drink vaccines to their child regularly because the immunization is necessary for the long life of their children.

By examining the governmental role, study concluded that majority of the people are satisfied by the governmental program to eradicate polio. Government has allocated a large fund on health issues. Governmental campaign is being done at every level from TV messages to brochures and health workers. But some people complained that in rural areas polio teams cannot visit home to home and usually they make a camp and announce in the areas to come there and drink the polio drops. Sometimes this situation create difficult situation for the parents. They said that in rural areas there are not such facilities that are in urban areas.

By concluding the results, the research showed that anti-polio campaign showed by the media has strong effects on knowledge and attitudes. Majority of the people said that they are satisfied from the role of media regarding spreading message and motivation among the mass related to the polio. In this motivation, electronic media has a strong efforts and effects.

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Authors have no conflict of interest.

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