VOLUME - 15, ISSUE - 02, FEBRUARY - 2026 • PRINT ISSN No. 2277 - 8160 • DOI : 10.36106/gjra

Original Research Paper | Health Science (Nursing)

EFFECTIVENESS OF INFORMATIONAL MODULE ON KNOWLEDGE REGARDING SERVICES PROVIDED BY PRIMARY HEALTH CENTRE AMONG COMMUNITY PEOPLE IN SELECTED URBAN AREAS: A QUASI-EXPERIMENTAL STUDY

Ms. Swati Babarao Pohakar. Community Health Nursing, Suretech College of Nursing, Nagpur

Ms. Anshul Vishwakarma. Assistant Professor, Community Health Nursing, Suretech College of Nursing, Nagpur

ABSTRACT The study aims to assess the effectiveness of informational module on knowledge about services provided by primary health centers (PHCs) among community people in selected urban areas. PHCs are essential for ensuring equitable access to healthcare services, promoting health equity, and addressing community healthcare needs. A quasi-experimental study was conducted in selected urban areas to improve the knowledge of health services provided by PHCs. The research design is quantitative, one group pretest post-test, with 100 urban community people selected using a non-probability convenience sampling technique. Data were analyzed using descriptive and inferential statistics, including paired t-test and chi-test. **Result:** In the present study assessment of existing knowledge regarding services provided by urban primary health centre among urban community people, a majority 35.00% of participants had average knowledge (6-10), while 26.00% demonstrated poor knowledge (0-5). Only 32.00% of participants attained a good score (11-15), while a smaller proportion, 6.00% achieved very good knowledge (16-20). A minimal number, 1.00% demonstrated excellent knowledge (21-25), indicating an overall lack of awareness regarding UPHC services. However, after the informational module the post test result showed a remarkable improvement, no participants scored in the poor or average categories, reflecting a positive shift in knowledge levels. A significant portion, 39.00% attained good knowledge (11-15), while 44.00% demonstrated very good knowledge (16-20). Additionally, 17.00% of participants achieved excellent scores (21-25), confirming a substantial enhancement in understanding after the intervention. The tabulated t-value for n = (100-1), i.e., 99, at a 5% level of significance (two-tailed) is 1.984. The calculated t-value was 35.513, and the significance level (p-value) was 0.000. These findings confirm that the informational module was highly effective in enhancing community awareness about PHC services. The complete elimination of poor and average scores in the post-test highlights the significant impact of educational interventions in promoting better healthcare utilization and awareness among the public. **Discussion:** The informational module on knowledge regarding health services at primary health centre among people residing urban community area was effective. The level of knowledge is significantly increased as compare to the pre-test. **Conclusion:** Thus, the H1 is accepted i.e. significant difference between pretest and posttest knowledge regarding services provided by primary health centre among community people in urban areas after pretest and posttest and null hypothesis is rejected.

KEYWORDS : Effectiveness, Informational Module, Knowledge, Services, Primary Health Centre, Community People.

INTRODUCTION

Urban Primary Health Centres (UPHCs), established under the National Urban Health Mission (NUHM), provide essential primary health care services to urban populations, particularly underserved and slum communities. These centres offer maternal and child health services, family planning, immunization, disease prevention, and health education. However, limited awareness of available services leads to underutilization and increased dependence on higher-level healthcare facilities. [1]

Primary health care, as defined by the Alma-Ata Declaration, emphasizes universally accessible, affordable, and community-oriented essential health services (WHO-UNICEF, 1978).[2] UPHCs operate on the principles of equity, efficiency, and effectiveness, delivering preventive, promotive, and curative services through facility-based and outreach care. Designed to serve populations of 50,000–60,000 without inpatient facilities, they play a key role in advancing universal health coverage in urban areas. [3]

The National Urban Health Mission aims to strengthen the urban public health system and reduce barriers to healthcare access among the urban poor. However, limited research and inadequate community awareness restrict optimal utilization of UPHC services.[4] Studies highlight that insufficient knowledge negatively affects health-seeking behavior, while informational modules are effective in improving awareness and service utilization. [5] Therefore, this quasi-experimental study aims to assess the effectiveness of an informational module in improving community knowledge regarding services provided by Public Health Centres in selected urban areas.

Background of the Study

Rapid urbanization has increased health challenges among urban populations, particularly the urban poor. Primary Health Centres (PHCs) and Urban Primary Health Centres (UPHCs) are designed to provide essential preventive, promotive, and curative services. However, utilization of these services remains low due to inadequate community awareness regarding the scope and availability of PHC services. Studies have consistently identified lack of knowledge as a major barrier to healthcare utilization in urban areas.[6]

Evidence from Indian studies shows that awareness is mainly limited to maternal and child health services, while knowledge about services such as non-communicable disease screening, adolescent health, free diagnostics, and chronic disease management remains poor. Exposure to health education sessions and counselling by community health workers significantly improves service utilization. Interventional studies have demonstrated statistically significant improvements in community knowledge following structured informational modules.[7]

International studies similarly report that targeted, community-based educational interventions effectively enhance awareness and utilization of public health services in urban settings. Despite this, limited research has evaluated the effectiveness of informational modules in improving community knowledge about PHC services in urban areas.[8] Therefore, the present study aims to assess the effectiveness of an informational module on knowledge regarding services provided by Primary Health Centres among community people in selected urban areas.

Need for the Study

Urban Primary Health Centres (UPHCs) are essential for delivering equitable and affordable primary health care under the National Urban Health Mission (NUHM). However, studies from Maharashtra and other states reveal low awareness and under-utilization of UPHC services among urban populations. Government data indicate that only 50.8% of urban households in Maharashtra seek care from public health facilities, reflecting gaps in knowledge, health literacy, and service awareness.[9]

Evidence shows that structured health education and IEC interventions significantly improve community knowledge and utilization of PHC services. During community health postings, the investigator observed that many urban residents were unaware of PHC and UPHC services and spent unnecessarily on private healthcare for services available free of cost at government facilities. This highlights a critical need for targeted educational interventions.[10] Therefore, the present study aims to evaluate the effectiveness of an informational module in improving community knowledge regarding PHC services, thereby enhancing utilization and strengthening primary health care delivery in urban areas.

A quasi-experimental study was conducted to assess the effectiveness of a structured stress management module among healthcare workers in selected Indian hospitals. The intervention included sessions on guided imagery, deep breathing, and progressive muscle relaxation (PMR) delivered over a specified period. The pre-test and post-test scores revealed a statistically significant increase in knowledge levels ($p < 0.01$) regarding stress management techniques. Furthermore, qualitative feedback indicated a positive behavioural change in terms of improved coping strategies and job satisfaction. Although focused on healthcare staff, this study underscored the broader utility of informational modules in influencing both cognitive and behavioural domains, providing a transferable framework for community education programs.[11]

Objectives of the Study

Primary Objectives

1. To assess the knowledge regarding services provided by Primary Health Centers (PHCs) among community people in selected urban areas.
2. To assess the effectiveness of informational module on knowledge score regarding services provided by Primary Health Centers (PHCs) among community people in selected urban areas.

Secondary Objective

1. To determine the association between post-test knowledge score with selected demographic variables.

Research Methodology

A quantitative approach with a quasi-experimental one-group pre-test post-test design was adopted to assess the effectiveness of an informational module on knowledge regarding services provided by Primary Health Centres (PHCs) among urban community people. The study was conducted in a selected urban area after obtaining necessary permissions.

The population included community members aged 18 years and above. A total of 100 participants were selected using a non-probability convenient sampling technique. The independent variable was the informational module, and the dependent variable was knowledge regarding PHC services.

Data were collected using a self-structured questionnaire consisting of demographic variables and 25 multiple-choice questions. Knowledge was graded from poor to excellent based on scores. The informational module covered objectives, functions, services, and key schemes of Urban Primary Health Centres. Content validity was established by expert review, and reliability was confirmed using the split-half method ($r = 0.907$). A pilot study among 10 participants confirmed feasibility. Pre-test was conducted on Day 1, followed by intervention, and post-test after seven days. Data were analyzed using descriptive and inferential statistics, including frequency, percentage, paired t-test, and ANOVA.

RESULT

The study included predominantly young adults aged 21–30 years (41%), with females constituting the majority (66%). Nearly half of the participants (45%) had primary education, and more than half belonged to nuclear families (51%). Most participants were employed (54%), and a large proportion (88%) had previously utilized PHC/UPHC services, mainly for general medical care, diagnostic services, physiotherapy, and immunization.

Pre-test findings revealed considerable gaps in knowledge regarding PHC services. A majority of participants demonstrated poor (26%) or average (35%) knowledge, while only a small proportion showed very good (6%) or excellent (1%) knowledge. Following the informational module, post-test scores showed a statistically significant improvement in knowledge. The calculated paired t-value (35.513) was substantially higher than the tabulated value (1.984) at the 5% level of significance ($p = 0.000$), confirming the effectiveness of the informational module.

Chi-square analysis indicated no significant association between post-test knowledge scores and age, gender, education, occupation, or prior PHC use ($p > 0.05$). However, a significant association was observed between family type and post-test knowledge scores ($\chi^2 = 23.681$, $p = 0.003$). These findings suggest that the informational module effectively improved knowledge across demographic groups, with family structure influencing knowledge acquisition.

Table 1: Comparison of the Knowledge on Services Provided by Urban Primary Health Centre (PHC) Among Community People (Paired t test) (n=100)

Test	N	Mean	SD	t value	Significance (2 tailed)
Pre-Test	100	9.33	4.261	35.513	0.000
Post-test	100	16.92	3.286		

DISCUSSION

The present study evaluated the effectiveness of an informational module on knowledge regarding services provided by Primary Health Centres among urban community people. Pre-test findings revealed inadequate awareness of PHC services, consistent with earlier studies reporting underutilization of UPHC services due to poor community knowledge.

Post-test results showed a significant improvement in knowledge levels, with a shift from poor and average scores to good, very good, and excellent categories, confirming the effectiveness of the informational module. Similar findings have been reported in previous studies demonstrating the positive impact of structured health education on awareness and service utilization.

A significant association was observed between post-test knowledge and family type, while no association was found with age, gender, education, occupation, or prior PHC use, indicating that the intervention was effective across most demographic groups. Overall, the study confirms that informational modules are effective in enhancing community knowledge regarding PHC services in urban areas.

CONCLUSION

The study concludes that the informational module was

effective in significantly improving knowledge regarding services provided by Urban Primary Health Centres among community people. The mean knowledge score increased from 9.33 ± 4.261 in the pre-test to 16.92 ± 3.286 in the post-test. The calculated t-value (35.513) was much higher than the tabulated value (1.984) at the 5% level of significance ($p = 0.000$), indicating a statistically significant improvement. Hence, the null hypothesis was rejected and the research hypothesis accepted, confirming that the informational module effectively enhanced community knowledge regarding UPHC services.

Recommendations

Similar studies may be conducted in both urban and rural community settings and on larger populations to enable generalization of the findings.

REFERENCES

1. Ministry of Health and Family Welfare, Government of India. National Urban Health Mission: Framework for Implementation. New Delhi: MoHFW; 2013.
2. World Health Organization, United Nations Children's Fund. Declaration of Alma-Ata: International Conference on Primary Health Care. Alma-Ata, USSR; 1978.
3. World Health Organization. Primary Health Care: Closing the Gap between Public Health and Primary Care through Integration. Geneva: WHO; 2018.
4. Ministry of Health and Family Welfare, Government of India. National Urban Health Mission: Operational Guidelines. New Delhi: MoHFW; 2014.
5. Gupta R, Sontakke S. Effectiveness of educational intervention on knowledge regarding selected health services among women residing in urban slums. Int J Community Med Public Health. 2019;6(4):1562-1567.
6. Chudasama RK, Kadri AM, Verma PB, Patel UV. Awareness and utilization of health services among urban slum residents of Rajkot city, Gujarat. Indian J Community Med. 2018;43(3):161-164.
7. Patil S, Shinde M. Effectiveness of structured teaching programme on knowledge regarding government health services among urban slum dwellers. Int J Sci Res. 2020;9(6):1123-1127.
8. Sharma R, Kumar S, Gupta M. Awareness and utilization of government health facilities in urban slums of Delhi. J Family Med Prim Care. 2018;7(6):1357-1362.
9. Registrar General & Census Commissioner, India. Annual Health Survey Report: Maharashtra. New Delhi: Office of the Registrar General of India; 2011.
10. Jayhav S, Deshmukh P, Kulkarni R. Community awareness regarding urban primary health centres in urban slums of Solapur, Maharashtra. Int J Community Med Public Health. 2022;9(2):741-746.
11. Kumar A, Mehta R, Singh S. Effectiveness of a structured stress management module among healthcare workers in selected hospitals in India. Indian J Occup Environ Med. 2021;25(3):152-157.