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**Evaluation the impact of mass media campaign on women's intention to mode of delivery****Nahid Akbari**

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**Aim:** The aim of this study is to evaluate the effectiveness of pre- and post-media campaign intervention to improve women's knowledge, attitude and intention to NVD.

**Method:** This study was designed pre- and post-campaign evaluation. 37 public and private maternity care randomly selected from five areas of north, west, south, east and center in Tehran using multi-stage cluster sampling. 702 eligible pregnant women who attended to maternity care randomly participated in this study. The 'No to unnecessary CS delivery' mass media ran in July of 2015 for ten days and consisted of a daily 100 s television advertising with supporting print advertisements. Women's knowledge about the benefits of NVD and risk of CS delivery, attitude and intentions towards mode of delivery was compared between baseline and post-intervention.

**Result:** There was a significant increase in the proportion of pregnant women who knew the benefit of NVD and the complication of elected CS delivery from baseline to post-intervention (P value=0.008). Also, there was a significant higher knowledge score was shown among respondents who viewed the media campaign than among who did not viewed it (P value=0.041). A more positive attitude towards NVD delivery was indicated from baseline to post-campaign (P value=0.05). Also, there were a significant increasing attitude to NVD between respondents who were viewed and those who did not. In regard to behavioral intention on NVD, there was a significant increase in behavioral intention to have NVD between respondents who seen the campaign and those who did not (P value=0.002).

**Conclusion:** Results show a public mass media campaign improve pregnant women's knowledge, attitude and intention towards NVD. However, long-term media interventions with normalizing birth programs might be more effective to change intention to CS delivery especially in a culture where the potential risk of elected CS delivery have been overshadowed by obstetrics and social pressure.

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