

## Abstract

Healthcare information is disseminated in rural community through various public programs that include but not limited to Mass media, Print media, Lectures in communities and Performing arts such as songs and dance.

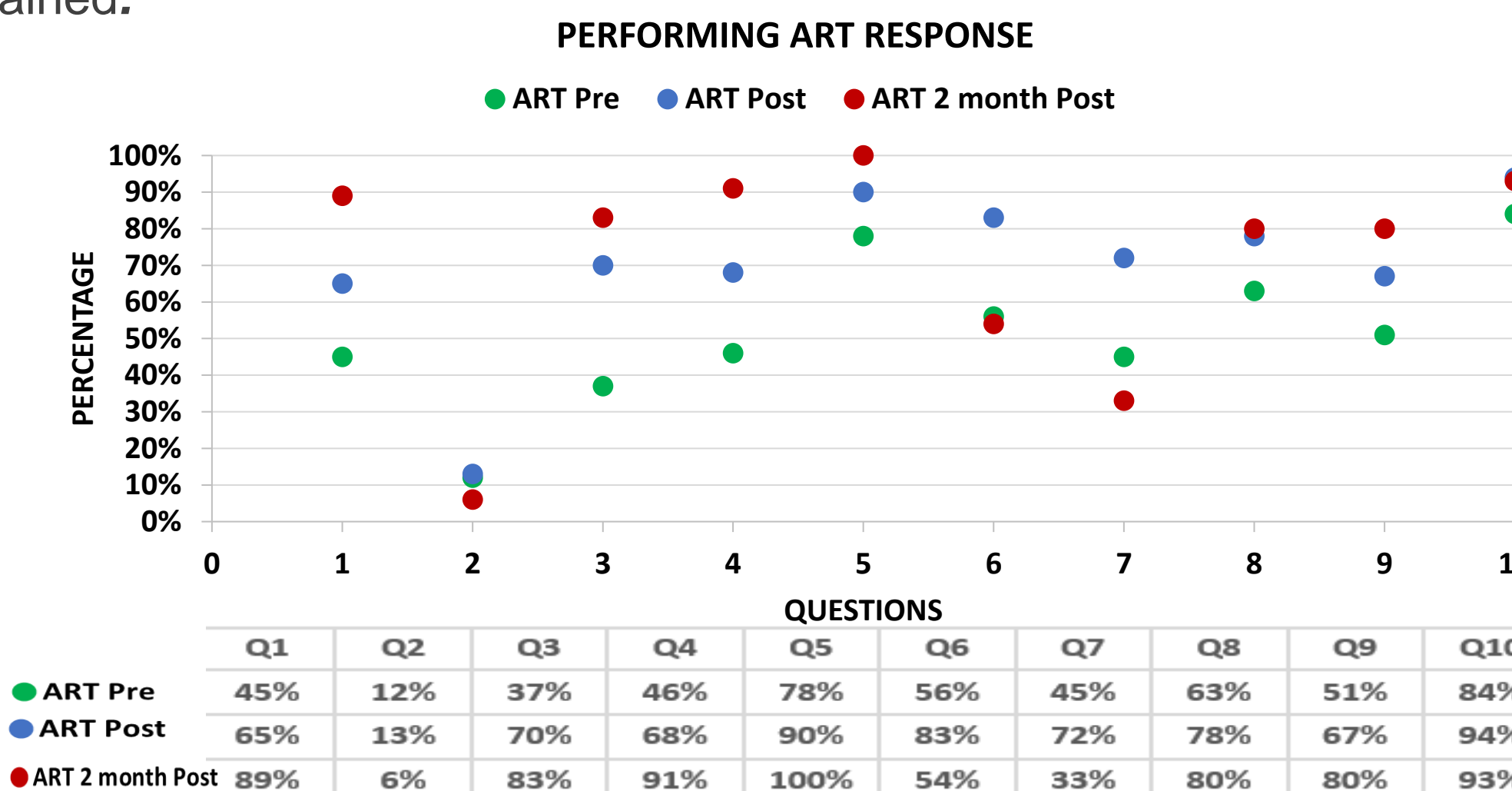
**Aim-** To assess the Immediate Retention (IR) and Delayed Retention (DR) of information about communication disorders and available services in rural communities when disseminated through performing arts method.

**Method-** After development and validation of contents for dissemination, they were incorporated into a 45-minute piece using folk artforms such as 'Parriattam, Karagattam and Oyilattam. Dissemination of information was done by performing artists. To compare IR and DR, a 10-item-questionnaire was developed and administered at baseline, immediate-post, and 2-months-post. Cross-sectional (pre-post) study design was used. **Results-** There was a significant difference for IR (Wilcoxon signed-rank test) from 93 participants. For DR scores were obtained from 54 participants. There was no significant difference between immediate post and two-months post (Friedman's test and post-hoc Bonferroni) & there was significant difference between baseline and two-months post (Friedman's test and post-hoc Bonferroni), indicating that information was retained after 2 months

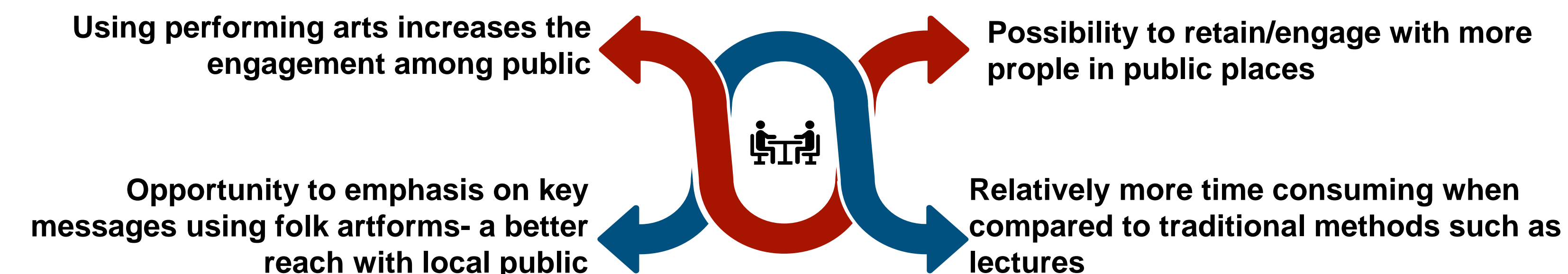
**Conclusion-** Performing Arts were effective in conveying and retaining knowledge about communication disorders and available services.

## RESULTS & DISCUSSION

- Scores obtained from 93 participants was analysed for **Immediate Retention**. A significant difference between pre and immediate post program (Wilcoxon signed-rank test-  $Z=-6.962, p=0.000$ ) was obtained.
- Scores obtained from 54 participants was used to analyse **Delayed Retention**. No significant difference between immediate post and two-months post (Friedman's test and post-hoc Bonferroni-  $Z=-1.635, p=0.102$ ) was obtained & a significant difference between baseline and two-months post (Friedman's test and post-hoc Bonferroni-  $Z=-4.967, p=0.000$ ) was obtained.



## OBJECTIVES



## METHODOLOGY

- Study Locations** Public bus stands, bazars & Community centers at Kanchipuram, Perambalur & Ariyalur (Rural districts of Tamil Nadu, South India)
- Content** Developed based on needs assessment and situational analysis (Alaguvel et al 2021, Jessudas et al, 2023)
- Dissemination** Folk artforms delivered by professional artists via *Oyil aatam* /ou'jil 'a:təm/, *Karag aatam* /ka:rag a:təm/ & *Parrai aattam* /pə'rai a:'ta:m/ for six programs which lasted an average of 45 minutes
- Data Collection** A 10- item questionnaire was developed to collect data on pre-program and immediate post (For **Immediate Retention**) and two months post (For **Delayed Retention**)

## CONCLUSIONS

The results indicate that the information disseminated is retained even after two months. Application of local performing arts was a novel tool for dissemination of information regarding communication disorders and its service availability. Finance and personnel resources and time may determine the reach and application of using local performing art as method for dissemination.

## SELECTED REFERENCES

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