

Applying an innovative tool of FM radio for health education at Institutional campus level- An Interventional study.

Prabakaran.J¹, S.T.Balamurali², Swathi karunambika K.P³, R.R.V.Shasswinn³

Affiliation: 1- Professor, Department of Community Medicine, 2. Prof & HOD, Department of Pharmacology, Madha Medical College& Research Institute, Chennai. 3- MBBS student, Madha Medical College& Research Institute, Chennai.

***Author for correspondence:** Dr.J.Prabakaran , Department of Community Medicine, Madha Medical College& Research Institute, Chennai. E mail: prabakaranpro@gmail.com

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ABSTRACT

Introduction: Health education is indispensable in achieving individual and community health. FM radio is a low cost and easily available medium. **Objective:** To provide health education in our hospital campus using FM Radio technology, including planning and setting up a FM radio station to deliver health education content at institutional and community level, to prepare various thematic health contents in different field of medicine, to broadcast and evaluate the usage of this innovative tool and its effectiveness. **Methods:** This was an experimental Study to check the feasibility of an intervention. After getting necessary administrative approval at college, we set up a low power FM transmission room. Day wise thematic contents were recorded and broadcasted three months in our hospital campus. Patients, staff and hospital attendees were the listeners. The broadcast time was limited to 10.00am-1 pm. **Results:** Out of 50 random feedbacks 74% listened the radio, 80% felt it is useful. Among feedbacks, 96.2% felt health education through FM is innovative and useful idea. Out of 50 ,23 felt very good (46%),12 felt excellent (24%),10 felt good (20%),3 felt fair (6%),2 felt that it needs improvement (4%). Increase the timing, reduce the repetition, increase the coverage area and include more health topics were suggestions received. **Conclusion:** FM radio is an effective medium for health communication and is feasible to adopt in medical college settings.

Key word: FM radio, Community Radio, health education, broadcast, ICMR-STC