

## Evaluate the Effectiveness of Information Booklet Regarding Knowledge and Attitude on Nurturing Care Among Couples from Selected IVF Centre, Gwalior, Madhya Pradesh

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### Abstract

**Background:** Limited knowledge and unfavorable attitudes toward nurturing care among caregivers hinder optimal early childhood development, particularly in resource-limited settings. This study aimed to evaluate the effectiveness of an informational booklet in improving knowledge and attitudes regarding nurturing care.

**Methods:** A pre-experimental one-group pre-test post-test design was adopted. A total of 110 participants were selected using non-probability convenient sampling. Data were collected using a demographic proforma, a structured knowledge questionnaire, and a 5-point Likert attitude scale. The intervention consisted of an informational booklet developed based on WHO and UNICEF guidelines on nurturing care. Data were analyzed using descriptive and inferential statistics in SPSS. Paired t-tests and chi-square tests were applied, with statistical significance set at  $p < 0.05$ .

**Results:** In the pre-test, 70% of participants had poor knowledge and 76.36% had a neutral attitude toward nurturing care. Post-intervention, the mean knowledge score increased from  $6.68 \pm 3.02$  to  $15.6 \pm 2.21$ , and the mean attitude score increased from  $46.44 \pm 8.28$  to  $73.74 \pm 8.82$ . Both improvements were statistically significant ( $p = 0.000$ ). After the intervention, 80% of participants achieved good knowledge and 65.45% demonstrated a highly positive attitude. No significant association was found between post-test scores and demographic variables, indicating consistent effectiveness across subgroups.

**Conclusion:** The informational booklet was highly effective in improving both knowledge and attitude regarding nurturing care. It is a low-cost, accessible, and scalable intervention suitable for integration into primary health centers, Anganwadi centers, and community health programs. The findings support national initiatives focused on early childhood development and nurturing care.

### Keywords

Nurturing care, informational booklet, health education, knowledge, attitude, caregivers.