

EFFECTIVENESS OF COMMUNITY-BASED INTERVENTION PROGRAMME ON ATTITUDE OF PREVENTING DOMESTIC VIOLENCE AGAINST WOMEN AMONG PEOPLE RESIDING IN SEMI-URBAN ZONE, CHENNAI

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ABSTRACT

The objective of the study was to determine the effectiveness of community-based education intervention on attitude on preventing domestic violence (DV) against women among the public, and to associate their selected background variables with the attitude on preventing domestic violence against women. 200 sample both men and women, residing in the selected semi-urban area of kundrathur were included.

Non-probability-purposive sampling technique was used. A structured questionnaire on attitude to prevent domestic violence against women was used.

After getting consent from the study participation, structured questionnaire on attitude to prevent domestic violence against women was given to assess the pre-test attitude on preventing domestic violence. They were asked to read then mark their responses in the columns. Then community based educational intervention was administered individually and separately for the male and female participants with the help of laptop (powerpoint presentations) in their homes. End of the session pamphlets was issued. After the intervention on 15th-day post-test was conducted with the same tool to determine the effectiveness of the intervention. Confidentiality was ensured throughout the study. Data were analyzed using descriptive and inferential statistics.

After the implementation of community-based educational intervention programme, it was noticed that people there were positively changed in their attitude towards preventing domestic violence against women. Hence intervention was found to be effective.

KEYWORDS: *Effectiveness of Community, Domestic Violence, Educational Intervention*