

## AWARENESS OF PHYSIOTHERAPY IN ELECTRONIC MEDIA PESHAWAR

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### ABSTRACT

**Objective:** Physiotherapy is one of allied health profession concerned with rehabilitation on the base of evidence based studies. The aim of this study is to determine the level of awareness in electronic media personnel of Peshawar.

**Methods:** A cross-sectional survey was carried out and data was collected from 114 electronic media personnel of different TV channels of Peshawar. Data was analyzed through SPSS version 22.

**Results:** Overall 57.96% of study population has sufficient knowledge regarding Physiotherapy. Only 20.2% know that Physiotherapy is practiced by physiotherapists instead of other doctors like MBBS, BDS and MD etc. Interestingly 44.7% thought that physiotherapists are masseurs.

**Conclusion:** The knowledge about Physiotherapy is not sufficient. Awareness about Physiotherapy in electronic media personnel needs attention. Steps should be taken to improve and clarify the understanding about Physiotherapy.

**Key Words:** Awareness, Physiotherapy, Electronic Media.

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### INTRODUCTION

Physiotherapy has rapidly evolved in less than a century, showing its importance and responsibilities as a healthcare profession, empowering its practitioners to cope with changing community and governmental environment.<sup>1</sup> Like other health care professions (Doctors and Nurses),<sup>2</sup> physiotherapist plays a key role in improving and maintaining quality and efficiency of healthcare and is highly appreciated profession all over the world.<sup>3</sup> Physiotherapy techniques can maintain, improve and restore people's maximum physical and functional abilities. Physiotherapist can provide services to the people of any age affected by age, injuries, diseases or any other factor.<sup>4</sup> Different subspecialties of Physiotherapy include musculoskeletal, cardiopulmonary, orthopaedics, neurology, sports etc.<sup>5</sup> PT deals with wide range of patients to limit disability and dependency.<sup>6</sup> The profession of PT is in developmental stage as their patients still depends upon referral by physicians and awareness about PT has a vital role in elaborating its importance and value.<sup>7</sup> Awareness about different health care professions is essential for everyone in any field of life.<sup>8</sup> Awareness about every profession demands information about the

domain of profession, obligation, rules and regulations, tasks and knowledge about professional attitudes, once mind-set towards profession. It is fundamental to make sure health awareness in the public as it is essential for a healthy, happy and prospers nation.<sup>9</sup> Awareness is candle when glows things are clarified, not only Pt but awareness of whole health care system is necessary.<sup>10</sup> The use of electronic media has vital role in health, communication and awareness as electronic media has major role in gathering information and knowledge to enhance scientific communication.<sup>11</sup> Since past few years health care professions are frequently taking advantage of electronic media. In modern era, electronic media is playing important role to involve the practitioners with their patients. In our society electronic media keep inform people from health related issues, health education, health promotion.<sup>12</sup> Electronic media can play an important role in influencing both the demand and supply of medical treatments.<sup>13</sup> Health care promotion need awareness and electronic media is the best platform for it.<sup>14</sup>

About 40% of US college students had knowledge of physiotherapy.<sup>1</sup> UK, Victorian Town 47% public were satisfied

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with physiotherapy.<sup>15</sup> In Scotland 60% of patients were aware about physiotherapy.<sup>16</sup> The level of awareness in South Africa was 74% among final year medical, occupational therapy and sport science students about physiotherapy.<sup>7</sup> 85% of medical students in Australia agreed that physiotherapists are competent and professional.<sup>17</sup> High school students 58% were aware about physiotherapy in Japan.<sup>8</sup> 75% physicians of Kingdom of Saudi Arabia had knowledge about physiotherapy.<sup>18</sup> Around 30.5% of high school students in Sri Lanka were familiar with PT.<sup>3</sup> In India only 11 % of health care profession students were aware about physiotherapy.<sup>19</sup>

Physiotherapy, after World War, has emerged as an integral part of health care team for overall rehabilitation of patient. Despite having wide role, the extent of awareness about physiotherapy among public as a crucial health care partner is still doubtful. One probable reason may be lack of awareness among population and other health care team members on the scope of this profession.<sup>20</sup>

As we know that electronic media is basic tool to inform and communicate general public about every aspect of our life like sports, politics, entertainment, religion and most important among them is health care. So it is essential for electronic media persons to be acknowledged about health

care professions. To the best of my knowledge, no study has been done in Pakistan that has determined the awareness of physiotherapy in electronic media. Hence, we decided to study awareness about physiotherapy in electronic media of Peshawar.

**METHODS**

This was a cross sectional study conducted in different media setups of Peshawar. A self administered questionnaire, adopted from a similar study done in Sri Lanka by Thusharika D. Dissanayaka was used for data collection. 160 questionnaires distributed among individuals of different electronic media centers in Peshawar and 117 were returned. Due to incomplete filling 3 questionnaires were rejected.

According to the Inclusion criteria of the study the population considered in our study is directors, producers, Journalist, hosts, models, broadcasters, reporters, analysts, editors and anchors. The population excluded from our study is employees of internet, radio, press media and social media.

Before data collection from willing subjects consent was taken. English

language was used for data collection. Hard copies of questionnaires were distributed among participants.

Questionnaires had three parts

- ▶ Part A: Demographic characteristics
- ▶ Part B: To evaluate awareness about PT
- ▶ Part C: To identify source of information regarding PT

Data was analyzed through SPSS version 22.

**RESULTS**

Total 160 questionnaires were distributed, 117 were returned. Due to incomplete filling of questionnaire 3 questionnaires were rejected. Results were calculated in frequencies and percentages. After analyses data was presented in tables and column charts. The result of data shows the level of awareness in percentage form. The results also identify the source of obtaining information regarding PT. Out of 114 participants 86(75.4%) were males and 28(24.6%) were females. The frequency of jobs was, Directors n=9 (7.9%), Producer n=12 (10.5%), Journalist n=21 (18.4%), Host n=19 (16.7%), Model n=15 (13.2%), Broadcaster n=11 (9.6%), Reporter n=9 (7.9%), Analyst n=9 (7.9%), Editor n=5

(4.4%) and Anchor n=4 (3.5%) participated in study.

Only 29.17% electronic media personnel were aware about physiotherapy which is pretty low. 20.3% of participants responded that physiotherapy is practiced by physiotherapist instead of other Doctors. Fortunately 75.8% responders were aware about the role of physiotherapy in rehabilitation of injuries. About half (50.65%) of the participants have sufficient knowledge regarding Physiotherapy department. Overall 68.42% subjects were well informed about physiotherapy services provider except NGOs (35.1%). More than half of participants (66.2%) have enough knowledge about PT treatment protocols. Unfortunately less than half (44.5%) of responders know that PT has important role in the management other conditions than sports injuries, especially awareness of pediatrics conditions (33.3%) and chest conditions (22.8%) which is low. Majority of study population i-e 70.83% were well aware when to meet a physiotherapist. Collectively 57.96% of electronic media personnel were aware about PT (Table 1).

**Table 3.3: Showing results of Part B of questionnaire**

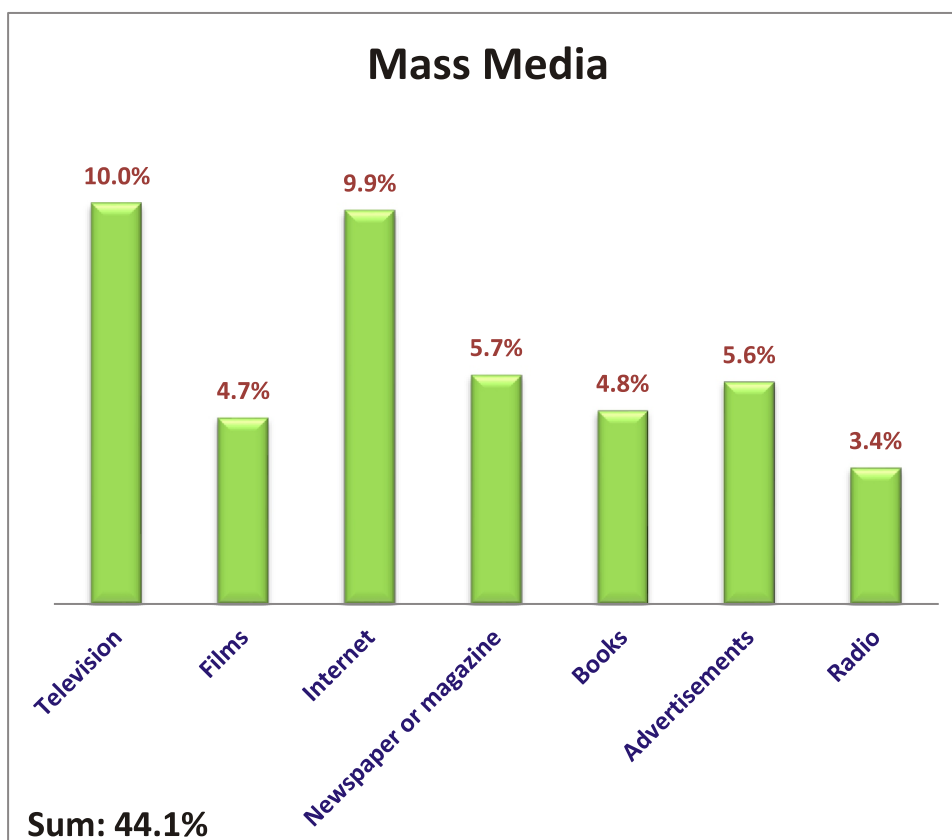
Questions	Correct response	Incorrect response	Average of Correct response
<b>1 &gt;Physiotherapy is,</b>			
Practiced by doctors.	23 (20.2%)	91 (79.82%)	
Acupuncture is a branch of Physiotherapy	27 (23.7%)	87 (76.3%)	
Masseurs are physiotherapists	51 (44.7%)	63 (55.3%)	
An indigenous treatment method.	32 (28.1%)	82 (71.9%)	<b>29.18%</b>
<b>2 &gt;Physiotherapy,</b>			
Involved in rehabilitation of injuries	72 (63.2%)	42 (36.8%)	
Helps in improving quality of life of injured person	90 (78.9%)	24 (21.1%)	
Helps in improving fitness level of sportsmen.	92 (80.7%)	22 (19.3%)	
Helps in regaining activities of daily living.	92 (80.7%)	22 (19.3%)	<b>75.88%</b>
<b>3 &gt;A Physiotherapy unit (Department) includes</b>			
A gymnasium with exercising machines, gym balls and other equipment's.	74 (64.9%)	40 (35.1%)	
Electrical modalities	56 (49.1%)	58 (50.9%)	
A section for manual treatments using bandages, tapes and splints	60 (52.6%)	54 (47.3%)	
A therapeutic pool	41 (36%)	73 (64%)	<b>50.65%</b>
<b>4 &gt;Places to get physiotherapy services,</b>			
Private clinics	87 (76.3%)	27 (23.7%)	
Government hospitals	89 (78.1%)	25 (21.9%)	
Private hospitals	96 (84.2%)	18 (15.8%)	
NGOs	40 (35.1%)	74 (64.9%)	<b>68.43%</b>

<b>5 &gt;Physiotherapy includes,</b>			
Manual therapy	79 (69.3%)	35 (30.7%)	
Ice/ heat therapy	57 (50%)	57 (50%)	
Hydrotherapy	75 (65.8%)	39 (34.2%)	
Electrotherapy and exercise therapy	91 (79.8%)	23 (20.2%)	<b>66.23%</b>
<b>6 &gt;Uses of physiotherapy in any other conditions than in sport injuries</b>			
Neurological conditions (stroke, Parkinson)	67 (58.8%)	47 (41.3%)	
Musculoskeletal conditions (Osteoarthritis)	72 (63.2%)	42 (36.8%)	
Pediatric conditions (Cerebral palsy)	38 (33.3%)	76 (66.7%)	
Chest conditions (Bronchitis)	26 (22.8%)	88 (77.2%)	<b>44.53%</b>
<b>7 &gt;Do you know when to meet the team physiotherapist?</b>			
When you have an injury.	61 (53.5%)	53 (46.5%)	
When there is pain arising in any part of body	83 (72.8%)	31 (27.2%)	
When you feel pain or discomfort in any of the sporting technique	79 (69.3%)	35 (30.7%)	
When you have fever or flu.	100 (87.7%)	14 (12.3%)	<b>70.83%</b>
<b>Average of</b>			
<b>Correct response</b>	<b>57.96%</b>		<b>57.96%</b>

In mass media majority of the study population were aware through TV and Internet 10% and 9.9% respectively. While few participants get knowledge

about PT through books, films and radio 4.8%, 4.7% and 3.4% respectively. While magazine 5.7% and that of advertisements 5.6%. Over all 44.1% of

respondents get knowledge about PT through mass media (Figure 1).



**Figure 1: showing level of awareness through mass media.**

Regarding personal contacts about 7.5% of the responders were know about PT because their family member was a client, 5.2% electronic media employees get knowledge about PT from their friends. Collectively only 27.6% participants get knowledge about PT through personal

contact.

Concerning career information 7.9% of EM workers get informed about PT by visiting physiotherapy schools, universities and hospitals. Teachers and counselors give knowledge about PT to 7.0% of

study population. Volunteers work experience was a source for 5.6% EM employees to know about PT. Wholly 28.3% respondents get aware about PT in through career information. (Figure 3)

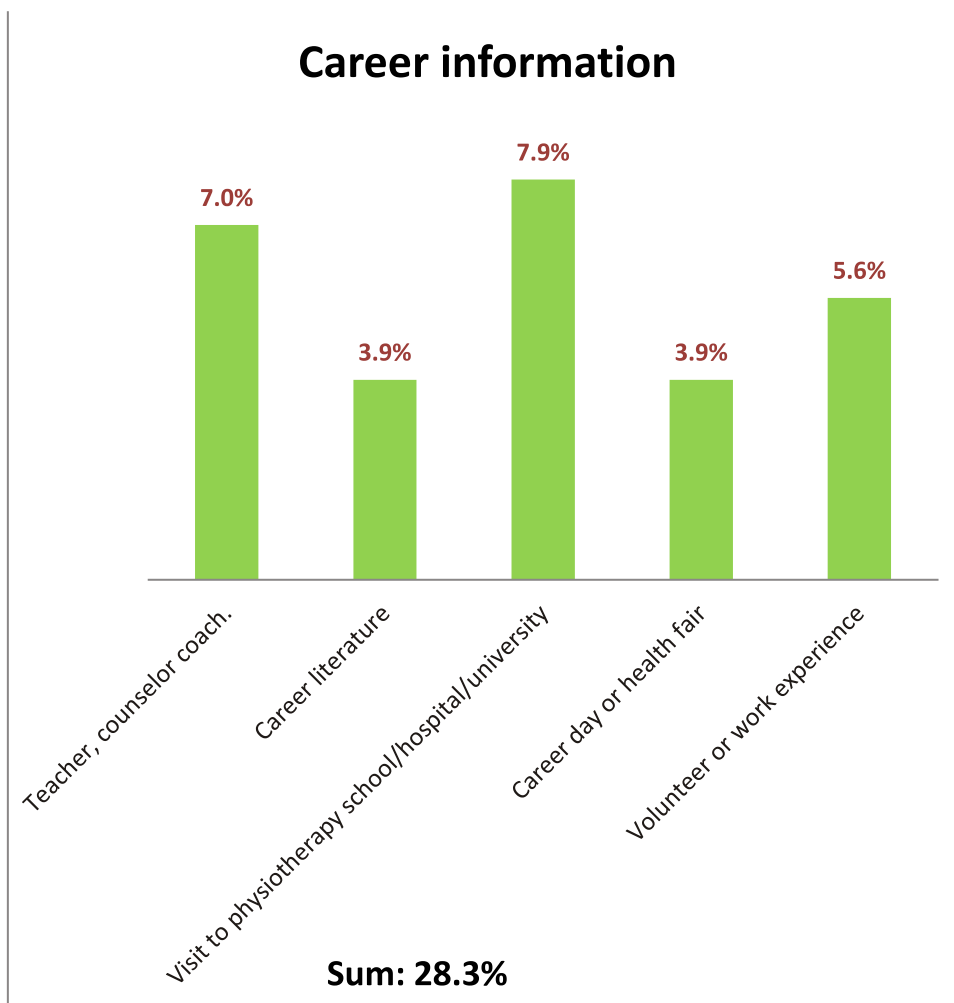


Figure: 3 showing level of awareness through Career information.

### DISCUSSION

Ishikawa high school students in Japan have 50% of knowledge about physical therapy,<sup>8</sup>while in our study 57.96% of electronic media personnel are aware about PT. There is 7% difference in results the reason behind this difference is that study in Japan was conducted among high school students while our study is conducted among EM personnel, who are highly educated and always updated about every field of life especially health. Secondly the study in Japan was

conducted in 2005 and our study is carried out in 2018. As our questionnaire is divided into three parts, in which part C is specified for source of information about PT. among the sources in part C one source is mass media which includes TV, films, internet, newspaper, books and advertisements. As our respondents belong to the field of media, they were almost informed about PT through this source of information.

Study held in Saudi Arabia determining the level of awareness about physical therapy

among physicians showed a result of 75% which is more as compared to our result which is 57.96%.<sup>18</sup> The probable factors for difference between both results are; 1) Physicians are part of health care system they have more knowledge about different health care professions as compared to EM personnel. 2) Our respondents gave unsatisfactory responses to some questions related to role of physical therapy in paediatrics and chest complications because they have less knowledge about medical conditions

as compared to physicians. 3) In our study disappointing response was given by the study population when they were asked about the practice of physical therapy techniques and treatments by doctors (MBBS, MD, BDS etc.), 20.2% give correct response, while the study population of study done Saudi Arabia were doctors who have enough knowledge about the responsibilities of every health care profession.

Cross sectional study in US about public perception of physical therapy practice has given much better result than our study because literacy rate of United States(86%) is much more than Pakistan(55%).<sup>21</sup> Secondly, the scope of practice of physical therapy emerged after World War2 in US while in Pakistan the demand of this field raised after terrible earthquake in 2005. There is enough time gap between these destructive events. Hence, Physical therapy got much more time in US for development as compared to Pakistan. As a result the public of US will definitely be more aware than the public of Pakistan.

A satisfactory result was given by cross sectional survey in final year medical occupational therapy and sports sciences students regarding PT in Kwazulu Natal, South Africa. PT is well known to 74% of respondents in South Africa<sup>7</sup> which is much more as compared to our results which are 57.96%. The reason behind this difference is that the study population of study done in South Africa is Medical, Occupational Therapy and Sport Science students, all of them are in medical fields in contrast our study population are EM staff so definitely people related to medical profession will have much more knowledge about PT because it is also a medical profession as compared to servants in EM. Another reason behind this is that South Africa is a developed country while Pakistan is a developing country, so there is a great difference between the economical levels of both countries in turn there will be difference in health care facilities provided by both countries. Further more education play a vital role in awareness and literacy rate of South Africa is 93% as compared to Pakistan (55%) that's why South Africa study population is more educated about PT as compared to Pakistan.

Interestingly 95% of respondents in South Africa thought that massage is a treatment used by PT, more than half (55.3%) of our study participants has also the same perception. This may be due to the misunderstanding between the professions of masseurs and physical therapists. There is lack of knowledge in both countries regarding the massage done by physical therapists and that of masseurs.

In South Africa majority of participants got information about physiotherapy from a family member or relative, a friend and books which were 44.4%, 41.1% and 41.1% respectively, on the other hand in Pakistan only 3.6%, 5.2% and 4.8% participates information source is family member, friend and book respectively. The main reason of this dissimilarity is lack of knowledge about PT in Pakistan also literacy rate of Pakistan is much less as compared to South Africa. Furthermore South Africa is economically stronger than Pakistan thus South Africans will spend more on health as a result will know more about health.

This study cannot be generalized because the findings are limited to study population. The study was limited by the poor response of respondents. Only electronic media centers of Peshawar were included in study that's why this study cannot cover other popular media channels. This was a local cross sectional survey not national.

### CONCLUSION

Awareness about physiotherapy in electronic media personnel is not satisfactory. Knowledge about PT profession was pretty low. Majority of participants has no idea about role of PT in Pediatric and chest conditions. The popular source of information was mass media as majority of participants cited television, internet and news papers as a source of information. Awareness about Physiotherapy in electronic media personnel needs attention. Steps should be taken to improve and clarify the understanding about Physiotherapy. As electronic media play an important role in conveying and communicating information with common masses, special attention should be given to people related to media by educating them about

PT so that they can promote and elaborate PT through media.

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