

SYNOPSIS

Proposed Title of Dissertation

Knowledge, Attitude and Practice (KAP) on Cervical Cancer Screening and Related Challenges: A Primary Study Using a Semi-Structured Questionnaire (Cross-sectional comparative KAP Study)

Introduction

Cervical cancer is the second most common cancer among women in India. Every year about 96,000 new cases are diagnosed, and about 60,000 women die due to the disease (WHO, 2018).

In the rural areas, where the healthcare resources are limited and along with it many women are illiterate and ignorant about the perils of cervical cancer, the situation is dire (AN Srivastava et al., 2018).

Despite the availability of screening facilities, their utilization depends on various personal, socio-cultural, organizational and health system factors and these factors vary across regions, culture and individuals (Sankaranarayanan et al., 2003; Vedantham et al., 2010). This is in line with the finding that the incidence of cervical cancer itself also shows a variation across different regions of the country (Dhillon et al., 2018), and differs by culture.

Apart from the infrastructural barriers, a recent study reported that poor knowledge about cervical cancer, benefits of screening service availability, as well as a general sense of well-being, embarrassment or anxiety related to the screening procedure, fear of being judged for lack of modesty, and stigma were common barriers to screening uptake (JP Dsouza et al., 2020).

This study aims to identify the challenges faced by the general public regarding cervical cancer screening by utilizing KAP survey method through a primary study using a self-made semi-structured questionnaire.

Theoretical/Conceptual Framework

The study will adopt the Knowledge, Attitude and Practice (KAP) survey model, where the population's understanding, beliefs, awareness and practices are assessed and analyzed subsequently related to screening of cervical cancer. Cross-sectional comparative KAP method will be employed to compare KAP levels in different groups and identifying differences.

Research Gap

Although extensive research exists on cervical cancer screening challenges, limited studies have explored the KAP related to the screening of cervical cancer in general population. This study

aims to fill this gap by designing and administering a customized questionnaire to assess the public's awareness, perceptions, and barriers to cervical cancer screening (including all the sexes in the study).

Research Questions

1. What is the level of awareness and understanding in the general public regarding cervical cancer screening?
2. What are the attitudes and practices with respect to cervical cancer of general public?
3. What measures can be taken to improve screening uptake?

Research Objectives

- To study and evaluate the KAP (Knowledge, Attitude and Practice) survey of the general population and interpreting it.
- To provide recommendations for improving awareness and attitude of the population and screening initiatives.

Methodology

Study Design

A primary cross-sectional study will be conducted using a semi-structured questionnaire.

Setting

The questionnaire will be in the format of Google Forms and data will be collected in online mode.

Study Population

- **Inclusion Criteria:**
 - Participants willing to provide informed consent.
 - Only female participant's data will be taken.
 - Age group of participants above 18 years of age.
- **Exclusion Criteria:**
 - Individuals previously diagnosed with cervical cancer.

Study Tools

- A semi-structured questionnaire designed to assess the Knowledge, Attitude and Practice of the participants regarding cervical cancer.

Duration of Study

The data collection and analysis is expected to be completed within one month.

Sample Size and Sampling Technique

For calculating the sample size (n), the formula was used,

$n = [z^2 * p (1-p)] / E^2$, where,

z is z-score for 95% CI = 1.96;

p is the mean percentage of population getting cervical cancer screening done (in India, from a previous study) = 21.9 ~ 22^[7];

E is the margin of error = 0.05

Hence, n = 264 by applying the above formula.

Additionally, the Non response rate is expected to be 56% ^[13],

Hence $n_a = n_o / (1 - r)$, where

n_a = adjusted sample size; n_o = desired sample size; r = estimated non-response rate

Therefore $n_a = 264 / (1 - 0.56) = 264 / 0.44 = 600$

Hence, adjusted sample size = 600

Sampling technique – Convenience snowball sampling technique

Data Collection Procedure

- The questionnaire will be administered through digital platforms (Google Forms) to ensure broader reach.
- Data will be collected anonymously and confidentiality will be maintained to encourage honest responses.

Plan of Analysis

Once data is collected, the analysis will be based on the results of the survey. Descriptive statistics will summarize collected data.

Ethical Considerations

- Informed consent will be obtained from all participants, anonymity will be maintained along with participant's privacy.

- Informed Consent for Participation

Dear Participant,

You are invited to take part in this academic research study on Knowledge, Attitude, and Practice (KAP) regarding Cervical Cancer Screening. The questionnaire has 4 parts and 22 questions (in total).

Your participation is voluntary, and you may withdraw at any time. Your responses will remain anonymous and confidential. The data collected will be used solely for academic purposes. No personal information will be shared externally.

By participating in this study, you will contribute to research that evaluates awareness and attitudes toward cervical cancer screening. This may help in designing better public health interventions to improve screening uptake.

Implications of Research

- The study will help the healthcare providers to use the insights to address common misconceptions and attitude issues and improve screening outreach strategies.
- The study may contribute to the development of culturally sensitive informational materials (IEC) to promote screening uptake.

Tentative Chapter Plan

- 1. Introduction**
 - Background and significance of the study
 - Research problem and objectives
- 2. Review of Literature**
 - Existing studies on KAP surveys related to cervical cancer and screening challenges
- 3. Research Methodology**
 - Study design, population, and sampling
 - Data collection methods and tools
 - Ethical considerations
- 4. Data Analysis and Findings**
 - Key findings, analysis and interpretations
- 5. Discussion and Conclusion**
 - Comparison with existing literature
 - Recommendations

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