

Effect of Promotion to the Perception of Needs and Desire for Following Visual Inspection with Acetic Acid (VIA) as Detection Cervical Cancer in Surabaya City

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ABSTRACT

Background: The low coverage of early detection of cervical cancer through visual inspection with acetic acid (VIA) in Surabaya city is 2.25% in 2015 while the target is 10%. One factor that is likely to affect low VIA coverage is the low motivation of mothers following VIA. This study aims to analyze the influence of promotion on the mother's perception of the need and desire to follow the VIA test for early detection cervical cancer.

Materials and Methods: This research type is analytic observational with cross sectional design. The sample of the study was 183 mothers aged <50 years who lived in two working areas of primary health care in Surabaya. Method of sampling with stratified multistage random sampling. The study was conducted from February to March 2017. Data were collected using questionnaires. Data analysis by regression.

Result: The result of data analysis shows that promotion has significant and positive influence to the perception of need and desire to follow VIA test = 71.1% ($P = 0.000$; $\beta = 0.711$).

Conclusion: Providing information through promotion has a very strong influence to grow the needs and desires of the mother to perform early detection of cervical cancer VIA method.

Key Words: Cancer, Cervical, Promotion, Detection, Visual inspection with acetic acid

BACKGROUND

Cervical cancer is an important health issue for women around the world. This cancer is the second most common type of cancer experienced by women around the world. The condition of East Java on cervical cancer patients is very alarming. Based on data from East Java Provincial Health Office, for 5 years since 2009 the number of cervical cancer patients who undergo outpatient continues to increase, in 2009 as many as 671 people, 2010 as 868 people, 2011 as 1.028 people, 2012 as 1.478 people, and 2013 as 1987 people. 7 districts/cities of cases of cervical cancer more than 40 cases every year are Malang, Probolinggo, Surabaya, Sidoarjo, Gresik and Banyuwangi, then 6 districts/cities occurred 20-40 cases of cervical cancer are Ngawi, Magetan, Kota Kediri, Trenggalek, Lumajang and Sampang. Whereas in 21 other districts/cities there are 1-20 cases).¹

Cervical cancer is one type of cancer that can be prevented because of its development long enough. The development

of pre-cancerous lesions to be cancer usually occurs after 10-20 years, therefore one way to reduce cases of cervical cancer is to do early detection and immediately treat it if a pre-cancerous lesion is found before developing into cancer. Visual inspection with acetic acid (VIA) is one of the examination methods used to detect cervical cancer early. VIA test is done apply acetic acid solution (3-5%). The advantages of this test are the simplicity of the technique and the ability to deliver immediate results.²

Early detection of cervical cancer is done using VIA and cryotherapy for positive VIA (lesions pre-cervical cancer positive), has been developed in Indonesia since 2007. Targeted early detection program of cervical cancer 10% of women aged 30-50 years annually so that a total of 5 years by 50%. By 2014, the program has been running at 1.986 primary health care in 304 districts/cities located in 34 provinces in Indonesia. Women's awareness in Indonesia to follow cervical cancer screening is still low. The scope of activity results from 2007 to

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2014 is only 7%. The result of coverage is still low and far from the expected target so that more efforts need to be maximal so that the target year 2019 by 50% can be met.³

Since 2010 the program of early cervical cancer detection of VIA method has been applied in all Primary Health Center of Surabaya city East Java. Based on the health profile of Surabaya city in 2015 the coverage of early detection of cervical cancer VIA method in Surabaya is still low that is equal to 2.25%. The achievement is still far from the expected target of 10% in 2015. The low coverage of VIA as early detection of cervical cancer in Surabaya indicates that the access of mother to VIA service in Surabaya still less.⁴

According to the access theory of Levesque *et al.*,⁵ the stage of access to a health service is preceded by perceptions of the needs and desire for care, health-care seeking, health-care reaching, health-care utilizations, and health-care consequences. Perception of needs and desire for care is the first stage someone before utilizing service. Someone will perceive the service first, whether it is needed or not, and want to use or not if the perception of the needs and desire for care is good then it will proceed to the next stage is health-care seeking until a felt change in health conditions after utilizing the service. One of the efforts undertaken by service facilities to grow the needs of mother to VIA service is with the promotion. The purpose of this research is to analyze the influence of promotion on mother perception of needs and desire follows VIA as cervical cancer screening.

MATERIALS AND METHODS

This research type is observational analytic with cross sectional design. The population of all married and <50-year-old women in the working area of two primary health care selected health centers in Surabaya in 2017. The sample size is 183 mothers. Sampling technique with stratified multistage random sampling. The research was conducted in February until March 2017. The data were collected by interview using questionnaire. Data analysis using logistic regression with significance level 5% ($P < 0.05$).

RESULT

Characteristics of Respondents

Characteristics of respondents in this study include age, education level, and occupation. Distribution of respondent characteristics can be seen in Table 1.

Based on Table 1 it can be seen that the mother in this study mostly aged 30-50 years (79.2%). All mothers aged 30-50 years are advised to undergo a cancer or pre-cancer test. Cervical cancer ranks highest among women aged 40 and 50-year-old, so the tests are performed at an age where pre-cancerous lesions are more likely to be detected, usually 10-20 years earlier. Much of mother's education level is high school (71%). Education level is related to the speed of people in understanding information. Mother's work is mostly housewife (89.6%). Interviews in this study were conducted on the morning at work hours so that the mother who was met at home was mostly housewife.

Promotion

Promotion in this research is the efforts undertaken by the service facility to introduce its ability in providing VIA services by providing

information about: (1) Benefits, (2) method, (3) requirements, (4) health-care service provider, (5) fee for service, and (6) service time, and registration mechanism to obtain VIA service. The information is said to be complete if mother get 5-8 types. Information is incomplete if mother never gets information and or only get 1-4 types of information. The category of mother based on the receipt of information about detection cervical cancer with VIA method can be seen in Table 2.

Based on Table 2 it can be seen that mother who gets information complete about detection cervical cancer with VIA method is still low that is equal to 54.1%. There are still many mothers who never access information about VIA so do not know there have been VIA services as early detection of cervical cancer. Not a few mother who already get information about VIA but the information received is not complete is the information received by mother only 1-4 types of 8 types of information measured in this study. This indicates that the promotion of VIA services has been done but is still lacking. Less content in the material delivered and less widespread.

Perception of Need and Desire for Care

Perceptions of the need and desire for care is the mother's response to cervical cancer detection with VIA method as an effort to maintain reproductive health from cervical cancer that is currently common in women as well as the desired health care facility to use. Distribution of perception needs and desire for care can be seen in Table 3.

Based on Table 3 it is known that there are still few mothers (53%) who want to follow VIA as early detection of cervical cancer. Still many mothers feel they do not need VIA or feel the need but do not want to use VIA services. This shows that the perception of needs and desire to follow VIA is still low. Mother motivation to maintain reproductive health from cervical cancer is still lacking. Cervical cancer detection with VIA has

Table 1: Characteristics of respondents

Category	N (%)
Age (years)	
<30	38 (20.8)
30-50	145 (79.2)
Education	
Junior high school	32 (17.5)
Senior high school	130 (71.0)
Diploma/bachelor	21 (11.5)
Occupation	
Housewife	164 (89.6)
Private	16 (8.7)
Entrepreneur	3 (1.6)

Table 2: Mother distribution based on acceptance of information about detection cervical cancer with VIA method

Category	N (%)
Never get any information	37 (20.2)
Informed but incomplete	47 (25.7)
Informed and complete	99 (54.1)
Total	183 (100)

VIA: Visual inspection with acetic acid

not become a priority need to be done immediately. The reason most of the mother not need to follow VIA because you have never heard, feel sure reproductive organs healthy, and believe if cervical cancer only occurs in women misbehaving. Reason mother feels the need but does not want to check because it is not allowed husband, feel embarrassed, afraid of pain, and fear if know illness. Mothers who have felt the need and want to follow VIA do not all want to use the primary health facilities. Distribution of service facility that wanted by the mother can be seen in Table 4.

Based on Table 4 it can be seen that there are still few mothers (58.8%) who want to use primary health care as a place to follow VIA as early detection of cervical cancer. Service facilities other than primary health facility most wanted to be used are hospitals and specialist doctors. This indicates that the interest of mother to follow cancer detection early with VIA in primary health-care service place is still low. Not all mothers in the work area of primary health care make primary health care as the main service facility to be used. Mothers tend to still choose advanced facilities as a place to follow the early detection of cervical cancer VIA method.

Analysis of the effect of promotion on perception of needs and desire for care.

Regression statistic test with $P < 0.005$ is used to analyze the influence of promotion to the perception of need and desire for care. The results of statistical tests can be seen in Table 5.

Table 3: Mother distribution based on perceptions of need and desire to cervical cancer detection with VIA method

Category	N (%)
No need to VIA	44 (24.0)
Need but not want follow VIA	42 (23.0)
Need and want follow VIA	97 (53.0)
Total	183 (100)

Table 4: Mother distribution according to the health service facility desired to do VIA as cervical cancer detection

Health service facility	N (%)
Primary health care	57 (58.8)
Doctor specialist	11 (11.3)
Clinic	6 (6.2)
Midwife practice	8 (8.2)
Hospital	13 (13.4)
Cancer foundation	2 (2.1)
Total	97 (100)

Based on Table 5 it can be explained that there is a significant effect of promotion on the perception of needs and desire to do VIA as early detection of cervical cancer ($P = 0.000$). Promotion has a positive influence that the higher the promotion the more the mother's perception of needs and desire for care. Promotion affects 71.1% of mother perceptions of needs and wants to do VIA. Mothers who never get information about VIA tend not to follow VIA (79.5%). Mothers who receive information about VIA services with complete hence tend to require and want to do VIA as early detection of cervical cancer (80.4%).

DISCUSSION

Promotion is an effort to communicate messages about knowledge, beliefs and to remembered of products/services to potential buyers with the aim of getting responses as well as causing influence, so that require and take advantage of service.⁶ In this research, the product being promoted is about VIA test service. Target is the object of promotion is all women, especially mothers aged 30-50 years. There are 8 types of messages measured in this study: (1) Benefits, (2) prerequisite, (3) methods of checking, (4) service officers, (5) place of service, (6) fee for service, (7) service time, and (8) registration to get VIA service.

The research results showed that many mothers do not get information about VIA test and also have ever received information but received information is not complete. Mothers who have never known about VIA test and have ever known but little information received tend to have a poor perception of the needs and desires to follow VIA test. Reasons mothers did not want to follow VIA test because she felt shy, afraid to feel pain, and fear if the results are positive. A good, clear, and complete promotion will increase mother's knowledge of VIA services and play a big role in fostering positive perceptions of the mother so they are willing to follow VIA tests.

According to Rahma and Prabandari⁷ there is a significant relationship between knowledge with the interest of women in conducting VIA examination. The less knowledge about VIA the lower is also the interest, if knowledge enough, the interest are being, and otherwise the better the knowledge of someone the higher also the interest to do VIA. Women who are less knowledgeable are less likely to do VIA 2.9 greater than women with good knowledge.⁸ Knowledge is the content of know, and this content occurs after a person has sensed a particular object, either after seeing or hearing an information. Knowledge is the introduction of an object/thing objectively that is positive or negative. Knowledge or cognitive is a very important domain in shaping one's actions.⁹ Promotion is one way to provide information, persuade or remind the public about a product. Promotion is one-way organizations communicate with target

Table 5: Influence of promotion on perception of needs and desire to follow VIA of mother in work area of Primary Health Care Surabaya city 2017

Promotion	Perception of need and desire for care			Total N (%)	P	β
	No need to follow VIA N (%)	Need but do not want to follow VIA N (%)	Need and want to follow VIA N (%)			
Never get any information	35 (79.5)	2 (4.8)	0 (0.0)	37 (20.2)	0.000	0.711
Informed but incomplete	5 (11.4)	23 (54.8)	19 (19.6)	47 (25.7)		
Informed and complete	4 (9.1)	17 (40.5)	78 (80.4)	99 (54.1)		
Total	44 (100)	42 (100)	97 (100)	183 (100)		

communities designed to stimulate awareness, interest and end with utilization actions.¹⁰ The results study show that the promotion about of VIA services in Surabaya is still low so there are still many mothers who already know about VIA but the information received is still little or incomplete, and there are still mothers who have never heard early detection of cervical cancer with VIA method. Mothers who never get information about IVA tend to feel no need to do early detection of cervical cancer with IVA method and *vice versa* mother who has been fully informed tend to feel the need and want to follow VIA.

The result of data analysis shows that there is significant influence between promotion with the perception of need and desire for care. Promotion affects the perception of need and desire to follow VIA test = 71.1%. The more complete the information received will be the increased need and desire of the mother to follow VIA test. The results of this analysis are reinforced by the theory of accessibility according to Levesque *et al.*,⁵ which explains that one of the factors that affect the perception of needs and desire for care is promotion. According to Supriyanto and Ernawati⁶, one of the objectives of the promotion is to make sure that the prospective buyer understands whether the product is offered for what, what is the advantage, how to use it where it can be obtained and so it may motivate them to search then use appropriately. According to Kotler¹¹, the purpose of promotion is divided into three, namely, to provide information, affect and remind to customers about the products offered. The results showed that the mother who felt need VIA test, wanted the facility of primary health care and also non Puskesmas as check place. Mothers who want use VIA test in primary health care only 58.8%. It is still lower than the expected target of 80%.

The provision of test VIA services, especially in primary health care facility, is still new when compared to other types of services, so there are still mothers who do not know that VIA test service could be done at primary health care facility. There are still mothers who argue that advanced facilities such as hospital and specialist doctors better in providing VIA services. People who have not been informed about the services in primary health care facility, then most choose health facilities not primary health care as a place of utilization of health services.¹² Activities that are proactive by inviting mother simultaneously to perform VIA test, the result is more effective to grow the interest of mother to VIA test. A personal invitation, especially from a friend who has been follow VIA test, can eliminate the fear that mother has been thinking. The VIA test service actively and the same time with a certain momentum becomes a strong attraction, so mother becomes feeling needy and wants to VIA test.

CONCLUSION

Promotion is one of the activities to provide information to the people about the services available in a service facility.

It is expected that with the provision of complete and clear information then the people will be willing to take advantage of the service. VIA services have been available at primary health care in Surabaya since 2010, but there are only a few mothers who take advantage, of one of them due to low mother's perception about the need and desire to follow VIA test. Based on the analysis of research data found that the promotion has a significant and positive effect on the mother's perception of need and desire follow VIA test = 71.1%. Mothers who get a complete promotion tend to have a high perception of the needs and desires to follow VIA test, therefore it is advisable at primary health care to conduct continuous promotion with the delivery of complete and clear information to mothers who are in the area of work, and use the media interesting so that mother becomes more motivated to follow VIA test.

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