



**Service Priorities and Programmes**  
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**Evaluation of the effectiveness of an educational video for the newly diagnosed colon cancer patient in oncology unit**

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**Introduction**

Patient education video has been suggested to improve information provision and patient satisfaction. It helps to provide consistency by ensuring each patient being exposed to standardized information. Therefore, a project on development and evaluation of an education video for newly diagnosed colon cancer patient was carried out to improve patients' knowledge on the treatment and care in oncology unit.

**Objectives**

To study the effectiveness of education video in providing information to newly diagnosed colon cancer patient in oncology unit.

**Methodology**

A 25- minute patient education video in Cantonese was produced and shown to all colon cancer patients before the first medical consultation in Oncology Unit. They were invited to complete an evaluation questionnaire after watching the education video. There were two parts in the questionnaire. Part one contained four questions to test patient's knowledge retention. Part two contained five evaluation items to assess the patient's opinion on the video and the level of patient's satisfaction with a five point Likert scale. For the statistical analysis, the knowledge retention scores were expressed as means with standard deviation. The Likert responses were presented as medians with mean rank. The analysis of variance test (ANOVA) was used to compare the knowledge retention scores between different subgroups. The Kruskal Wallis test was used to compare the Likert response accordingly.

**Result**

120 questionnaires were distributed and 106 questionnaires were returned. The response rate was 88.3%. 87.7% respondent scored 75% or more in the questions on knowledge retention, 95% respondent agreed that the video is easy to understand and the length of the video is appropriate, 85% respondent expressed that their knowledge on colon cancer increased and the video covered most frequently asked questions on colon cancer, 80% respondent revealed that the video helps to improve their confidence to face with the treatment. Respondent above 60 years stated that

they know colon cancer better after watching the video. Respondent with post-secondary or above education level stated that they have better understanding on their question on colon cancer after watching the video. In conclusion, the patient education video is useful in providing information on colon cancer and related care to all age group especially for elderly. It enhances patient's confidence to face the colon cancer treatment.