

“A STUDY TO ASSESS THE EFFECTIVENESS OF A VIDEO-ASSISTED TEACHING PROGRAMME ON KNOWLEDGE REGARDING ORGAN DONATION AMONG ADULTS IN SELECTED COMMUNITY AREA, GREATER NOIDA”.

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Background:

Organ donation is an important life-saving intervention for individuals suffering from irreversible organ failure. However, inadequate knowledge, misconceptions, limited awareness regarding donor eligibility and legal provisions, and insufficient information about transplantation continue to affect public participation in organ donation. Video-assisted teaching can provide standardized and engaging health information and may improve knowledge among community members.

Aim:

The study aimed to assess the effectiveness of a Video-Assisted Teaching Programme on knowledge regarding organ donation among adults in a selected community area of Greater Noida.

Methodology:

A quantitative approach and pre-experimental one-group pre-test–post-test design were adopted. Sixty adults aged 18–25 years were selected using non-probability purposive sampling from a selected community area of Greater Noida, Uttar Pradesh. Data were collected using a demographic proforma and a structured knowledge questionnaire regarding organ donation. A Video-Assisted Teaching Programme was administered following the pre- test, and a post-test was conducted on the seventh day. Descriptive and inferential statistics were used for data analysis. The paired t-test was used to determine the effectiveness of the intervention, while the chi-square test was used to identify associations between pre-test knowledge and selected variables.

Results:

In the pre-test, 31 (51.7%) participants had poor knowledge, 24 (40.0%) had average

knowledge, and only 5 (8.3%) had good knowledge. After the intervention, 42 (70.0%) participants demonstrated good knowledge, 16 (26.7%) had average knowledge, and only 2 (3.3%) had poor knowledge. The mean knowledge score increased from 8.02 ± 2.81 in the pre-test to 15.18 ± 2.14 in the post-test. The mean difference was 7.16, and the calculated paired t value was 21.38 with $p < 0.001$, indicating a highly

significant improvement in knowledge. Previous awareness regarding organ donation and willingness to donate organs in the future were significantly associated with pre-test knowledge ($p < 0.05$).

Conclusion: The findings demonstrate that the Video-Assisted Teaching Programme was effective in significantly improving knowledge regarding organ donation among adults. Video-assisted health education may therefore be incorporated into community health nursing activities to improve awareness and address misconceptions related to organ donation.

Keywords: Organ Donation, Video-Assisted Teaching Programme, Knowledge, Adults, Community Health Nursing, Health Education.

Introduction:

Organ donation is the voluntary donation of organs or tissues by a living or deceased individual for transplantation to save or improve the life of another person. Organ transplantation has become an important component of modern healthcare, particularly for patients suffering from end-stage organ failure. Despite advances in transplantation medicine, the availability of donor organs remains inadequate.

The shortage of donated organs is influenced by several factors, including inadequate public awareness, misconceptions, fear, lack of accurate information, uncertainty about the organ donation process, and limited understanding of legal and ethical aspects. Community members may have heard about organ donation but may still lack comprehensive knowledge regarding donor eligibility, brain death, transplantation procedures, legal provisions, and the distinction between living and deceased donation.

Community health nurses have an important role in providing health education and promoting informed decision-making. They have regular contact with individuals, families, schools, community groups, and local organizations and can therefore serve as an important source of evidence-based information about organ donation.

Video-assisted teaching is an educational strategy that combines visual and auditory information. It can make complex information easier to understand and can provide standardized information to learners. In community health education, video-assisted teaching may be particularly useful for addressing misconceptions and improving understanding of health-related issues.

The present study was undertaken to evaluate whether a structured Video-Assisted Teaching Programme could improve knowledge regarding organ donation among adults in a selected community area of Greater Noida.

Aim of the study:

The aim of the study was to assess the effectiveness of a Video-Assisted Teaching Programme in improving knowledge regarding organ donation among adults in a selected community area of Greater Noida.

Objectives:

To assess the pre-test knowledge regarding organ donation among adults.

To evaluate the effectiveness of the Video-Assisted Teaching Programme by comparing the pre-test and post-test knowledge scores regarding organ donation among adults.

To determine the association between pre-test knowledge scores regarding organ donation and selected demographic variables and organ donation-related characteristics among adults.

Hypotheses:

H₁: There is a statistically significant difference between the mean pre-test and post-test knowledge scores regarding organ donation among adults following the Video-Assisted Teaching Programme.

H₂: There is a statistically significant association between the pre-test knowledge scores regarding organ donation and selected demographic variables and organ donation-related characteristics among adults.

Methodology: The methodology was planned systematically to ensure scientific rigor and achieve the objectives of the study.

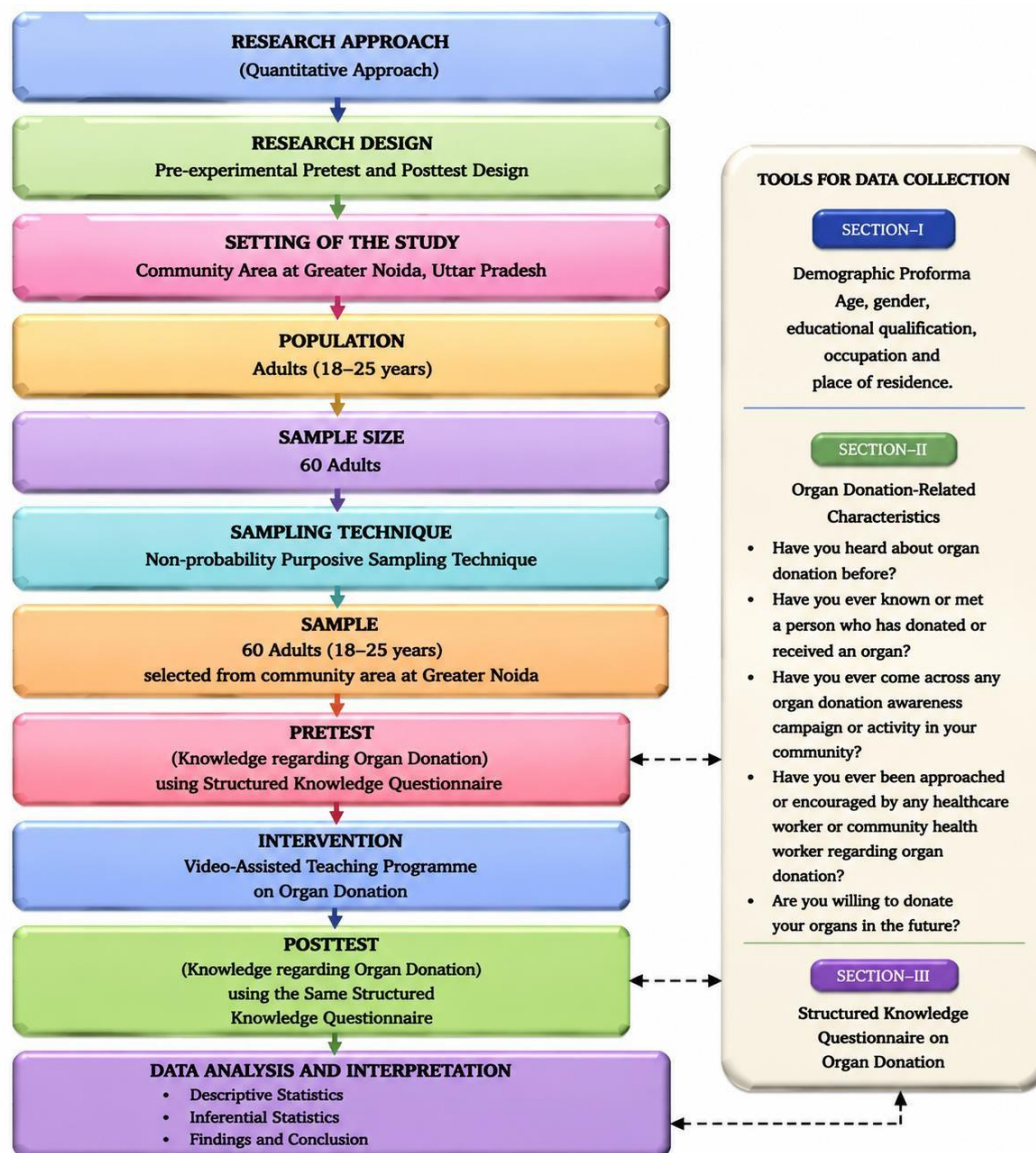


Fig.No: 3.1 Schematic Representation of Research Methodology

Research Approach:

Quantitative approach was used for the present study.

Research Design:

The study design was a pre-experimental one group pre-test post-test research design.

Variables:

The variables identified in the present study are:

Independent Variable: Video-Assisted Teaching Programme on Organ Donation

The independent variable in the present study is the Video-Assisted Teaching Programme.

Dependent Variable: Knowledge regarding Organ Donation among Adults

The dependent variable in the present study is the level of knowledge regarding organ donation among adults selected in community area.

Extraneous Variables/ Demographic Variables:

Extraneous variables are the variables that may influence the dependent variable but are not the main focus of the study (age, gender, educational qualification, occupation, place of residence).

Organ Donation Related Characteristics:

- Have you heard about organ donation before?
- Have you ever known or met a person who has donated or received an organ?
- Have you ever come across any organ donation awareness campaign or activity in your community?
- Have you ever been approached or encouraged by any healthcare worker or community health worker regarding organ donation?
- Willingness to donate organs in the future

Study Setting:

The present study was conducted in selected community area, gram panchayat Tilapta, Karanvas, Gautam Budh Nagar, Greater Noida, Uttar Pradesh.

Population:

In the present study, the population comprised adults aged 18–25 years.

Sample Criteria:

Inclusion Criteria: Participants who fulfilled the following criteria were included in the study:

1. Adults aged 18–25 years.
2. Individuals residing in the selected community areas of Greater Noida, Uttar Pradesh.
3. Individuals who were able to read and understand Hindi or English.
4. Individuals who were available during the period of data collection.
5. Individuals who were willing to participate and provided written informed consent.

Exclusion Criteria:

1. Adults who had previously participated in any formal educational programme or training related to organ donation within the preceding six months.
2. Healthcare professionals and students pursuing medical, nursing, or allied health sciences education.
3. Individuals who were seriously ill or unable to participate in the educational intervention or complete the questionnaire.

Sample Size: In the present study, the sample consisted of **60 adults**.

Sampling Technique: In the present study, a non-probability purposive sampling technique was used.

Description of Tools: The investigator used the following tools for data collection:

Tool I: Demographic Variable Proforma:

This section was developed by the investigator to collect background information of adults. It consisted of items related to:

- Age
- Gender
- Educational qualification
- Occupation
- Place of residence

Organ Donation-Related Characteristics:

- Have you heard about organ donation before?
- Have you ever known or met a person who has donated or received an organ?
- Have you ever come across any organ donation awareness campaign or activity in your community?
- Have you ever been approached or encouraged by any healthcare worker or community health worker regarding organ donation?
- Willingness to donate organs in the future

Tool II: Structured Knowledge Questionnaire Regarding Organ Donation:

A structured knowledge questionnaire was used to assess the level of knowledge regarding organ donation among adults.

The structured knowledge questionnaire consisted of 30 items to assess the knowledge regarding organ donation among adults. Each correct response was awarded a score of **one (1)** and each incorrect response or unanswered item was given a score of **zero (0)**. The maximum obtainable score was **30** and the minimum score was **0**.

The questionnaire included items related to:

- Concept and Basic Knowledge of Organ Donation
- Types and Eligibility for Organ Donation
- Medical Aspects and Organ Transplantation Process

- Legal, Ethical and Regulatory Aspects in India

The responses were scored and categorized into different levels of knowledge based on the obtained scores.

Scoring Interpretation	Score range
Good knowledge	24–30 (80–100%)
Average knowledge	15–23 (50–76.7%)
Poor knowledge	0–14 (<50%)

Ethical Considerations:

Ethical principles were followed throughout the research process to protect the rights, dignity, and safety of the participants.

The following ethical measures were considered:

1. Ethical approval was obtained from the Institutional Ethics Committee before conducting the study.
2. Permission was obtained from the concerned authorities of selected community area, gram panchayat Tilapta, Karanvas, Gautam Budh Nagar, Greater Noida.
3. The purpose and procedure of the study were explained to the participants.
4. Written informed consent was obtained from the adults wherever applicable before participation.
5. Participation in the study was voluntary, and participants were informed about their right to withdraw from the study at any time without any penalty.
6. Confidentiality and anonymity of participants were maintained throughout the study.
7. The collected information was used only for research purposes.
8. The Video-Assisted Teaching Programme provided beneficial organ donation information to all participants.

Data Collection Procedure: The data collection procedure was carried out after obtaining ethical clearance and permission from concerned authorities.

The investigator followed the following steps:

1. Permission was obtained from the authorities of selected community area, gram panchayat Tilapta, Karanvas, Gautam Budh Nagar, Greater Noida.
2. The participants were selected according to the inclusion criteria using a non-probability purposive sampling technique.
3. The purpose of the study was explained to the participants, and informed consent was obtained.
4. On the first day, the demographic variables were collected and a pre-test assessment of knowledge

regarding organ donation (O_1) was conducted using a structured knowledge questionnaire.

5. On the same day, the Video-Assisted Teaching Programme (X) organ donation was administered to the participants.
6. On the 7th day, a post-test assessment of knowledge regarding organ donation (O_2) was conducted using the same structured knowledge questionnaire.
7. The collected data were organized, tabulated, and analyzed according to the objectives of the study.

Plan for Data Analysis:

The collected data were analyzed using descriptive and inferential statistics.

Descriptive Statistics:

Descriptive statistics were used to summarize the data:

- Frequency and percentage distribution were used to describe demographic variables.
- Mean, median, and standard deviation were used to describe knowledge scores.

Inferential Statistics:

Inferential statistics were used to test the research hypotheses:

- Paired “t” test was used to determine the effectiveness of the Video-Assisted Teaching Programme by comparing pre-test and post-test knowledge scores.
- Chi-square test was used to determine the association between pre-test knowledge scores and selected demographic variables.
- The level of significance was set at $p < 0.05$.
- The findings were presented in the form of tables, figures, and diagrams for better interpretation.

Results:

The data collected were tabulated, analyzed, and presented based on the objectives and the hypothesis using inferential and descriptive statistics as follows.

Section I: This provides the Frequency and Percentage Distribution of participants in terms of age in years, gender, educational qualification, occupation, place of residence.

Section II: It deals with the distribution of adults according to level of knowledge regarding organ donation before and after video-assisted teaching programme.

Section III: It deals with the comparison of pre-test and post-test knowledge scores regarding organ donation among adults.

Section IV: It deals with the association between pre-test knowledge scores and selected demographic variables among adults.

SECTION-I Frequency and Percentage Distribution of Demographic and Organ Donation–Related Characteristics of Participants

(N = 60)

S. No.	Variable	Category	Frequency (f)	Percentage (%)
1	Age (in years)	18–19 years	16	26.7
		20–21 years	20	33.3
		22–23 years	15	25.0
		24–25 years	9	15.0
2	Gender	Male	28	46.7
		Female	32	53.3
3	Educational Qualification	Higher Secondary	24	40.0
S. No.	Variable	Category	Frequency (f)	Percentage (%)
		Diploma	14	23.3
		Undergraduate	18	30.0
		Postgraduate	4	6.7
4	Occupation	Student	26	43.3
		Employed	12	20.0
		Self-employed	10	16.7
		Unemployed	12	20.0
5	Place of Residence	Rural	35	58.3
		Urban	25	41.7

Organ Donation-Related Characteristics:

6	Have you heard about organ donation before?	Yes	42	70.0
		No	18	30.0
7	Have you ever known or met a person who has donated or received an organ?	Yes	18	30.0
		No	32	53.3
		Not Sure	10	16.7
8		Yes	45	75.0
S. No.	Variable	Category	Frequency (f)	Percentage (%)
	Have you ever come across any organ donation awareness campaign or activity in your community?	No	15	25.0
9	Have you ever been approached or encouraged by any healthcare worker or community health worker regarding organ donation?	Yes	10	16.7
		No	50	83.3
10	Willingness to donate organs in the future	Yes	33	45.0
		No	12	20.0
		Undecided	15	25.0

- The table presents the frequency and percentage distribution of demographic and organ donation–related characteristics of 60 participants. Most participants were aged 20–21 years (33.3%), followed by those aged 18–19 years (26.7%), 22–23 years (25.0%), and 24–25 years (15.0%). Female participants constituted 53.3% of the sample, while 46.7% were male. Regarding education, 40.0% had completed higher secondary education, 30.0% were undergraduates, 23.3% had a diploma, and 6.7% were postgraduates.
- With respect to occupation, 43.3% of participants were students, while 20.0% were employed and 20.0% were unemployed; 16.7% were self-employed. More than half of the participants (58.3%) were from rural

areas, whereas 41.7% were from urban areas.

- Regarding organ donation, 70.0% of participants had heard about organ donation previously. However, only 30.0% had known or met a person who had donated or received an organ, while 56.7% had not. Nearly two-thirds of the participants (63.3%) had come across an organ donation awareness campaign or activity in their community. Only 33.3% had been approached or encouraged by a healthcare worker or community health worker regarding organ donation.
- Most participants (66.7%) expressed willingness to donate their organs in the future, whereas 20.0% were unwilling and 13.3% were undecided. Overall, the findings suggest that although awareness of organ donation was relatively good, direct exposure to organ donors/recipients and encouragement from healthcare workers were limited. The willingness to donate organs was encouraging, indicating the need for continued community-based awareness and motivation programmes.

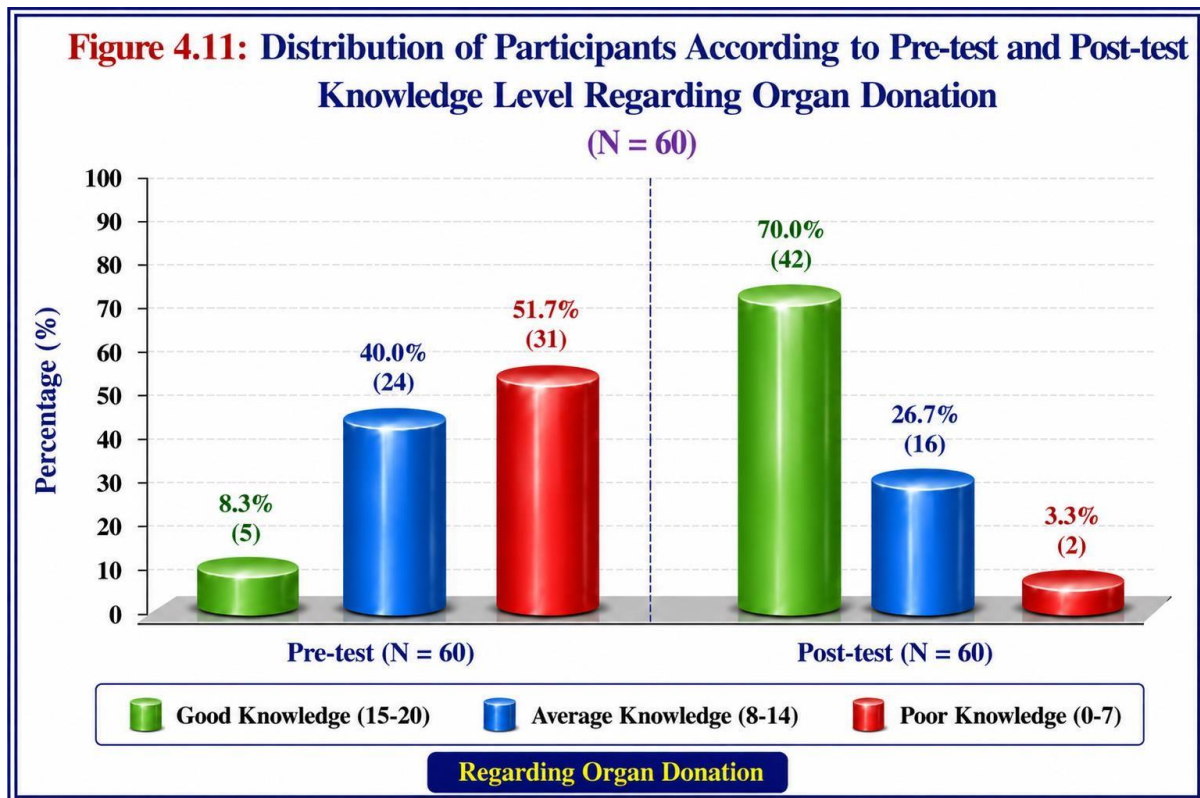
SECTION-II Distribution of participants according to level of knowledge regarding organ donation before and after Video-Assisted Teaching Programme.

(N = 60)

Knowledge Level	Pre-Test		Post-Test	
	f	%	f	%
Good Knowledge (15-20)	5	8.3	42	70.0
Average Knowledge (8-14)	24	40.0	16	26.7
Poor Knowledge (0-7)	31	51.7	2	3.3

depicts the distribution of participants according to their level of knowledge regarding organ donation before and after the video assisted teaching programme. During the pre-test, the majority of the participants (31, 51.7%) had poor knowledge, followed by 24 (40.0%) participants who demonstrated average knowledge, while only 5 (8.3%) participants had good knowledge regarding organ donation.

Following the educational intervention, a marked improvement in participants' knowledge was observed during the post-test. The majority of the participants (42, 70.0%) achieved a good level of knowledge, 16 (26.7%) demonstrated average knowledge, and only 2 (3.3%) participants remained in the poor knowledge category.



illustrates the distribution of participants according to their pre-test and post-test knowledge levels regarding organ donation. During the pre-test, more than half of the participants (31, 51.7%) had poor knowledge, followed by 24 (40.0%) with average knowledge, while only 5 (8.3%) participants demonstrated good knowledge. In the post-test, a marked improvement was observed, with the majority of the participants (42, 70.0%) attaining good knowledge, 16 (26.7%) having average knowledge, and only 2 (3.3%) remaining in the poor knowledge category. The findings indicate a substantial improvement in participants' knowledge regarding organ donation following the video assisted teaching programme.

SECTION-III Evaluate the Effectiveness of Video Assisted Teaching Programme by comparison of Pre-test and Post-test Knowledge Scores Regarding Organ Donation among Adults.

(N = 60)

Group	Mean ± SD	Mean Difference	Paired value t	p-value	Level of Significance
Pre-Test	8.02 ± 2.81				
Post-Test	15.18 ± 2.14	7.16	21.38	<0.001	Highly Significant

Df (59), 't' tabulated value - 2.001 at p<0.05 level of significance.

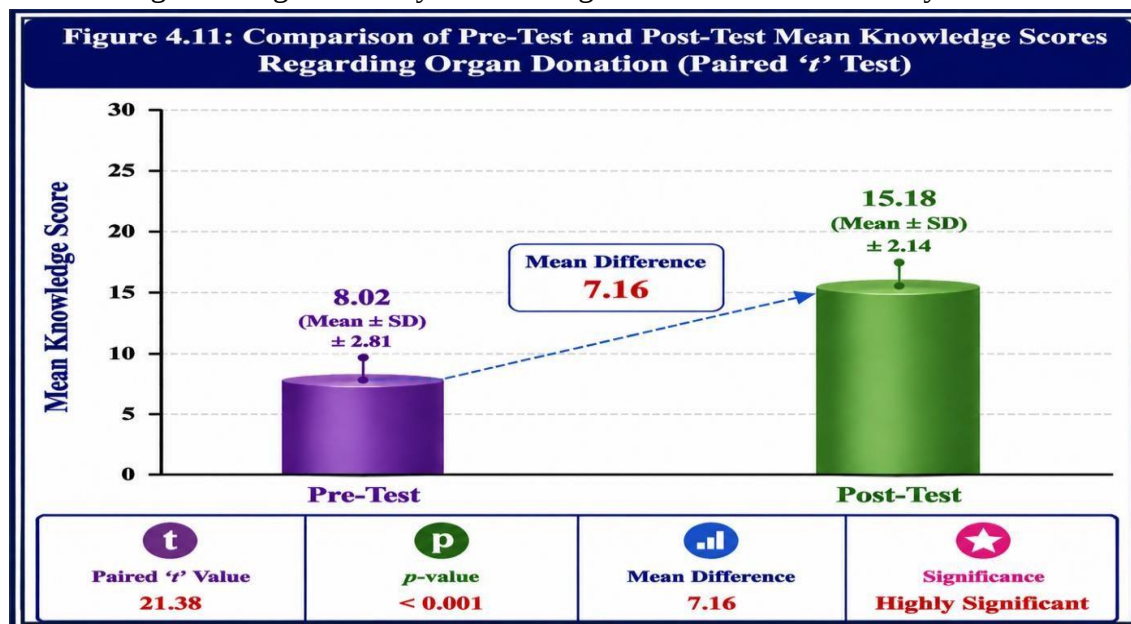
Table presents the comparison of the mean pre-test and post-test knowledge scores regarding organ donation among the participants using the paired *t*-test. The findings reveal that the mean pre-test knowledge score was 8.02 ± 2.81 , indicating that the participants had relatively low knowledge regarding organ donation before the

video assisted teaching programme. Following the intervention, the mean post-test knowledge score increased substantially to 15.18 ± 2.14 , reflecting a marked improvement in participants' knowledge.

The mean difference between the pre-test and post-test knowledge scores was 7.16, demonstrating a considerable increase in knowledge following the educational programme. The calculated paired t -value was 21.38 with a corresponding p -value of less than 0.001, indicating that the observed difference between the pre-test and post-test mean knowledge scores was statistically highly significant.

The comparatively lower standard deviation observed in the post-test scores suggests that participants' knowledge levels became more consistent after the educational intervention, indicating a more uniform understanding of organ donation among the study population. The statistically significant improvement in the mean knowledge score demonstrates that the video assisted teaching programme effectively enhanced participants' knowledge regarding organ donation.

Therefore, the null hypothesis (H_{01}) stating that there would be no significant difference between the mean pre-test and post-test knowledge scores is rejected, and the research hypothesis (H_1) is accepted. These findings provide evidence that the video assisted teaching programme was effective in improving knowledge regarding organ donation among adults aged 18–25 years residing in the selected community.



illustrates the comparison of the pre-test and post-test mean knowledge scores regarding organ donation among the participants. The mean knowledge score increased from 8.02 ± 2.81 in the pre-test to 15.18 ± 2.14 in the post-test, with a mean difference of 7.16. The paired t -value of 21.38 with a p -value < 0.001 indicates a highly significant improvement in knowledge following the video assisted teaching programme.

SECTION-IV Association Between Pre-test Knowledge Level Regarding Organ Donation and Selected Demographic and Organ Donation-Related Characteristics

(N = 60)

S.No.	Demographic Variable	Category	Good (n=5)	Average (n=24)	Poor (n=31)	χ^2	df	p-value	Level of Significance
1	Age (years)	18–19	0	6	10	1.94	6	0.925	NS
		20–21	2	8	10				
		22–23	2	6	7				
		24–25	1	4	4				
2	Gender	Male	2	11	15	0.18	2	0.915	NS
		Female	3	13	16				
3		Higher Secondary	1	10	13	1.82	6	0.936	NS
		Diploma	1	5	8				
	Educational Qualification	Undergraduate	3	8	7				
		Postgraduate	0	1	3				
4	Occupation	Student	3	10	13	1.56	6	0.955	NS
		Employed	1	5	6				
		Self-employed	0	4	6				
		Unemployed	1	5	6				
5	Place of Residence	Rural	2	14	19	0.72	2	0.698	NS
		Urban	3	10	12				
6	Heard about organ donation	Yes	5	19	18	7.84	2	0.020	Significant*
		No	0	5	13				
7	Known/met donor/recipient	Yes	3	8	7	5.24	4	0.264	NS
		No	2	12	18				
		Not Sure	0	4	6				
8	Awareness campaign	Yes	5	18	22	4.96	2	0.084	NS
		No	0	6	9				
9	Encouraged by healthcare worker	Yes	2	5	3	4.31	2	0.116	NS
		No	3	19	28				
10	Willingness to donate	Yes	5	15	13	9.64	4	0.047	Significant*
		No	0	5	7				
		Undecided	0	4	11				

presents the association between the pre-test knowledge level regarding organ donation and selected demographic and organ donation-related characteristics of the participants. The association was assessed using the chi-square test.

With regard to age, no statistically significant association was observed between age and pre-test knowledge level ($\chi^2 = 1.94$, $df = 6$, $p = 0.925$). Similarly, gender was not significantly associated with the participants' pre-test knowledge level ($\chi^2 = 0.18$, $df = 2$, $p = 0.915$).

Educational qualification also did not show a statistically significant association with pre-test knowledge ($\chi^2 = 1.82$, $df = 6$, $p = 0.936$). Likewise, occupation ($\chi^2 = 1.56$, $df = 6$, $p = 0.955$) and place of residence ($\chi^2 = 0.72$, $df = 2$, $p = 0.698$) were not significantly associated with the participants' baseline knowledge regarding organ donation.

Among the organ donation-related characteristics, having heard about organ donation before demonstrated a statistically significant association with pre-test knowledge level ($\chi^2 = 7.84$, $df = 2$, $p = 0.020$). This finding indicates that participants who had previous exposure to information on organ donation possessed comparatively better baseline knowledge than those who had never heard about it.

No statistically significant association was found between pre-test knowledge level and whether the participants had known or met an organ donor or organ recipient ($\chi^2 = 5.24$, $df = 4$, $p = 0.264$). Similarly, exposure to an organ donation awareness campaign or activity in the community ($\chi^2 = 4.96$, $df = 2$, $p = 0.084$) and encouragement received from healthcare workers or community health workers regarding organ donation ($\chi^2 = 4.31$, $df = 2$, $p = 0.116$) were not significantly associated with the participants' baseline knowledge.

A statistically significant association was observed between willingness to donate organs in the future and the participants' pre-test knowledge level ($\chi^2 = 9.64$, $df = 4$, $p = 0.047$).

Participants who expressed willingness to donate their organs demonstrated relatively higher knowledge scores compared with those who were unwilling or undecided.

Overall, the findings indicate that among the selected demographic and organ donation-related characteristics, only previous awareness regarding organ donation and willingness to donate organs in the future were significantly associated with the participants' pre-test knowledge level, whereas the remaining variables did not demonstrate statistically significant associations.

Hypothesis testing revealed that the research hypothesis (H_2), stating that there would be a significant association between the pre-test knowledge level regarding organ donation and selected demographic and organ donation-related characteristics, was partially accepted. Significant associations were observed for previous awareness regarding organ donation and willingness to donate organs in the future, whereas the null hypothesis (H_{02}) was retained for the remaining variables, as no statistically significant associations were identified ($p > 0.05$).

Discussion:

The present study demonstrated inadequate baseline knowledge regarding organ donation among adults. In the pre-test, more than half of the participants had poor knowledge, while only a small proportion demonstrated good knowledge. This finding indicates the need for systematic community-based educational interventions addressing organ donation.

Following implementation of the Video-Assisted Teaching Programme, a substantial improvement was observed. The proportion of participants with good knowledge increased from 8.3% to 70.0%, while poor knowledge decreased from 51.7% to 3.3%. The improvement was further supported by the increase in the mean knowledge score from 8.02 to 15.18 and the highly significant paired t-test result ($t = 21.38$, $p < 0.001$).

The findings suggest that video-assisted teaching can effectively communicate information about organ

donation in an understandable and engaging manner. The audiovisual format may assist participants in understanding concepts that are otherwise difficult to communicate through conventional verbal teaching alone.

The significant association between previous awareness and pre-test knowledge suggests that exposure to information about organ donation may contribute to better baseline understanding. Similarly, the association between willingness to donate and knowledge suggests that better-informed individuals may be more willing to consider organ donation.

Conclusion:

The study concluded that adults had inadequate knowledge regarding organ donation before the intervention. The Video-Assisted Teaching Programme produced a substantial and statistically highly significant improvement in knowledge. The mean knowledge score increased from 8.02 ± 2.81 in the pre-test to 15.18 ± 2.14 in the post-test, with a mean difference of 7.16 and paired t value of 21.38 at $p < 0.001$. Thus, the Video-Assisted Teaching Programme was found to be an effective educational strategy for improving knowledge regarding organ donation among adults.

Implications For Nursing:

Nursing Practice: Community health nurses can use video-assisted teaching to improve knowledge regarding organ donation.

Nursing Education: Video-assisted educational approaches may be incorporated into nursing education and community health teaching to strengthen understanding of organ donation.

Nursing Administration: Nursing administrators can support structured community-based organ donation awareness programmes.

Nursing Research: Further research can evaluate video-assisted interventions using larger samples, control groups, and longer follow-up periods.

Limitations:

The one-group pre-test–post-test design did not include a control group.

The study was conducted in a selected community area of Greater Noida, limiting generalizability.

The sample size was limited to 60 adults aged 18–25 years. Purposive sampling may have introduced selection bias.

The study assessed knowledge only and did not measure attitudes, practices, or actual organ donation behaviour.

The post-test was conducted seven days after the intervention, so long-term knowledge retention was not assessed.

Data were based on participants' responses to a structured questionnaire and may therefore have been affected by response bias.

Recommendations:

Similar studies may be conducted with a larger sample size.

A true experimental design with an experimental and control group may be used in future research.

Similar studies may be conducted among different age groups and populations.

Future studies may assess the effect of video-assisted teaching on attitude, willingness, and actual intention toward organ donation.

Long-term follow-up studies may be conducted to assess retention of knowledge.

Community health nurses may conduct regular video-assisted awareness programmes regarding organ donation.

Declarations:

Ethical Approval: Ethical approval and permission from the concerned authorities were obtained before data collection.

Informed Consent: Informed consent was obtained from participants after explaining the purpose and procedure of the study.

Conflict of Interest: The author declares no conflict of interest.

Funding: No external funding was reported.

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