

EFFECTIVENESS OF INFORMATION, EDUCATION AND COMMUNICATION ON KNOWLEDGE, ATTITUDE AND COMPLIANCE OF CHILDHOOD OBESITY AMONG PARENTS OF OBESE CHILDREN

Dr. S.Ani Grace Kalaimathi M.Sc (N), Ph.D., Principal, MIOT College of Nursing, Chennai.

Abstract: *Parents are the keys to develop a home environment that foster healthy eating and physical activity among children and adolescents. It is observed that 30% of obesity begins in childhood and out of that 50 % to 80 % become obese-adults (Styne DM., 2001). A true experimental study design was used to assess the knowledge, attitude and compliance of childhood obesity among parents of obese children. The IEC interventions were given only to study group on childhood obesity on one to one basis with the help of laptop power point presentation at the respective houses of the mothers. There was a significant improvement in the knowledge, attitude and compliance among parents of obese children at $P < 0.001$ in study group after IEC intervention.*

Introduction

Every human being wishes to have healthy children who will grow to be healthy adults and enjoy a long life. It is clear that in many countries this aim may be unachievably for a number of years because many specific adult health problems have their origins in childhood. One such health problem is "Childhood Obesity". Childhood obesity has become a worldwide phenomenon cutting across regional and economic barriers. It has emerged as an epidemic not only in the

developed countries but also in the developing countries that are in rapid epidemiological transition, and India is no exception (Yadavs., 2001). According to Bhave (2004), school based data in India demonstrates prevalence of obesity in the range of 5-6% to 24% among children and adolescents. Children learn a lot from school, environment and experience. Whether a child is a member of our family or not, it is our responsibility to help the child to grow in a healthy way.

NEED FOR THE STUDY

Parents are the keys to develop a home environment that foster healthy eating and physical activity among children and adolescents. Parents have responsibility to shape their children's dietary practices, physical activity, sedentary behaviors and ultimately their weight status in many ways. Parent's knowledge over nutrition, their influence on food selection, meal structure, and home eating patterns; their modeling of healthful eating practices; their levels of physical activity; and their modeling of sedentary habits including television viewing are all influential in their children's development of lifelong habits that contribute for normal weight to overweight and obesity. So parents' role at home in promoting

healthful eating practices and levels of physical activity are so critical in preventing obesity. They should also take central to collective efforts to combat the nation's childhood obesity epidemic.

As researchers continue to analyse the role of parenting both in the development of childhood over weight and in obesity prevention, studies on child nutrition and growth are detailing the ways in which parents affect their children's development of food and activity related behaviours. Ann Lindsay, Katerina Sussner, Juhee Kim and Steven Gostmaker (1999) argue that interventions aimed at preventing childhood obesity should involve parents as an important forces for change in their children's behavior.

STATEMENT OF THE PROBLEM

“A study to assess the effectiveness of Information, Education and Communication (IEC) on knowledge, attitude and compliance of childhood obesity among parents of obese children” in selected home settings at South West Chennai.

OBJECTIVES OF THE STUDY

1. Assess the knowledge among parents of obese children on childhood obesity before and after administration of IEC
2. Assess the attitude among parents of obese children on childhood obesity before and after administration of IEC
3. Assess the compliance among parents of obese children on childhood obesity before and after administration of IEC

4. Effectiveness of IEC on knowledge, attitude and compliance on childhood obesity among parents of obese children
5. Correlate between knowledge, attitude and compliance on childhood obesity among parents of obese children.
6. Associate between socio-demographic variables of parents whose children are obese and their knowledge, attitude and compliance on childhood obesity before and after IEC

HYPOTHESES

H1: There is a significant difference in the level of knowledge, attitude and compliance regarding childhood obesity among parents of obese children who had IEC interventions than the parents who do not.

H2: There is a significant association between knowledge and attitude who receives the IEC and who do not.

H3: There is a significant association between knowledge and compliance who receives the IEC and who do not.

H4: There is a significant association between attitude and compliance who receives the IEC and who do not.

H5: There is a significant association of childhood obesity with selected demographic variables

METHODOLOGY

Experimental study design with study group and control group was adopted. The investigator obtained permission from 20

school principals and assessed the BMI of all the children and identified 214 children's BMI which were above 95th percentile. Out of 214 parents of obese children among the 20 schools, 200 were given consent to participate in the study. The study was conducted at South West Chennai on 200 mothers who had obese children aged between 5-18 years who fulfilled the inclusion criteria. 100 samples to study group and 100 samples to control group were allotted randomly through lottery method.

Initial data was collected on demographic and clinical variables and then pre-test was given on knowledge, attitude and compliance towards weight reducing measures on childhood obesity for both the groups through a structured questionnaire before implementing IEC. The IEC interventions were given only to study group on childhood obesity on one to one basis with the help of laptop power point presentation at the respective houses of the mothers. After the session the booklet was given to each one of them for reinforcement. Duration of teaching was about 40 minutes. Later reinforcement was given on every fortnight through telephone to all the study group mothers. No such teaching was given to the control group but the group invariably benefitted with the booklet after the post-test. After two months the post-test was conducted for both groups of parents to assess their knowledge, attitude and compliance on childhood obesity.

The major findings of the study

1. The Majority of the parents in the study group (79%) and in the control group (91%) had inadequate knowledge about childhood obesity during pre-test.
2. In both groups majority of parents had (92% & 71%) favorable attitude about tackling childhood obesity during pre-test.
3. There was a significant improvement in the knowledge among parents of obese children at $P < 0.001$ in study group after IEC intervention.
4. There was a significant improvement in change of attitude ($P < 0.001$) among parents of obese children in study group after IEC intervention.
5. There was a significant improvement in compliance ($P < 0.001$) among parents of obese children in study group after IEC intervention.
6. There was a correlation between knowledge and attitude ($P < 0.05$) but there was no correlation between attitude and compliance.
7. There was a statistically significant relationship between parent's knowledge and education of fathers ($P < 0.05$).
8. Attitude of the parents in the study group had an association between age of the child and education of the father.
9. Association between effectiveness of attitude and birth order of the child ($P < 0.05$), type of family ($P < 0.05$) were revealed.
10. It is revealed from the clinical variables that 45% of the children had one obese family member in their family.
11. The mode of going to school by motor vehicles in study group were 50 % and in control group 70%

12. In both groups 41% of children spent less than 30 minutes per day for outdoor play activities.
13. An average of 50% children in both groups had the habit of taking food while watching television.

Conclusion

The findings of the present study reveals that there is a significant gain in knowledge among parents of obese children followed by the IEC teaching module on childhood obesity. Therefore, such program may be used to prevent childhood obesity as a precautionary method to decrease childhood obesity epidemic in India.

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Annies Kanmani Joy: Probably the 2nd Nurse ever to make it to IAS

A DOCTOR from AIIMS might have hogged the limelight for topping the recently declared civil services exam, but it's a nurse from Kerala who is no less a news-maker. Annies Kanmani Joy, 26 years old nurse hailing from a farmer's family in Kerala's Ernakulam district, deserves woh! from across the country, as she was selected as an IAS after securing 65th rank in civil services exam, 2011.

Last time, she was selected for

Indian Civil Accounts Service (ICAS), but thanks to her determination she improved her ranking to make it to IAS. Probably, **Joy is the second nurse ever to become an IAS. Alice Vaz R, a 2005 batch West**

Bengal cadre IAS, is also a nurse-turned IAS. Vaz, currently an additional district magistrate in Hooghly, graduated in nursing from The Tamilnadu Dr.MGR Medical University, Chennai.

Joy is a BSc (Nursing) from the Trivandrum Medical College, and till a few years ago she even did not know that any graduate could take UPSC examinations. But she was ambitious and that forced her to work hard for civil services examinations. She secured the 65th position, and that means she is well within 85 candidates of general category who would make it to IAS this time.

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