

Efficacy of Nutrition Counselling on Knowledge, Attitudes and Practices of Urban and Rural Elderly Males

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ABSTRACT Sixty elderly males aged 60-75 years were randomly selected from urban (I) and rural (II) areas of Ludhiana district belonging to low socio-economic group. Nutrition counselling was imparted by nine individual and three group contacts for a period of three months to the subjects along with their wives. Teaching was carried out through lectures, participatory demonstrations, discussion, visual aids like charts and posters. The evaluation of the impact of nutrition counselling was extremely low on all the three components (knowledge, attitudes and practices) in both the groups during pre-test (T1). On the post-test (T2) scorers of group I improved by 1.22 times in knowledge, 1.55 times on attitudes and 1.2 times on practices, which was significantly ($P \leq 0.01$) more than that of group II. The data showed that urban elderly scored more than their counterparts as they were more literate and were exposed on media like TV, radio, newspaper etc. It is suggested that the intervention programme at the community level should be multi prolonged and minimum for six months.