

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

Time: 4 Hrs/Week NUTRITION & HEALTH COMMUNICATION Max. Marks: 100

Objectives: To enable the student to understand –

1. The importance and need for nutrition and health communication.
2. To plan and develop messages for easy transmission to the community.

Course:

Unit I: Objectives, principles and scope of nutrition and health education and promotion.

Unit II: Vulnerable population – definition, criteria, reasons – Comparison with other countries.

Unit III: Nutritional status of population in India-Comparison with other countries.

Unit IV: Health status of population in India-Comparison with other countries.

Unit V: Communication media – uses, advantages, cost effectiveness, Government Publicity department.

References:

1. Gopalan C and Vijayaraghavan K (1971) Nutrition Atlas of India, NIN, Hyderabad.
2. Park J.E. and Park K.(1986) Text book of preventive and social medicine, Banarasidas Bhanot, Jabalpur.
3. Combating Under nutrition – Basic issues and practical approach. Special Publication series Np.3 (1987) NFI, New Delhi

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

Time: 2 Hrs/Week NUTRITION & HEALTH COMMUNICATION Max. Marks: 50

PRACTICALS

Objectives: To enable the student to develop skills for strategic planning and communication of nutrition and health messages..

Course:

Unit I: Study of existing methods of communication of nutrition and health and evaluate their effectiveness

Unit II: Participatory Study of on-going nutrition and health programmes

Unit III: Conduct nutrition and health programmes and evaluate the outcome

Unit IV: Visit to various broadcasting and telecasting organizations to learn the operations.

References:

1. Gopalan C and Vijayaraghavan K (1971) Nutrition Atlas of India, NIN, Hyderabad.
2. Park J.E. and Park K.(1986) Text book of preventive and social medicine, Banarasidas Bhanot, Jabalpur.
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