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Research Journal

*Indian Streams
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INFLUENCE OF TELEVISION ON HEALTH AWARENESS AMONG ADULTS

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ABSTRACT

Hhealth influences all activities and shapes the destiny of people. Good health and long life therefore traditionally have been the praised goals of the mankind. The millennium development goals place health at the heart of the development and represent enrichment by governments throughout the world to do more to reduce poverty and to tackle ill health and access to clean water. A fair knowledge about health and nutrition is essential to maintain good health and to save from the diseases. People in general, particularly in rural areas and urban slums are not knowledgeable about health matters such as the prevailing health problems in the community, their prevention and control. Health programmes in television aims at globalizing to bring awareness about Ayurveda, Allopathy and homeopathy types of treatment among the common people. These programmes aims to educate the common men about health problems that the people face.. These programmes cover from hair& skin care to all health problems such as high BP, Diabetic, ophthalmology, orthopedic, dental problems etc. The viewers of theses programmes benefit by watching these programmes adopt health care tips and become aware of the latest innovations and trends in these fields. In the present study an attempt has been made by the investigator to list out the health programmes telecasted by different TV channels, health programmes watched by the respondents and to know the influence of television by comparing the health awareness among viewers and non-viewers of health programmes in television and the



findings were discussed in the paper.

KEYWORDS :Health- Awareness- adults- television-Impact.

INTRODUCTION

One fundamental need of developing countries is to enhance skill over a wide range of critical problems concerning health and nutrition. A fair knowledge about health and nutrition is essential to maintain good health and to save from the diseases. Diseases caused by a faulty diet are common among the people. Poor nutrition results in poor resistance to infections and greater incidence of diseases. People in general, particularly in rural areas and urban slums are not knowledgeable about health matters such as the prevailing health problems in the community, their prevention and control. Health programmes in television aims at

globalizing to bring awareness about Ayurveda, Allopathy and homeopathy types of treatment among the common people. These programmes aims to educate the common men about health problems that the people face. Now there is a new revolution in the society for adopting these measures for achieving a healthy and long life and thus taking health education to common men and making them to realize the importance of health, happiness and harmony within the one self and society. These programmes cover from hair& skin care to all health problems such as high BP, Diabetic, ophthalmology, orthopedic, dental problems etc. The viewers of these programmes benefit by watching these programmes, adopt health care tips and become aware of the latest innovations and trends in these fields. In the present study an attempt has been made by the investigator to list out the health programmes telecasted by different TV channels, health programmes watched by the respondents and to know the influence of television by comparing the health awareness among viewers and non-viewers of health programmes in television.

Table-1: Health Programmes telecasting in different TV Telugu Channels

S.No	Name of the programme	Channel	Timings
1	Mee Arogyam Mee chethullo	MaaTV	6:30AM
2	Health Plus	Sakshi	2:30pm
3	Sisu samrakshana	Sakshi	2:30AM
4	Hello Doctor	NTV	1:30 PM
5	Life Line	TV9	3:15 PM
6	Suhki bava	ETV2	9:30AM
7	Jeevana Jyothi	ETV	7:30AM
8	Arogya Bharatham	DD Saptagiri	2:00pm
9	Abhaya	DD Saptagiri	7:30am
10	V care	ZeeTelugu	9:00AM
11	ABN Clinic	ABN	3:30PM
12	Health show Phone in Programmes	DD Sapatagiri	12:30 pm

Before developing the tool the investigator collected the information on the timings of the health programmes in different channels of television from the news papers, by watching different channels of television every day for about one week each channel. Among Telugu channels, 9 channels are telecasting health programmes ie., Mee Arogyam Mee chethullo (MaaTV), Health Plus (SakshiTV), Sisu samrakshana (SakshiTV), Hello Doctor- (NTV), Life Line (TV9), Suhki bava (ETV2), Jeevana Jyothi (ETV), Arogya Bharatham –(DD Saptagiri), Abhaya (DD Saptagiri), V care (ZeeTelugu), ABN Clinic(ABN), Health show Phone in Programmes (DD Saptagiri) are telecasting in the morning and afternoons.

Table-2: Awareness among viewers on health programmes in television

S.No	Name of the programme	Channel	Frequency	Percentage
1	Mee Arogyam Mee chethullo	MaaTV	120	30.00
2	Health Plus	Sakshi	123	30.75
3	Sisu samrakshana	Sakshi	110	27.5
4	Hello Doctor	NTV	153	38.25
5	Life Line	TV9	174	43.5
6	Suhki bava	ETV2	149	37.25
7	Jeevana Jyothi	ETV	159	39.75
8	Arogya Bharatham	DD Saptagiri	155	38.75
9	Abhaya	DD Saptagiri	120	30.00
10	V care	ZeeTV	135	33.75
11	ABN Clinic	ABN	139	34.75
12	Health show- Phone in Programmes	DD Sapatagiri	110	27.5

The investigator made an attempt to know the awareness of adults about the telecast of health programmes. The per cent ages obtained shows that 43.05 per cent of know about the health programme life line followed by 39.75 per cent jeevana jyothi, 38.75 per cent Arogya Bharatham, 38.25 per cent about hello doctor, 34. Per cent about ABN clinic, 33.75 per cent about v care, 30.75 per cent about health plus, 30.00 per cent about mee arogyam mee chetullo and abhaya, 27.5 per cent about Health show- Phone in Programme. It indicates that below 40 per cent respondents were aware of the health programmes. Majority of the adults were not aware of these programmes. This may be due to lack of interest to know the health information and to watch the programmes.

Table-3: Health programmes watched by the respondents

S.No	Name of the programme	Frequency	Percentage
1	Mee Arogyam Mee chethullo	45	37.5
2	Health Plus	86	71.66
3	Sisu samrakshana	-	-
4	Hello Doctor	24	20.00
5	Life Line	95	79.16
6	Suhki bava	84	70.00
7	Jeevana Jyothi	-	-
8	Arogya Bharatham	37	30.83
9	Abhaya	-	-
10	V care	-	-
11	ABN Clinic	28	23.33
12	Health show- Phone in Programmes	-	-

The percentages of respondents watching different health programmes in telugu channels were presented in the above table. The investigator calculated the percentage of watching different health programmes among the regular viewers of health programmes. Majority of the respondents i.e., 79.16 were watching the programme Life Line followed by 71.66 per cent health plus, 70.00 percent of the respondents sukhibhava. Only 23.33 percent were watching ABN Clinic. Not a single respondent was watching the health programmes sishu samrakshana, V Care, Jeevana Jyothi, Abhaya and health show phone in programme.

Table-4: Health awareness among Viewers of health programmes

S.No	Programme	Good		Average		Poor	
		N	%	N	%	N	%
1	Kidney stones	82	58.99	46	33.09	11	07.91
2	Chicken guniya	69	49.64	54	38.84	16	11.51
3	BP	68	48.92	52	37.41	19	13.66
4	Dental problems	71	51.07	51	36.69	17	12.23
5	Heart attack	84	60.43	39	28.05	16	11.51
6	Diabetic	64	46.04	49	35.25	26	18.70
7	Arthritis	81	58.27	41	29.49	17	12.23
8	Aids	84	60.43	37	26.61	18	12.94
9	Cancer	82	58.99	41	29.49	16	11.51
10	Dengue fever	80	57.55	42	30.21	17	12.23

In order to know the influence of watching programmes in television on health awareness among the adults the data was collected on health aspects among viewers and also the non-viewers of health programmes. 139 members are viewers of health programmes based on the scores obtained by the answers given by the respondents they were categorized as good, average and poor. The awareness of the majority of the viewers was good on all the 10 health problems. The awareness was good among the 60.43 per cent of the viewers of health programmes on diabetes and aids. 58.99 per cent of the viewers were aware about the health problems BP and arthritis. 51.55 per cent were aware about dengue fever. the awareness was good among 46 to 49.64 per cent of the viewers on kidney stones, cancer, heart attack. The awareness among 26.61 per cent to 38.84 per cent of the respondents was average on the 10 health problems. The awareness among to 13 percent of the viewers was poor. Though watching the health programmes, the reason for the poor awareness among them might be lack of remembrance.

Table-5: Health awareness among Non Viewers of health programmes

S.No	Programme	Good		Average		Poor	
		N	%	N	%	N	%
1	Kidney stones	60	22.98	78	29.88	123	47.12
2	Chicken guinea	69	26.43	89	34.09	103	39.46
3	BP	70	26.81	88	33.71	103	39.46
4	Dental problems	65	24.90	94	36.01	102	39.08
5	Heart attack	61	23.37	91	34.86	109	41.76
6	Diabetic	62	23.75	96	36.78	103	39.46
7	Arthritis	72	27.58	90	34.48	99	37.93
8	Aids	60	22.98	89	34.09	112	42.91
9	Cancer	67	25.67	94	36.01	100	38.31
10	Dengue fever	58	22.22	89	34.09	114	43.67

Considering the non viewers of health programmes they were also aware about several health problems. The total respondents were categorized in to good, average and poor. The awareness was poor among the majority of the respondents of non viewers of health programmes. These percentages were Kidney stones (47.12%) Chicken guinea (39.46%) BP (39.46%) Dental problems (39.08%) heart

attack (41.76%) Diabetes (39.46%) arthritis, (37.93%) Aids (42.91 %) cancer,(38.31%) and dengue fever (43.67%) . Only 20 to 27 per cent of the non viewers of the health programmes were good in terms of awareness on 10 health problems covered in the study. On the other hand the awareness was average among 29.28 percent on kidney stones, 34.09 percent on chicken guinea, 33.71 percent on BP, 36.01 percent on dental problems 34.48 percent on arthritis, 34.09 percent on Aids, 36.01 percent on cancer and 34.09 percent on dengue fever.

The reasons for the good and average awareness among these percentages of adults might be regular touch with doctors, other family members who already suffered /suffering from such health problems etc. The sources other than television to gain awareness about the health aspects as mentioned by the non viewers were news papers, discussion with neighbors, friends and doctors.

Table-6: Mean values on health awareness of viewers & non viewers

S.No	Programme	Viewers Mean	Non Viewers Mean
1	Kidney stones	5.93	4.08
2	Chicken guniya	5.82	4.38
3	BP	5.73	4.37
4	Dental problems	5.61	4.29
5	Heart attack	7.50	4.79
6	Diabetic	4.34	3.16
7	Arthritis	4.47	3.33
8	Aids	5.54	4.25
9	Cancer	4.43	3.13
10	Dengue fever	5.80	4.14

In order to know the difference in health awareness among viewers & non viewers of health programmes the mean values were calculated. On 10 health problems the mean values of viewers of health programmes in television were higher than the mean values of health awareness among non viewers of health programmes. This shows that the viewers of health programmes were more aware than the non viewers of health programmes in television.

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