ABSTRACT

Title of the study

Effectiveness of Information, Education and Communication (IEC) on knowledge, attitude and compliance of Childhood Obesity among Parents of Obese Children.

Purpose

To improve the knowledge, attitude and compliance towards weight reducing measures of childhood obesity among parents of obese children.

Objectives

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. Related literature were reviewed and King’s goal Attainment model was used for conceptual framework.

**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 were above 95th percentile. Out of 214 parents of obese children 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. Out of 200 samples, 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 control group. After two months the investigator conducted the
post test 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 pretest.

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.

14. An average of 50% of children in both groups watched Television \( \geq 2 \text{hrs/day} \) and about 80% of the children watched Television \( \geq 3 \text{hrs/day} \) on holidays

**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.

**Key words**: IEC, knowledge, attitude, compliance, BMI, childhood obesity, 95\(^{th}\) percentile