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Field testing of flipbook on nutrition for children (0-3 years) for its comprehension by rural women

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Abstract

Nutrition plays a major role in an individual's overall health. Good nutrition is the fundamental basic right for the maintenance of positive health. The word nutrition means 'the process of nourishing or being nourished,' especially the process by which a living organism assimilates food and uses it for growth and replacement of tissues. 'Nutrients are the substances that are essential to life which must be supplied by food. According to Sharma and Sharma (2012) television (80.71% farmers) was the most preferred mass media for getting information about modern agricultural technologies followed by radio (67.85% farmers) and newspaper (55.00% farmers). Similarly, regarding adoption of various agricultural technologies, television was the most preferred medium (mean percentage 45.47), followed by radio (mean percentage 26.16) and then newspaper (mean percentage 12.73). So, it was inferred from the study that television ranked first followed by radio and newspaper both in terms of information dissemination and its adoption by the farmers. The present study was undertaken to develop of flipbook on nutrition for children (0-3 years) for rural women with these objectives: To assess the comprehension of designed Flipbook by rural women. The study was conducted in Udaipur district of Rajasthan state with a sample of 30 illiterate rural women to field test flipbook for its comprehension by rural women. Findings revealed that overall comprehension of messages through flipbook was found to be very good with MPS 91.89. Among four components, the diet during childhood ailments was comprehended to the highest extent (96.02 MPS) followed by normal nutrition (92.14 MPS), supplementary nutrition (90.42MPS) and normal nutrition (86.02MPS). Thus, it could be concluded that comprehension of flipbook was found to be good and the developed flipbook can be utilized by the various government and non government functionaries involved in TOT.

Keywords: flipbook, nutrition, mass media, rural women

Introduction

Nutrition plays a major role in an individual's overall health. Good nutrition is the fundamental basic right for the maintenance of positive health. The word nutrition means 'the process of nourishing or being nourished,' especially the process by which a living organism assimilates food and uses it for growth and replacement of tissues. 'Nutrients are the substances that are essential to life which must be supplied by food.

Malnutrition in all its form remains a major public health problem throughout the developing world and is an underlying fact in over fifty per cent of the 10-11 million deaths in children under five years of age. India ranks second in the world for child malnutrition (43.1%) after Timor-Leste (43.7%) according to World Health Statistics Report (WHO, 2012). High malnutrition rates in the country pose a significant obstacle in achieving better child health outcomes (Ragini, 2014) ^[7].

Scientific evidence has shown that beyond the age of 2-3 years, the effects of chronic malnutrition are irreversible. Child malnutrition is the single biggest contributor to under-five mortality due to greater susceptibility to infections and slow recovery from illness. The UNICEF/WHO/WB Joint Child Malnutrition Estimates (JME) data 2021 of Child malnutrition estimates for the indicators stunting, wasting, overweight and underweight describe the magnitude and patterns of under- and overnutrition. UNICEF-WHO-WB Joint Child Malnutrition Estimates inter-agency group updates regularly the global and regional estimates in prevalence and numbers for each indicator. The key findings 2021 Edition include global and regional trends and, for the first time, country-level estimates are also presented, with a summary of the enhanced methodology for deriving country-level model-based estimates for stunting and overweight. Country progress assessment towards the 2030 targets is provided with summaries by region.

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In 2020, globally, 149.2 million children under the age of 5 years of age were stunted, 45.4 million wasted, and 38.9 million overweight. The number of children with stunting is declining in all regions except Africa. More than half of all children affected by wasting live in Southern Asia and Asia as a whole is home to more than three-quarters of all children suffering from severe wasting. In terms of the targets, at country level, the greatest progress is being made towards the stunting target, with nearly two-thirds of countries seeing at least some progress. In contrast, for overweight, about half of all countries have experienced no progress or are worsening. Malnutrition, in all its forms, includes under nutrition (wasting, stunting, underweight), inadequate vitamins or minerals, overweight, obesity, and resulting diet-related non-communicable diseases. 1.9 billion adults are overweight or obese, while 462 million are underweight. Globally in 2020, 149 million children under 5 were estimated to be stunted (too short for age), 45 million were estimated to be wasted (too thin for height), and 38.9 million were overweight or obese. Around 45% of deaths among children under 5 years of age are linked to under nutrition. These mostly occur in low- and middle-income countries. At the same time, in these same countries, rates of childhood overweight and obesity are rising. The developmental, economic, social, and medical impacts of the global burden of malnutrition are serious and lasting, for individuals and their families, for communities and for countries.

Objective of The Study: The instructional materials or educational resources improve learners' knowledge, abilities, and skills and further monitor the assimilation of information and contribute to their overall development and upbringing. It also clarifies important concepts, arouse and sustain interests, give an opportunity to share experiences necessary for new learning and help make learning more permanent. It helps the learner to build more meaningful personal interpretations of life and his/her world. It serves as a medium in representing what the learner knows and what he/she is learning. The present study was thus undertaken to develop flipbook on nutrition for children (0-3 years) for rural women with the objective of assessing the comprehension of designed flipbook by rural women.

Methodology

For development of flipbook, subject matter information was gathered related to nutrition for children (0-3 years) and finalized in consultation with the experts. The major components of nutrition for children (0-3 years) were: Feeding practices, supplementary nutrition, normal nutrition, diet during common childhood ailments. The procedure followed for designing of flipbook was - writing the script, preparing story board, preparation of story board, preparation of flip charts.

Locale of the Study

The present study was conducted in Udaipur district of Rajasthan. Out of seventeen Panchayat Samities, one Panchayat Samiti i.e. Badgaon was selected randomly. From the selected Panchayat Samiti, one village located at a distance of 20-25 km from the Panchayat Samiti headquarter i.e. Dulawatokaguda was selected randomly for studying the comprehension of flipbook. A group of thirty rural women from the village-Dulawatokaguda was considered for studying the comprehension of multimedia CD.

Construction of tool and Data Collection

The data was collected with the help of an interview schedule and data was taken by interviewing the respondents in order to study the comprehension of designed instructional material from the respondents. The said interview schedule was developed by the researcher in consultation with experts.

Procedure of Data Collection

For comprehension of designed flipbook, field testing was done and the data were collected for comprehension of flipbook separately.

Statistical Analysis

After collection of data, coding was done and then data was compiled and tabulated for analysis and interpretation was done using frequency, percentage, mean weighted score, mean scores and mean percent scores was used to analyze data statistically as follows-

Frequency and percentage: This was used to analyze data regarding background information, comprehension of messages and gain in knowledge of message in flipbook on nutrition for children (0-3 years).

Mean weighted scores (MWS): MWS were calculated to analysis the expert's evaluation of the instructional material.

$$\text{Mean weighted scores} = \frac{\sum W}{n} = \frac{f_1 X_1 + f_2 X_2 + f_3 X_3 \dots \dots + f_n X_n}{n}$$

where, f= Frequency of the respondents

X= Score obtained by respondents

n= Total number of respondents

Mean scores: - Mean scores were calculated to find out overall evaluation of the flipbook by the experts and over all comprehension of flipbook by the respondents.

$$\text{Mean Score} = \frac{\text{Total Scores}}{N}$$

N = Number of respondents

Mean scores were obtained by dividing total scores by number of respondents.

Mean Percent Scores (MPSs): Mean percent scores were calculated to find out the overall comprehension and gain in knowledge by the respondents through flipbook

$$\text{MPS} = \frac{\text{Total sum of score obtained by respondents}}{\text{Maximum Scores}}$$

Results and Discussion

Comprehension of instructional material by rural women

The instructional material consisting of a flip-book on nutrition for children (0-3 years) was tested on a sample of 30 rural women to know the comprehension. The results are presented as under:

More than half of respondents belonged young age group (68.33%) and educated up to primary level (55.00%) and all the respondents (100%) were married. More than half of respondents (55.00%) were farm labour. Majority of respondents were from nuclear family and having 4 to 6 members in the family. Majority of the respondents had no

membership of any organization and had mixed house. All the respondents (100.00%) were used television as their media ownership and belonged to medium socio-economic status. The most commonly sources of information by majority of respondents (83.33%) was personal localite source and all the respondents (100.00%) used personal cosmopolite sources and impersonal cosmopolite sources of information. More than half of the respondents (58.33%) were using the information sources to medium extent.

Overall comprehension

Data presented in Table 1 reveals that overall and component wise comprehension of messages through flipbook for rural women on nutrition for children (0-3 years). Mean percent

scores were calculated and the overall comprehension of messages through flipbook was found to be very good with 91.89 MPS. An effort was also made to study the comprehension of the components included in nutrition for children (0-3 years) and the results presented that comprehension of list of components was very good with MPS 94.62. Similarly in all the components of nutrition for children (0-3 years) the comprehension was found to be very good as the range between 89.02 to 96.02 MPS. Maximum scores were observed in the component ‘diet during common childhood ailments’ (96.02MPS) followed by normal nutrition (92.14MPS), supplementary nutrition (90.42MPS) and feeding practices (89.02MPS).

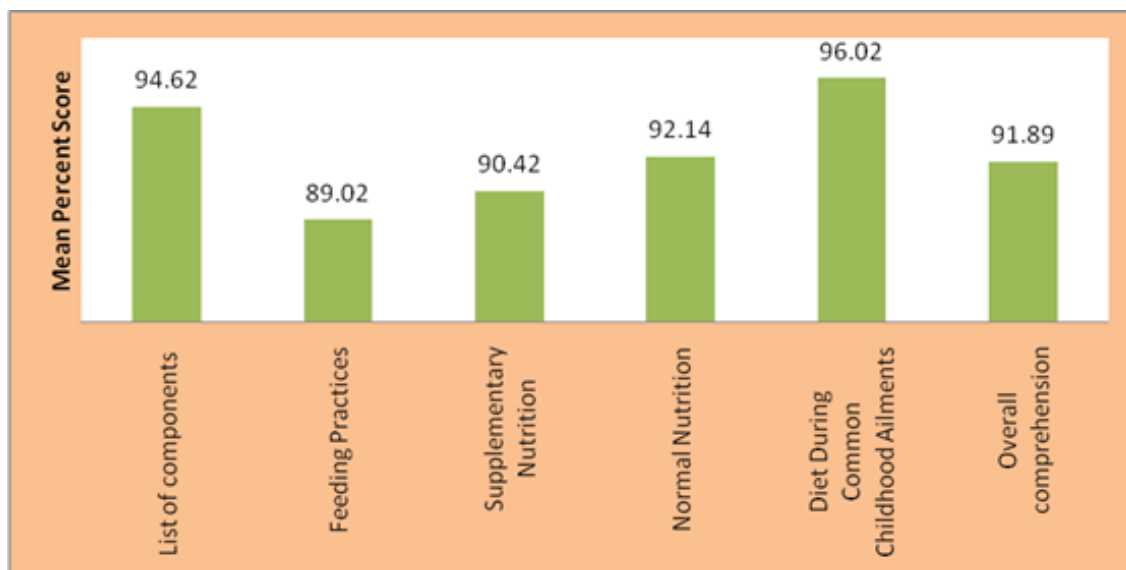


Fig 1: Overall comprehensions of messages through flipbook by the respondents

The results are in line with the findings of Sharma (2009) [8] who conducted a study on ‘Designing and field testing of instructional material of entrepreneurship development for rural women’ and revealed that the overall comprehension of messages through flipbook was very good with mean per cent score 94.84.

Table 1: Overall comprehensions of messages through flipbook by the respondents n=30

S. No.	Components	Mean Percent Score
1	List of components (Basic)	94.62
2	Feeding Practices	89.02
3	Supplementary Nutrition	90.42
4	Normal Nutrition	92.14
5	Diet During Common Childhood Ailments	96.02
6	Overall comprehension	91.89

Conclusion

Overall it could be concluded that the instructional material including i.e. flipbook on nutrition for children (0-3 years) were developed perfectly and found effective in increasing knowledge of the respondents. Thus the developed instructional material can be utilized by home scientists/extension workers of KVKs for knowledge management of rural women on the subject nutrition for children (0-3 years) and thereby making their training and learning experience more effective and meaningful.

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