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

**Time: 4 Hrs/Week NUTRITION & HEALTH COMMUNICATIONMax. Marks: 100**

**HS-B3-6201**

**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, BanarasidasBhanot, 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: 2Hrs/Week NUTRITION & HEALTH COMMUNICATION Max. Marks: 50**

**PRACTICALS**

**HS-B3-6251**

**Objectives:** To enable the student to develop skillsfor strategic planning and

communicationof nutrition and health messages..

**Course:**

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

**Unit II:**Participatory Studyof on-going nutrition and health programmes

**Unit III:**Conductnutrition 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, BanarasidasBhanot, Jabalpur.
3. Combating Under nutrition – Basic issues and practical approach. Special Publication series Np.3 (1987) NFI, New Delhi.

\*\*\*