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Impact of information technology in health Awareness among rural women of Bhopal city

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Abstract

This study aims to investigate the impact of information technology in health awareness among rural women in Bhopal city. Rural women are the example of negligence. They are less conscious about their personal health. They are not consulting the doctor in a proper way. It is necessary to bring health awareness among village women because women health is considered to be less important than health of men in the family. Rural women due to illiteracy do not read newspaper. Government schemes about health camps and vaccination campaign etc. They are not aware about the activities of NGO's and other agencies on health care.

Reading habits of educated women in rural areas is completely unsatisfactory. They are not much aware of health magazines. The shy nature of women is the basic problem of health information awareness. Women could not take decision due to the lack of having proper information. The society depends on family head about their health. The decision of family head were final and illness of women health effects the whole family specially children.

The study shall highlight ways of dissemination of information in health awareness among rural women of Bhopal city

Keywords: Information technology, health awareness, rural women

Introduction

Our society is moving forwards information age, where information has become a very important factor for national development. The success of a nation is depends on the government capabilities to provide basic service to its people and health care is one of them.

Health is primary aspect of human beings information regarding health awareness provided the way to better living of the people in respective area and efficient health information raises the level of public health at large and also responsible icon for integrated development of the society as whole we can say that first wealth of human being is health.

In India the major population is still living in the villages. They need information in their day to day life for various purpose. Thus the role of information is very significance as far as rural women health. Awareness is concerned; each woman must have knowledge about various or various health parameters which effect their living and health. They are reproductive health care, child survival, safe mother hood, S.T.D., HIV ADIS etc.

Women give less importance to her health than men. They consider diseases as a minor one and that does not need any clinical assistance. They also fail to communicate their illness to their family members too. They have shy, sameness, ignorance, fear and informing their illness to meet the health personnel also due to their social cultural background. The main aim of this study is concerned with the women in rural habitual of information service and health awareness. Of rural women. The main aspect of the study is to known the role of information about women health consciousness.

Methodology

Survey, research method has been applied for present study. Data was collected through question schedule as this method of data collection is useful in extensive enquiry and can lead fairly reliable result.

Investigator used interview schedule as tool to collect data and for present study lottery method of random sampling was used.

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A questions schedule was developed and pre-tested in a group of 50 rural women in the study area. After suitable alteration and change revised questionnaire was pilot tested in a group of rural women again to test the feasibility of the study.

Result and Discussion

Most of the women in rural areas are engaged in domestic activities. Their main barrier on accessing health information is illiteracy. Nature of rural women in accessing health information is passive women do not take decision due to lack of having proper information. Educated women are more aware about their health in comparison to uneducated. Reading habits of educated women in rural areas is completely unsatisfactory. They are not much aware of health magazine. There is sufficient knowledge center in the region under study. The rural women get very less information about health. Role of E- media (Print & Electronic or radio) play key role in information disseminate about health. There is no awareness as at proper health education programme.

Women in rural area are not aware about their diet. Whereas knowledge of food and nutrition shall be improve the health of women. They do not have knowledge about protective food. The shy nature of women is the basic problem in health information awareness. They solely depend on family head about their health the decision of family head is final. Poverty is one of the basic factors. In rural areas poor people do not have sufficient money to afford the cost of health magazines, newspaper, medicines or nutrient food.

availability of electronic means TV, Radio, Telephone 7.9% and non-availability of Library and information centre 10.2% respectively.

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Table 1: VIST of facility center by rural women

Sr. No.	Facility centre	Number of women
1	Government Hospital	640 (64.0)
2	Community Health Centre	160 (16.0)
3	Private Practitioner	263 (26.3)
4	Rural Health Workers	45 (4)
5	Rural Vaidya	20 (2)
6	Homeopath Unani	10 (1)

Table 2: Sources of seeking health information

Sr. No.	Source of health information	Number of women
1	Government Hospital	450 (45)
2	Community Health Centre	260 (26)
3	Private Doctor	40 (4)
4	Advertisement On Television	20 (2)
5	Telephonic Message	70 (7)
6	Library /Information Centre	10 (1)
7	Family Members	60 (6)

Table 3: Importance of various sources of information

Sr. No.	Name of information sources	Number of women
1	Radio Programme On Health	385 (38.5)
2	Television Programme On Health Including Advertisement	280 (28.0)
3	Information On Telephone	80 (8.0)
4	Health Camp	170 (17.0)
5	Newspaper & Health Magazine	35 (3.5)
6	Book	10 (1)
7	Information Centre	10 (1)
8	Advertisement (Wallpaper, Slogan, painting etc.)	30 (3)

Finally, simple's statement was given by 86% rural women that they face problem in seeking health information. These problem are related with distance of health centre 40.8%, lack of public transpires 12.2%, Behavior of health staff 1%, non-