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# Assessment of knowledge, attitude and practices regarding iodine deficiency disorder among housewives of Faizabad district

PRAVISHA PANDEY AND NEERUBALA

A cross sectional survey was conducted in the year 2014, to assess the knowledge, attitude and practices among housewives of rural areas in Faizabad district of Uttar Pradesh. The data was collected from 200 hundred respondents in each village through pretested and predesigned questionnaire. A total of 200 salt samples were collected. Nearly 60 per cent of the population was found to be consuming iodized salt while remaining respondents were consuming unionized or reduced content of iodine in their salt. 98 per cent of the respondents were not known regarding what are iodine and neither they knowing about sources of iodine. Only 8.5 per cent of women knew iodine deficiency disorder as shown in radio advertisement as it was available in majority of houses, which is required for the proper physical and mental growth of person but they were still doubtful about what is meant by proper physical and mental development. Goiter or ghenga was the only known consequences of iodine deficiency disorder known to the 21 per cent of respondents, rest 75.5 per cent were not aware about the consequence of IDD while remaining have misunderstanding regarding consequences of IDD. Mass media has now become an inspirable part of our life causing a deep impact on our minds and encourages us to buy a particular product. The existing effort made by television in the field of iodized salt is insufficient and should be increased rapidly. Various salt brand manufacturers should come forward in combating IDD but they should not misguide the customer by saying Tata to any other iodized salt brands.

**Key Words :** Knowledge, Attitude, Practices regarding, Iodine deficiency, Disorder among housewives

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