



A Case Study of Level and Variation in the Knowledge about Healthy Diet among Homemakers

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ABSTRACT In majority of the households, decision on items to cook is done predominantly by housewives and thus, their knowledge about healthy food is a key factor in deciding food consumption pattern and hence, overall family health. The current study, based on data collected through a semi-structured interview schedule from 84 currently married women of the district of Balasore in India, selected through a multi-stage sampling process, aimed at analyzing the level of and factors associated with women's awareness about healthy diet and eating practices. It was observed that affluent, educated and urban respondents were more aware of healthy eating habits, while the large chunk of economically and educationally disadvantaged samples were backward in their awareness level and more seriously; such respondents were highly complacent about the healthiness of their diet. All it asks for is a need and behavior based nutrition education intervention especially in rural areas of the district.