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Analysis of awareness of health knowledge among rural residents in western China

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Background: Previous studies have shown that 60% of the disease is rooted in an unhealthy lifestyle. Lifestyle diseases could be prevented and controlled by disseminated health knowledge. The study aimed to explore the health knowledge awareness of rural residents in remote poor area in west China. The study aimed to explore the impact factors of health knowledge awareness and the way to spread health knowledge.

Methods: We undertook a cross-sectional survey in two counties, 8 townships and 24 villages from July to November 2011 in Inner Mongolia, China. Collected data, which were publicly available, consisted of two parts, namely, socio-demographic information of 659 rural residents and the 659 corresponding rural residents awareness and the approach of health knowledge. Analysis of Variance (ANOVA) was used to explore the impact factors of health knowledge awareness.

Results: The research results showed that awareness of health knowledge associated with risk factors is highest (56.8%). Most people (88.5%) did not know the path of transmission of hepatitis B and have discrimination of patients with hepatitis B or even exclude them. After adjusting for the gender, age, education, employment, household income, age ($P=0.000<0.05$), education ($P=0.000<0.05$) and household income ($P=0.002<0.05$) are impact factors of awareness of health knowledge. The main way to reach the knowledge about health is through television.

Conclusion: One of the critical factors is education level. Usually, the poor families have stronger desires to study than rich families. Rich families have less time for health education and health lecture because they have much more concern in work. Direct results show that lower income families always have higher health knowledge level than the rich families. In the process of health education, different means of education should be adopted for different groups so as to achieve ideal effect. In order to achieve ideal result, different education process should be adopted to different income level families.

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