

# Effect of a Community based Multimedia Package (CBMP) on Management of Hypertension among Geriatric Population in an Urban Community of Kanpur U.P

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**Abstract** – Prevention is better than cure<sup>1</sup>. India has acquired the level of an Aging nation<sup>1</sup>. The risk of developing certain chronic diseases has increased. Amongst the Non Communicable Diseases like Hypertension (HT), diabetes mellitus (DM), obesity and dyslipidaemia form a quadrilateral which are inter dependent to each<sup>2</sup>. This poses challenge related to burden of disease and long term care<sup>3</sup>. The health seeking characteristics preclude large proportions of older persons from formal health care access unless a serious ailment intervenes<sup>4</sup>. Primary health care needs to be delivered at the door steps of the elderly at an affordable cost<sup>5</sup>. Effective community based programmes need to form an integral part of healthy aging policies<sup>6</sup>. Health promotion and prevention of long term care are important factors in maintaining a sound society.

**Keywords:** Elderly<sup>1</sup>, Hypertensive patient<sup>2</sup> effect<sup>3</sup>, Community Based Multimedia Package<sup>4</sup>

## 1. INTRODUCTION

Sherri G. Homan, David G. McBride, Shumei Yun (2014, Assessed the effect of the Missouri WISEWOMAN program on the control of high blood pressure, total cholesterol, and blood glucose levels. Concluded that the Missouri WISEWOMAN program helped many participants achieve control of blood pressure, total cholesterol, and blood glucose levels; the lifestyle intervention is likely to help participants control total cholesterol

Researcher conduct a **study to assess the effect of a Community Based Multimedia Package (CBMP) on management of hypertension among geriatric population in an urban community of Kanpur, Objective** are to estimate the prevalence of HT ,To assess and compare the healthy lifestyle practices, adherence to medications, physical exercise practices and proper diet practices among study and control group of HT patients receiving treatment at 6 months and 1 year, To compare the outcome measures (to define) among study and control group of HT patients at 6 months and 1 year of receiving treatment.

## 1.2 HYPOTHESIS

- H1: There is a significant blood pressure reduction by practicing Community Based Multimedia Program (CBMP) instructions in addition to usual care as measured by clinical parameters assessment tool at 0.05 level of significance.
- H2: There is a significant reduction in blood sugar level by practicing Community Based Multimedia Program (CBMP) instructions in addition to usual care as measured by clinical parameters assessment tool at 0.05 level of significance.

## 2. METHODOLOGY

Research approach: Quantitative approach, Research design: Post test only control group design Quasi-experimental study., Population: Geriatric population dwelling in urban community of kanpur, Sample: Geriatric population (> 60 age) Sample size: 50, Setting: bakarganj Kanpur .

### 2.1 INCLUSION CRITERIA

- Age ≥ 60 yrs
- Hypertension

- On anti-hypertensive drugs

## 2.2 TOOL FOR DATA COLLECTION

- Screening sheet as per inclusion criteria.
- Demographic profile and HT risk assessment
- Biophysiologic measures proforma (Self developed)
- Comprehensive geriatric assessment tool (standardised)
- Morisky medication adherence tool. (standardised)

A semistructured tool to assess the nutritional intake practices and physical exercise practices (post intervention)

## 2.3 DATA COLLECTION PROCEDURE

In this study Door to door survey was done and Elderly meeting the eligibility criteria was enrolled and who are not diagnosed for HT will be screened out. After that Informed written consent was obtained, Participants was explained about investigations to be performed. Criteria for diagnosing Hypertension was follows as BP > 140/90 for 3 consecutive days.

Baseline data was collected to diagnosed HT patients and based on the findings of the screening criteria the subjects were diagnosed as Hypertensive patient.

- Sample were collected through randomly allocated as study area and control area.
- Study area participants were subjected to Community Based Multimedia package (CBMP) thrice at an interval of one month along with routine care and control area participants received only the routine care.
- The outcome measures BP measurements and lipid profile will be evaluated at 6 months.

**Combination of Multimedia packaging include,** Healthy life style, Physical exercise Proper diet and Adherence to medication

**Table 1 shows the Prevalence of Hypertension among Elderly n=50.**

Variable	Prevalence	Prevalence in male	Prevalence in female
HT	34%	31%	35%

**Table 2 indicates Hypertension distribution among subjects (Chi square) (n=50)**

Variables	Control Group f n=25 (%)	Study Group f n=25 (%)	p value
Hypertension	18.55%	28%	< 0.001
<b>Newly diagnosed</b>			
Hypertension (n=21)	16%	30%	

### 3. RESULTS

The present three studies showed no improvements in HBA1c levels, weight and blood pressure with interventions involving exercise compared with those involving diet alone.

Thus it can be state that a holistic approach to manage HT including diet, physical activity, stress management and medication adherence together is

Present study shows a significant decrease in mean cholesterol mg/dl in study group from 186.02±40.99 to 179.02±39.51 at 1 year (p<0.0003). There is a significant difference between control group and study group total cholesterol mg/dl at 1 year 188.99±41.87 vs 178.71±39.51 with a difference of 10.28 (3.5, 17.03) at 95% CI.

This study had a significant increase in mean medication adherence from baseline to 1 year.

### 4. CONCLUSION

Result of the present study clearly shows that the targeted dietary advice (i.e to include ≥4 servings of meals, include snacks in between, include seasonal fruit once a day, avoid butter, salt and sweet), habits (no to alcohol, tobacco and smoking), adequate rest, involve in activities (physical activity ≥150 minutes every week, include gardening, playing with kids and going to hospital and bank etc), they are managing daily stress through self help groups and ventilation and they were aware for medication adherence resulted in decrease in Blood Pressure, total cholesterol levels.

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