



Iodized Salt Coverage Study 2010: Household Consumption and Consumer Behavior about Iodized Salt in Rural Areas of Select States of India

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Conference Abstract

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ABSTRACT

Objectives: This study assessed the household coverage with iodized salt and consumer behavior with regards to edible salt in rural areas of eight selected states of India.

Methods: The study was conducted by ICCIDD in association with MI and the Salt Commissioner's Office in 2010. Iodine content of household edible salt was measured and consumer behavior in terms of knowledge and perceptions regarding iodized salt and edible salt buying behavior was assessed in 9600 rural household in selected states.

Results: 47.2% of the households were consuming adequately iodized salt; 47%, 35%, 45%, 59%, 50%, 42%, 35%, and 64% respectively in states of Andhra Pradesh, Karnataka, Madhya Pradesh, Orissa, Rajasthan, Tamil Nadu, Uttar Pradesh and Uttarakhand. 58% of the respondents were aware about the iodized salt but only 13% of the respondents perceived 'iodized salt' to be an attribute of good quality salt. 54% of the households were using packaged crushed salt. Households with higher wealth index, awareness about iodized salt, using packaged crushed salt, and purchasing edible salt from general stores or Public Distribution System (PDS) were more likely to use adequately iodized salt.

Conclusions: Despite an improvement of twenty percentage points from a previous survey in 2005-06, the coverage with adequately iodized salt in these states remains below the national

average for rural areas. Increasing awareness and demand generation at the household level and introduction of good quality iodized salt in the Public Distribution System at affordable cost will help in improving the household coverage with adequately iodized salt in these states.

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