



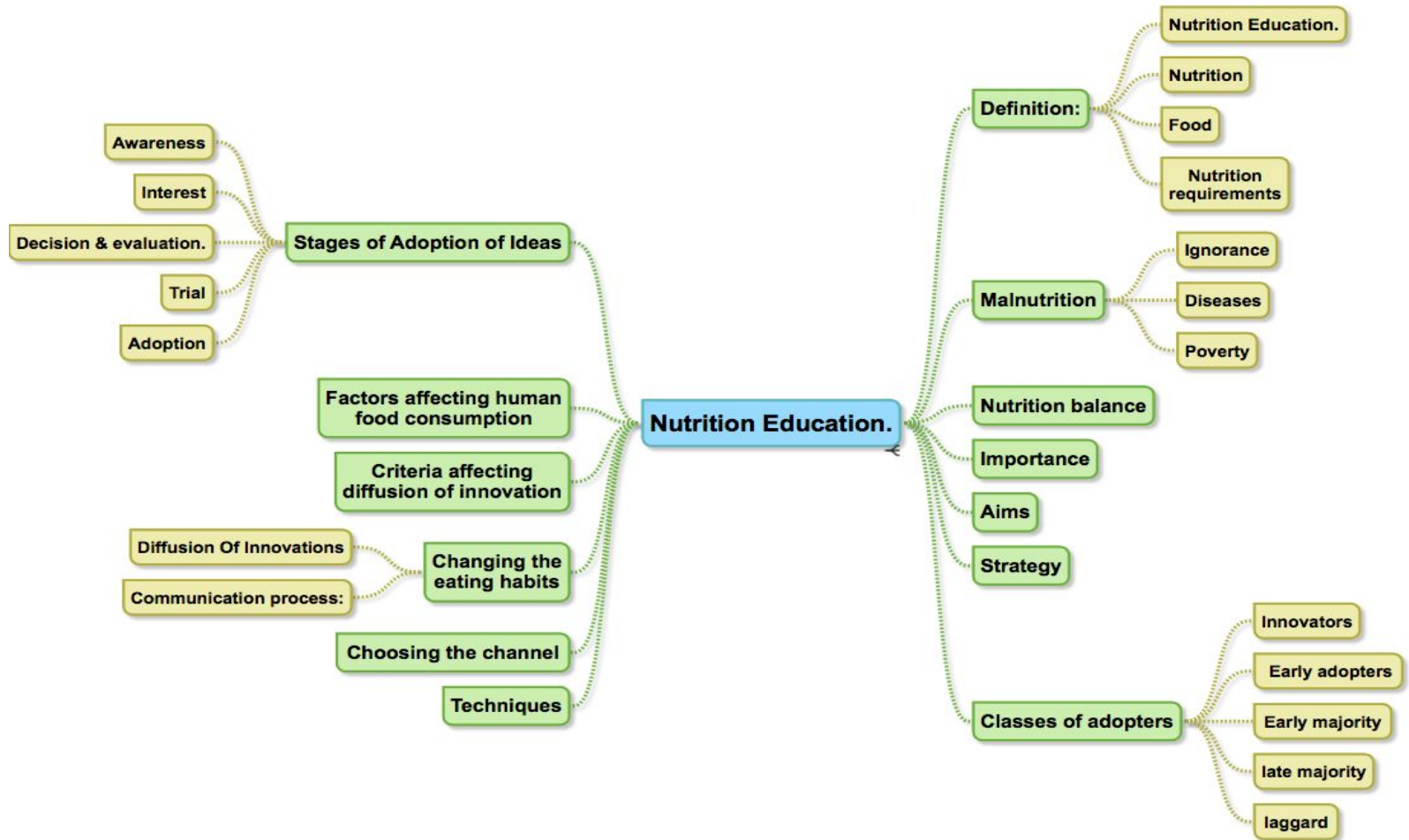
Nutrition Education



Lecture Objectives:

- Define nutrition education.
- Recognize the importance of nutrition education.
- Understand methods used in nutrition education.

Mind Map



Definitions:

❑ Nutrition education:

The science of teaching the individual how to practice proper and correct nutrition in terms of:

1. Knowing the proper nutrition rules
2. Knowing benefit of each nutrient
3. More attention to quality and quantity of foods

❑ Nutrition:

The process by which the human intakes food for growth, energy, and replacement of tissues; its successive stages include:

1. Digestion
2. Absorption
3. Metabolism
4. Excretion

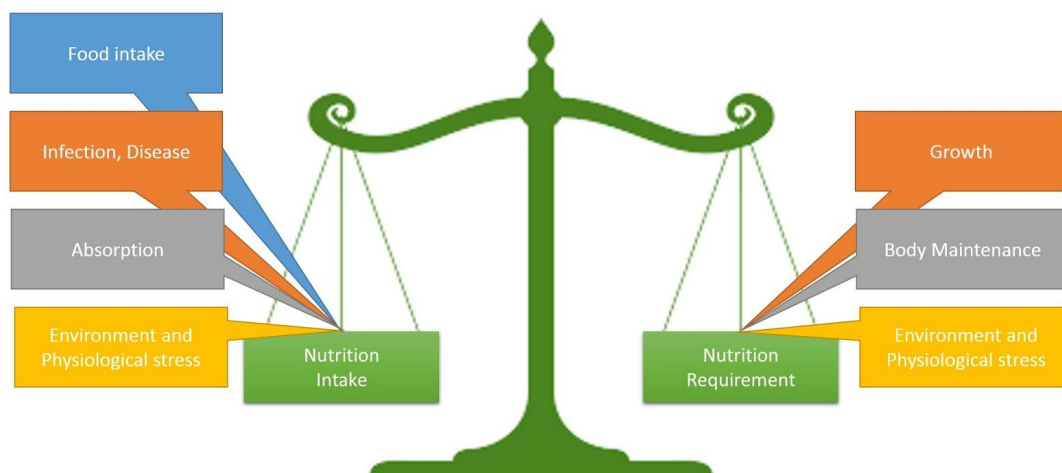
❑ Food:

Any substance taken into the body that will help to meet the body needs for energy, maintenance and growth.

❑ Nutrition requirements:

The quantities of each nutrient which met the human body needs to prevent nutrients deficiency diseases.

Nutrition Balance:



Malnutrition:

lack of proper nutrition, caused by not having enough to eat, not eating enough of the right things, or being unable to use the food that one does eat.

Causes of Malnutrition:

1. Poverty
2. Disease
3. Ignorance

It takes two different shapes:

In Developing countries	In Developed countries
Lack of proper nutrition in the diet, caused by not having enough to eat	Lack of proper nutrition in the diet, caused by not eating a balanced diet
lead to Nutrients deficiency disease	Obesity, Heart disease, Diabetes and Hypertension

Importance of nutrition education:

Nutrition Education is important for the following reasons:

- People don't have an instinct nor an inherent knowledge that leads them to know the effect of different foods on their health.
- There is consensus -a general agreement- that **food choices, dietary practices, and physical activities** behaviors influence health.
- Increased risk of chronic diseases.
- Nutrition education can engage in health promoting actions and opportunities.

Aims of nutrition education:

To increase people's ability to know the following facts:

- The relationship between body growth (qualities and appearance) and types of food they eat.
- Increased diversification in the food they eat, and enjoy its taste.
- Planning and preparing of meals rich in nutrients.
- To eat the natural resources of food.
- Assessment of nutritional behaviors and beliefs.
- To Appreciate the importance of the standard of living and improving programs.

Factors affecting human food consumption:

healthy body and disease	Psychological factors	Food habits	Economic levels	Education level
Religious beliefs and occasions	Political conditions	Social conditions	Form and offering way of food	Media
Travel & Tourism	Labor Migration	Geographical characteristics		

Nutrition Education Strategy: (not Important)

Encouraging the targeted categories to consume Balanced diets according to the

- Available sources.
- Renew the dishes.
- Local food and eating habits.
- The presenting ways.
- The best preparing Methods.
- Suitable food.
- To Meet the needs.

Make A Healthy Plate

foodandhealth.com/munications

ChooseMyPlate.gov

www.ChooseMyPlate.gov

Vegetables	Fruits	Grains	Protein	Dairy
<p>Vary your veggies.</p> <p>Any vegetable or 100% vegetable juice counts as a member of the vegetable group.</p> <p>Fill half your plate with fruits and vegetables.</p>	<p>Focus on fruits.</p> <p>Whole fruit is preferable to juice but any fruit counts: fresh, frozen, canned, 100% juice or dried.</p> <p>Fill half your plate with fruits and vegetables.</p>	<p>Make at least half your grains whole.</p> <p>Read labels to find more whole grain foods like whole wheat, oatmeal and brown rice.</p>	<p>Go lean with protein.</p> <p>Keep portion to 1/4 of the plate.</p> <p>Nuts, beans/peas, seeds, poultry, lean meat, seafood, soy and eggs are in this group.</p>	<p>Get your calcium-rich foods.</p> <p>Remember to choose skim milk or 1% milk.</p> <p>Try nonfat yogurt.</p> <p>Keep choices low in fat, sodium and sugar.</p>

Changing the eating habits through nutrition education: (Important)

It requires:

Diffusion Of Innovations and Communication process.

❑ **Diffusion Of Innovations:** (Spread of innovations / new ideas)

Diffusion of Innovation Process:

1. Awareness of a need for an innovation.
2. Decision to adopt or reject the innovation. there are five categories of adopters
3. Initial use of innovation. implementation of innovation where people can try it.
4. Program continuation. The ultimate goal. Continuation of the innovation.

Classes of Adopters:

- 1) Innovators (2.5%)
- 2) Early adopters (13.5%)
- 3) Early majority (34%)
- 4) Late majority (34%)
- 5) Laggard (16%)

Criteria affecting diffusion of innovation:

- Relative advantage of the new idea.
- Complexity (easy in understanding and applying)
- Compatibility (suitability)
- Results observe-ability
- Societies characteristic , and thinking pattern
- Cost of the new ideas
- Education levels
- Socio-economic levels
- Civilizing (modernizing) and cultural practices of the societies
- Customs and traditions prevailing in the community

❏ Communication process:

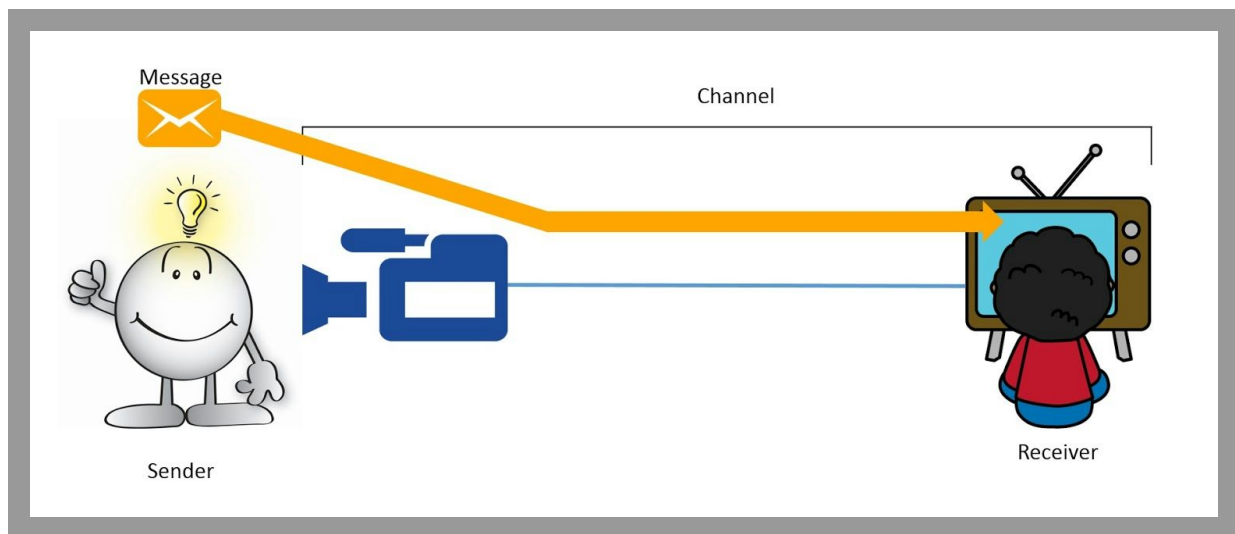
Methods of conveying thoughts and feelings, it describes interactions between individuals and groups as well as between various media and people.

Communication process consist of:

1. **Source (Sender):** nutrition educator.
2. **Channel:** The method used to send the information.
for example: **presentations, lectures,media,...etc**
3. **Message:** The knowledge or information that is given from the sender to the receiver by a certain channel.

Massages can be either **simple** (eat more vegetables and fruits) or **complex** (how to get your child to eat healthful).

4. **Audience (Receiver):** individual, group or public.



Stages of Adoption of Ideas:

1. **Awareness:** Recognizing innovative for the first time
2. **Interest:** Collection of information available about the idea as much as possible, and more knowledge about characteristic, as a result of generating motivation to learn more about this new idea.
3. **Decision & evaluation:** The adopter take decision continuing to collect more information about the idea or to quit , as well as begin to assess the information which obtained according to the present situation and future prospects for decision to adopt it , or leave it.
4. **Trial:** In this stage the individual try to apply the new ideas in small area , to esteem the benefits of this new ideas.
5. **Adoption:** After recognizing and after convicting the benefits of the new ideas , the person will adopt these new ideas.

Techniques:

Ways through which the educator will deliver the messages to the receiver (target groups):

- lecture
- Seminars
- Symposium
- Role play
- Discussion groups

Steps of social change:

1. **Innovation :** Create or develop a new idea
2. **Diffusion :** Delivery of new ideas through certain channels to members of the social system contribute to a better translation.
3. **Results :** Are those changes that occur within the social system due to the spread of these new ideas between its parts.

MCQs

1-Is the quantities of each nutrient which met the human body needs to prevent nutrients deficiency diseases.

- A. Nutrition requirements
- B. Food
- C. Nutrition
- D. Nutrition education

2-Successive stages of Nutrition include:

- A. Ignorance, Diseases and Poverty.
- B. digestion, absorption, metabolism, and excretion

3- At which Stage of Adoption the individual try to apply the new ideas in a small area?

- A. Awareness
- B. Decision and evaluation
- C. Adoption
- D. Trial

4-Which one of these is not a class of adopters?

- A. Early adopters.
- B. Early majority.
- C. Late adopters.
- D. Late majority

5-The Malnutrition In Developing countries can lead to:

- A. Nutrients deficiency diseases.
- B. Obesity.
- C. Heart disease.
- D. Diabetes.

1)A 2)B 3)D 4)C 5)A

SAQs

1-Give 5 factors that affect human consumption:

- The healthy body and disease
- Psychological factors
- Food habits
- Economic levels
- Education level

2-Name 5 aims of nutritional education:

To increase people's ability to know the following facts:

- Increased diversification in the food they eat, and enjoy its taste.
- Planning and preparing of meals rich in nutrients.
- The natural resources of food.
- Assessment of their nutritional behaviors and beliefs.
- Appreciating the importance of the standard of living and improving programs.

3-What are the types of message in communication process?

Message:

- simple (eat more vegetables and fruits)
- complex (how to get your child to eat healthful)

4-What are the steps of social change?

- Innovation : Create or develop a new idea
- Diffusion : Delivery of new ideas through certain channels to members of the social system contribute to a better translation.
- Results : Are those changes that occur within the social system due to the spread of these new ideas between its parts.

5-There are 5 classes of adopters, name them:

- Innovators
- Early adopters
- Early majority
- late majority
- laggard

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