



435 medicine

!! المحاضرة ما انشרכת

اعتمدنا على 434 & 433 اول ما ننشرح لأي قروب بنحدثها ان شاء الله

NUTRITION EDUCATION

لا يمتطي المجد من لم يركب الخطر ... ولا ينال العلى من قدم الحذرا
و من اراد العلا عفوا بلا تعب ... قضى و لم يقض من إدراكها وطرا

Important

Doctor's notes

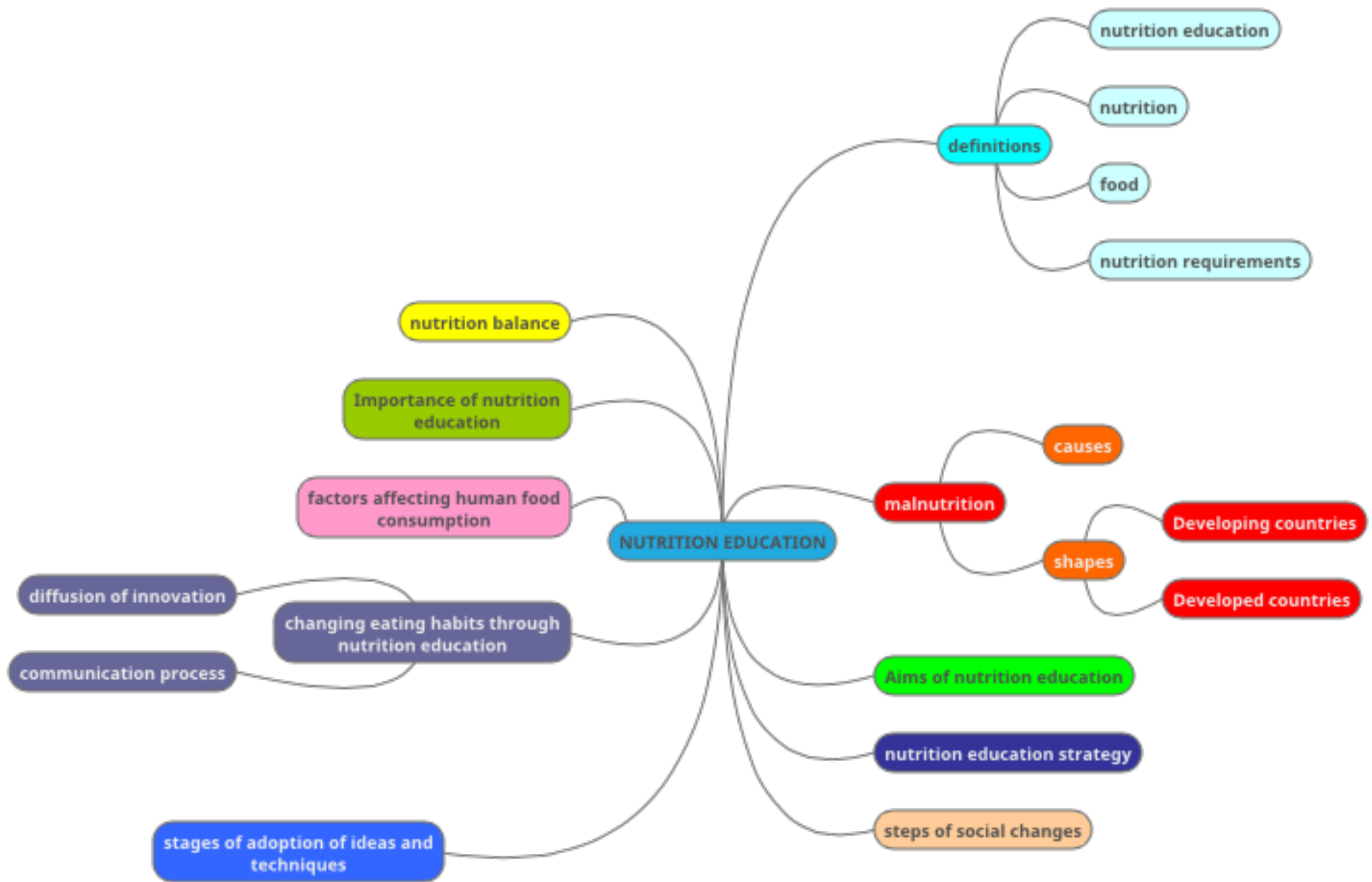
Extra explanation

Editing file

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Lecture's objective:

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

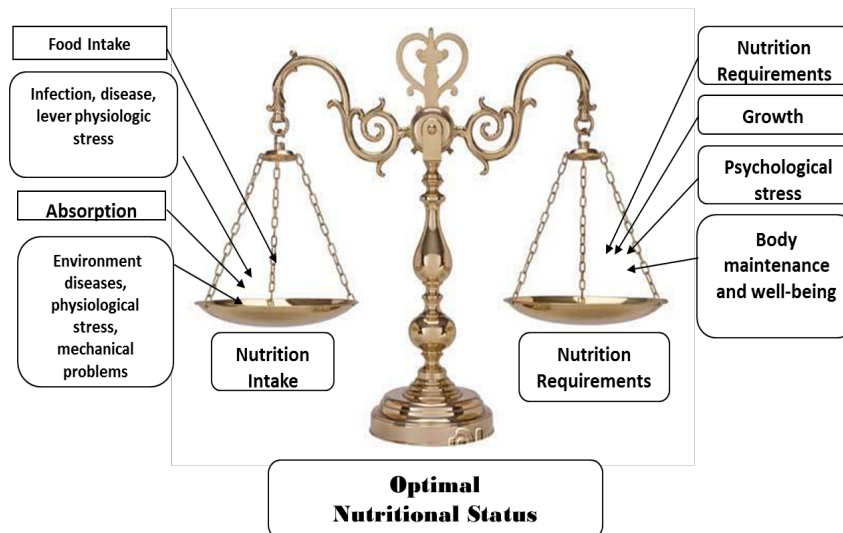
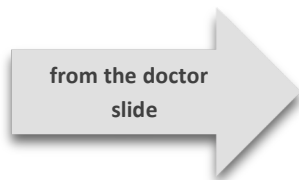


Definitions

Nutrition education	The science of teaching the individual how to practice proper and correct nutrition in terms of: <ol style="list-style-type: none"> 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

Nutrition Balance



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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

contribution
differs between
countries

It takes two different shapes:

In Developing countries

- Lack of proper nutrition in the diet, caused by **not having enough to eat**
- lead to Nutrients deficiency disease

In Developed countries

- Lack of proper nutrition in the diet, caused by **not eating a balanced diet**
- Obesity, Heart disease, Diabetes and Hypertension

Importance of nutrition education:

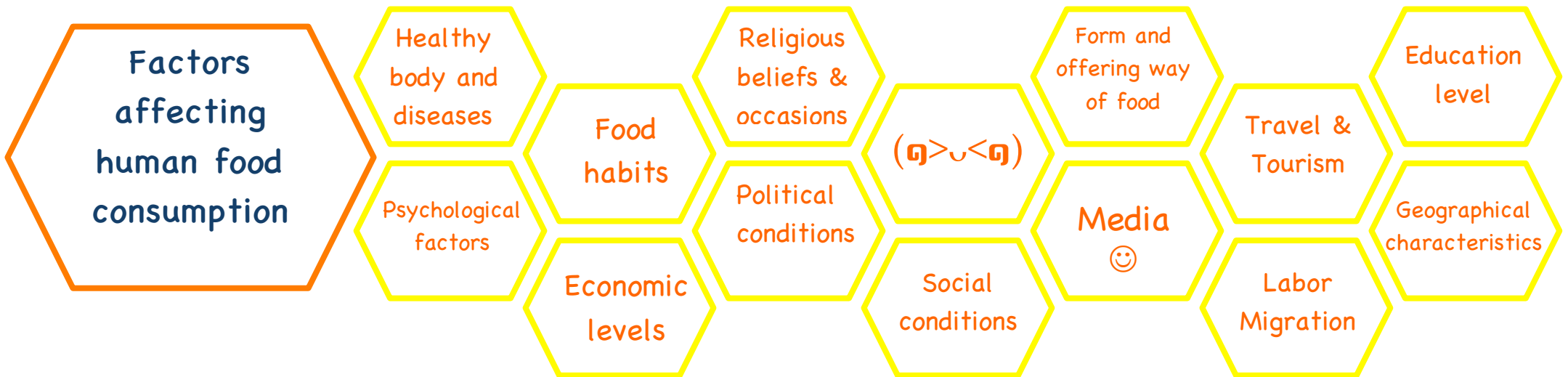
Nutrition Education is important for the following reasons:

1. People don't have an instinct nor an inherent knowledge that leads them to know the effect of different foods on their health.
2. There is consensus -a general agreement- that **food choices, dietary practices, and physical activities** behaviors influence health.
3. Increased risk of chronic diseases.
4. 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.



Nutrition Education Strategy:

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.



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Changing the eating habits through nutrition education:

It requires:

Diffusion Of Innovations and Communication process.

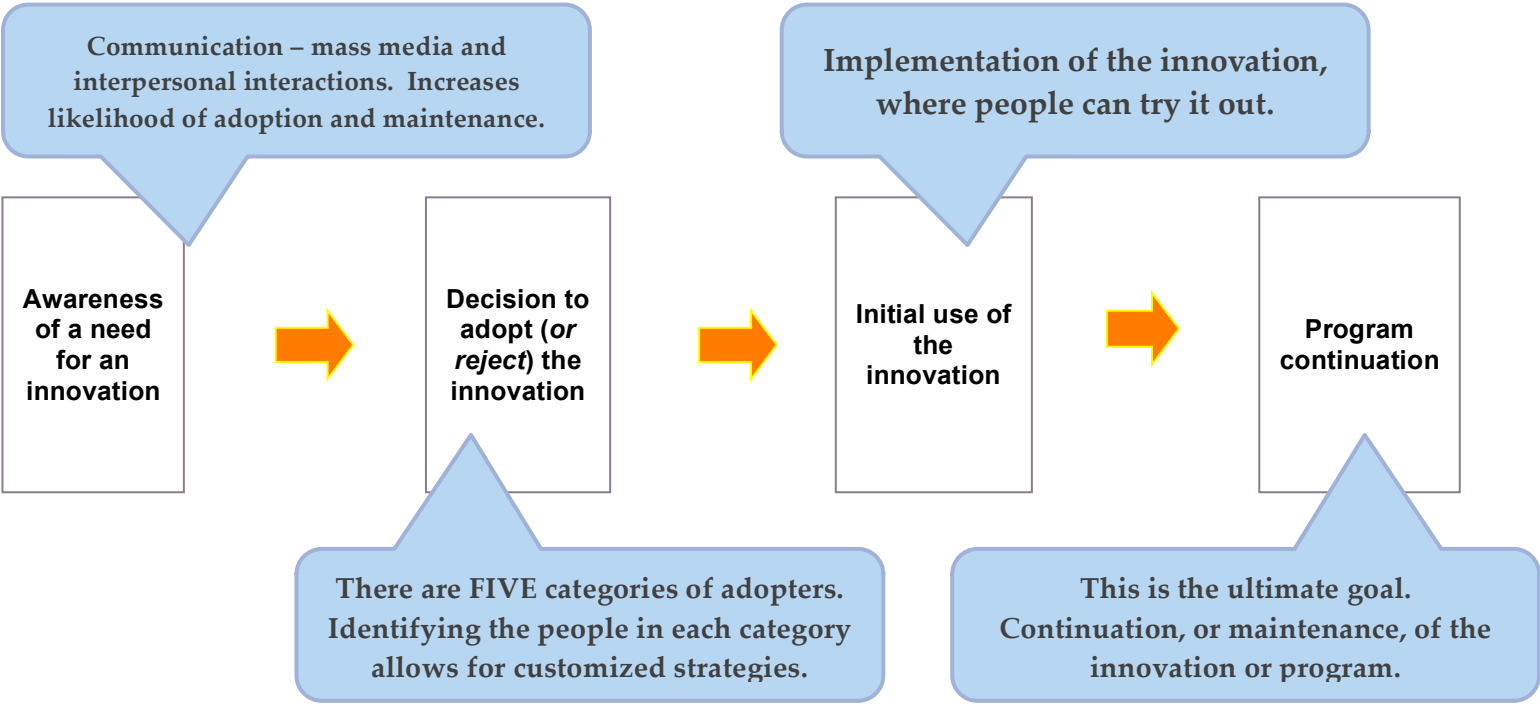
♠ **Diffusion Of Innovations:** (Spread of innovations / new ideas)

Diffusion of Innovation Process:

1. Awareness of a need for an innovation.
2. Decision to adopt or reject the innovation. † here 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 %)



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Adopter Category	Characteristics	Adoption Style	Questions
Innovators	Visionary, creative, and well-educated. Willing to take risks.	First to develop an idea, and often the first to try it.	How can we things differently?
Early Adopters	Highly respected. Often seen as opinion leaders.	Willing to try new ideas developed by the innovators.	Is there something new we can try? Do we have reason to believe it might work?
Early Majority	Thoughtful and deliberate. Want to see evidence.	Willing to adopt new ideas before most people.	Has someone else tried this? Is there evidence that it works?
Late Majority	Cautious. Often skeptical of new ideas.	Willing to adopt new ideas after a majority has done so.	What are our competitors doing? What are most people doing?
Laggards	Traditional. Highly critical of new ideas.	Willing to adopt a new idea after it has become mainstream or they are forced to do so.	Is this conventional practice? Are we being forced to do this?

✓ **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

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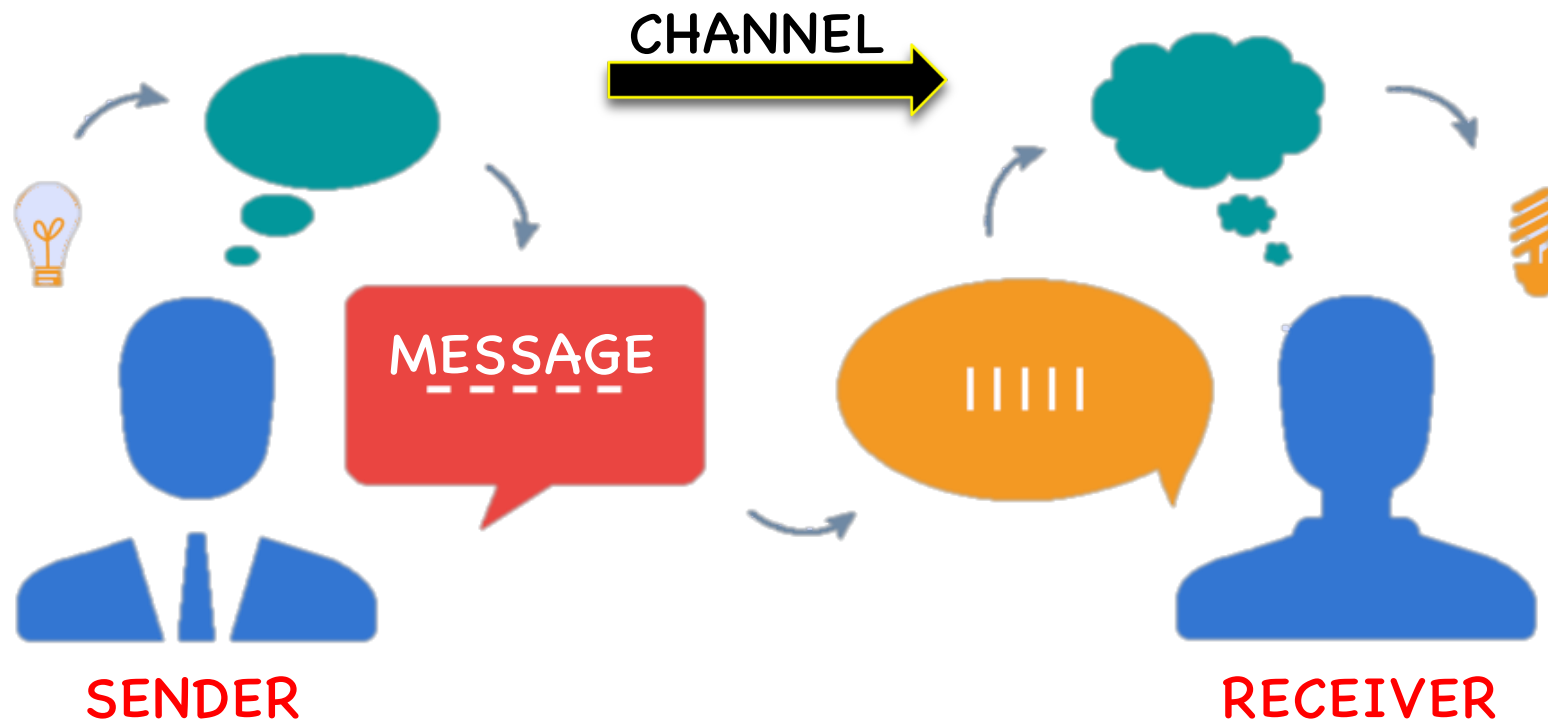
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♠ Communication process:

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** for example: presentations, lectures, media, ...etc
3. **Message:** Messages 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.



MORE 2 PAGE U CAN DO IT (٥>٤<٥)

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 contributes 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.

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 f or 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

-THE END-

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ALL THE BEST

THANKS FOR CHECKING OUR WORK

Special thanks for our team members:

our
logo
designer
^^

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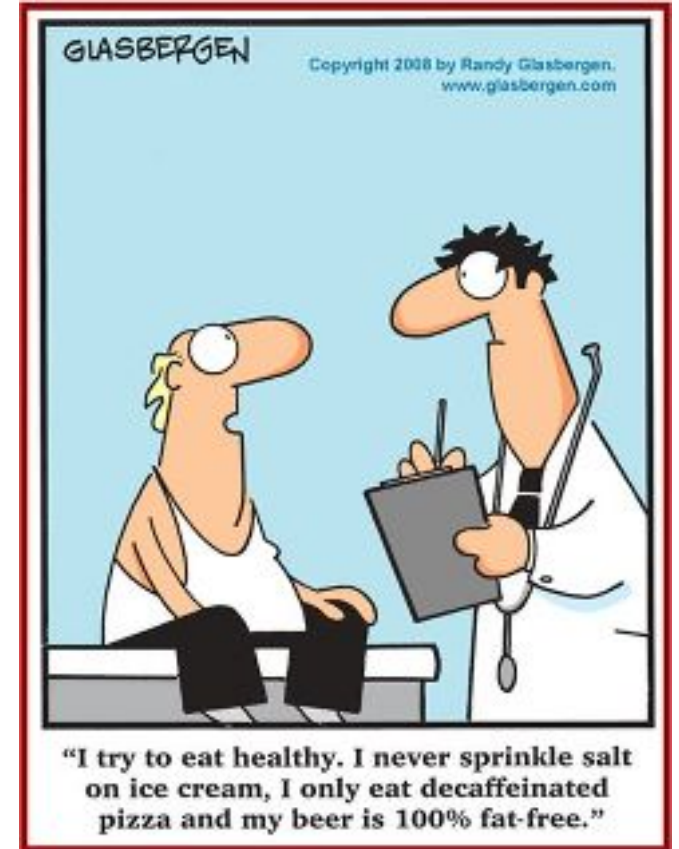
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اعتمدنا على 434 & 433 اول ما تنشرح لأي قروب بنحدثها ان شاء الله

For any suggestion or correction please contact us : 435medicin@gmail.com