

Nutrition Education

Dr. Noura Abdulrahman Abouammoh
MBBS, MPH, PhD in Public Health
College of Medicine, KSU
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Objectives

At the end of the lecture you should gain the ability to:

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

Definition of nutrition education

- It is the science of teaching the individual how to practice proper and correct nutrition in terms of:

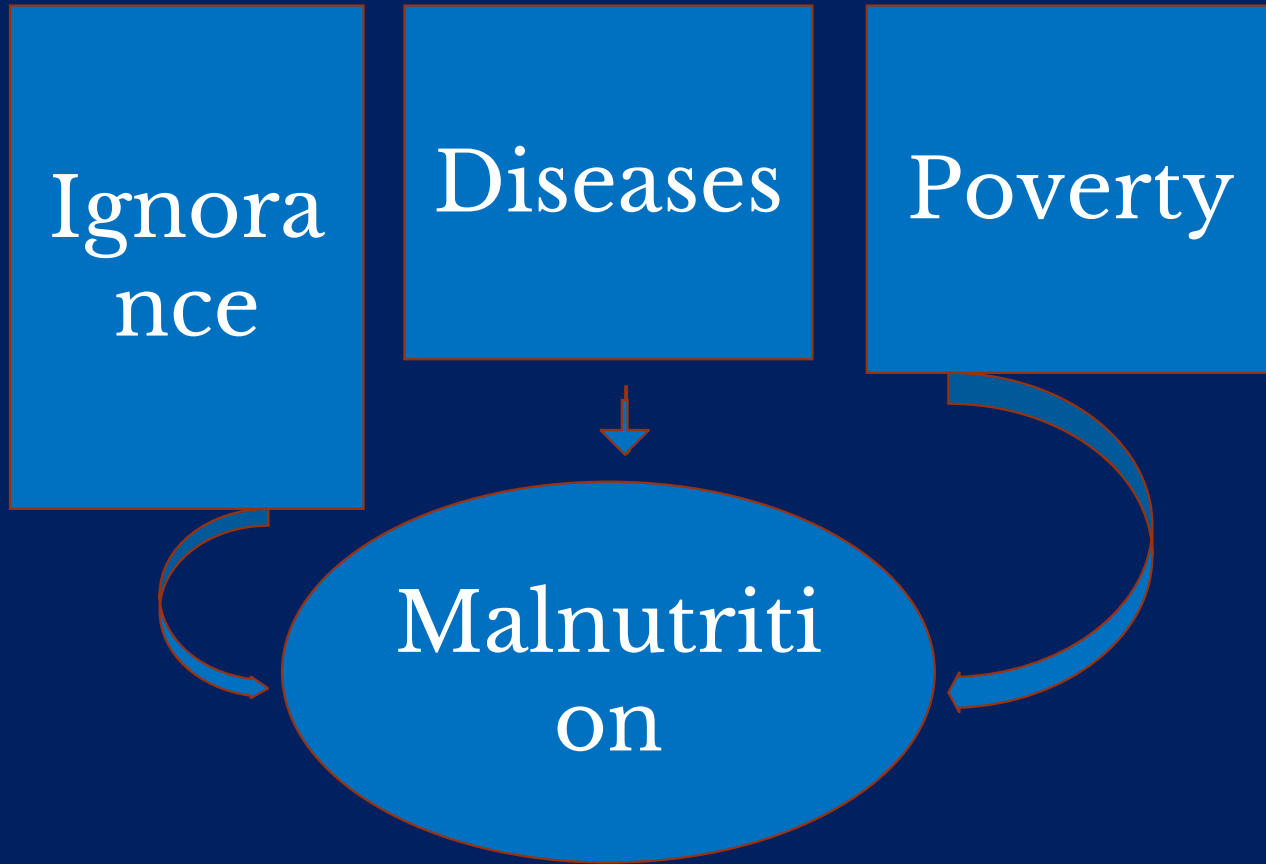
1-Knowing the proper nutrition rules.

2-Knowing benefit of each nutrient.

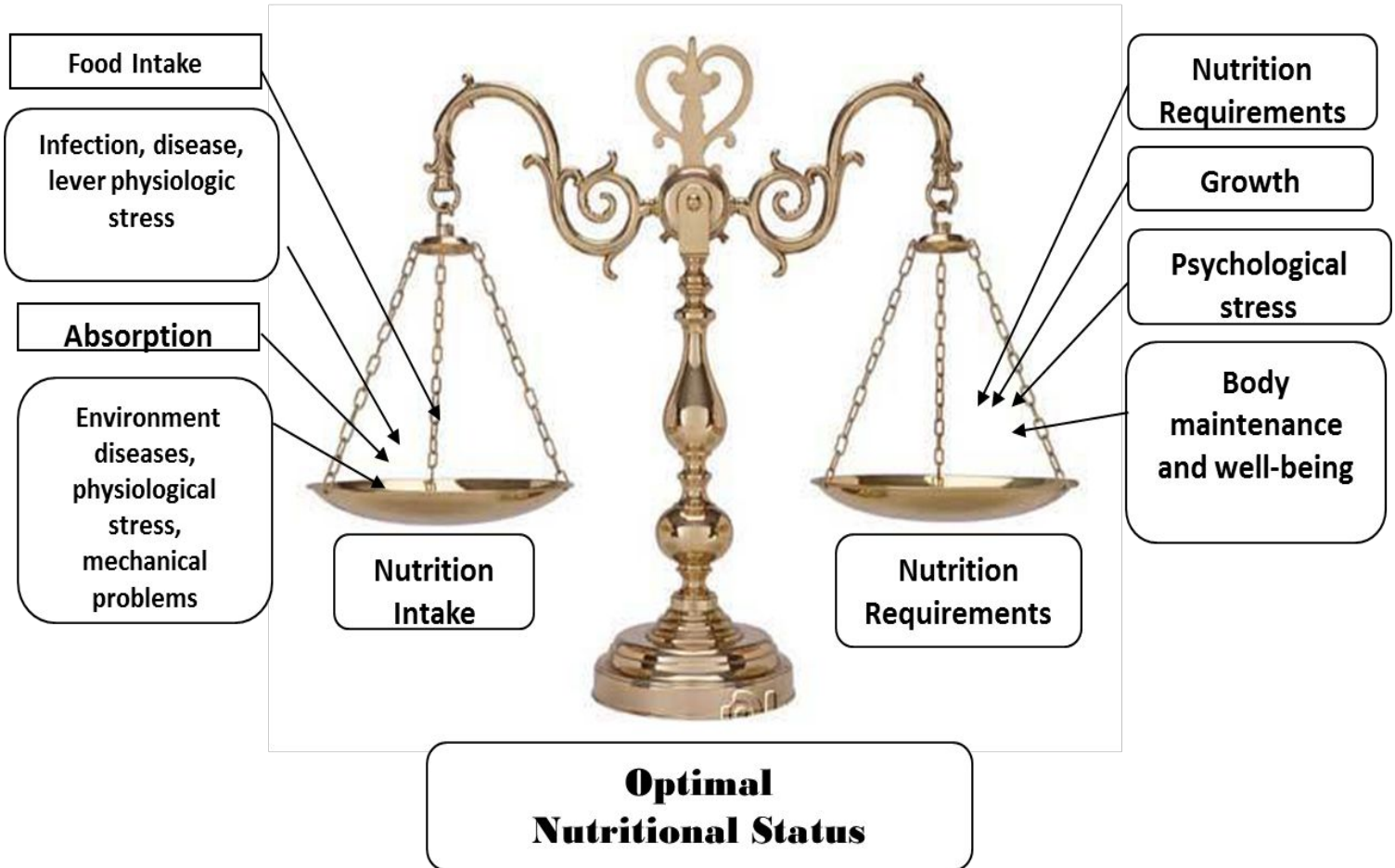
3-More attention to quality and quantity of foods.

- **Nutrition:** The process by which the human intakes food for growth, energy, and replacement of tissues; its successive stages include digestion, absorption, metabolism, and 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

- Contribution differs between countries



Nutrition balance



Importance of nutrition education

- Man doesn't have instinct nor inherit knowledge that leads him to know the effect of different foods on health.
- there is consensus that people's food choices, dietary practices, and physical activities behaviors influence health.
- increased risk of chronic diseases.
- nutrition education can increase the motivation, skills, and opportunities for people to engage in health promoting actions

Aims of nutrition education



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

- ❑ The relationship between the body growth, qualities of and appearance, and the types of food they eat.
- ❑ 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 improving programs.

Malnutrition

Developing countries

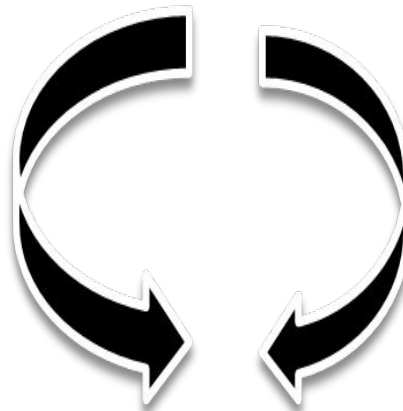


Nutrients Deficiency
disease

Developed countries



Obesity
Heart disease
Diabetes
Hyper tension



Factors affected on human's food consumptions:

1-The healthy body and disease.

2-Psychological factors.

3-Food habits.

4-Economic levels.

5-Education level.

6-Religious beliefs

7-Political conditions

8-Social conditions

9-Form and offering way of food

10-Media

11-Travel & Tourism

12-Labor Migration → Curry
في المناسبات

13-Geographical characteristics

15-Religious occasions

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

Fats, Oils and Sweets

Meat,
Meat Substitutes
and Other
Proteins

Milk

Vegetables

Fruits

Breads, Grains and Other Starches



Changing the eating habits through nutrition education

Food habits affect food consumption pattern.

Requirements:

- **Diffusion of innovations** : Spread of innovations / (new ideas). *فكرة وموضوع مهين*
- **Communication process**: Methods of conveying thought and *أكثر فيهم أكثر وأحلقها وأوضحها للناس* feeling, it describes interactions between individuals and groups as well on between various media and people.

**Channel: presentations,
lectures.....media**

**Message: simple (eat more vegetables and
fruits)**

**complex (how to get your child
to eat healthful)**

Audience : individual, group or public.

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 a better translation.
تبدأ انتشار شئ سوي في الجرائد / التلفزيون
- **Results** : Are those changes that occur within the social system due to

Adoption of Idea

Steps

□ Awareness.

Recognizing innovative for the first time

□ Interest.

Collection of information available about the idea as much as possible, and more knowledge about characteristic, as a result of generating motivation to

❑ 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.

❑ Trial.

In this stage the individual try to apply the new ideas in small area , to esteem the benefits of this new ideas.

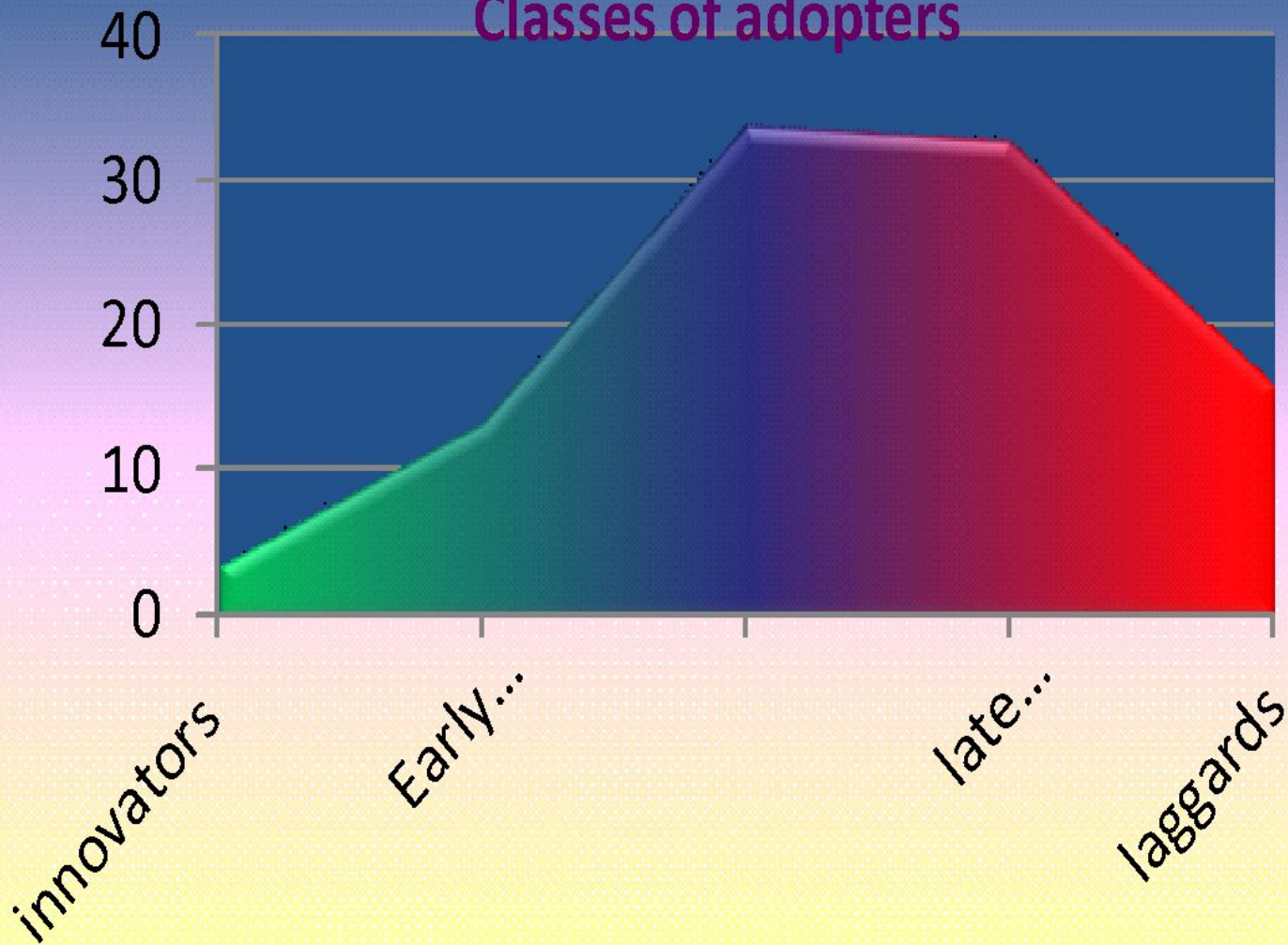
❑ Adoption

After recognizing and after convicting the benefits of the new ideas , the person will adopt

Classes of adopters

- **Innovators** → 1% of people like this idea and read about it only.
- **Early adopters** → start adopting it [socially]
- **Early majority** → becomes part of their lives.
- **late majority** → life style! But more people than early!
- **laggards** → don't care about the idea!

Classes of adopters



Criteria which affect on diffusion of innovation:

↓
spread to word!

- Relative advantage of the new idea.
- Complexity (easy in understanding and applying)
- Compatibility (suitability) .
- Results observe-ability
- Societies characteristic, and thinking pattern .
- Coast of the new ideas.
- Education levels
- Socio-economic levels. *expensive / cheap* ↓
- Civilizing (modernizing) and cultural practices of the societies. *traditional people* ↓
- Customs and traditions prevailing in the community. *لما ادر العرس ابدل بشي؟ تاغني!*

Choosing the channels of nutrition education

1. Newspapers and publications.
2. The radio.
3. Television.
4. Space stations.
5. Telephone and fax.
6. Internet

Techniques

Ways in which educators could deliver the message to the receivers (target groups)

1. lecture
2. seminars
3. symposium
4. role play
5. discussion groups

References

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- Park K. Nutrition and health. In: Preventive and social Medicine. Editor. 21th edition. 2011 pages 561-617.