

Nutrition Education

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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.

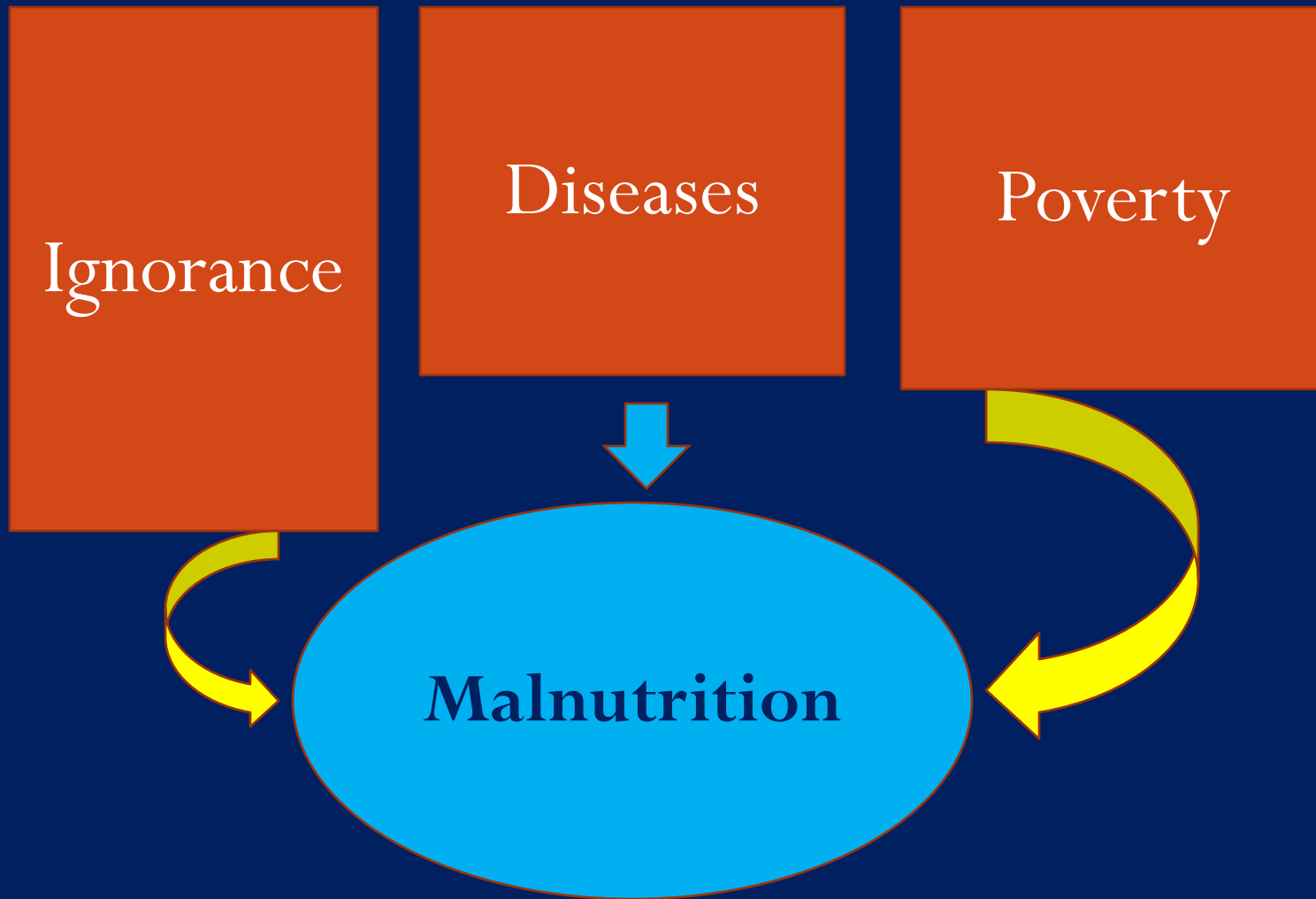
3-More attention to **quality** and **quantity** of foods.



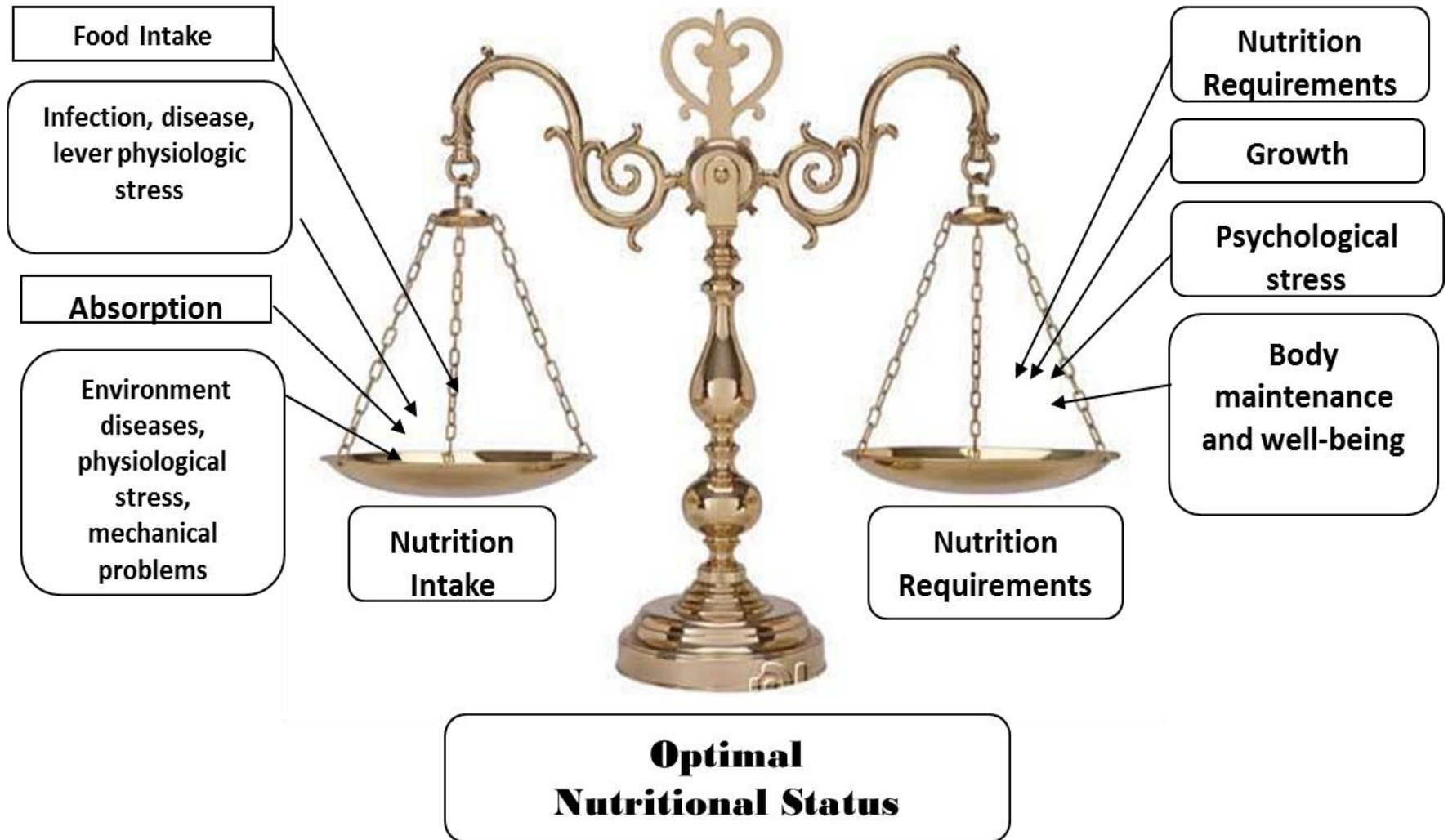
Definitions

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

- **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.
- **Increases 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, appearance, qualities 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.**

Aims of Nutrition Education

- ❑ 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

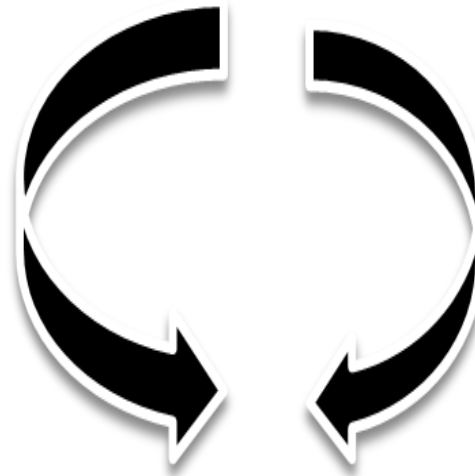


Nutrients Deficiency
disease

Developed countries



Obesity
Heart disease
Diabetes
Hyper tension



Factors Affect 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

Factors Affect Human's Food Consumptions:

8-Social conditions

9-Form and offering way of food

10-Media

11-Travel & Tourism

12-Geographical characteristics

13-Religious occasions

Nutrition Education strategy

Encouraging the targeted categories to consume
Balanced diets according to the:

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



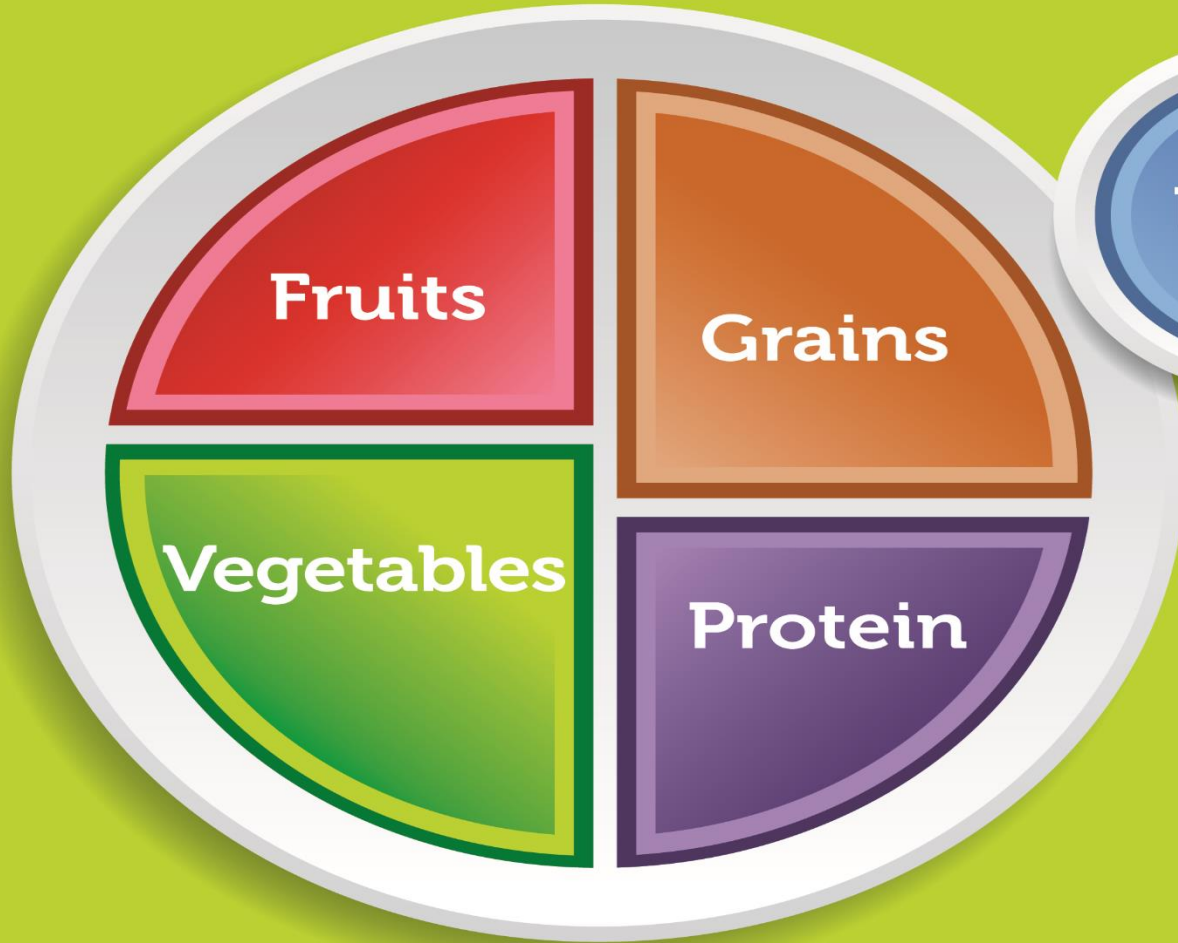
MyPyramid

STEPS TO A HEALTHIER YOU

MyPyramid.gov



GRAINS Make half your grains whole	VEGETABLES Vary your veggies	FRUITS Focus on fruits	MILK Get your calcium-rich foods	MEAT & BEANS Go lean with protein
<p>Eat at least 3 oz. of whole-grain cereals, breads, crackers, rice, or pasta every day</p> <p>1 oz. is about 1 slice of bread, about 1 cup of breakfast cereal, or ½ cup of cooked rice, cereal, or pasta</p>	<p>Eat more dark-green veggies like broccoli, spinach, and other dark leafy greens</p> <p>Eat more orange vegetables like carrots and sweet-potatoes</p> <p>Eat more dry beans and peas like pinto beans, kidney beans, and lentils</p>	<p>Eat a variety of fruit</p> <p>Choose fresh, frozen, canned, or dried fruit</p> <p>Go easy on fruit juices</p>	<p>Go low-fat or fat-free when you choose milk, yogurt, and other milk products</p> <p>If you don't or can't consume milk, choose lactose-free products or other calcium sources such as fortified foods and beverages</p>	<p>Choose low-fat or lean meats and poultry</p> <p>Bake it, broil it, or grill it</p> <p>Vary your protein routine—choose more fish, beans, peas, nuts, and seeds</p>



Choose **MyPlate**.gov



- **Vegetables** are naturally low in fat and calories and provide dietary fiber, potassium, Vitamin A, Vitamin C
- **Fruits** are sources of many essential nutrients including: potassium; dietary fiber, vitamin C, and folate.
- **Whole grain** are sources of Dietary fiber, B vitamins and Minerals – iron, magnesium and selenium.
- **Proteins** are sources of B vitamins, vitamin E, iron, zinc, and magnesium and Omega-3 fatty acids which are found in seafood.
- **Oils** are sources of energy and improve brain function like olive oil, corn oil, ...

A Healthier Diet is ..



- **Adequate:** provides enough energy, nutrients, fiber, and vitamins to support a person's health.
- **Varied:** to eat many different types of foods each day.
- **Balanced:** contains the right combinations of foods to provide the proper balance of nutrients.
- **Moderate:** contains the right amounts of foods for maintaining proper weight – neither too much nor too little food.

Changing the Eating Habits Through Nutrition Education

Food habits affect food consumption pattern.

Requirements:

- **Diffusion Of Innovations** : Spread of innovations /new ideas.
- **Communication process**: Methods of conveying thought and feeling, it describes interactions between individuals and groups as well on between various media and people.
[one of the best methods]
- **Source** : nutrition educator

Changing the Eating Habits Through Nutrition Education

Channel: presentations, lectures.....media

Message: simple (eat more vegetables and fruits)
complex (how to get your child to eat
healthful food)

Audience : individual, group or public.

Steps of Social Change

- ***Innovation*** : Create or develop a new idea
- ***Diffusion*** : Delivery of new ideas through certain channels and contribute a better translation.
- ***Results*** : Are those changes that occur within the social system due to the spread of these new ideas has become a monument to connect.

Adoption of Idea

Steps:

☐ Awareness:

Recognizing 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 learn more about this new idea.

Adoption of Idea

❑ **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.

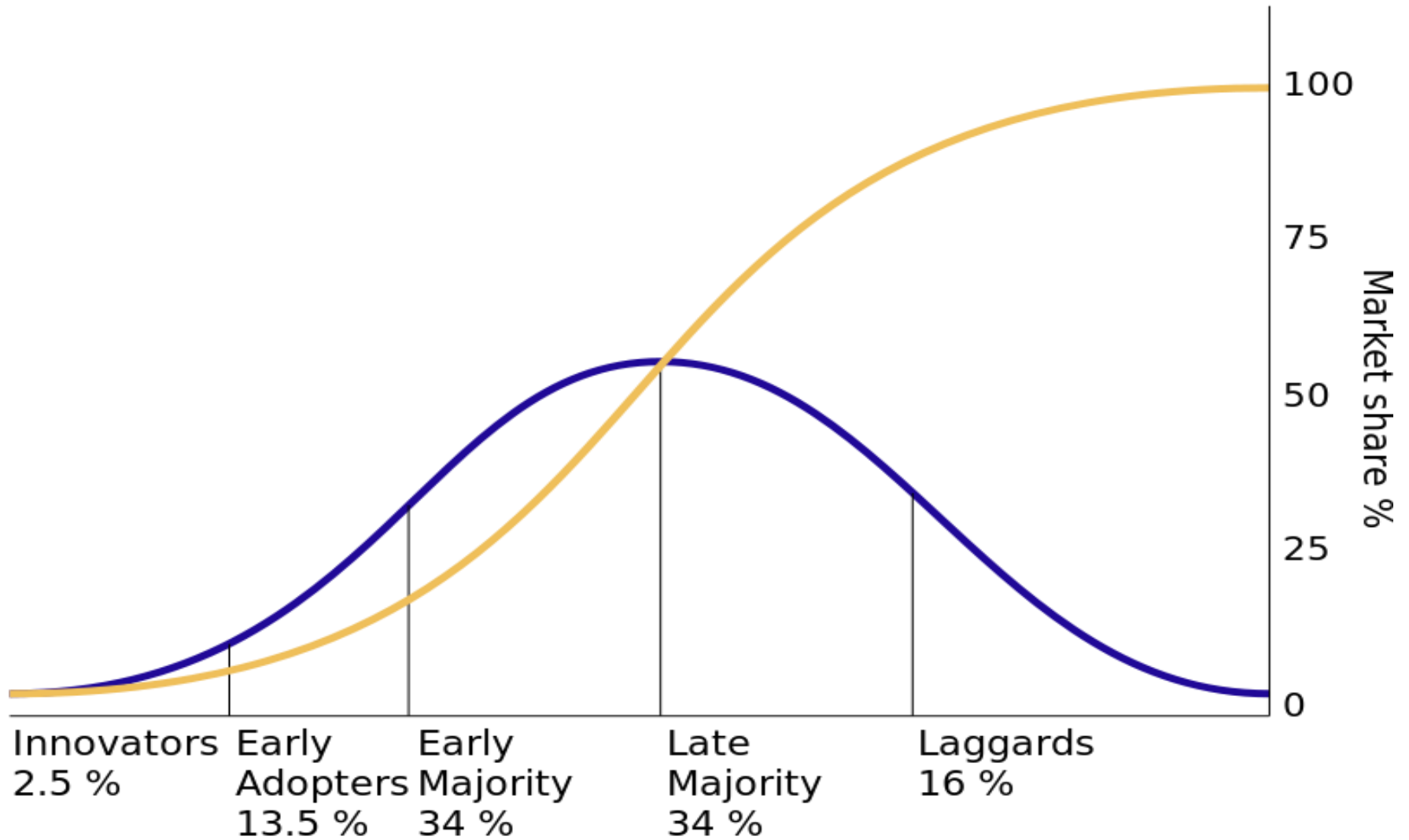
❑ **Adoption**

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

Classes of Adopters

- **Innovators:** (the first individuals to adopt innovation)
- **Early adopters:** (Second category of individuals who adopt innovation)
- **Early majority:** (adopt innovation after a variable degree of time)
- **late majority:** (adopt innovation after the majority of society adopted the innovation as they have a high degree of skepticism “doubt”).
- **Laggards:** (the last to adopt innovation, show little or no leadership)

Classes of Adopters



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 that the educator will delivering the messages to the receiver (target groups)

1. Lecture
2. Seminars.
3. Symposium .
4. Role play
5. Discussion groups

THANK

YOU!



References:

- El-Shafi M. Nutrition education. Educational course. CHS456. KSU.
- Park K. Nutrition and health. In: Preventive and social Medicine. Editor. 21th edition. 2011 pages 561-617.