

NTD 412 -Nutrition Education (2 Units)

COURSE SYNOPSIS

1st week

COMPONENT OF NUTRITION EDUCATION

DEFINITION

- INFORMATION ON:
- SKILL DEVELOPMENT
- CHANGE OF ATTITUDE
- COUNSELLING
- TRAINING

*ON GOOD NUTRITION FOR ALL GROUPS

DISCUSSION ON PROBLEMS OF NUTRITION EDUCATION AND WAY FORWARD : POINTS TO CONSIDER INCLUDES THE UNDERLISTED

- GENDER
- INSTITUTION
- CONDITIONS
- METHODS OF COMMUNICATION
- CONTENT OF MESSAGE
- PERSONNEL
- FALSE/FALLACY
- FINANCE FOR NUTRITION EDUCATION
- LACK OF TRUST/CONFIDENCE ON EDUCATORS

2ND WEEK

FACTORS THAT INFLUENCE TEACHING AND LEARNING NUTRITION

- FIELD TRIP TO IDENTIFY BARRIER TO PUBLIC NUTRITION

3RD WEEK

VISUAL AIDS FOR DIFFERENT NUTRITION CONDITIONS/GROUPS

CLASS ASSIGNMENT TO COVER PRODUCTION OF POSTERS FOR :

- NORMAL HEALTHY LIVING
- COMPLEMENTARY FOODS
- PREGNANT MOTHERS NUTRIENT ADEQUACY
- LACTING MOTHERS NUTRIENT ADEQUACY
- ELDERLY NUTRIENT NEEDS
- ADOLESCENT NUTRIENT ADEQUACY
- FOCUS ON PREVENTION OF MICRONUTRIENT DEFICIENCY(VAD,IDD,IDA,ETC)
- WEIGHT MANAGEMENT
- NORMAL LIPID INTAKE
- DIABETIC EDUCATION

OTHER SPECIAL NUTRITION CONDITIONS

4TH WEEK

INFORMATION TECHNOLOGY AND NUTRITION WILL COVER THE PREPARATION OF NUTRITION INFORMATION THROUGH THE USE OF

COMPUTER, PROJECTORS

- CD ROM
- EMAILS
- TELEPHONE(SMS, FAX,BLUE TOOTH,)
- VIDEO
- WEB CAM
- INTERNET
- DVD
- VIDEO CONFERENCING
- AUDIO TAPES
- ONE TO ONE , MEETINGS,
- LIBRARY SEARCH,

5TH AND 6TH WEEK

FIELD TRIPS

VISIT PRIMARY HEALTH CARE CENTERS IN TOWN TO ASSESS WAY OF COMMUNICATING NUTRITION TO GRASS ROOTS

NUTRITION EDUCATION ON RADIO, TV AND MEDIA STATIONS

ASSESSMENT OF NEW PAPER ARTICLES ON FOODS AND NUTRITION.

NUTRITION ADVOCACY

COMMUNICATION SKILLS AND TECHNICAL INFORMATION
(INDIVIDUAL ASSIGNMENTS)

BEHAVIOURAL CHANGE COMMUNICATION FOR HEALTHY LIVING

Introduction to Behavior Change Communication (BCC)

The terms BCC and IEC are commonly used. What exactly do they mean and what is the difference between BCC and IEC?

BCC GENERAL DEFINITION

Information, Education and Communication:

IEC is a process of working with individuals, communities and societies to:

- develop communication strategies to promote positive behaviors which are appropriate to their settings.

Behavior Change Communication”

BCC is a process of working with individuals, communities and societies to:

- develop communication strategies to promote positive behaviors which are appropriate to their settings; **AND**
- provide a supportive environment which will enable people to initiate and sustain positive behaviors.

BCC APPROACH, FOR WHOM, THE HOW , FOR WHAT

- which target groups are most vulnerable;
- which risk / vulnerability factors are most important;
- which factors may be related to the impact of conflict and displacement;
- which target groups and risk / vulnerability factors the community wants to address;
- what could be motivators for behavior change;
- what could be barriers to behavior change;
- what type of messages will be meaningful to each target group;
- which communication media would best reach the target group;
- which services/resources are accessible to the target group;
- which target groups and risk / vulnerability factors are feasible in terms of expertise, resources and time.

A successful BCC program requires careful research and thorough pre-testing of communication materials. It is important not to underestimate the effort that is needed to carry out good quality behavioral research, which yields findings that are accurate and useful. A recent analysis by UNHCR of behavioral studies in a number of refugee camps found that the methodology often needed improvement.

