

Nutritional education and awareness

Course No.	Title of Course	Credit Hours
HND-313	Nutritional education and awareness	3(2-1)

Learning Outcomes:

- To learn the techniques of creating awareness about health issues in masses
- To acquire information about different modes of communication and their effective use
- To understand the ethical responsibilities for dissemination of knowledge

Theory:

Nutrition education: introduction, history, need, competencies and skills, framework, training needs, new development; Nutrition education programs: scope and challenges of educating people about eating well; Biological influences, cultural and social preferences; Education and communication strategies for different groups and settings; Evaluation of nutrition education programs; Family and psychological factors; Expectancy-value theories of motivation, social and cognitive theory; Behavior change as a process, phases of change; Addressing multiple and overlapping influences on behavior; A logical model approach for planning a framework of nutrition education;

Understanding communication model, preparing/organizing oral presentations, delivering oral presentation, delivering nutrition education workshops, types of supporting visual aids, nutrition mass media communication campaigns, social marketing; Ethics in nutrition education, conflicts, participating process in community coalition; Non-government and public health organizations and their current programs.

Practical:

Nutritional counselling; Program designing for specific diseases like anemia, neural tube defects, rickets, etc.; Surveys and seminars in different educational institutions; Individual presentations by students on different nutrition topics; Visits of public places for nutrition awareness; Independent student projects.

Suggested Readings:

1. Contento, I.R. 2007. Nutrition Education: Linking Research, Theory and Practice. Jones and Bartlett Publishers, Ontario, Canada.
2. FAO. 1997. Nutrition Education for the Public: Discussion Papers of the FAO Expert Consultation. Food and Agriculture Organization of the United Nations, Rome, Italy.
3. Semba, A.D. and M.W. Bloem. 2008. Nutrition and Health in Developing Countries, 2nd ed. Humana Press, New York, USA.
4. Walter, W. 2013. Nutritional Epidemiology, 3rd ed. Oxford University Press, New York, USA.

