

BSHND 212: NUTRITIONAL EDUCATION AND AWARENESS

Course 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

Content-Theory:

1. Introduction

- Nutrition education and history, need, competencies and skills,
- Framework, training needs

2. Nutrition education programs:

3. scope and challenges of educating people about eating well;

4. Biological influences, cultural and social preferences;

5. Education and communication strategies for different groups and settings;

- Evaluation of nutrition education programs;

6. Family and psychological factors;

- Expectancy-value theories of motivation,
- social and cognitive theory;
- Behavior change as a process, phases of change;

7. Addressing multiple and overlapping influences on behavior;

8. 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,

9. Types of supporting visual aids,

10. Nutrition mass media communication campaigns,

11. Social marketing;

- Ethics in nutrition education,
- conflicts,
- participating process in community coalition;
- Non-government and public health organizations and their current programs.

Practical content:

- 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.

Teaching-Learning Strategies:

Teaching will be a combination of class lectures, class discussions, and group work. Short videos/films will be shown on occasion.

Assignments:

The sessional work will be a combination of written assignments, class quizzes, presentation, and class participation/attendance.

Assessments and Examination:

Sessional Work: 25 marks

Midterm Exam: 35 marks

Final Exam: 40 marks

Recommended Readings:

1. Contento, I.R. (2007). Nutrition Education: Linking Research, Theory and Practice. Jones & 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. & Bloem, M.W. (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.

