


Cauvery College for Women (Autonomous)

Nationally Accredited (III Cycle) with 'A' Grade by NAAC
Annamalai Nagar, Tiruchirappalli-18.



Name of the Faculty : **Ms.E.Agalya**
Mobile Number : 9150183439
Designation : Asst Professor
Department : Food Service Management and
Dietetics
Programme : B.Sc., Nutrition and Dietetics
Batch : 2016-2017 Onwards
Semester : VI
Course : Community Nutrition
Course Code :16SMBEND2
Unit : V
Topics Covered : Nutrition Education





NUTRITION
EDUCATION NEEDS
AND METHODS



IMPORTANCE OF NUTRITION EDUCATION:

□ The importance of nutrition education as a means for improving nutrition of the community in the developing countries has increased rapidly during the recent past.

- Lack of awareness about the dietary requirements and nutritive value of different food is the main cause for prevailing malnutrition among school children, pregnant women, lactating mother and other vulnerable sections of the community.
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- Nutrition education should be practical and should be easily adaptable to the socioeconomic status, food habits and the available local food resources generally needed for the purpose of demonstration and feeding of the locally available audience. Nutrition education programme should become a part of the community.
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MAJOR FUNCTIONS OF NUTRITION EDUCATION ACTIVITIES

- ❖ Increase awareness
- ❖ Enhancing peoples motivation
- ❖ Facilitating the ability to take action
- ❖ Improving environmental supports
- ❖ Nutrition Educators can also use a growth centered educational approach.
- ❖ Nutrition educators can also work in coalitions with Other professionals Major Organizational and Operational non Governmental Agencies Sectors.....


OBJECTIVES OF NUTRITION EDUCATION PROGRAMMES:

The main objectives are as follows:


- ▶ To develop nutrition advisory services and nutrition education programmes for the public.
 - ▶ To participate and coordinate in community nutrition programmes with the co-operation of people working in other disciplines like social workers, village health workers and nurses, etc. and also with the help of social welfare agencies.
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- To help in developing supplementary nutrition programme where ever necessary.
 - To improve the nutritional levels of the community by the available means.
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METHODS OF NUTRITION EDUCATION OF THE COMMUNITY:

- **The various important methods of nutrition education are:**
 - Lectures and demonstrations
 - workshops
 - Film and slide shows
 - Poster, charts and exhibition
 - Books, pamphlets, bulletins and newspaper
 - Radio and television.
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LECTURES AND DEMONSTRATION:

- ┌ The lecture should be simple and too elaborate. It should be easily adoptable by the people attending the course.
 - ┌ The demonstrations should be simple and these should make good use of locally available resources with the help of which it can be easily adopted by the community.
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WORKSHOPS

The nutrition work should discuss the prevailing nutritional problem in the community in simplest form and the solution for it.

FILM SHOWS AND SLIDE SHOWS:

These are extremely effective mode of education. They should be practical and illustrative and easily understandable.

POSTERS, CHARTS AND EXHIBITION:

- | Posters should be simple and should immediately catch the attention of the viewers and should be written in the regional language. The letters should be clearly and easily visible at a distance too. Charts also should be in a position to stimulate the interest of the people. The charts should be well- balanced with the use appropriate colours and should not be crowded.
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- Exhibitions having posters and charts are the best mode for educating the community. It should be set up keeping in mind the educational level of the people the education programme is catering to.

BOOKS, PAMPHLETS, BULLETINS AND NEWSPAPER ARTICLES:

Printed matter for nutrition education is suitable for educating students, teachers and other professionals. These materials should be made available in regional languages and should give sufficient information.

RADIO AND TELEVISION:

- Radio and Television programmes reach a large number of audience within no time. Jokes, stories, dramas, etc. involving the nutritional problem help to create large scale awareness.

Thank you