WHAT'S IN A NAME?

SNEB Webinar
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NUTRITION EDUCATION: A 21ST CENTURY DEFINITION

Isobel R Contento, PhD
Teachers College Columbia University,
New York, USA
NUTRITION EDUCATION: A TRADITIONAL DEFINITION

- Nutrition education transfers knowledge about nutrition with the aim of improving attitudes and behaviors.
- Nutrition education helps individuals, families, and communities make informed choices about food and lifestyles.

NUTRITION EDUCATION: A 21ST CENTURY DEFINITION

- Nutrition education is any combination of educational strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food choices and other food and nutrition-related behaviors conducive to health and well-being (of individuals, community, planet).
- It is delivered through multiple venues and involves activities at the individual, community, and appropriate policy levels.
WHAT IS THIS APPROACH?

- Focuses on specific behaviors, actions, practices (rather than general information or topics)
- Identifies and addresses determinants of behavior change from audience and other sources
- Uses theory and evidence to design the program
- Develops motivational and empowering strategies directed at these determinants
- Addresses the multiple levels of influences on behavior

WHY THIS APPROACH?

- Nutrition education based on knowledge only does not work
- A behavior/actions approach is more likely to be effective
- Addressing motivations, empowerment, abilities, opportunities, and environmental context is key to change
- Using theory/evidence to guide the work provides needed framework
- Participant participation throughout the process grounds the approach in reality
- Using engaging delivery/communication methods is very important for participant enthusiasm to change
21ST CENTURY NUTRITION EDUCATION APPROACH

Selecting the behavior change, practice, or action

Enhancing motivation to act
Why-to take action

Facilitating ability to act
How-to take action

Promoting environmental supports for action
When and where to take action

I know WHAT to do!

I WANT...

I CAN...

The world makes the WHAT POSSIBLE
WHAT ARE THE ESSENTIAL PROCESSES IN THE APPROACH?

1. Decide issues/concerns
   - 1-2 major issue(s): obesity; child caries; malnutrition; social or ecological concerns
2. Decide behaviors/actions
   - 1-2 contributing behaviors: low fruit/vegetable; high fat/high sugar food; breastfeeding
3. Explore influences/determinants
   - Audience motivators, facilitators, barriers, assets; Environmental context
4. Select theory/framework
   - Create theory model to guide education and environmental supports
5. Indicate objectives
   - Objectives for motivators, facilitators, environmental supports
6. Generate plans: educational; environmental
   - Activities for motivators, facilitators, environmental supports - direct & indirect
7. Nail down evaluation
   - Evaluation for behaviors, determinants & environmental supports
WHAT ARE THE MAIN SIMILARITIES TO OTHER APPROACHES?

Approach many contains elements of other approaches:

<table>
<thead>
<tr>
<th>Focus on behaviors or practices</th>
<th>BCC; SBCC; SM; FNE; THP</th>
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<tbody>
<tr>
<td>Emphasis on motivators &amp; facilitators to empower change as central</td>
<td>BCC; SBCC; SM; FNE</td>
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<td>Importance of assessment of audience/participants</td>
<td>BCC; SBCC; SM; FNE</td>
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<td>Inclusion of active engagement of audience/participants</td>
<td>BCC; SBCC; FNE; THP</td>
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<td>Use of theory/evidence as framework</td>
<td>BCC; SBCC; SM; THP</td>
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<td>Use of a systematic planning process</td>
<td>BCC; SBCC; SM</td>
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<td>Effective communication principles</td>
<td>BCC; SBCC; SM; FNE</td>
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<td>Environmental supports for change</td>
<td>THP; SBCC; FNE</td>
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- BCC = Behavior Change Communication
- SBCC = Social and Behavior Change Communication
- Food and Nutrition Education (FNE)
- SM = social marketing
- THP = Theory based Health Promotion

WHERE IS IT USED?

Early childhood dental caries prevention
Behaviors: sweet foods, tooth-brushing
**School-based nutrition education**

Behavior can be health or ecological related

- Motivational theory-based *why-to* activities (Perceived benefits, self-efficacy, etc)
- Skill-building activities to facilitate *how-to* take action – classroom, cooking, school gardens
- Goal-setting
- Empowerment approach

**WHERE IS IT USED?**

Group and electronic-based education

- Motivational *why-to* activities
- Skill-building *how-to* activities
- Goal-setting
- Empowerment approach

**WHERE IS IT USED?**

Hispanic Breast Cancer Survivors

Mi Vida Saludable

Group and electronic-based education

- Motivational *why-to* activities
- Skill-building *how-to* activities
- Goal-setting
- Empowerment approach
WHERE IS IT USED?

USA Supplemental Nutrition Assistance Program - Education (SNAP-Ed)

- US$ 300 million program for low-income individuals
- Nutrition education and obesity prevention services consist of any combination of educational strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food and physical activity choices and other nutrition related behaviors conducive to the health and well-being of SNAP participants and low income individuals eligible to participate in SNAP and other means-tested Federal assistance programs. Nutrition education and obesity prevention services are delivered through multiple venues and involve activities at the individual, community, and appropriate policy levels.
WHERE IS IT USED?

ASNNA
Association of State Nutrition Network Administrators

Definition of Nutrition Ed
Internationally recognized as the most appropriate and contemporary definition of Nutrition Education, Dr. Contento’s framework for Nutrition Education brings nutrition education into the 21st Century. This widely accepted definition recognizes that the behavioral change demands broader, more comprehensive outreach and education to ensure success.

Nutrition Education is any combination of educational strategies, accompanied by environmental supports, designed to facilitate the voluntary adoption of food choices and other food- and nutrition-related behaviors conducive to health and well-being; nutrition education is delivered through multiple venues and involves activities at the individual, community and policy levels.

Isobel R. Contento, PhD, CDN, Teachers College Columbia University
Nutrition Education: Linking Research, Theory, and Practice, 2007

WHERE IS IT USED?

Society for Nutrition Education and Behavior

This is a consensus definition
SO WHAT ARE THE KEY ELEMENTS?

- Focus on behaviors or actions, not information dissemination/topics
- Key emphasis on specific attention to
  -- enhancing motivations, using theory and evidence-based strategies, most often from social cognitive theory (why-to)
  -- facilitating behavioral capability and skills to empower action (how-to)
  -- environmental and policy supports for behavior change
- Based on detailed assessment and participation of participants/audience
- Use of appropriate psychosocial and other theoretical frameworks
- Activities that are engaging and sequenced based on learning theory and educational design principles - both direct and indirect programs
- Delivery methods that use effective communication principles

REFERENCES

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