

COMMUNICATION: A MISSING LINK IN THE NUTRITION AGENDA.

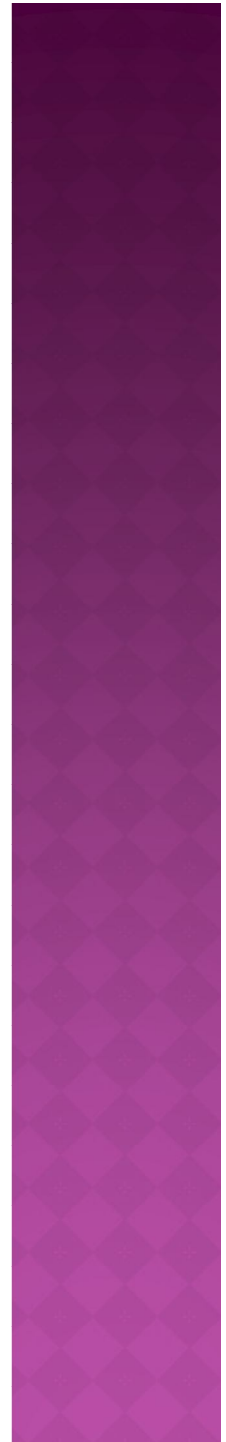
Hadizat IBRAHIM
Nutritionist/Broadcaster

OUTLINE

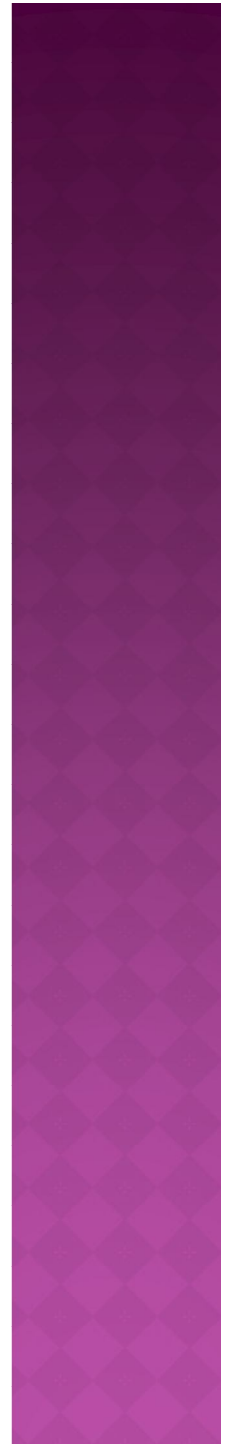
- ◉ From the rear...
- ◉ Definition of key words.
- ◉ Nutrition Agenda.....big grammar?
- ◉ Nutrition Communication: clear distinction
- ◉ Four key principles of NC
- ◉ What next?

FROM THE REAR....

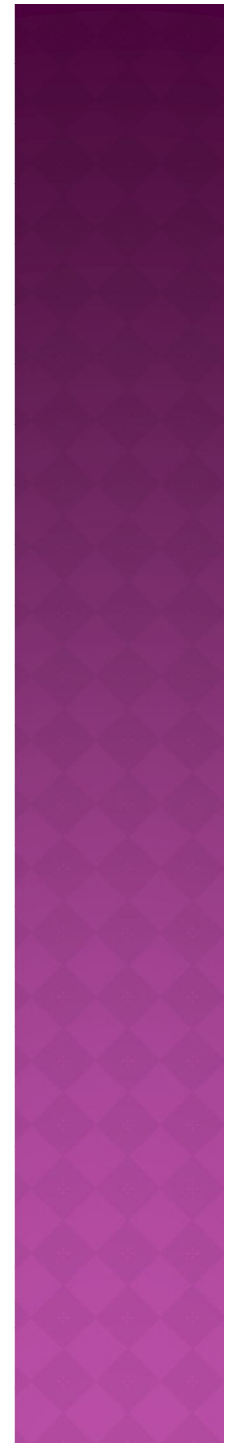
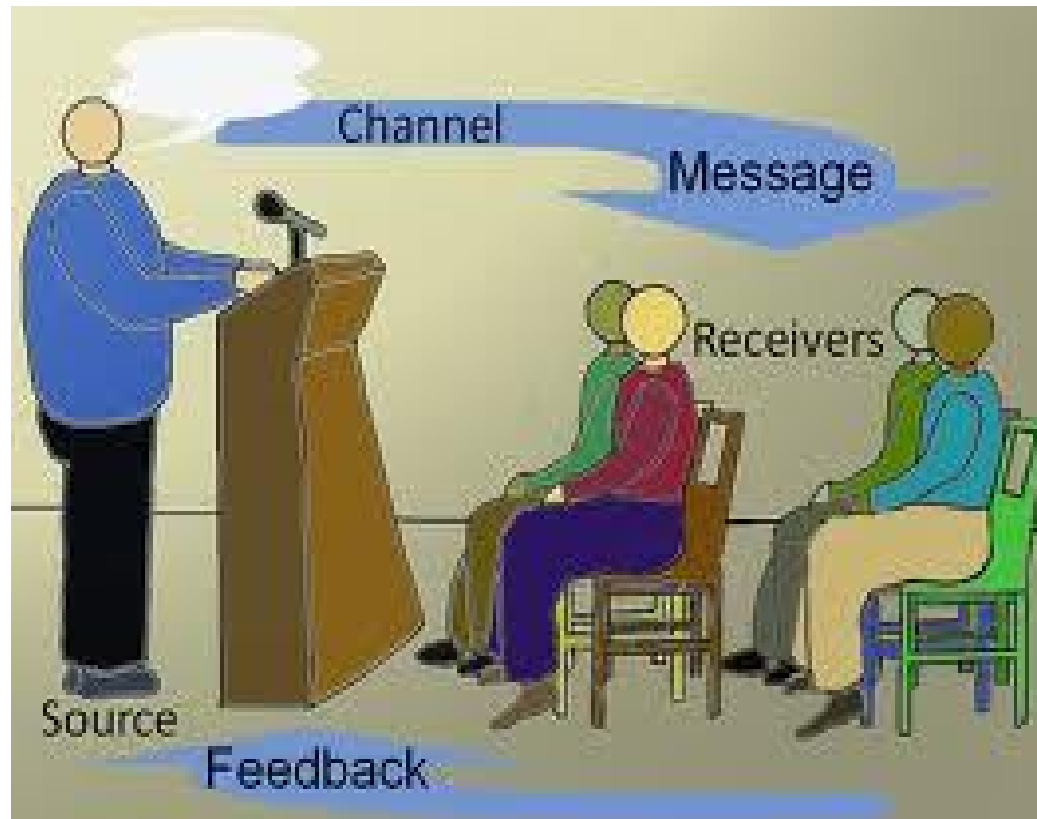
- ◉ Why should you care about this presentation?
- ◉ How would the next few minutes add value to you?
- ◉ Action point(s).



DEFINITION OF KEY WORDS

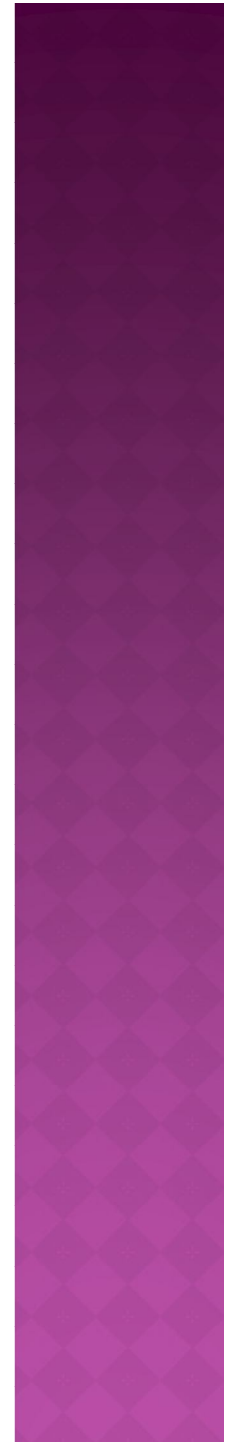


COMMUNICATION



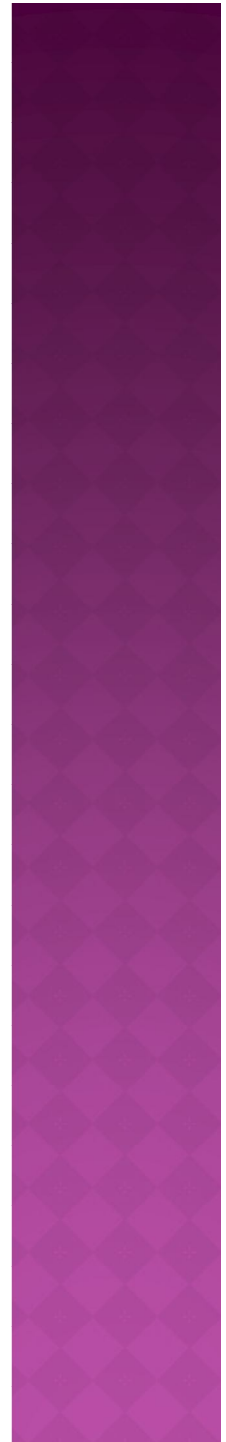
NUTRITION AGENDA...BIG GRAMMAR?

- ◉ The argument....



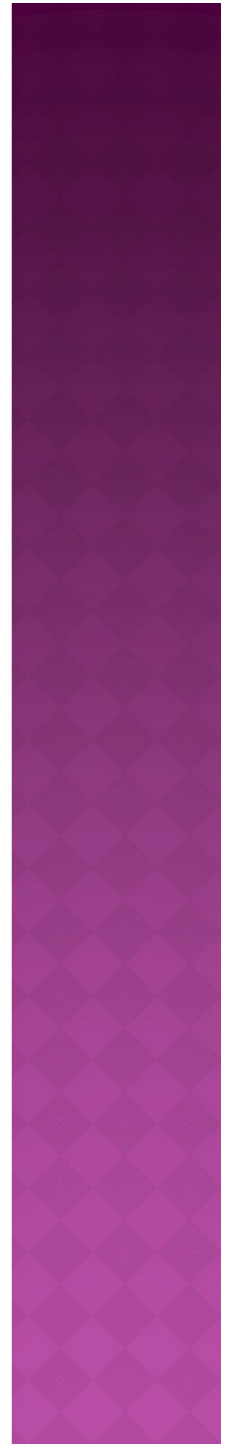
REALITY....

- ◉ Maternal, Newborn and Child Health Week during which Vitamin A supplements are administered.
- ◉ The food fortification policy.
- ◉ Promotion of biofortified crops such as the Orange Fleshed sweet potato and the yellow maize.
- ◉ The biannual immunization programme amongst others.



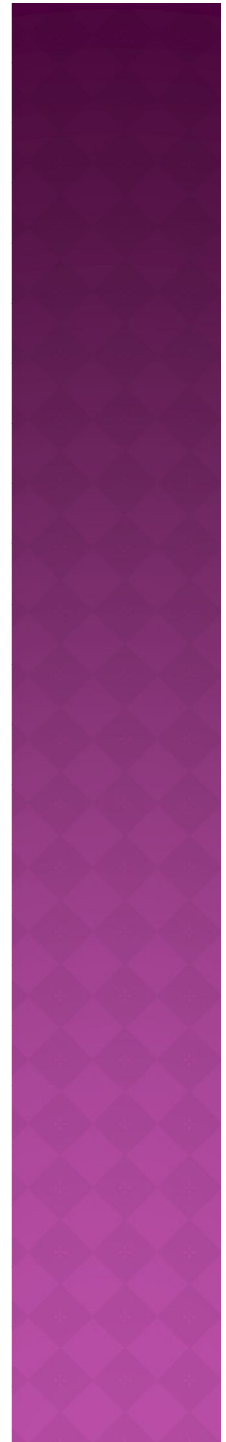
NUTRITION COMMUNICATION: CLEAR DISTINCTION.

- ◉ Nutrition communication is not merely about marketing and advertising. It is much more than that.



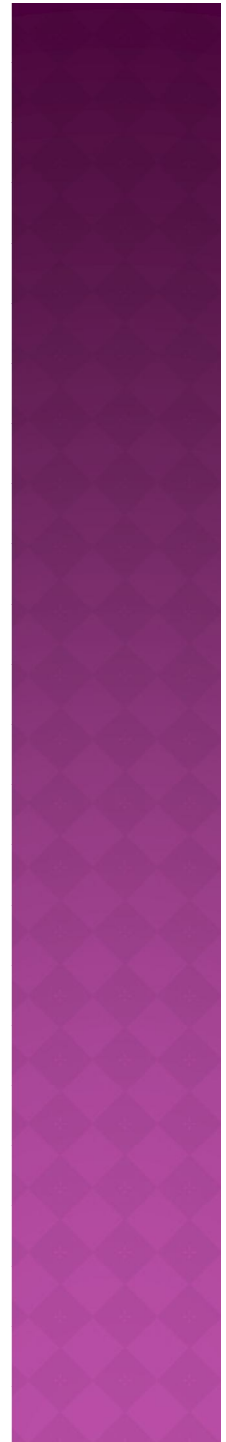
THE GOOD NEWS...

- Schneider et al in 2006 in a study discovered that, in the context of a multifaceted school-based health promotion intervention, schools that achieve a higher rate of exposure to communication campaign materials among the students may stimulate greater health behavior change.



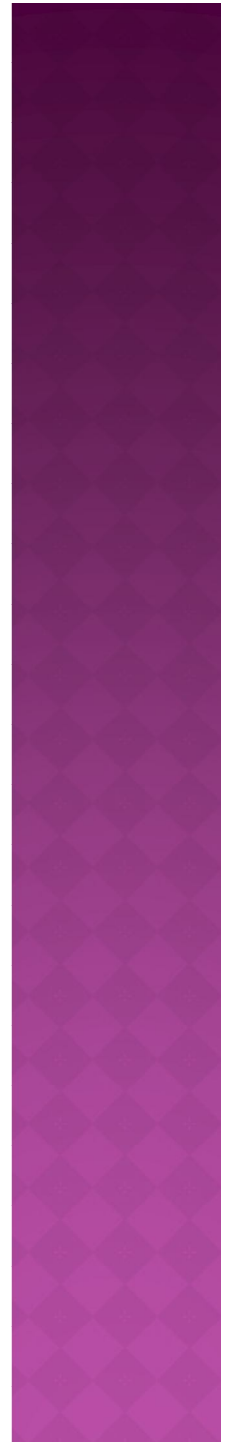
FOUR KEY PRINCIPLES OF NC...

- ◉ The focus is on the changing behaviour, not just to supply nutrition information
- ◉ The changes in behaviour sought should be responsive to audience needs (through thorough audience research) and not based on a Nutritionist's perception of the audience needs.
- ◉ Solutions need to use creativity - a key ingredient for success.
- ◉ The development and implementation of a comprehensive strategy is essential.



WHAT NEXT?

- ◉ Nutritionists should see themselves as Nutrition Communicators.
- ◉ Engage Media Consultants actively in Nutrition Projects.



Thank
you

