



The Art & Science of Message Communication: The Development of a Nutrition Education Lesson

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Background

Seattle Children's is a trusted community partner, dedicated to fostering healthy children, families, and communities. They are committed to providing positive, accurate, and culturally relevant messages surrounding nutrition and wellness.

Seattle Children's community outreach staff receives regular requests for nutrition information by the community, and the frequency of these requests, coupled with the limited availability of their registered dietitians, has resulted in the identification of a service gap.

Therefore an additional model of service delivery is needed to meet the needs of Seattle Children's community outreach staff as well as the nutrition needs of the increasingly diverse community served.

Solution

In response to the identified need, the aim of this project was to develop a positive, clear nutrition education lesson that could be delivered by trained community staff and volunteers at Seattle Children's community events.

Project Objectives

- Identify the nutritional needs of the intended audience and determine how best to deliver this information.
- Develop a nutrition education lesson that can be effectively delivered by non-nutrition professionals at community events.
- Implement a train-the-trainer nutrition education package for Seattle Children's staff and volunteers.
- Develop a process to evaluate the effectiveness.
- Provide stakeholders with future recommendations

The Process

- 1. Needs assessment:** stakeholders who work closely with the identified population provided information regarding audience characteristics and common nutrition related concerns.
- 2. Research best practices:** Behavioral theories, public health communication strategies, and social marketing techniques were all utilized in the development of the intervention.
- 3. Lesson creation:** The lesson was developed while simultaneously researching best practices and acquiring feedback from stakeholders. Feedback was incorporated into the revised lesson accordingly.
- 4. Training:** Community outreach staff were trained to deliver the lesson during a group meeting.
- 5. Evaluation:** A semi-structured interview protocol and evaluation plan was developed. The evaluation plan will be utilized at Seattle Children's Bellevue Health Fair, providing stakeholders with recommendations for modifications and future directions.

Nutrition Education Lesson-Child Version

Energize with Food!
Most children need something between meals to keep their energy up. Snacks at the right times complement daily meals and help kids get the nutrition they need. Healthy snacks also serve as a much-needed energy boost between meals!

Timing Matters!
A regular daily meal and snack schedule helps give kids the energy they need to grow, learn and play! By offering meals and snacks at about the same time each day, children can better sense how much food their body really needs. This helps them to eat when they are hungry and stop when they are full.

Did you know?
One orange only makes about 2 ounces of juice. Serve 4-6 ounces of 100% fruit juice a day to make sure your child doesn't get too much energy at one time.

Not full?
Try having the whole fruit instead. The fiber in fruit will keep you full longer!

Parents Choose and Children Eat!
Plan a satisfying snack by choosing 2 or 3 foods from different food groups for your child to eat at one sitting. This type of snack will help your child feel satisfied until the next meal and prevent them from feeling so hungry they end up eating more than their body needs.

Add Variety!
Give your child a variety of snack choices from day to day, not just the ones they already like. Don't give up on foods that your child didn't like in the past. It can take several tries before a child accepts a new food! See the next page for lots of healthy snack ideas.

Choose Your Fuel
Step 1: Choose a snack to fuel you. Choose 2 to 3 food groups for variety!
Step 2: Check the food groups in your snack

- Veggie
- Fruit
- Grain
- Protein
- Dairy

Final Product

Given the results of the needs assessment, the nutrition education lesson focused on the importance of planned snacks within an overall healthy diet. Two versions of the nutrition education lesson were developed; one for children and one for adolescents. The lesson includes a presenter's manual, learning activities, and handouts.

