

IMPROVING FOOD AND NUTRITION LITERACY AMONG COMMUNITY HEALTH WORKERS: A MULTI-MEDIA EDUTAINMENT INTERVENTION

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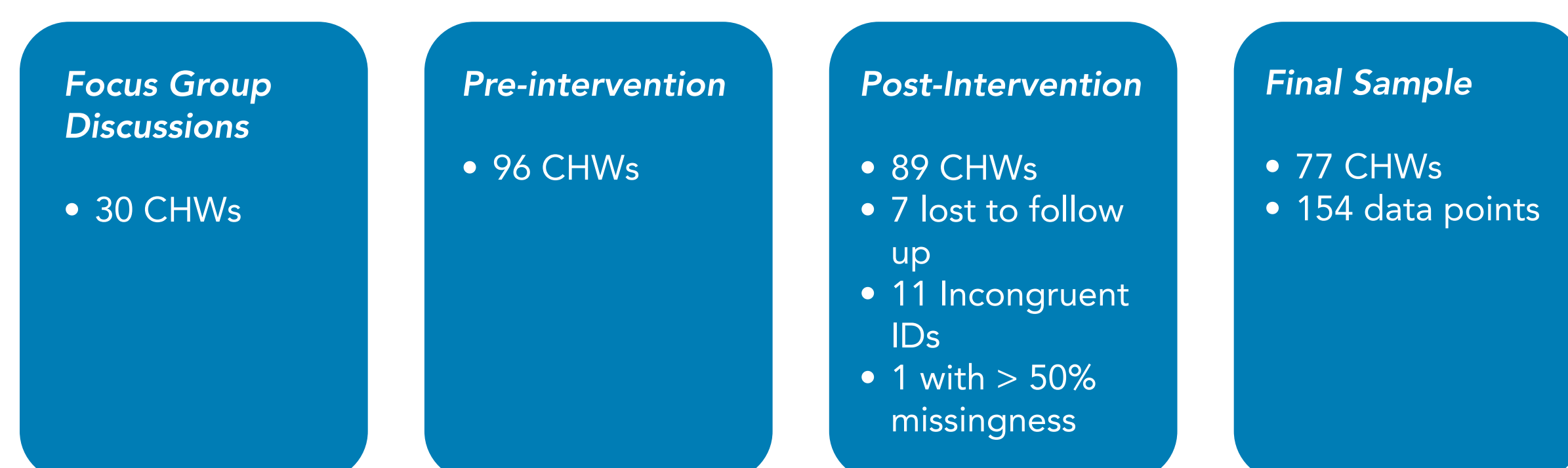
BACKGROUND

Multimedia technology is gaining traction in health education. This approach complements conventional methods of education and facilitates meaningful learning and information recall. South Africa has a history of successfully involving community health workers (CHWs) in community-based health interventions including food and nutrition security. However, South African community health workers generally do not have comprehensive professional health qualifications, even though they are expected to be advocates of healthy weight and lifestyle to prevent non-communicable diseases.

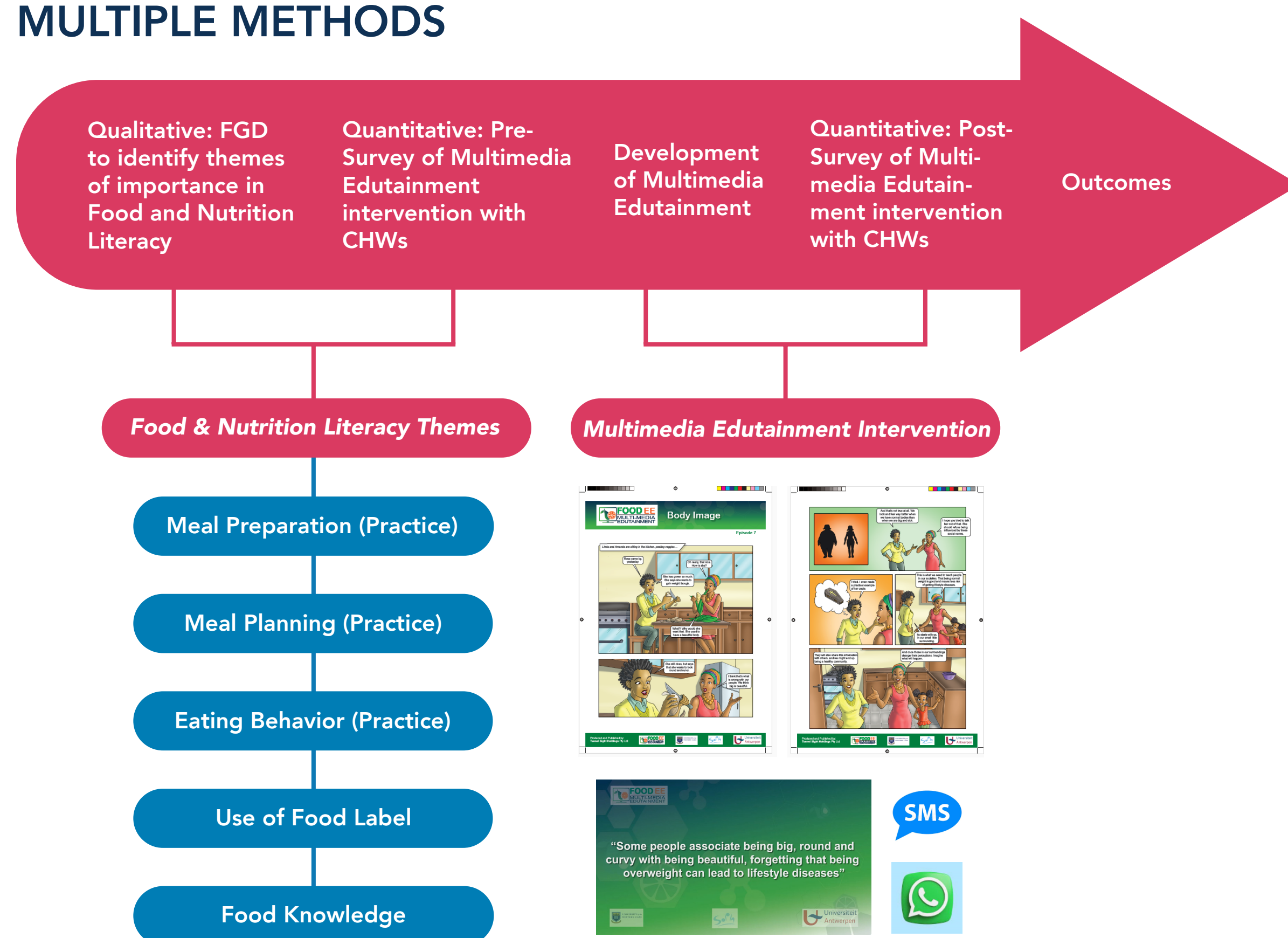
AIM

To describe the development of an acceptable, suitable, and feasible intervention to improve the food and nutrition literacy of South Africans and the role of CHWs in this process.

METHODS



MULTIPLE METHODS



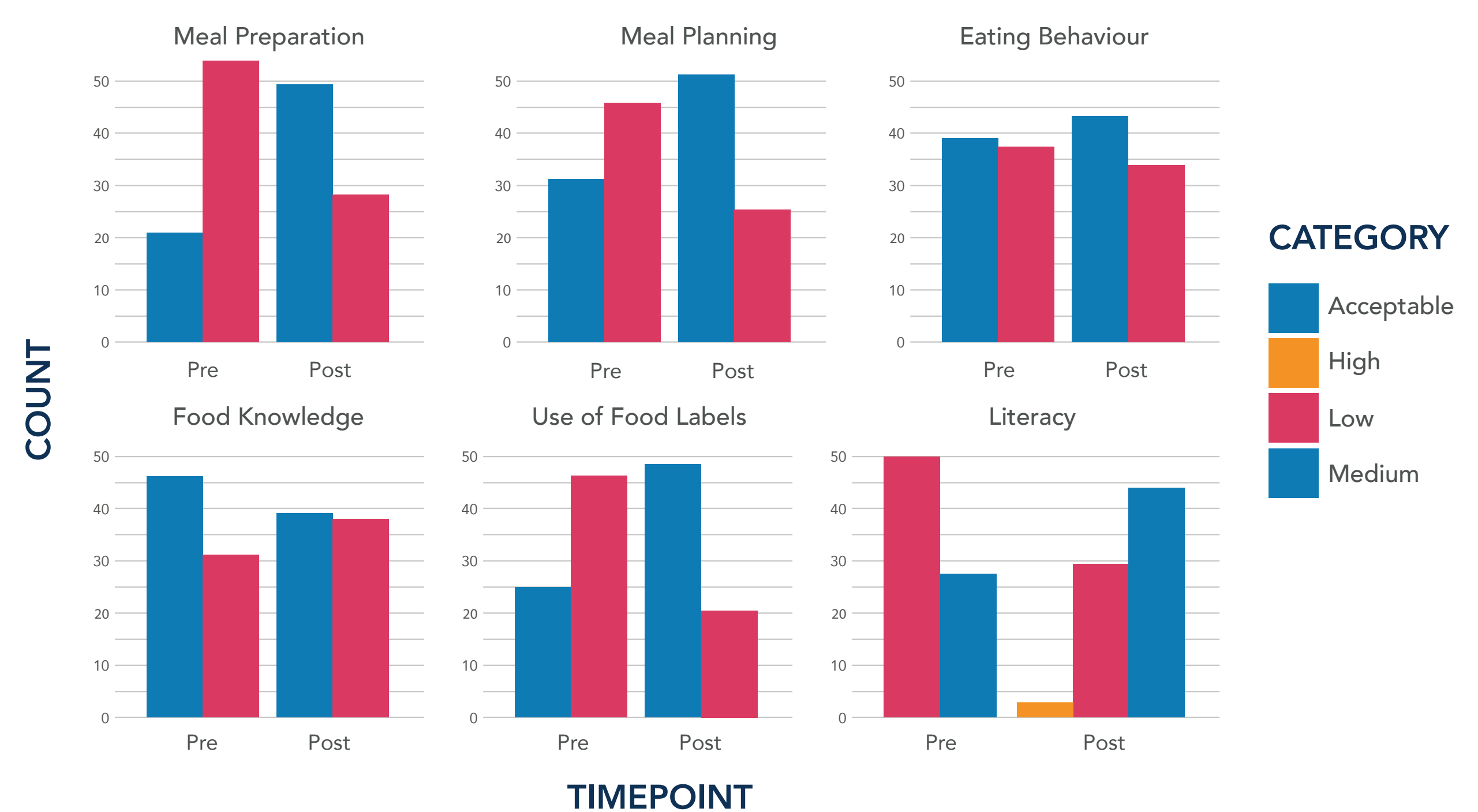
DATA ANALYSIS & SYNTHESIS

Data were analyzed using Atlas Ti and R-programming

RESULTS

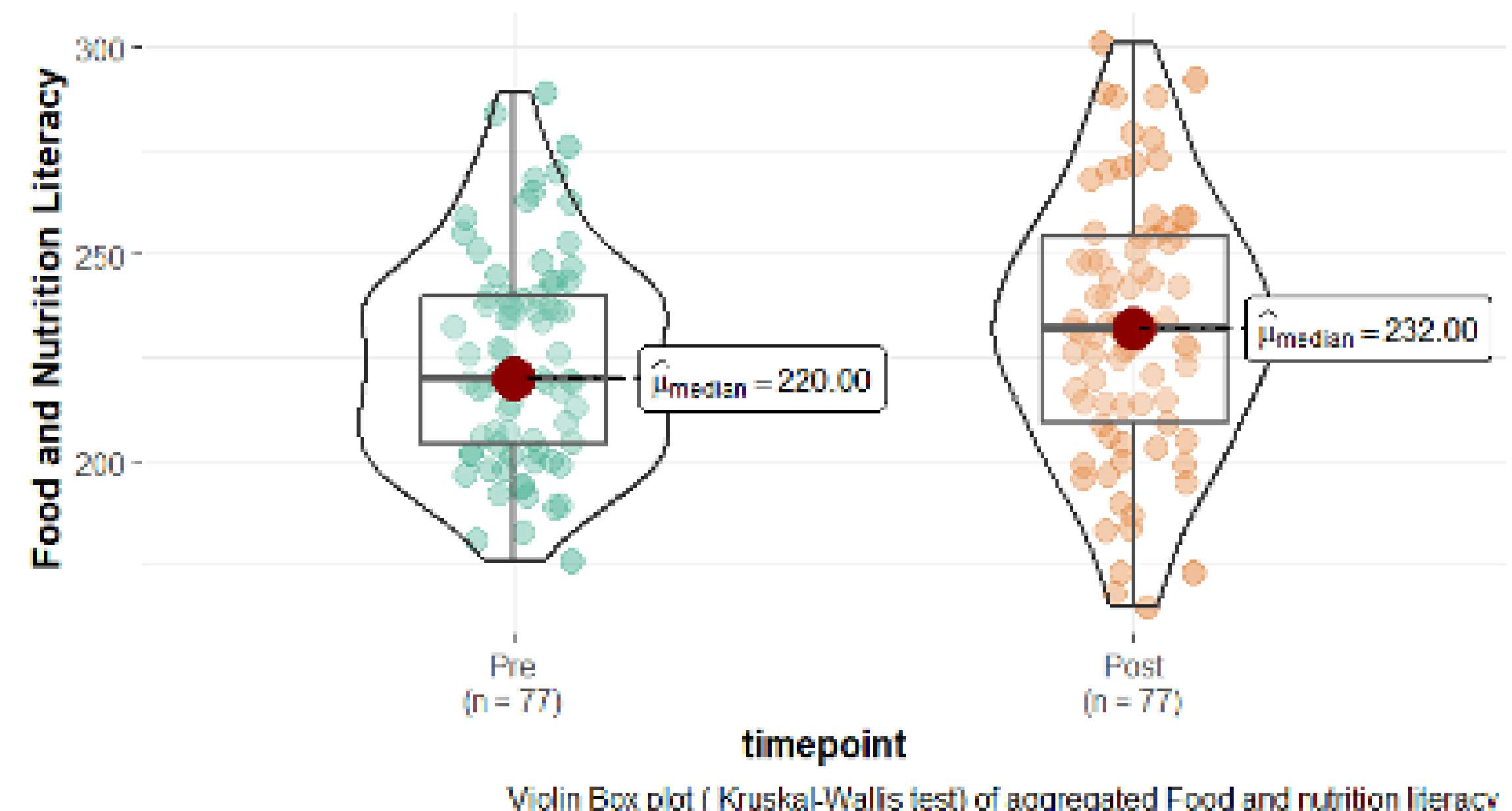
- While the cognition outcome of the CHWs' i.e., food knowledge did not do well post intervention, overall food and nutrition literacy, especially food and nutrition related practices (i.e., eating behaviors, meal planning and preparation, use of food labels) significantly improved post intervention
- These outcomes were facilitated by the CHWs' choice of disseminating platforms i.e., WhatsApp and short message service (sms)

A: FOOD AND NUTRITION LITERACY



Food and Nutrition Literacy

$t_{Weicht}(145.85) = -1.52, p = 0.13, \hat{g}_{Hedges} = -0.24, CI_{95\%} [-0.56, 0.07], n_{obs} = 154$



DISCUSSION AND CONCLUSION

Even if modestly, the multimedia edutainment intervention demonstrated the potential to effectively enhance food and nutrition literacy of CHWs, especially when CHWs are made co-creators, thereby extending its benefits to the broader South African population.

*Ref: Vidgen, Helen A., and Danielle Gallegos. "What is food literacy and does it influence what we eat: a study of Australian food experts." (2011)