

**Pool of Discipline Specific Elective Course (DSE) for Odd Semester**

**B.A (Prog) with Nutrition and Health Education (NHE)**

*Category-V*

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-NHE-7 : COMMUNICATION FOR HEALTHY FOOD PROMOTION**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PREREQUISITES OF THE COURSE**

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
<b>Communication for Healthy Food Promotion</b>	4	3	1	-	Class XII	NIL

**LEARNING OBJECTIVES:**

1. To familiarize students with the concept of communication
2. To impart knowledge regarding the role of IEC in healthy food promotion
3. To build capacity of students for implementation and impact assessment of IEC in community and food industry

**LEARNING OUTCOMES:**

After completion of the course, the students will be able to:

1. Understand definition, functions, models and channels of communication
2. Explain the role of IEC materials in spreading nutrition awareness
3. Learn efforts made by governments towards promoting healthy food choices.

**SYLLABUS OF DSE-NHE-7**

**THEORY**  
**(Credits 3: 45 Hours)**

**Unit 1: Concept of communication**

**(10 Hours)**

- *Unit Description:* This unit will introduce the meaning of communication and explain its concepts and characteristics in detail.
- *Subtopics:*
  - Concepts of communication
    - a) Definition and functions

- b) Models and scope
- c) Communication process
- d) Communication channels
- e) Feedback in communication

**Unit 2: Communication methods and IEC based materials**

**(11 Hours)**

- *Unit description:* This unit will explain the role of Information Education Communication (IEC) and Behaviour Change Communication (BCC) in healthy food promotion.
- *Subtopics:*
  - Introduction to IEC and its importance
  - Introduction to BCC and its importance
  - Communication approaches and audio-visual aids
  - Use of social media and mass media in healthy food promotion

**Unit 3: Changing trends in food choices**

**(12 Hours)**

- *Unit Description:* This unit will help follow the journey of changing patterns in food choices and the current attempts at developing healthy food behaviour
- *Subtopics:*
  - Factors influencing food choices
    - changes in socio-cultural environment
    - changes in food environment
  - Promoting healthy food choices
    - social marketing techniques
    - food labelling in India: health and nutrition claims
    - developing healthy food choices among children
  - Front of pack labelling around the world

**Unit 4: Government initiatives towards healthy food promotion:**

**(12 Hours)**

- *Unit Description:* This unit will familiarize students with initiatives taken by Government of India to promote healthful eating
- *Subtopics:*
  - Initiatives under FSSAI
    - Safe and nutritious food at workplace
    - Eat Right Movement
    - Calorie count of restaurant menus
    - Reducing trans fats in partially hydrogenated vegetable oils
  - Social and Behavioural Change Communication (SBCC) campaign under Poshan Abhiyan

## TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group Discussions/ Problem Solving exercises with the students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject
4. Evaluation and feedback by the teacher

### ESSENTIAL/RECOMMENDED READINGS:

- Park, K (2023). *Textbook of Textbook of Preventive and Social Medicine* (27<sup>th</sup> ed). Jabalpur, MP: Banarsidas Bhanot Publishers
- Supe SV (2015). *Textbook of Extension Education* (2<sup>nd</sup> ed). Udaipur, Rajasthan: Agrotech Publishing.
- Subbarao, MG. *Nutrition Communication-Rhetoric & Reality* (2019), Indian J Med Res. Online: <https://pmc.ncbi.nlm.nih.gov/articles/PMC6607813/> (Accessed on 15<sup>th</sup> December 2024)
- FSSAI (2020). *Eat Right India Handbook* Online: <https://fssai.gov.in/book-details.php?bkid=357> (Accessed on 15<sup>th</sup> December 2024)
- FSSAI (2018) *Your Guide to Safe and Nutritious Food at the Workplace* Online <https://fssai.gov.in/book-details.php?bkid=149> (Accessed on 15<sup>th</sup> December 2024)

### SUGGESTED READINGS:

- FSSAI (2022) Guidance note on Display of Information in Food Service Establishments [https://fssai.gov.in/upload/uploadfiles/files/Guidance\\_Note\\_Labelling\\_23\\_02\\_2022.pdf](https://fssai.gov.in/upload/uploadfiles/files/Guidance_Note_Labelling_23_02_2022.pdf) (Accessed on 15<sup>th</sup> December 2024)
- FSSAI (2021) Another Step Towards India@75: Freedom from Trans Fats by 2022 [https://fssai.gov.in/upload/press\\_release/2021/02/6023b317a99acPress\\_Release\\_Trans\\_Fat\\_10\\_02\\_2021.pdf](https://fssai.gov.in/upload/press_release/2021/02/6023b317a99acPress_Release_Trans_Fat_10_02_2021.pdf)
- Awareness on Malnutrition: Poshan Abhiyan (17<sup>th</sup> March 2023) <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1908010> (Accessed on 15<sup>th</sup> December 2024)
- Parker L, Burns AC, and Sanchez E (eds). (2009). *Local Government Actions to prevent Childhood Obesity*. Washington (DC): [National Academies Press \(US\)](https://www.ncbi.nlm.nih.gov/books/NBK219692/). <https://www.ncbi.nlm.nih.gov/books/NBK219692/> (Accessed on 15<sup>th</sup> December 2024)
- Workshop summary (2016). *Food Literacy: How do Communication and Marketing Impact Consumer Knowledge, Skills and Behaviour*. Washington (DC): [National Academies Press \(US\)](https://www.ncbi.nlm.nih.gov/books/NBK367596/). <https://www.ncbi.nlm.nih.gov/books/NBK367596/> (Accessed on 15<sup>th</sup> December 2024)
- Halliday TA (2020). *Use of Information, Education, Communication (IEC)-Based Materials: An Effective Teaching-Learning Strategy in Nutrition Education*. International Journal of Research and Scientific Innovation 7(9), 350-354.
- Saha, S, Vemula SR, Gavaravarapu SR (2021). *Health and Nutrition Claims on Food Labels – Means of Communication That Can Influence Food Choices of Adolescents*. Journal of Content, Community and Nutrition. 13; 113-124
- Fitzgibbon, Marian et al. (2007) *Communicating Healthy Eating: Lessons Learned and Future Directions*. Journal of Nutrition Education and Behavior, 39(2), S63 - S71