

Dietary Fibre Health Promotion Event

The health promotion event was developed to raise awareness of the importance of dietary fibre and its role in maintaining good health. The main aim was to educate individuals on the benefits of adequate fibre intake, particularly in relation to digestive health, prevention of constipation, and reduction of long-term conditions such as cardiovascular disease and type 2 diabetes. The objectives of the event were to increase knowledge of recommended daily fibre intake, identify common fibre-rich foods, and encourage participants to make healthier dietary choices.

To meet these aims and objectives, a range of educational strategies were used. Visual materials such as posters and leaflets were designed to present key information in a clear and engaging way. These included examples of high-fibre foods such as whole grains, fruits, vegetables, and legumes, as well as guidance on daily intake recommendations. Verbal communication was also used to explain concepts and answer questions, allowing participants to gain a better understanding of how fibre can be incorporated into their daily diet. Interactive discussion encouraged individuals to reflect on their own eating habits, which is consistent with health promotion approaches that focus on participation and empowerment.

The planning process involved identifying the target audience and selecting appropriate, evidence-based health messages. Consideration was given to how information would be communicated effectively, ensuring materials were simple, accessible, and relevant. Resources were prepared in advance to ensure consistency and accuracy of information. The content of the event was informed by current UK dietary guidelines, which emphasise the importance of fibre intake as part of a balanced diet (Public Health England, 2026).

On the day of the event, the health promotion stall was set up in an accessible location to maximise visibility and engagement. Participants were approached in a friendly and professional manner and invited to take part in discussions. The use of visual aids supported understanding, while verbal interaction allowed for clarification and personalised advice. Individuals were encouraged to ask questions and engage with the materials provided.

Overall, the event successfully met its aims and objectives by increasing awareness and understanding of dietary fibre. The combination of visual, verbal, and interactive methods supported engagement and helped promote positive dietary behaviour change.

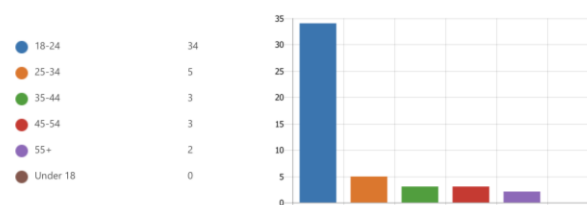
Evaluation of the Initiative

The effectiveness of the dietary fibre health promotion initiative was evaluated using a questionnaire completed by 47 attendees. The data was analysed and presented through tables and charts to identify trends in knowledge and understanding.

Demographic data indicated that most participants were aged 18–24 (n=34), with most being university students, particularly in their second year (n=20). This suggests the event successfully targeted a young adult population, although it limits generalisability to wider age groups.

47 Responses 01:21 Average time to complete Active Status

1. How old are you?



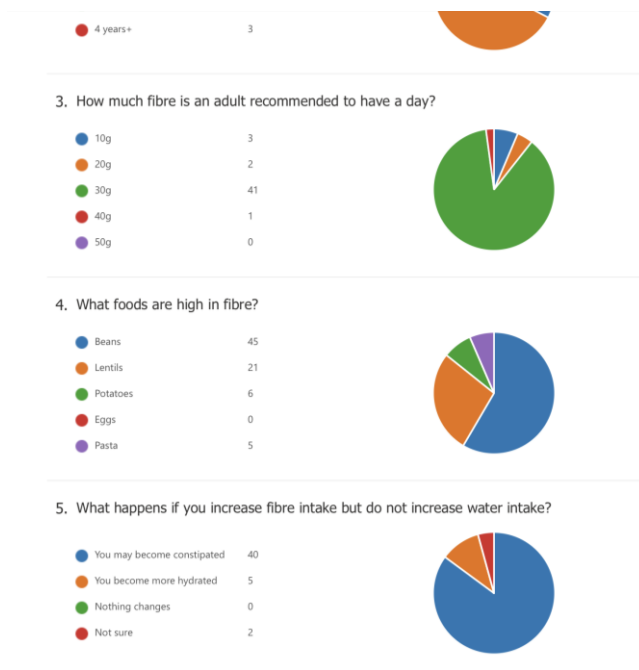
2. If you are in university, what year of your studies are you in?



3. How much fibre is an adult recommended to have a day?



Analysis of knowledge-based questions demonstrated a high level of understanding in key areas. A significant majority of participants (n=41) correctly identified the recommended daily fibre intake as 30g, indicating strong awareness. Similarly, most respondents (n=40) correctly recognised that increasing fibre without adequate water intake may lead to constipation, and 39 participants correctly identified pale yellow as a sign of good hydration. These findings suggest that the core health messages were effectively communicated. However, some gaps in knowledge were evident. While 45 participants identified beans as high in fibre, fewer recognised lentils (n=21) and very few selected potatoes (n=6) or pasta (n=5), indicating a narrower understanding of fibre sources. This suggests that while the intervention was effective in conveying basic concepts, it may not have fully addressed the variety of fibre-rich foods.



Responses to the stool chart question further support moderate understanding, with most participants identifying Type 3 (n=17) and Type 4 (n=27) as healthy. This indicates that visual learning tools used during the event were largely effective.



Qualitative responses also highlighted positive behavioural intentions. Participants suggested practical changes such as "eat more baked beans" and "eat an apple," demonstrating the ability to translate knowledge into actionable steps. However, some responses, such as "be

more hydrated,” suggest partial understanding, as this relates more to fluid intake than fibre specifically.

The evaluation reflects principles outlined by Public Health England (2026), which emphasise assessing both knowledge gain and behavioural intention. While the results indicate immediate impact, the reliance on self-reported data and the absence of pre-event comparison limit the ability to measure long-term behaviour change.

Overall, the initiative was effective in improving awareness and promoting positive intentions, though future interventions should broaden nutritional knowledge and include follow-up evaluation to assess sustained impact.

Health Promotion Theories

Health promotion theories provide a framework for understanding how individuals engage with health information and adopt behavioural change. In relation to the dietary fibre health promotion event, several theories can be applied, including the Health Belief Model (Alyafei & Easton-Carr, 2024) the Transtheoretical Model (Prochaska & Velicer, 1997), and the approach outlined in the Ottawa Charter for Health Promotion (Nutbeam et al, 2021).

The Health Belief Model (HBM) (Alyafei & Easton-Carr, 2024) focuses on individuals’ perceptions of risk and benefits as key drivers of behaviour change. Within the event, participants were informed about the health risks associated with low fibre intake, such as constipation and increased risk of cardiovascular disease, as well as the benefits of consuming fibre. This aligns with the HBM constructs of perceived susceptibility and perceived benefits. However, the model assumes that individuals will act rationally based on this information, which may not always be the case. Some participants may understand the benefits but still fail to change their diet due to habits, preferences, or environmental barriers, highlighting a limitation of this approach.

The Transtheoretical Model (TTM)(Prochaska& Velicer, 1997), also known as the stages of change model, suggests that individuals move through stages when modifying behaviour, including precontemplation, contemplation, preparation, action, and maintenance. The health promotion event appeared to target individuals at different stages, particularly those in the contemplation and preparation stages, by raising

awareness and encouraging intention to change. While the event successfully increased knowledge and motivation, it did not provide ongoing support, which is necessary for individuals to progress to the maintenance stage. This suggests that while the model is useful for understanding behaviour change, the one-time nature of the intervention limits its long-term effectiveness.

The Ottawa Charter for Health Promotion (Nutbeam et al, 2021) takes a broader approach, emphasising empowerment, participation, and creating supportive environments. The event reflected this approach by encouraging interaction, discussion, and personal reflection. Participants were actively engaged rather than passively receiving information, which supports the principle of enabling individuals to take control of their health. However, the event had limited impact on wider determinants of health, such as access to affordable healthy food, which are also central to the Charter's approach.

In comparison, individual-focused models like HBM (Alyafei & Easton-Carr, 2024) and TTM (Prochaska & Velicer, 1997) are useful for explaining short-term changes in knowledge and attitudes, which were evident in the questionnaire results. In contrast, broader frameworks such as the Ottawa Charter highlight the need for sustained, multi-level interventions to achieve long-term behavioural change.

Overall, while the health promotion event effectively applied elements of these theories to increase awareness and intention, its impact is likely to be short-term without continued support and wider environmental changes.

The Role of Partnership Working in Health Promotion

Partnership working played an important role in health promotion by enabling different organisations and professionals to collaborate in addressing complex health needs. Health behaviours, such as dietary habits, were influenced by a range of social, economic, and environmental factors, meaning that no single organisation was able to effectively promote health in isolation. Collaborative approaches were therefore considered essential in achieving wider and more sustainable outcomes.

The World Health Organization emphasised the importance of partnership working within the Ottawa Charter for Health Promotion (Nutbeam et al, 2021), which highlighted intersectoral collaboration as a key strategy for improving public health. This involved partnerships between healthcare professionals, local authorities, educational institutions, and community organisations. By working together, these groups were able to share resources, expertise, and knowledge, increasing the reach and effectiveness of health promotion initiatives.

One of the main strengths of partnership working was improved access to target populations. For example, collaboration with universities or community groups enabled health promotion messages to reach individuals who may not have engaged with traditional healthcare services. In the context of the dietary fibre promotion event, partnership working could have enhanced engagement by involving external groups such as student services or local health organisations. This would have supported wider dissemination of information and reinforced health messages across multiple settings.

However, partnership working also presented several challenges. Differences in organisational priorities and values sometimes created barriers to effective collaboration. For instance, some may have focused on positive outcomes to change of diet, while others might have just prioritised student engagement and talking to as many students as possible. These differing agendas could have led to conflict or reduced efficiency if not managed effectively. Additionally, power imbalances between us as a team sometimes limited equal participation, with larger or more influential partners having greater control over decision-making.

Another limitation was the potential lack of clear roles and responsibilities within partnerships. Without effective communication and coordination, this could have resulted in duplication of efforts or gaps in service delivery. It also made it more difficult to evaluate the specific contribution of each partner to the overall success of the initiative.

Despite these challenges, partnership working remained a crucial aspect of health promotion, particularly in addressing wider determinants of health. It supported a more holistic approach by combining individual education with broader social and environmental strategies. Overall, while partnership working strengthened the potential impact of health promotion initiatives, its effectiveness depended on clear communication, shared goals, and strong leadership skills.

Our Findings

The health promotion event successfully increased awareness and understanding of dietary fibre among participants. The questionnaire results showed that most attendees were able to correctly identify key information, including the recommended daily fibre intake, the importance of hydration, and the consequences of inadequate fluid intake when increasing fibre. This indicates that the core health messages were effectively communicated. However, some gaps in knowledge were identified, particularly in recognising a wider range of fibre-rich foods, suggesting that future interventions should provide more comprehensive dietary examples.

A key learning experience from the event was the importance of using a variety of communication methods. Visual aids, such as posters and charts, alongside verbal explanations and interactive discussion, were effective in engaging participants and supporting understanding. Additionally, the event highlighted the value of encouraging participation, as this helped individuals reflect on their own dietary habits and consider practical changes.

The experience also emphasised the limitations of one-off health promotion interventions. While participants demonstrated increased knowledge and intention to change behaviour, there is no guarantee of long-term impact without continued support. Overall, the event reinforced the importance of clear communication, audience engagement, and ongoing evaluation in delivering effective health promotion initiatives.

Apendix



References

<https://www.nhs.uk/live-well/eat-well/digestive-health/how-to-get-more-fibre-into-your-diet/>

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