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Module: Social Epidemiology and Public Health
Development (LCHS7000_LON)

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Title: **Fuel Your Future: A Health Promotion Campaign
to Improve Nutrition Among University Students**

FUEL YOUR FUTURE

Promoting Healthy Nutrition Among University Students (Ages 18–25 Years)



“Eat Smart Today, Thrive Tomorrow”

8-Week Healthy Nutrition Programme

Week 1	Introduction & Healthy Eating Basics
Week 2	Understanding Food Labels
Week 3	Budget Meal Planning
Week 4	Quick & Healthy Cooking Skills
Week 5	Reducing Sugar & Ultra-Processed Foods
Week 6	Diet & Mental Wellbeing
Week 7	Energy, Fitness & Performance
Week 8	Goal Review & Healthy Habit Maintenance

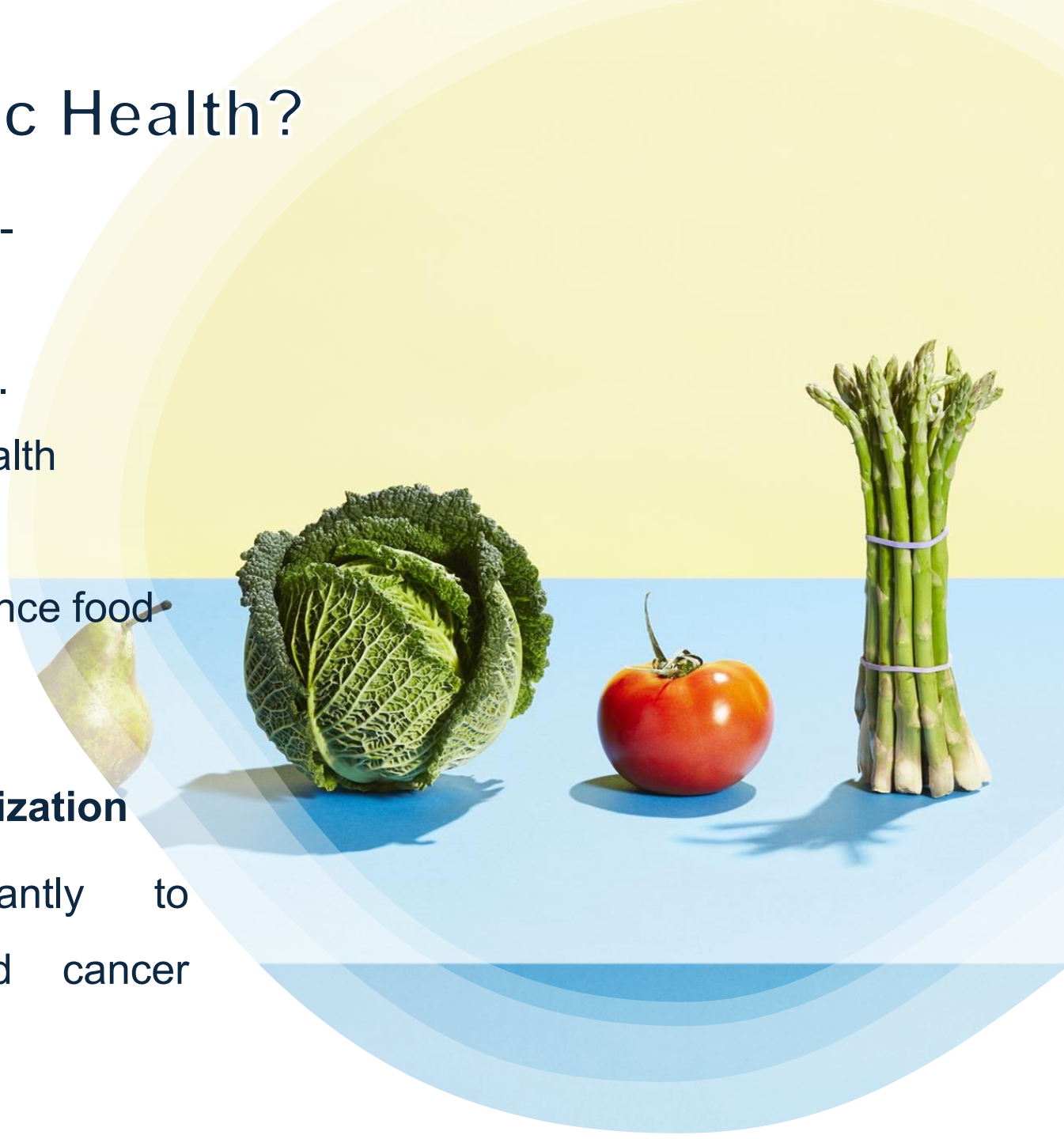


Why Diet Matters in Public Health?

- Poor diet is a leading risk factor for non-communicable diseases.
- Obesity rates in young adults are rising.
- Early adulthood establishes lifelong health behaviours.
- Social and environmental factors influence food choices.

According to the World Health Organization

Unhealthy diet contributes significantly to cardiovascular disease, diabetes, and cancer globally.



Are Young Adults Meeting Guidelines?

According to NHS and NHS Digital

- Only around one-third of 19–24-year-olds meet 5-a-day recommendations.
- High consumption of fast food and sugary drinks.
- Increasing overweight and obesity prevalence in young adults.

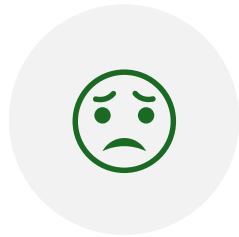
National Guidelines (Eatwell Guide)

- 5 portions fruit & vegetables daily
- Limit free sugars to 5% of daily intake
- Reduce salt intake to <6g/day

Short-Term Consequences of Poor Diet



LOW ENERGY &
FATIGUE



MOOD SWINGS
& IRRITABILITY



POOR
ACADEMIC
PERFORMANCE



DIGESTIVE
ISSUES



WEAKENED
IMMUNITY

Long-Term Consequences of Poor Diet

Obesity and
overweight.

Chronic diseases.

Mental health issues.

Lower academic and
professional potential

Poor lifestyle habits



Source: Almased

Campaign Aims – Fuel Your Future



Increase fruit and vegetable intake to 5 portions daily in at least 50% of participants by the end of Week 8.



Reduce weekly takeaway and fast-food consumption by 30% among participants by programme completion.



Increase knowledge of UK dietary guidelines by 70%, measured through pre- and post-programme questionnaires.



How Will the Campaign Achieve Its Aims?



Campaign Evaluation

Process	Impact	Outcome
Session attendance	Pre & post knowledge survey	Increased fruit & vegetable intake
Participant engagement	Attitude toward healthy eating	Reduced takeaway consumption
Weekly feedback forms	Food label understanding	Healthier eating habits

Campaign Poster



Partners

Partners Supporting the Campaign

NATIONAL PARTNERS



UK Health
Security
Agency

Providing national nutrition guidance
and health promotion resources.

LOCAL PARTNERS



University
Health Services



Student
Union



Local
Community
Health Centres



Supporting student engagement,
workshops, and campaign promotion.



University Health
Services



Student
Union



Local Community
Health Centres



Behaviour Change Theories



Health Belief Model

Students change behaviour when they understand the **risk of unhealthy diet** and the **benefits of healthy eating**.



Social Cognitive Theory

Students learn healthy habits through **peer influence, observation, and confidence (self-efficacy)**.



Theory of Planned Behaviour

Healthy eating depends on **attitudes, social norms, and perceived control over food choices**.

Physiological Benefits of Healthy Diet



Boosts energy levels for academic tasks and daily activities.



Supports proper growth and development.



Strengthens the immune system, helping prevent illnesses.



Reduces long-term risk of conditions like:

Obesity

Type 2 diabetes

Cardiovascular diseases



Source: Shutterstock

Psychological Benefits of Healthy Diet



Source: Ann Silvers

Improves **concentration and memory**, helping students perform better in studies.

Supports **brain function and cognitive development**.

Helps **reduce stress, anxiety, and mood swings** linked to poor eating habits.

Promotes **better sleep quality**, which improves mental wellbeing and learning ability.



Sociological Benefits of Healthy Diet

Promotes **social interaction** through group meals or cooking activities.

Encourages **positive peer influence** on healthy eating.

Builds **community and family engagement**.

Supports **sustainable healthy habits**.

Barriers: Individual & Physiological



LACK OF TIME



FATIGUE AND
LOW ENERGY



CRAVINGS FOR
FAST FOOD,
SUGARY
DRINKS, AND
SNACKS.



LIMITED
COOKING
SKILLS



IRREGULAR
EATING
PATTERNS

Barriers: Psychological & Social



STRESS AND
EMOTIONAL
EATING



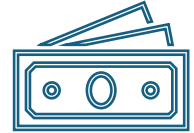
LOW
MOTIVATION



PEER
INFLUENCE

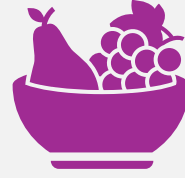


LIMITED
ACCESS TO
HEALTHY FOOD



BUDGET
CONSTRAINTS

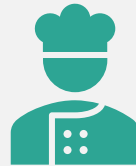
Solution 1: Education & Skills



HEALTHY EATING
WORKSHOPS



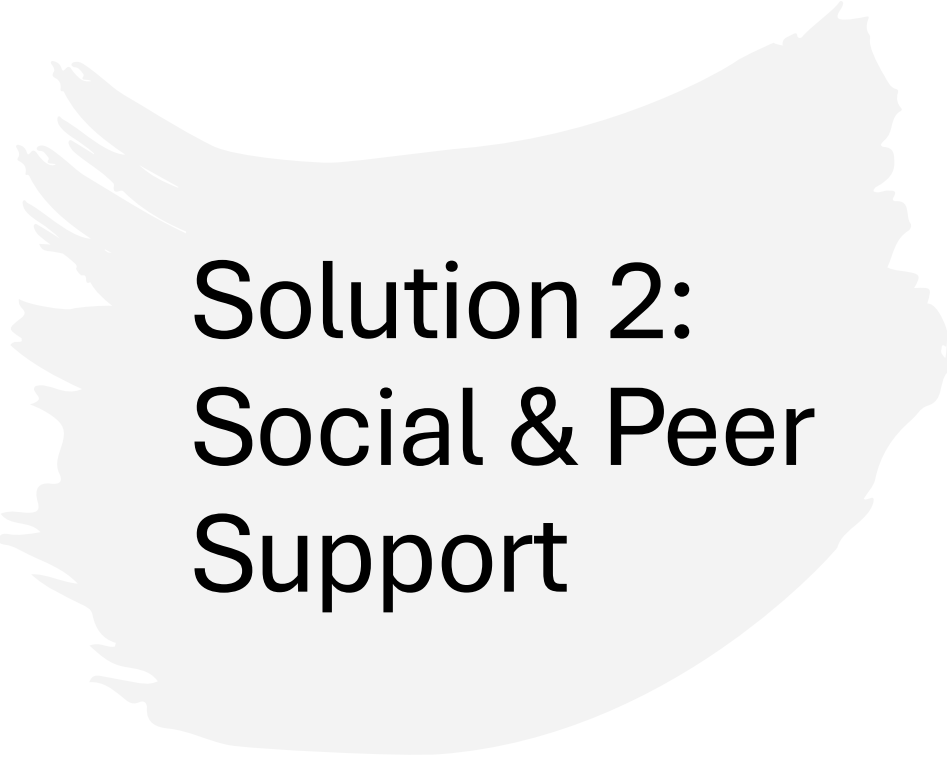
MEAL PLANNING
SESSIONS



COOKING
DEMONSTRATIONS



INFORMATIONAL
RESOURCES



Solution 2: Social & Peer Support

Peer support groups

Group cooking or meal
prep sessions

Healthy eating challenges
or competitions

Solution 3: Practical Resources & Access



Budget-friendly meal guides



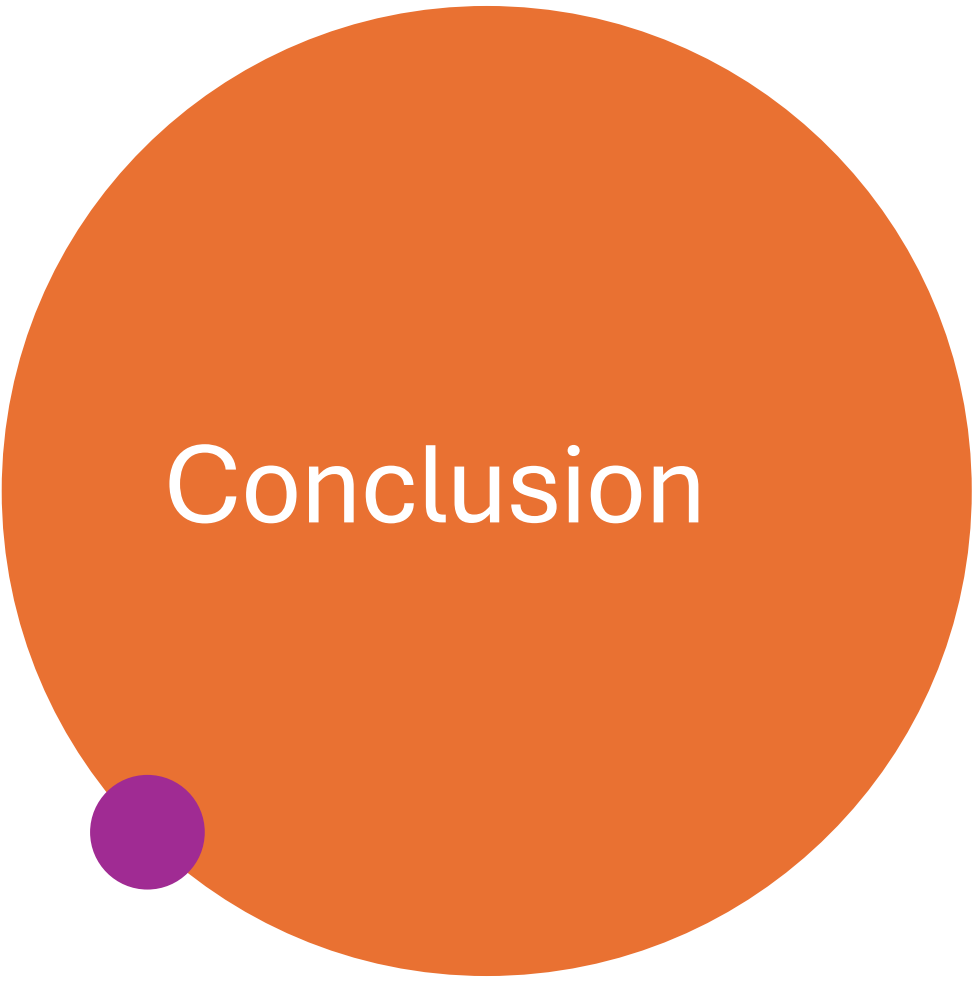
Quick and healthy snack ideas



Improved access to healthy foods



Online resources



Conclusion

- Healthy diet improves **body, mind, and social life.**
- Students face **time, stress, peer, and access barriers.**
- Campaign offers **education, peer support, and practical resources.**
- Healthy habits now **prevent long-term health issues.**



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Thank You

