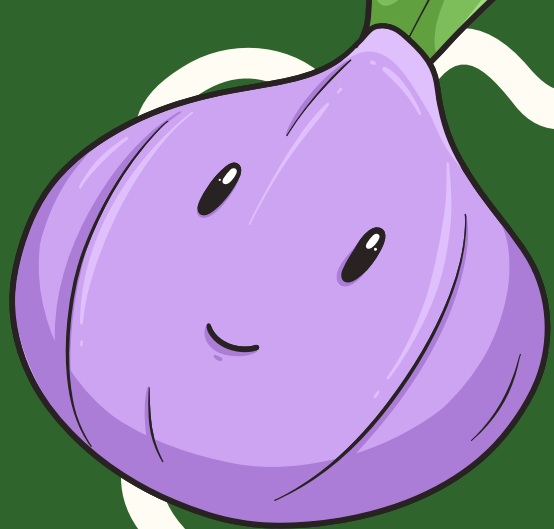


Diet and Nutrition

0-5 year kids





Group - 2

Programme: MSc Public Health and Social Care in Practice

Module: Social Epidemiology and Public Health Development

Module code: LCHS7000

Lecturer name: Itse Olaoye Brian Mashumba



Task 1

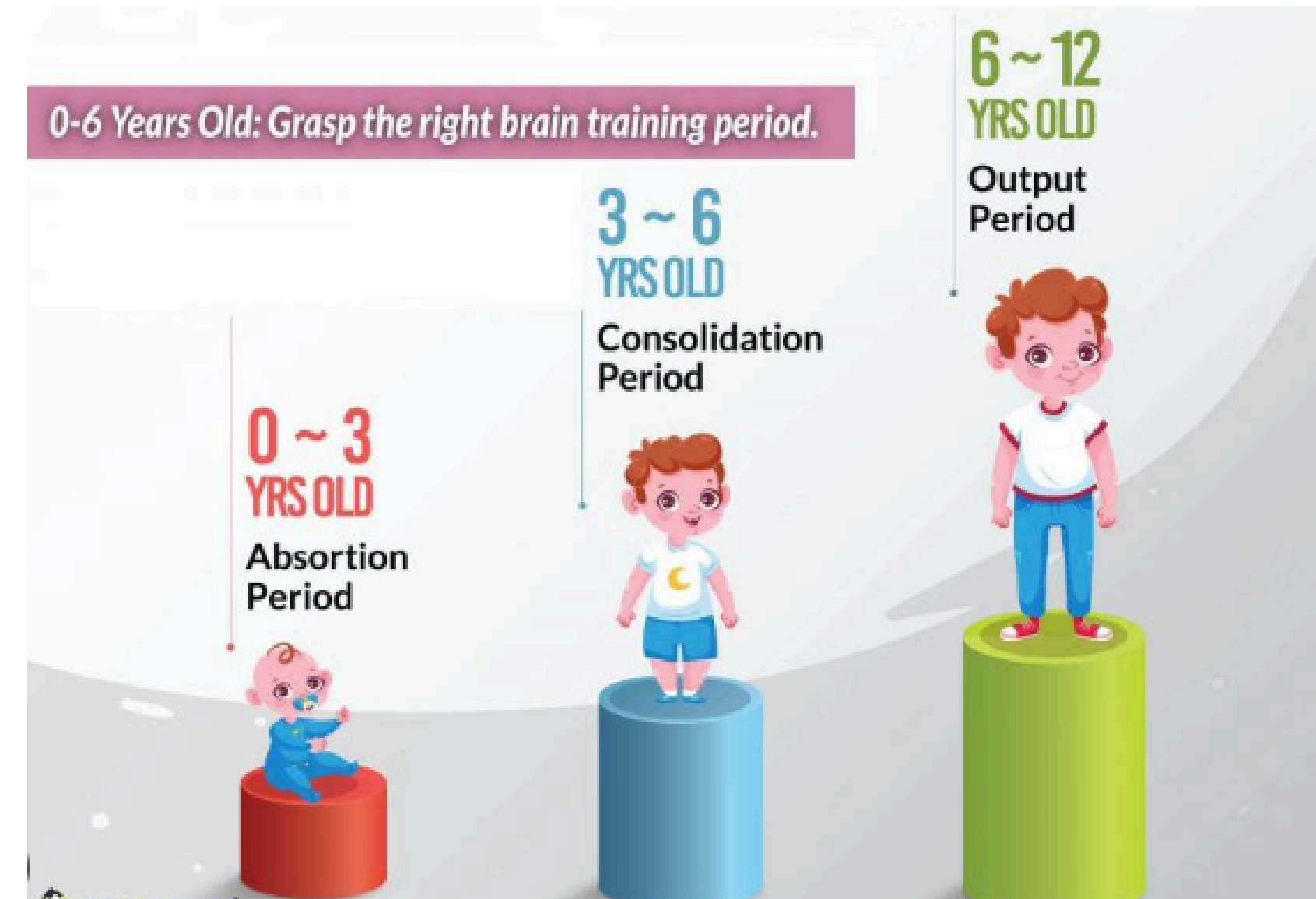
- Why a Campaign is Needed
- Guidelines
- UK Statistics
- Short and Long term Consequences
- Three Measurable Aims



Why this Campaign is Needed

- The age between zero and five years is the most critical and fastest period for a child's physical growth and brain development.
- Eating habits start very early, so this age is the best time to teach healthy choices.
- It helps to prevent early childhood obesity and nutritional deficiencies among children.
- Data from the UK shows that many children do not consume a balanced diet.

(NHS England, 2024)



Daily Habits



Eat More Greens

Adding vegetables to your meals boosts vitamins and minerals.

SUGAR



Limit Extra Sugar

Reducing sugar helps improve energy and focus.



Choose Whole Grains

Whole grains support digestion and long-term health.



Drink More Water

Staying hydrated keeps your body active and refreshed.

What UK guidelines say (NHS, PHE, WHO)



All children under five years should take vitamin D supplements to support healthy bone growth and development.



Solid foods are introduced around six months of age along with continued breastfeeding or formula feeding.

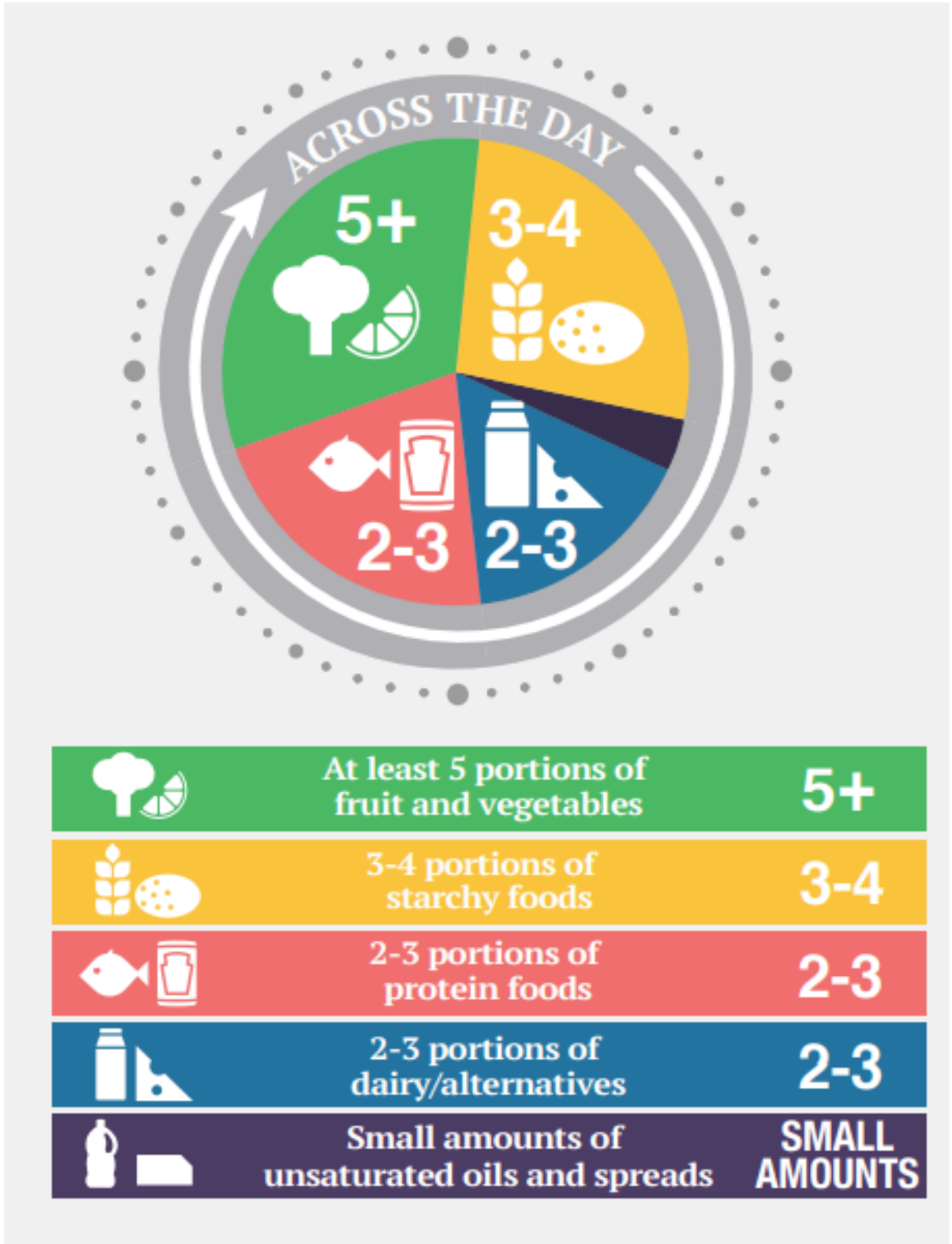


A variety of food such as different vegetables, fruits, and iron rich foods should be encouraged to ensure children receive all essential nutrients for healthy development.



Sugar, salt, and processed foods should be limited in the diets of young children.

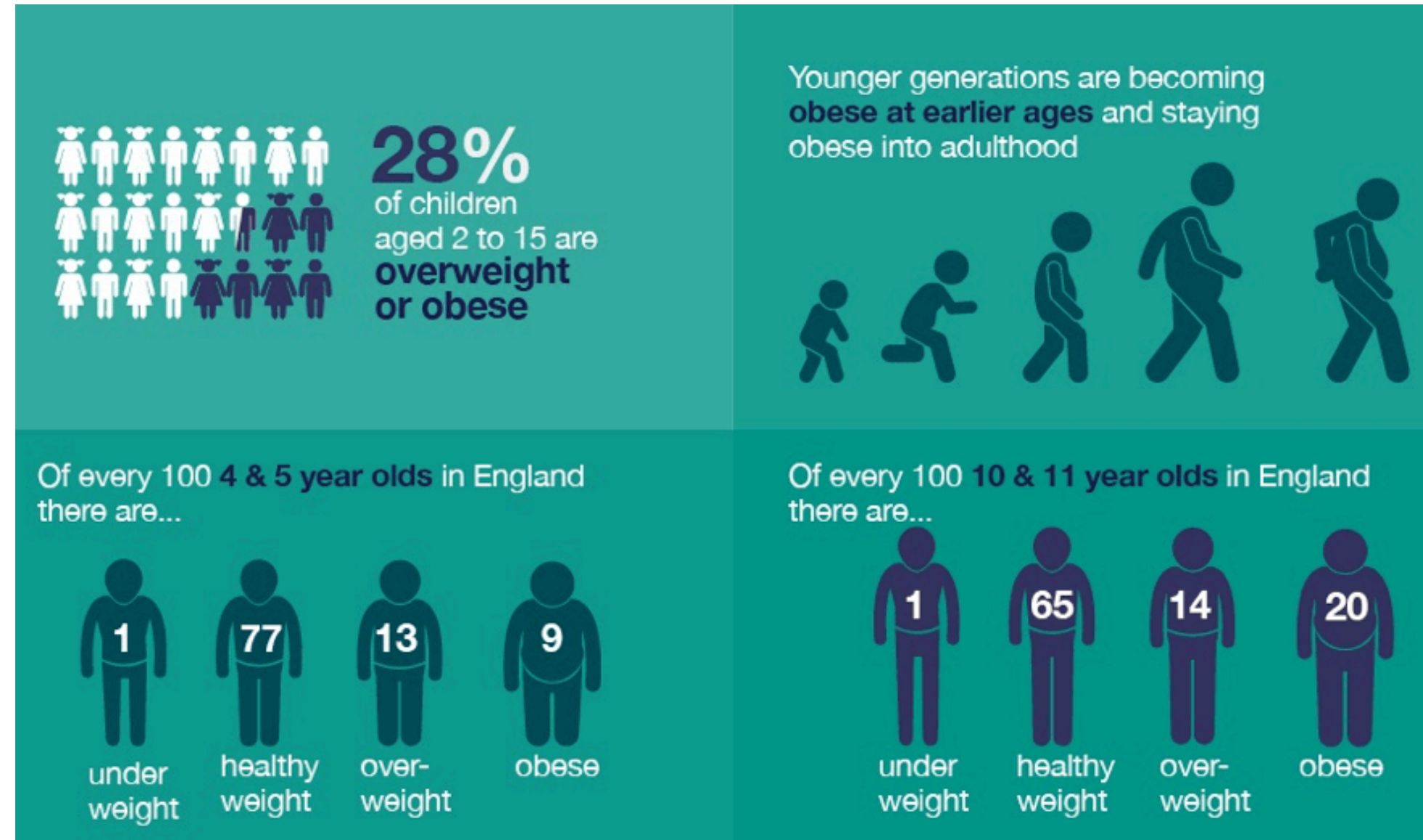
(NHS, 2023; PHE, 2020; WHO, 2015)



UK Statistics

- Only 28% of children aged 2–5 eat 5-a-day.
- 1 in 5 children start school overweight or obese.
- Toddlers get 60% of their calories from processed snacks.
- Vitamin D deficiency is common in young children.

(NHS Digital, 2023)

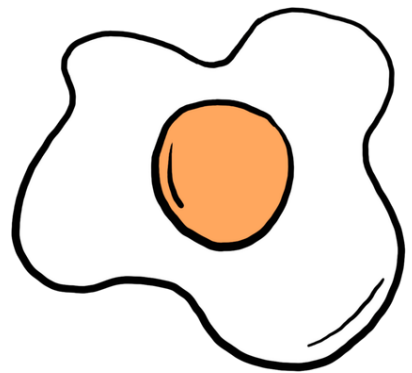


Healthy Breakfast



Oats With Fruit

Fiber and natural sweetness for energy.



Eggs With Veggies

Protein and vitamins for strength.



Yogurt And Nuts

A filling option that supports gut health.



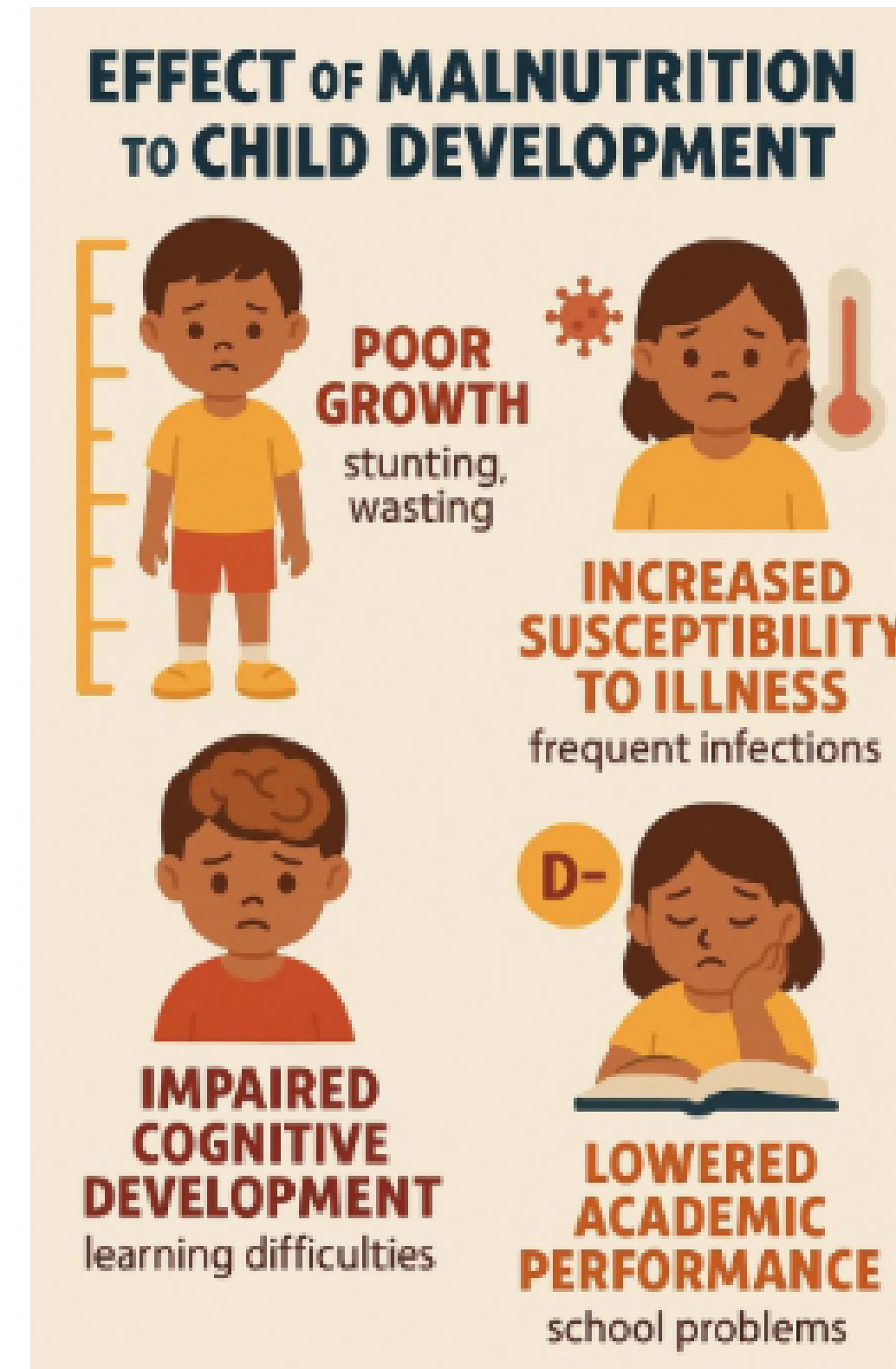
Smoothie With Spinach

Whole grains support digestion and long-term health.

Short-Term Consequences

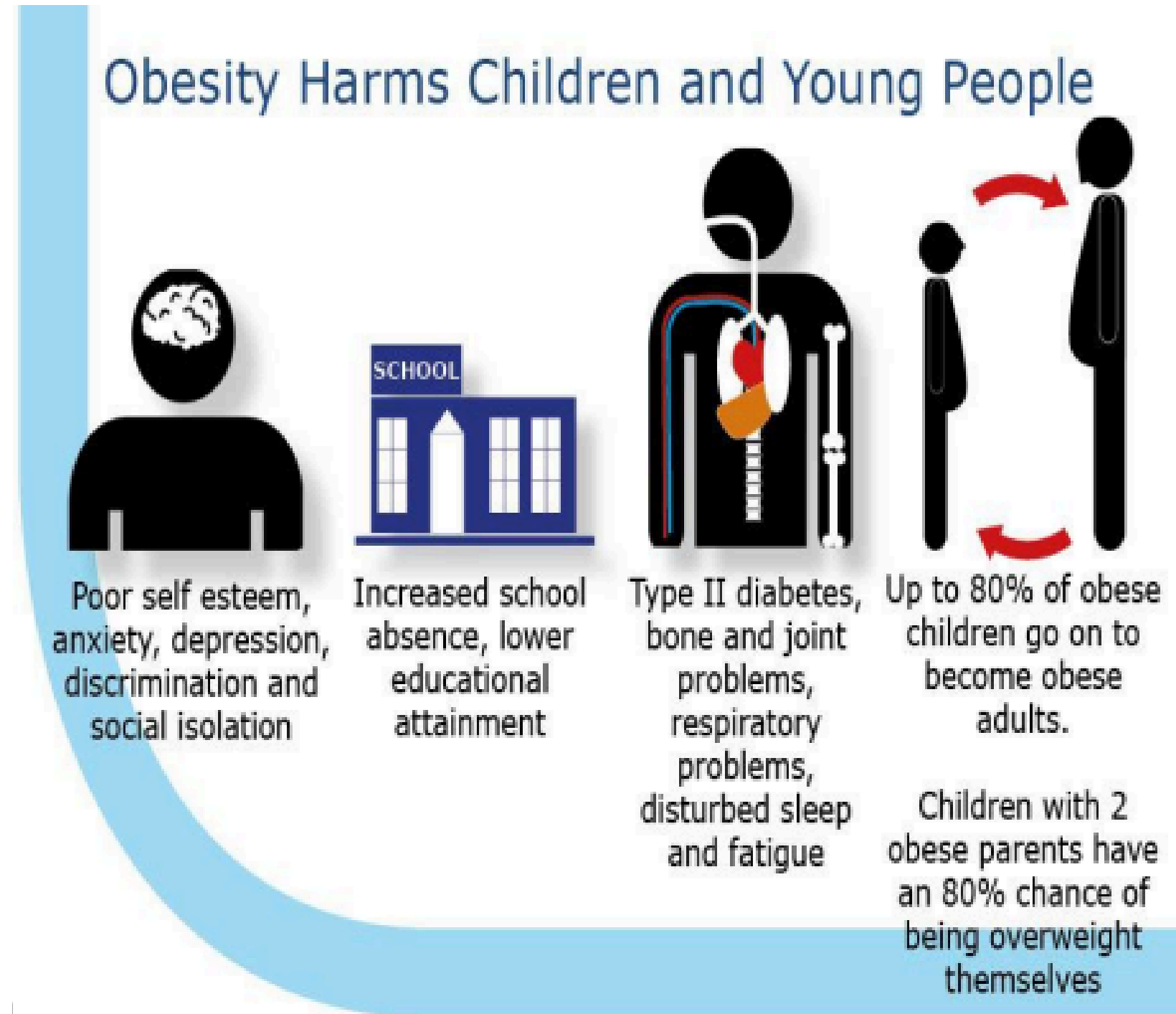
- Slow Brain Development
- Gets sick often
- Brain development is slow
- Delayed Talking and Walking
- Tooth decay
- Difficulty concentrating and learning

(WHO, 2020)



Long Term Consequences

- Type 2 diabetes
- Heart problems
- Weak bones
- Learning Difficulties
- Memory and focus problems
- Higher chance of obesity



Three Measurable Aims



Aim 1: Get Kids to Eat more Fruits and Veggies

Measure: Parents just note down what the child ate.

Benefit: It supports their growth and helps them pick up better eating habits.



Aim 2: Reduce sugary snacks and drinks

Measure: A short weekly check-in with parents.

Benefit: It lowers the chance of weight gain and tooth issues.



Aim 3: Help parents understand basic nutrition

Measure: A quick quiz before and after the programme.

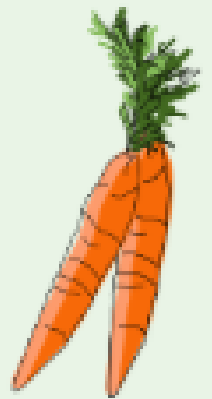
Benefit: Parents can choose healthier foods for their kids.

Set SMART Goals



Specific

Eat at least one plant-based meal per day.



Measurable

I will log my meals daily.

Achievable

Thistle makes plant-based meals that are ready-to-eat and delivers them to my door.



Relevant

I want to eat more plants for my health and the planet this year.

Time-bound

I will order my plant-based meals from Thistle for the upcoming week every Thursday prior.



Task 2



Pinkal Macwan -2518469

Campaign Evaluation

- Evaluation is very important in public health programmes.
- It helps us understand if a programme is working well,
- If it is delivered properly, and if it can create long lasting changes in people behavior.

(Naido and Wills, 2016)

Types of Evaluation

Diet and nutrition campaign target: Parents and carers of children

Age group: 0–5 years

Three levels of evaluation are applied:

1. Process
2. Impact
3. Outcome evaluation

1. Process Evaluation

- Process evaluation means checking if the program is running the way it was planned.
- It looks at how the program is delivered, not at the final results or behavior our changes (CDC, 2011).
- It means make sure that programme is organized properly and running smoothly.
- In this campaign, process evaluation means:
 - Checking how many parents and carers attend the sessions.
 - Seeing how actively people take part in workshops and cooking activities.
 - Collecting weekly feedback forms to know what people think.
 - Watching social media activity to see how many people are liking, sharing, or commentin

2. Impact Evaluation(short term outcomes)

- Impact evaluation means checking what changes happened straight after people take part in the programme. (WHO, 2013).
- Methods used in this campaign include:
 - Pre and post-intervention nutrition knowledge questionnaires.
 - A confidece rating scale (1–10) for healthy meal preparation.
 - Weekly review of food diaries.

3.Outcome Evaluation(long term -outcomes)

- Outcome evaluation is important because it shows whether the programme really makes a long-term difference to children's health.
- In this campaign, we check:
 - If children are eating more fruits and vegetables.
 - If they are eating fewer sugary snacks.
- By doing another survey after three months to see if the changes continue.

Core Activities

- Practical cooking demonstration.
- Budget friendly healthy meal planning.
- Sugar awareness education.
- Toddler portion size guidance
- Distribution of a healthy recipe booklet.



Campaign Poster



Measuring the Campaign Aims

Increase parental nutrition knowledge.

- Measuring tool: Pre-post exam questionnaires.

Reduce sugary snack consumption.

- Measuring tool: Parent completed food diary (weekly monitoring)

Improve fruit and vegetable intake.

- Measuring tool: Parent record sheet (week 1 and week 8 comparison)

Partnership Working

Partnership working means when two or more people or organizations team-up and work together to achieve goal.(Naido and Wills 2016)

- Potential partners
- Local partners



1. NHS Better Health:



Aim: Promotes healthy weight
balanced diets using evidence based guidance.

2. Change4Life:



Aim: Encourages families to make healthier food choices and reduce sugar intake.

3. British Nutrition Foundation:



Aim: Provides scientifically accurate nutrition education.

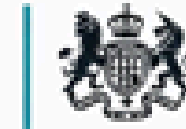
4. Healthy Start Scheme:



Aim: Supports low income families with vouchers for fruit, vegetables and milk.

Local Partners

- Local authority public health departments.
- Health visitors.
- Children's centers
- Nurseries and GP practices



Public Health
England



Health Visitors



**Children's
Centres**



Nurseries & GP Practices

Task 3



NOMAN VAJODDIN MALEK -2522651

Healthy Eating Guidance for Toddlers (1–5 Years)

- * The Eatwell Plate in the UK shows the types and proportions of foods required for a healthy and balanced diet.
- * According to the UK Department of Health, the Eatwell model can be introduced gradually from age 2 and fully applied from age 5.
- * However, there has been limited food-based guidance specifically designed for toddlers aged 1–5 years.
- * To address this gap, the British Nutrition Foundation (BNF) reviewed UK dietary guidelines for toddlers.
- * With the help of nutrition experts, BNF developed a visual food-based resource to guide healthy eating for young children.
- * This resource helps parents, carers, health professionals, and early years providers understand the basics of toddler nutrition.
- * It also provides guidance on:
 - Healthy snacks
 - Proper hydration
 - Appropriate portion sizes
 - Vitamin and nutrient supplementation
- * Establishing healthy eating habits in early childhood helps promote better health and dietary patterns later in life.

Physiological Benefits (0–5 Years)

1. Healthy Body Weight Maintenance

Early interventions help children maintain normal BMI and healthy body weight.

Prevents early development of childhood obesity.

2. Better Metabolism and Energy Balance

Healthy eating and physical activity improve metabolic function.

Helps regulate energy intake and energy expenditure in young children.

3. Improved Physical Growth and Development

Balanced nutrition supports proper height, weight, and muscle development.

Ensures healthy bone growth and organ development during early years.



Early Child Development and Nutrition (0–5 years)

* Poor nutrition (low quantity or low quality diet) negatively affects children under 5 years.

* Lack of early learning opportunities also reduces a child's developmental potential.

* Malnutrition can cause:

- Stunted physical growth
- Weak immune system
- Delayed brain development
- Poor cognitive and learning ability

* Children who face poor nutrition in early life often experience long-term health and economic disadvantages.



Benefits of Integrated Interventions

- * Combining nutrition programs with early childhood development (ECD) interventions improves child health outcomes.
- * Integrated programs can help:
 - Improve cognitive development
 - Support physical growth
 - Improve caregiver knowledge and behaviour
 - Enhance early learning opportunities
- * These programs also improve childcare practices and parental awareness.

Challenges of Integrated Interventions

- * Limited research on how combined interventions influence caregiver behaviour and well-being.
- * Differences in population needs and nutritional environments make implementation difficult.
- * Variation in program delivery and resources affects effectiveness.
- * More research is needed to evaluate cost-effectiveness and long-term outcomes.



Sociological Benefits of Healthy Dietary Behaviour (UK Evidence)

Reduction in Health Inequalities

- Healthy dietary behaviour helps reduce the gap in health outcomes between high and low socio-economic groups in the UK.

Improved Access to Nutritious Foods

- Individuals from higher socio-economic backgrounds tend to consume more fruits, vegetables, and oily fish, which improves overall health outcomes.

Better Community Health Outcomes

- When healthier diets are adopted across communities, rates of chronic diseases such as obesity, heart disease, and diabetes decrease.

Healthier Social Norms and Lifestyle Patterns

- Promoting balanced diets encourages positive social norms where families and communities prioritise healthy eating habits.



Health Belief Model 1 nutrition education parents

- Research Evidence on Parental Education & Child Nutrition
- Study 1 – Education Using the Health Belief Model (Ernawati et al., 2024)
- This study examined how health education based on the Health Belief Model (HBM) influences mothers' behaviour in preventing malnutrition in toddlers aged 1–3 years.
- The research used a pre-test and post-test design with 42 mothers who had children at risk of malnutrition.
- After receiving HBM-based education, mothers showed significant improvement in knowledge and feeding practices.
- Statistical analysis (Wilcoxon test, $p < 0.05$) confirmed that education positively changed maternal behaviour in preventing malnutrition.
- The study highlights that beliefs about risk, benefits, and barriers can motivate parents to adopt healthier feeding behaviours for young children.



Behaviour Change Theory 2:

COM-B Model

Slide Title: Evidence Supporting the COM-B Model in Child Nutrition

Study: Intervention for Preventing Excess Weight Gain in Children (0–2 Years)

- Research explored how behaviour change strategies can help health visitors prevent excessive weight gain in young children.
- The study used the Behaviour Change Wheel framework, which is based on the COM-B model (Capability, Opportunity, Motivation – Behaviour).
- Workshops with UK health visitors (HVs) identified barriers and facilitators affecting their ability to promote healthy feeding practices.
- Findings showed that effective interventions must improve:
 - Capability – training and knowledge about infant nutrition and healthy feeding practices.
 - Opportunity – support within healthcare systems and access to resources for families.
 - Motivation – encouragement and confidence among health professionals to guide parents.
- The study designed an interactive training intervention including education, modelling, persuasion and enablement to help health visitors support families in promoting healthy diets and preventing childhood obesity.



Behaviour Change Theory 3: Theory of Planned Behaviour

- The Theory of Planned Behaviour (TPB) explains that behaviour is influenced by attitudes, social norms and perceived behavioural control.
- Parents' beliefs and intentions play an important role in shaping young children's diet and nutrition.
- Study Findings (UK – Preschool Children Diet)
- The study examined factors influencing parents' intention to provide healthy diets for preschool children.
- Research included literature review, interviews with parents and a questionnaire survey.
- Interviews with 15 parents in NHS Tayside explored social and psychological influences on family diet.
- A survey of 102 parents analysed how attitudes and beliefs affect feeding behaviour.



Campaign Strategies

- Community-Based Nutrition Intervention for Mothers of Children (0–5 Years)
- The study aimed to improve dietary behaviours of mothers with young children (0–5 years).
- It focused on increasing fruit, vegetable and fibre intake and reducing fat and sugar consumption.

Method

- A randomised controlled trial (RCT) was conducted.
- Playgroups from 60 neighbourhoods in Perth, Australia participated.

Participants were divided into:

- Intervention group: 249 mothers
- Control group: 272 mothers
- The intervention lasted 6 months and included a multi-strategy nutrition and physical activity programme.

Intervention Strategies

- Nutrition education provided through community playgroups.
- Guidance on healthy eating and meal choices.
- Promotion of fruit, vegetables, fibre-rich foods and whole grains.
- Encouragement to reduce fat and unhealthy dietary habits.

Key Results

- Mothers in the intervention group showed significant improvement in diet quality.

Increased consumption of:

- Fruit and vegetables
- Fibre and whole grains

Reduced intake of:

- High-fat foods
- Unhealthy dairy and meat products
- No significant change was observed in sweet drink consumption.



Importance for Campaigns

- Community playgroups can be an effective setting for nutrition education programmes.
- Engaging mothers can help improve dietary habits for both parents and young children.

Solution of the Campaign

Building Public Awareness: Education and Campaigns to Prevent Stunting

- The study explored the effectiveness of education and campaign strategies in increasing public awareness about stunting prevention in future generations.

Method

- A qualitative descriptive study was conducted.
- Data was collected through in-depth interviews with three experts in child health and stunting prevention.
- Researchers used content analysis to understand perceptions and experiences related to education and campaign programs.

Key Campaign Strategies Identified

- Direct counselling for parents and communities.
- Distribution of educational materials about child nutrition and health.
- Social media campaigns to spread awareness.
- Community activities and outreach programmes to engage the public.

Challenges Identified

- Low community participation in health programmes.
- Limited access to health services in some areas.
- Financial and resource constraints affecting program implementation.

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Thank you

