

Subject Description Form

Subject Code	FSN4103
Subject Title	Nutrition Communication and Promotion
Credit Value	3
Level	4
Pre-requisite	FSN3411 Principles of Nutrition
Objectives	This subject is intended to introduce the fundamental theories of nutrition education for optimal health promotion. The strategies for disease prevention, dietary management and skills in health education will be discussed. The students will be able to apply knowledge and skills learned in nutrition counselling and community health settings.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) Understand the theories used for promoting health and behavior change (b) Identify strategies for prevention of diseases and develop skills to manage the dietary needs of individuals or groups in a population (c) Develop ways to effectively promote good nutrition and health across different age groups in community settings (d) Apply appropriate education theories and motivation techniques during individual counselling and group education to promote behavioral change
Subject Synopsis/ Indicative Syllabus	<p><u>Introduction to Theories of Nutrition Education and Behaviour Change</u> General principles; overview of Behavioral Learning Theories, Social Cognitive Theory, Cognitive Theories; theory and application of methods for health behaviour change (i.e., Transtheoretical Model/Stages of Change, Decisional Balance, Self-Efficacy)</p> <p><u>Disease Prevention and Dietary Management Strategies</u> Different types of dietary patterns (Mediterranean, DASH), lifestyle practices (alcohol, physical activity), calorie restriction, portion control, glycemic control</p> <p><u>Nutrition Education Across the Lifespan</u> Pregnant and lactating women, Infants, School-Age Children, Adolescents, Adults (20-64 yr), Older Adults (65 or older), Chronic disease management</p>

	<u>Community Nutrition and Health Promotion</u> Communication (posters, flyers, mass media, health fairs), Community collaboration (support groups, group counselling sessions), Public policy (laws and regulations, structure of health systems)							
Teaching/Learning Methodology	<p>Lectures are designed to provide students with general outlines of the subject and the essential practical knowledge.</p> <p>Apart from lectures, tutorials are designed to demonstrate students on formulating dietary advice and designing recipes and menus to fit the nutritional needs of various health conditions.</p> <p>Guest speakers who are clinicians, public health/community nutritionists, or dietitians are invited to give seminars on the practical skills on nutrition service and management in different settings.</p>							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	
	1. Test	20%	✓	✓		✓	✓	
	2. Assignments	30%	✓	✓	✓	✓	✓	
	3. Final examination	50%	✓	✓	✓	✓		
	Total	100 %						
	<p>1. Test: It is used to assess the students’ understanding of the principles of nutritional assessment and nutrition education. It is used to assess the learning outcomes a, b, c, d and e.</p> <p>2. Assignments: The students are required to do individual assignments on formulation of dietary advice and designing practical and appropriate menu or recipes for individuals with different nutritional needs or health conditions as well as on the case studies of assessing data related to the health and nutritional status of individuals. They are used to assess the learning outcomes a, b, c, d and e.</p> <p>3. Examination: It is used to assess the understanding of the role of nutrition in the prevention and management of common diseases/health conditions and the practical skills to manage such diseases/health conditions in both community and clinical settings. It is used to assess the learning outcomes a, b, c and d.</p>							
Student Study	Class contact:							

	▪ Lectures	30 hours
	▪ Tutorials	5 hours
	▪ Seminar	4 hours
	Other student study effort:	
	▪ Assignment writing	30 hours
	▪ Self-study	50 hours
	Total student study effort	119 hours
Reading List and References	Kathleen D. Bauer, Doreen Liou, Nutrition Counseling and Education Skill Development, 4th edition, Cengage Learning, 2021	