

Nutrition promotion strategy essay sample

[Food & Diet](#)



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Cover Letter

Nutrition Officer

DU-Nutrition Services Pvt Ltd

Australia

Director

PAF

Australia

Sub: Submission of the Nutrition services report for PAF – regarding

Respected Sir,

As a nutrition officer of DU Nutrition services, I hereby submit my nutrition services report. My report includes our services and the requirements essential for PAF workforce too. I have also attached a nutrition plan devised for your workers which I stress you to implement in your factory so as to alleviate the sickness associated issues in the company's performance. All the best.

Thank you.

Attachments:

Nutrition report

Rationale

Good nutrition is vital for every living being. Research has apparently proved that a balanced diet can:

- Promote weight administration and abate the accident of obesity
- Abate the accident of developing top cholesterol, or abate cholesterol in

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those who already accept higher blood cholesterol levels

- Abate the accident of developing Type 2 diabetes, and cardiovascular disorders.

- Abate the accident of developing top claret burden or abate claret burden in those who already accept top claret burden

Nutrition programs are designed with concrete action programs. Our mission is to promote better health status for the employees. Sick employees often decrease the performance of the companies and account for the massive loss for the Pakenham Automotive Factory (PAF). Out of 200 employees, only 40% were observed as regular healthy employees. Being an automotive sector, more than 80% are found to be manual workforce, so this report aimed at the top down nutritional promotional strategies. According to the employee database records, most of the workers are found to be middle-aged and so nutrition centred strategies are intended to follow. The nutritional service report will also focus the nutrition-centred service model besides others. A nutrition centred plan has been devised for PAF. (1)

Our services are as following:

- Training programmes for better health
- Safety health practice sessions
- Nutrition counselling programmes
- Lactation support programmes
- Health campaigns that stress out the fitness
- Leaflets, Training materials and webinars will be offered. (1)

Our goal

The ultimate goal is to provide enough healthy food for people in the work sites. The objectives of our services are to provide solutions that boost food intake while lowering costs and promote good health by lessening lifestyle diseases.

Relationship between nutrition knowledge and behaviour change

The World Health Organization has declared that diet is ascribe to and foundation for Health and development. Proper diet makes humans stronger and more productive. Advantageous bistro habits advance to a stronger allowed system, beneath illness, and better health. Proper and advantageous diet is an axiological key to a bigger superior of life. (4) The prevalence of unbalanced comestible and affairs practices has led to blubber and added alarming diseases (4)

According to the World Health Organization, all forms of malnutrition are directly affiliated with growing numbers of deaths, mortality, and bread-and-butter costs. (4)

The Food and Drug Administration Agency (FDA) has as well proposed an amount of accomplishments to abide botheration of unhealthy bistro behaviours. Among these recommendations is educating the consumer (4). Health promoters are consistently analytic for means to advance Health and wellbeing. The World Health Organization has accounting up an address that describes the reasons why improvements in Health accept been apathetic and suggests what have to be done to change this. Several key recommendations were given: To strengthen Health systems and ensure

they are equitable, to ensure that Health is prioritized aural all-embracing development and economic policies, to advance Health strategies that acknowledge to the assorted and evolving needs of countries, to activate bare assets for Health in poor countries, and to improve the superior of Health abstracts (4).

Malnutrition has well many significant effects on the behavior. The craving being becomes anaemic and clumsy to work productively. Also, the allowed arrangement suffers tragically throughout the starvation period. (3)

The research departments are analytic for means by which the attitudes and behaviors of the accessible could improve. Many deficiencies of an individual vitamin or mineral as well occur. There are abounding deficiencies that cover the absence of niacin (pellagra), thiamine (beriberi), vitamin C (scurvy), and vitamin D (rickets). Iron-deficiency anemia is as well addition mineral that is a common part of poor families. (3)

Nutrition Knowledge is genuine and is applicable if a customer learns how to account from the Knowledge of nutrients. The question is how abundant of this Knowledge does anniversary being charge to apperceive in adjustment to apply the Knowledge to his or her circadian life? The acknowledgment to this catechism depends on the person. The nutritionist acutely has assertive accurate needs and interests that crave a larger bulk of knowledge. A nursing mother will accept altered comestible knowledge needs. An academy apprentice will be added anxious about what comestible requirements are needed for humans his age and gender. An amateur will charge added types of nutritional knowledge. There are so abounding comestible facts that are accepted to nutritionist and dieticians. How abundant does a boilerplate customer charge to apperceive about diet in adjustment to apply it to his or <https://assignbuster.com/nutrition-promotion-strategy-essay-sample/>

her everyday bistro habits? Some areas in which consumers assume to be absorbed in include: the activity agreeable of food, the roles of fat, the sources of vitamins and minerals, the sources of phytochemicals, and the links amid aliment assembly and ecology and sustain Knowledge. (5) In a survey, about bisected of participants with high cholesterol intakes afield believed that their cholesterol intakes were “ about right.” For humans who accept misconceptions about their bistro habits, diet apprenticeship would probably be a lot added effectively. Interventions involving the diet Knowledge would most finely access consumers who don’t accept this specific knowledge. (1)

An abstraction performed on elders begin that the sample’s nutrition knowledge about dairy articles afflicted the blazon of milk they consumed. Reviews have apparent that accouchement who are accomplished apropos diet accept apparent a healthier change in their comestible behavior that lasted for about two years. (5)

In addition analysis of 475 aged participants, it was found that there was an absolute hotlink amid diet ability and account of nutrition information panels. An abstraction was conducted on a physically active, highly-educated, wealthy population in Boston, Massachusetts. The cold was to actuate if auto fat ability was accompanying to apprenticeship akin and diet characterization use in a citizenry of health-conscious adults Seventy- 5 percent took into consideration the calorie agreeable of a food, and eighty-percent advised the absolute fat content of a food. The 475 aged participants who have acceded in the diet actuality labels had significantly possess saturated fat ability array than participants who do not take the aliment characterization into application. (2)

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Effectiveness of nutrition education programmes

Public diet apprenticeship programs, advised to advance accessible bloom and able-bodied being, began about 100 years ago. Through this process, we abetment humans in authoritative decisions apropos their bistro practices by applying the ability from diet science about the accord amid diet and health. Increasing the absorption in an accurate appraisal of accessible programs has resulted in broadly believable evaluations advertence that an amount of targeted programs accepts been able in affair their goals. Evidence supports the approach that diet apprenticeship programs that accommodate culturally acute educational activities, and opportunities accept accurate to after effect in absolute behavior change in the targeted audience. (6)

Nutrition apprenticeship programmes should be advancing and multifaceted. The added able programmes are those that are behaviourally-focused and based on adapted approach and above-mentioned research. This analysis has as well begun that able programmes use an aggregate of abreast models of individual, amusing and ecology change. Studies based on a 'dissemination of advice and teaching of skills' typical were not actual able in bringing about behavioural change. (6)

Benefits of Top down approaches for nutrition promotional strategies

Top down methods of nutritional strategy are recommended for PAF since right from basic till high salaried professionals work in that specific concern. Top-down aims at total population, so no group of people shall be excluded upon implementation. The plan proposed will be uniform and also standardized. Moreover, the plan progress will be evaluated quantitatively

with managerial targets. So, such frames will be advantageous for Pakenham Automotive Factory

Time Frame: 20 days

People Involved: 50. 10 females and 10 males from senior management, 15 females from the junior group and 15 males from the junior group.

The proposed plan falls in the category of SMART plan. It is specific, measurable, achievable, and relevant and has a pre-decided time frame.

Nutrition Plan

Day 1-10 Seminar sessions on Nutritious diet – Workers 1-50 shall be accommodated

Day 11-20 Presentation sessions for the first batch regarding healthy food habits

- Energy boosting foods
- Food varieties according to the physical activity
- Importance of weight loss for obese workers
- Understanding the ill-effects of instant food
- How to allocate right time for three meals
- Safety health practices in the workplace

Day 21-30 Training classes for the same batch

- Quick to make healthy foods that are cheap
- Sprouts desserts
- Corn salads
- Mixed veggies
- Health grills and barbeques

- Seasonal veggies and fruits mixed milk shakes as well as desserts
- Soups, Smoothie and salad cooking procedures for

Black berries, Blue berries, Bananas, Lentils, Broccoli, Beetroot, Green leafy vegetables

- Displaying the healthy and unhealthy food and conducting funny game to find out the unhealthy foods by the trainees.
- Making the trainees drink the maximum amount of water per day to stay away from dehydration
- Training the workers to make 15 min healthy recipes such as
 - Eggs n muffins
 - Whole cereal waffles
 - Sun dried tomato omelette
 - Pumpkin Muslie
 - White Bean sandwich
 - Light salad
 - Grilled Cheddar n Apple
 - Sweet potato mash
 - Fancy fig sandwich
 - Low-fat roll-up
 - Spicy veggies
 - Cauliflower pasta
 - Scratch fish sticks
 - Veggie rice
 - Tuna pasta desserts
 - Avocado pasta

- Creamy Avocado smoothies
- Purchasing of grill equipment in the company canteen
- Procuring extra coffee vending machines
- Suggesting the healthy diet pamphlets to be postured in the workplace

Evaluation plan:

Checking blood sugar levels, immunity, hormonal levels and weight at the beginning and the end of the program for each participant.

Conclusions

Imbalanced diet affects the health seriously leading to the persistent acute and chronic sickness such as cold, heart burn, digestive problems such as acidity, etc. Moreover, this seeds for chronic diseases like Diabetes both Type I and II, ulcer, cancer and cardiovascular problems such as atherosclerosis, low BP, etc. To uproot this, every worker must be recommended for a healthy diet by their employers and sufficient facilities must be initiated in the factory. Since more than 80% of employees are manual labourers who work in irregular diet, 5 hours per small meal shall be suggested and trained as per the training module given above. Following those low carbohydrate and fat-free diet suggested may alleviate the chronic sickness and maintains the employee's health and mind fresh. To conclude with, health low fat diet is suggested which can be easily prepared in a short time, say, 15 min so as both male and female workers can prepare even in their break time.

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