

Use of Communication Based Technologies in Nutrition Education and Well-Being: A Case from Turkey

Mehmet Ergul
Assistant Professor, San Francisco State
University
mergul@sfsu.edu

Emine Aksoydan, Associate Professor, Baskent
University
aksoydan@baskent.edu.tr



Internet & Nutrition Education

- Effective use of different technologies in nutrition and well being education could enhance the efforts of the educators (Kolasa, 1997).
- Increased use of internet and communication based technologies & its relation with nutrition education.
 - Use of internet in many areas
 - Social Networks



Internet Based Nutrition Education

- Internet nutrition education intervention has reported to be a viable education method for women, infants and children (Bensley et. al, 2011).
- Web Based Nutrition Education (Poddar 2010, Hong 2008) and its potential implications in young adults



Nutrition Education & Well Being

- Importance of Nutrition Education: Knowing what we are eating
- Visiting a destination and knowing that they care about what we are eating
- Nutritional Labels on Packaged Food Labels
- Nutritional Ad Disclosures at Restaurant Menus
- Providing necessary and available material for nutrition education and well being
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Purpose of this Study

- Analyze the current scene in Turkey
- Exemplifying web based resources used in educating the general public
- Analyzing the content of nutrition education related websites at the public level
- Exploring opportunities in promoting Turkey as a “Health & Well Being” destination through the indirect impact of Nutrition Education



YOU CAN VISIT

- www.beslenme.gov.tr



Some of the tools that could be reached through the website

- Audio Book:
<http://www.beslenme.gov.tr/index.php?lang=tr&page=268>
- Posters & Bookmarks
- Coloring Book & Games
- Activity / Calorie Burning Tool
- BMI Calculator
- Flashcards and e-brochures on Food Safety (in PDF format)
- Sample menus for school children and lunch box ideas
- Sodium watch and obesity prevention related interactive materials
- Publications in English

Potential Implications from this study may include

- Promoting Turkey as a Health and Well Being Destination via utilizing the web tools and showing the general public how the country cares about your well-being.
- Creating new tools such as You Tube Channels, Video Blogs etc in providing detailed information in nutrition education



Implications and Further Research

- Identifying cultural and dietary differences among countries and conducting a cross cultural study in finding:
 - The effect of Nutrition Education in Destination Selection
 - Use of internet technologies in promoting this relationship.
 - Making it more available in mobile devices in several languages and designing several apps in assisting to make healthier choice when travelling.



Questions & Comments

