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Easily Digestible: Addressing Food Literacy with Short Educational Videos

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Easily Digestible: Addressing Food Literacy with Short Educational Videos

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HHN LIC 2019-2020



Here for life. Together we are building healthier communities.

www.hhn.org

Roadmap

- Why this project?
- Problem
- Community Need
- Intervention
- Strengths/Weaknesses
- Future Directions



The Problem: Addressing Food Literacy

Food literacy: “a collection of inter-related knowledge, skills and behaviors required to **plan, manage, select, prepare and eat** food to meet needs and determine intake”

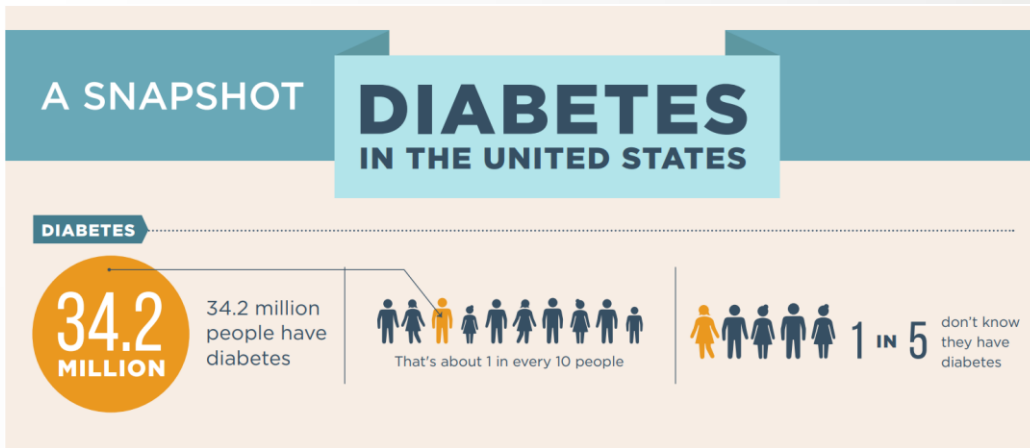
The Problem

Inadequate consumption of fruit and vegetables causes:

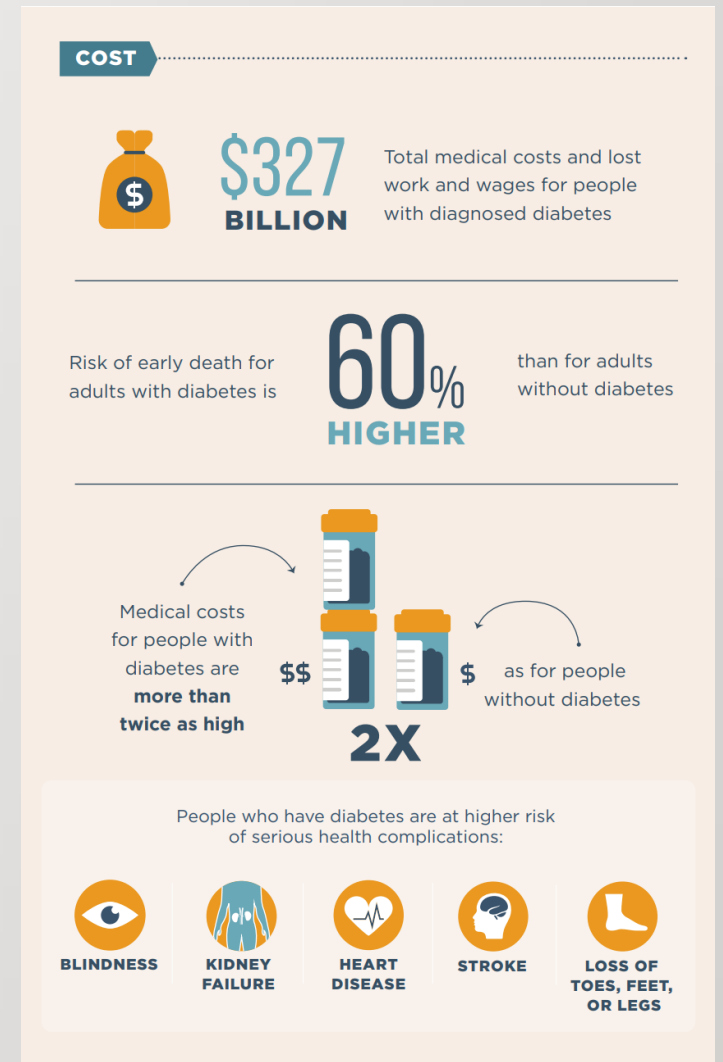
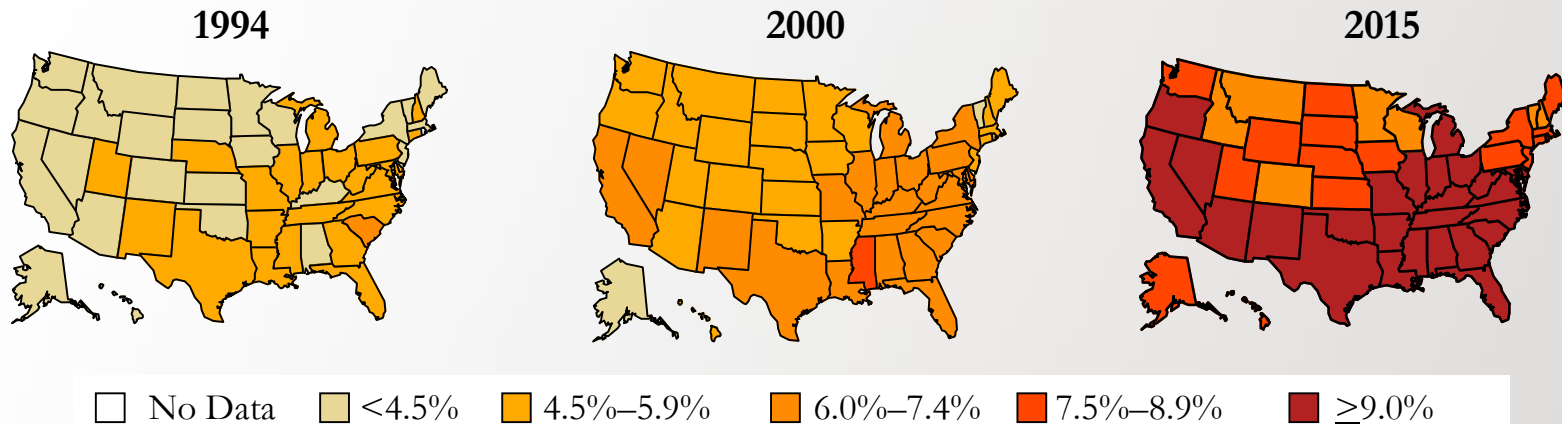
1.8% of the total burden of disease worldwide

2.6 million deaths worldwide and 31% of cardiovascular diseases

The Problem: National Trends & Public Health Cost



Age-adjusted Prevalence of Diagnosed Diabetes Among US Adults



WHAT CAN YOU DO?

You can **prevent** or **delay** type 2 diabetes



LOSE
WEIGHT
IF NEEDED



EAT
HEALTHY



BE MORE
ACTIVE

You can **manage** diabetes



WORK WITH A
HEALTH
PROFESSIONAL



EAT
HEALTHY



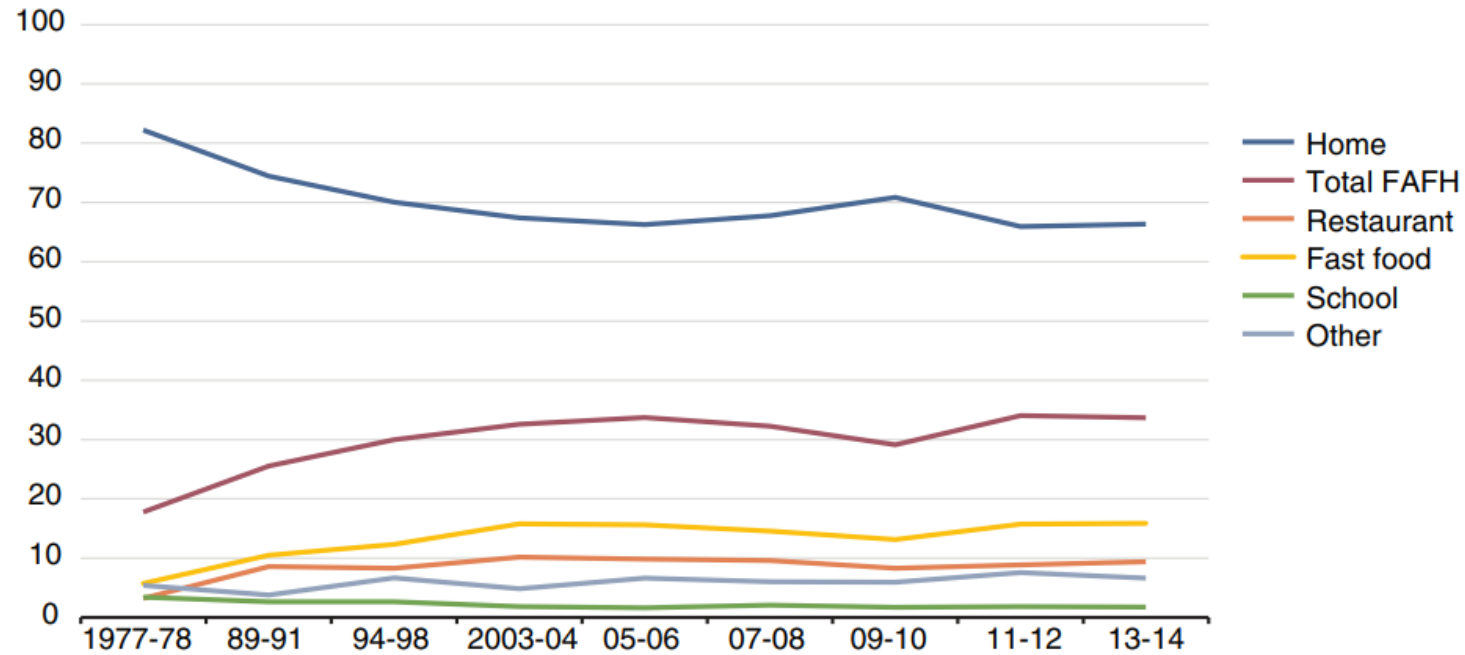
STAY
ACTIVE

Frequent consumption of meals prepared at home & higher consumption of fruits and green leafy vegetables are associated with a lower risk of developing type II diabetes

Figure 7.1

**Share of mean daily energy intake from food prepared at home and away from home,
U.S. population age 2 and older**

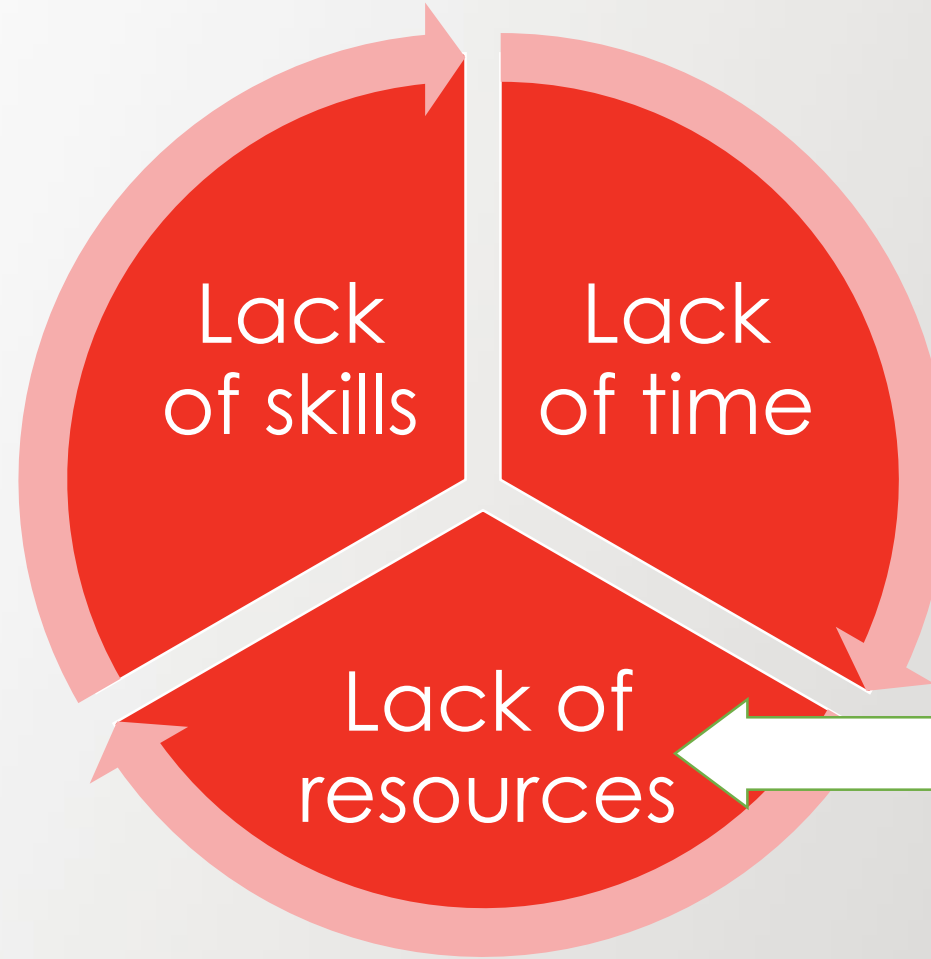
Percent of total daily calories (kcal)



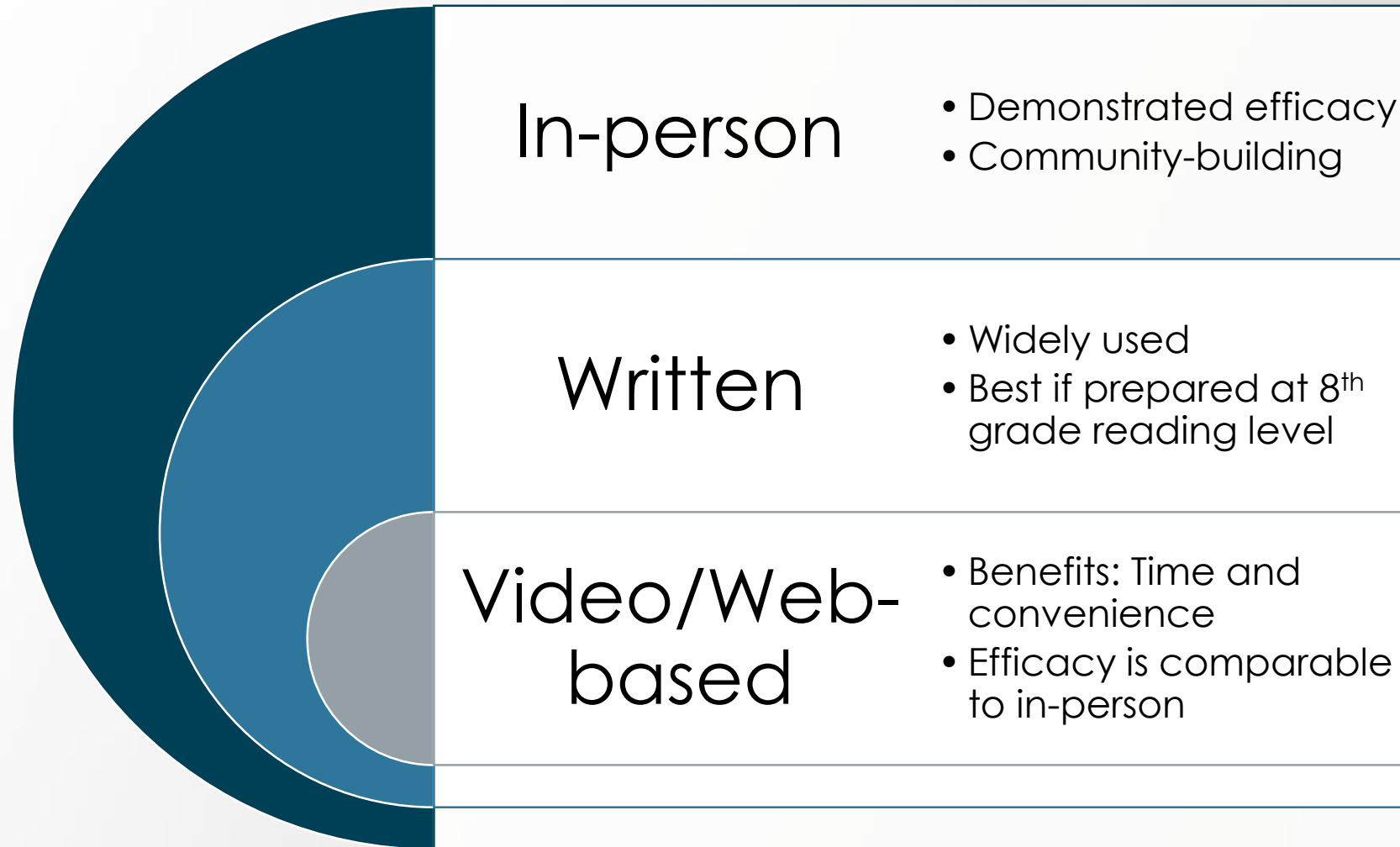
Note: FAFH = food away from home.

Source: USDA, Economic Research Service using data from the USDA Nationwide Food Consumption Survey (NFCS), 1977-78; USDA Continuing Survey of Food Intakes by Individuals (CSFII), 1989-91 and 1994-98; and the National Health and Nutrition Examination Survey (NHANES), 2003-04, 2005-06, 2007-08, 2009-10, 2011-12, 2013-14.

Barriers to Home Cooking



Methods of Nutrition education delivery



Community Perspective: The Need



“Patients sometimes don’t want vegetables that they are afraid of, like eggplant.”

Amelia Gelnett,
Community Health
Coordinator Comfort
Food Community



“The basics of steaming, pureeing, types of cuts, shredding, and how to prepare certain vegetables....would be especially helpful.”

Kate Ormsby,
Prevention
Coordinator
HHHN

Amy
Wahl,
Dietician



In-person classes had low attendance

- 3 classes offered, 8 unique participants (40 in program)
- 1 person attended 2 classes; 8 people attended the third

Linda Spokane,
Vice President
Population Health
Management

Community Perspective: Patient Reflections

“I was afraid of some of the stuff”

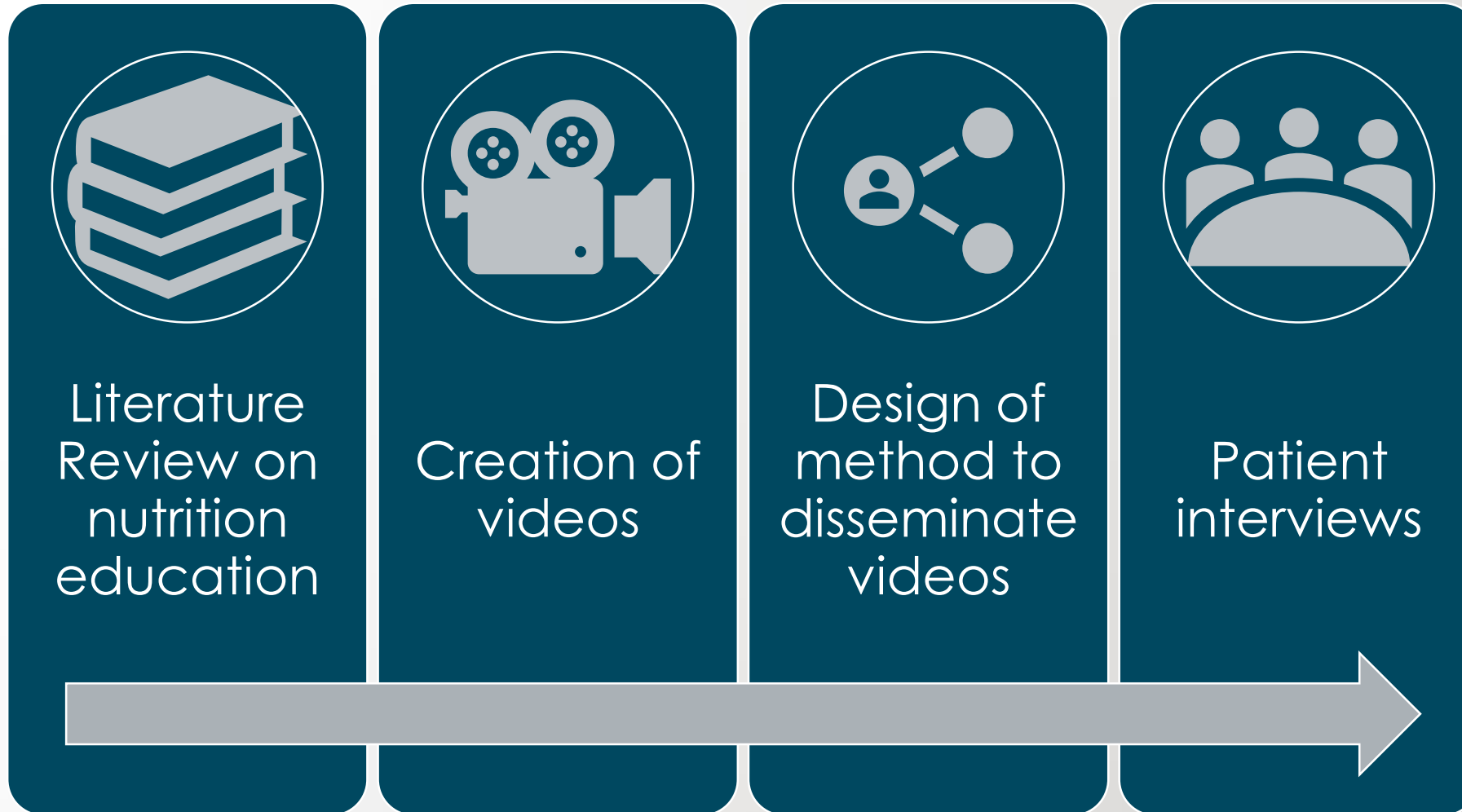
“When I was growing up in our house the only vegetables I knew came out of a can and we only had four kinds of vegetables that we ate.”

“Quite a bit of the food that I had gotten from them I didn’t know how to prepare until they told me”

“There was a few things that were kind of weird. Like kohlrabi, probably a lot of the people had no idea what to do with it”

“I got a list but I couldn’t match the food up to the name”

Intervention and Methodology



Preparing Spaghetti Squash



Check out our YouTube page for some quick and helpful videos on fruit and vegetable prep!



bit.ly/HHHNfoodfarmacy

Response

“I watched some of the videos. They helped me understand--Do I skin it? What part of it do I use? The basic preparation was helpful.”

“I like that it gave more breadth, background information”

“If I had known about the videos, I think they would have been helpful”

Evaluation of Effectiveness

Strengths



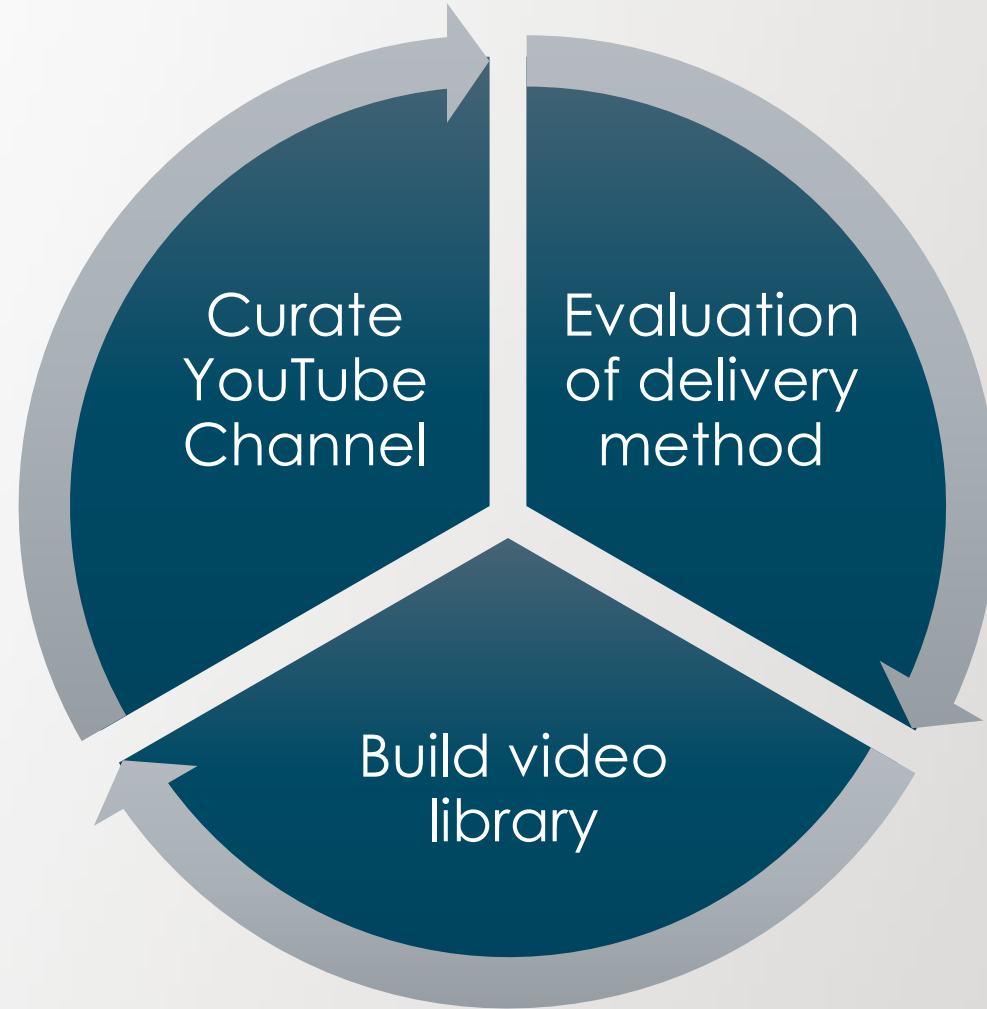
- Low cost
- Lowers or removes some barriers
- Accessible
- Adaptable

Limitations



- Timeline
- Time investment
- Internet access
- Lack of community-building

Recommendations for Future Direction



Thank You!



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