Nutrition in Digital World

The Opportunities and Risks of Digital Technologies in Nutrition Behaviour Change and Capacity Building

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WHY?
Learn to Improve Food Choices

“I am concerned about having a healthy and balanced diet since I am vegetarian at home (when I rarely feel the need for meat, I have it outside).” (participant 193)
Motivation

weight reduction

access to health

HOPE
Scientific

X

Unscientific

experience

misinformation

Image: Dima
BORED
1- Set your objectives
2- Get to know your audience
   2.1- demands
   2.2- wishes
   2.3- reality
3- Plan your actions
4- Prepare GOOD content
5- Be present

Keep in mind:
DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!