

CONSTRUCTION AND VALIDATION OF EDUCATIONAL PODCAST EPISODES BASED ON HEALTH LITERACY - Meu NutriGuia



Letramento em Saúde, Nutrição e Doenças Crônico-Degenerativas
Health Literacy, Nutrition and Chronic-Degenerative Diseases

Ceara State University - BRAZIL

Institution: Public Health Postgraduate Program – Ceara State University | **Presenter:** Lisidna Almeida Cabral, Nutritionist, Phd in Public Health.
Team: Luíza de Carvalho Almeida, Lisidna Almeida Cabral, Cláudia Machado Coelho Souza de Vasconcelos, Soraia Pinheiro Machado and Helena Alves de Carvalho Sampaio.

BACKGROUND:

- ❑ Each country has its own food guide for its population. Education to comply with such guidelines can promote the fight against obesity.

OBJECTIVE:

- ❑ The aim was to create the podcast "Meu NutriGuia" about the Brazilian Food Guide to promote self-care in health.

METHODS:

- ❑ Study type: Methodological study of the construction and validation of 13 narrative episodes (3 to 7 minutes each) based on health literacy;
- ❑ Target audience: Brazilian population;
- ❑ Choice de subject: promote adherence to the food guide for the Brazilian population;
- ❑ Source of the information: Brazilian Food Guide;
- ❑ Elaboration of the script: followed the fundamentals of health literacy (active voice, clarity, positivity, use of simple words and short sentences).

RESULTS:

- ❑ Episodes 01 to 07 highlight the consumption of fruit and vegetables and discourage sugar, salt and sweets;
- ❑ Episodes 08 to 12 deal with unprocessed, processed and ultra-processed foods, combating the latter;
- ❑ The last is a summary;
- ❑ The episodes were evaluated and approved by expert judges and the target audience.

CONCLUSIONS:

- ❑ The objective was met and the podcast can be used as a complementary educational tool in professional practice to promote healthy eating.



Available on Spotify: < <https://open.spotify.com/show/3o7cyox1loD1QpwsXVGu8F?si=RZnc5PoIR4qKpxKENOIQjQ> >

ABOUT:

“This podcast is for you who want to take better care of your health. Here we teach you how to use the Brazilian Food Guide to improve your health. Each episode has been prepared with great care and to ensure that it is easy for you tu understand each piece of information. To do this, we rely on health literacy. What is health literacy? One of the functions of health literacy is to write and speak in a way that is easy for people to understand. That’s what we do in our episodes. We take information that is difficult to understand and change it to make it easy”.

Information described in the Podcast

- **Episode 1:** Podcast launch + Can my weight make me ill?
- **Episode 2:** Why should I eat vegetables?
- **Episode 3:** Why should I eat fruit?
- **Episode 4:** Why should I reduce the salt in my diet?
- **Episode 5:** How can I reduce the salt in my diet?
- **Episode 6:** Why should I reduce sugar and sweets in my diet?
- **Episode 7:** How can I reduce sugar and sweets in my diet?
- **Episode 8:** What are natural foods?
- **Episode 9:** What are processed foods?
- **Episode 10:** What are ultra-processed foods?
- **Episode 11:** Why should I cut down on processed and ultra-processed foods?
- **Episode 12:** How do I reduce processed and ultra-processed foods in my diet?
- **Episode 13:** A summary for you - have the best diet you can have