

PROMOTING HEALTHY DIETS THROUGH A WEBSITE

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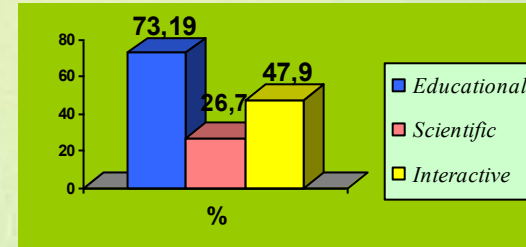
INTRODUCTION: *Unhealthy diet and poor nutrition have become a scientific, medical, psychological, social and economic concern because of the negative impact on the health of population from low-income and even from high-income countries. In this context, the use of modern tools that promote a healthy diet is becoming more desirable as Internet use continues to increase among the population. However, little is known about the extent to which different types of content from website promoting healthy diets influence the level of engagement with online users.*

SUMMARY: *Empirical evidence suggests that poor diet is related to 30% of life years lost in early death and disability. Unhealthy diet is a major health risk that contributes to almost 50% of cardiovascular deaths, 33% of all cancer deaths, low birth weight and increased childhood morbidity and mortality, increased dental caries in children, etc. In this context, there is a strong need for the Republic of Moldova to increase the level of knowledge in population as the right to healthy food is reflected in legal instruments and policy documents.*

OBJECTIVE: *To evaluate the level of public engagement with different types of content related to healthy diets through a website.*

MATERIALS AND METHODS: *The website, NOBEZITATE, was developed as a nutritional education tool to increase the level of knowledge on healthy eating habits in population from the Republic of Moldova. The website is linked to social networking platform – facebook and provides information about WHO recommendations; NCDs; the results of studies; videos and photos related to healthy diets, etc.*

RESULTS: *The website was appreciated by one thousand two hundred seventy nine people within facebook: 75% of fans are women and 24% of fans are men. There were posted 93 items related to nutrition and healthy diet for a period of 6*



months (educational – 39; scientific – 20; interactive that include videos, photos – 34). The engagement rate in reading the educational posts related to healthy diet is – 73,19 %; scientific results in the area of nutrition – 26,7 %; interactive posts related to nutrition (videos, photos, tests, etc.) –

47,9 %.

CONCLUSION: *The website, NOBEZITATE, completed a need for a fast, useful and effective nutritional education tool for the population from the Republic of Moldova. The website provided information about nutrition and healthy diet during 6 months. The results showed that the level of public engagement with educational posts is higher than the level of engagement with scientific posts. In this context, the results demonstrate that the type of content influences the level of public engagement.*

CITATIONS

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4. Bianchi F, Kaaks R, Vainio H. 2002. Overweight, obesity and cancer risk. *The Lancet Oncology*; 3(9): 565
5. Universal Declaration of Human Rights, art. 25
6. International Covenant on Economic Social and Cultural Rights, art. 1
7. Convention on the Rights of the Child, art 24 & 27
8. American Declaration on the Rights and Duties of Man, art.11

The number of people who liked the Facebook page NOBEZITATE

Republic of Moldova	1103	Israel	11
Romania	42	India	10
Italy	32	SUA	10
Russia	26	France	8
Turkey	17	Great Britain	8

