

# **PUBLIC HEALTH NUTRITION REPORT : NCS FIELD VISIT**

The postgraduate students of **M.Sc. Food Science and Nutrition, Loyola Academy** Degree and PG college, organized a **Nutrition Communication Strategy (NCS)** field visit at Loyola Intermediate College, Old Alwal. The visit served as both an academic exercise and a community outreach initiative, aimed at field-testing nutrition education messages among adolescents.



The session was structured to deliver key messages on **balanced diets, food groups, and the Healthy Plate model, supported by the Food Pyramid as a visual aid**. These tools were used to communicate the importance of dietary diversity and portion balance in a

clear and relatable manner. The students adopted interactive methods to ensure the messages were easily understood by the participants.



In addition to dietary guidance, the communication strategy emphasized **personal hygiene, menstrual hygiene, sanitation, grooming, and safe food practices**. These messages were contextualized for adolescent health, highlighting their role in **disease prevention, self-confidence, and overall well-being**.

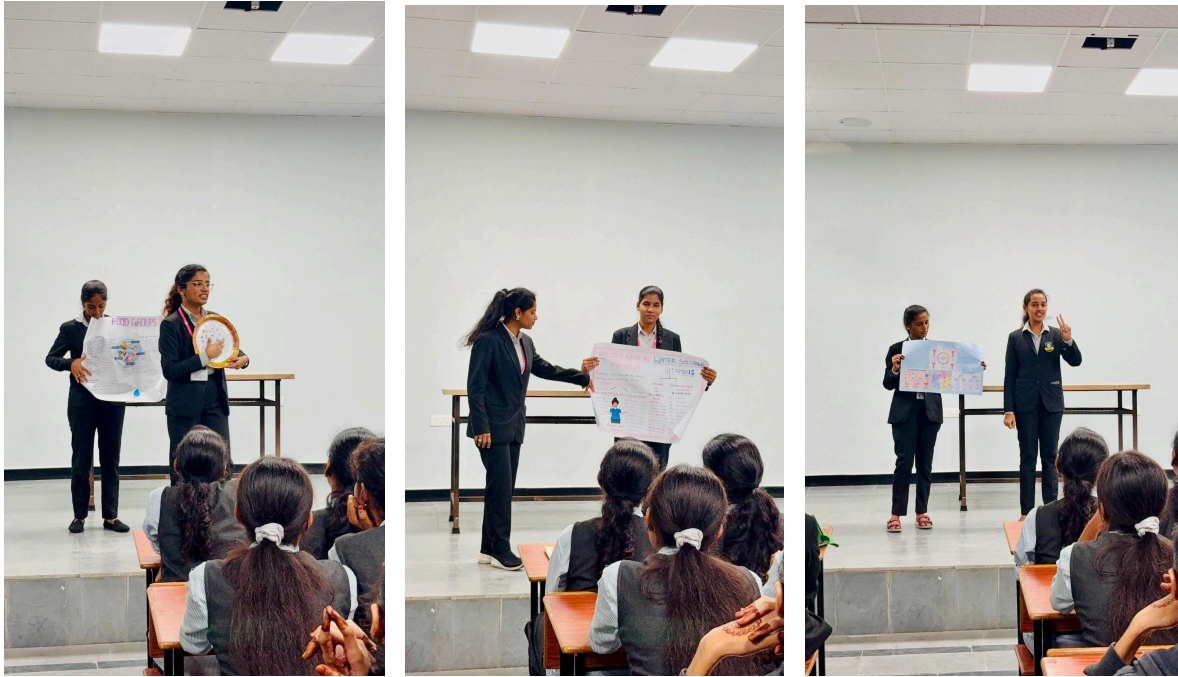


Nutritional emphasis was given to **iron-rich foods** (green leafy vegetables, pulses, jaggery) to address anemia, and **calcium-rich foods** (milk, ragi) for bone health. The **importance of vitamins A, C, and D** in immunity and skeletal strength was conveyed, alongside practical tips for incorporating **protein-rich foods** and **antioxidant-rich foods** into daily diets. The messages were tailored to be both scientifically sound and culturally appropriate.



An **interactive question-and-answer session** enabled participants to clarify doubts and provided a means to assess the effectiveness of the messages. Students actively engaged with topics such as **affordable nutrition, menstrual health, and dietary choices**, demonstrating the relevance and applicability of the communication strategy.

This initiative was taken by **Mrs. Ananda Mary**, one of the faculty members, having profound knowledge in the subject - **Public Health Nutrition**.



The field visit successfully achieved its objectives by enhancing adolescent awareness while allowing the postgraduate students to evaluate and refine nutrition messages in a real-world context. Such field-testing strengthens the impact of nutrition communication strategies and contributes to sustainable public health promotion.

Overall, the visit successfully blended theory with practical tips, empowering school students to make informed food and health choices.