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Diploma in Pharmacy 1st Year
Social Pharmacy
Experiment

To counsel children on junk foods, balanced diet using information education and communication (IEC) counselling, etc. (simulation experiments).

Aim:

To counsel children on junk foods, balanced diet using information education and communication (IEC) counselling, etc. (simulation experiments).

Reference :

Dr. Gupta G.D , Dr. Sharma Shailesh , Dr. Sharma Anshu , " Practical Manual of Social Pharmacy " Published by Nirali Prakashan , Pg.No 87 - 90

Material Required

Healthy food items, nuts, avocado, counsellor, children, vegetables, nuts, and fish.

Theory :

Michael Jacobson (microbiologist) in 1972, introduced the term "junk food". Junk food is a slang word for those food items which have limited nutritional value. They contain high content of sugar, salt, calories or fat and low content of nutrients

A healthy enriched diet having sufficient micro- and macro nutrients will help in promoting good physical and mental growth. Healthy diet foods includes, boiled rice, wheat flour, grains, green leafy vegetables, milk, fruits etc. Poor dietary pattern of children affects their health, weight and cognitive development Children become dependent on their teachers and family members for providing support for their well-being and promoting positive development viz eating healthy food items and also positive behaviours.

According to Reproductive health and research, W.H.O. Information Education and Communication (IEC) is an approach that aims for changing or reinforcing a set of behavior in the specified and defined audience, related to a specific problem in a predefined time period. Children must be counselled for eating healthy diet rather than junk food using Information Education and Communication (IEC). They must be encouraged for eating nutrition rich food over unhealthy junk food.

Following criteria can be followed for counselling students:

1) **Train the Taste Buds of Children:** From young age, children must be given different fresh foods, veggies, flavours and textures, such wholegrains. This will also help the children in combating fussy eating down the track. As
2) **Induct them into the Kitchen:** Making them involved in making food items and healthy dishes themselves will enable them to taste new and healthy food.
3) **Eat Healthy Fats:** Children must be given knowledge about the good and bad fat. They must include heart-healthy fats such as nuts and avocado in their diet rather than trans fats and must also limit saturated fats. This will however help in feeling full and reducing cravings. Children can be given following healthy snacks for reducing the craving
    i) Children must ingest a handful of mixed nuts as an afternoon snack.
    ii) They can be given a homemade salad dressing with vinegar and olive oil.
    iii) A fatty fish like salmon or a fresh guacamole must be included in the healthy diet, and filling fats
4) **Eat Enough Protein:** A healthy diet must include sufficient protein than other macronutrients like carbohydrates. Since, the proteins give feeling of fullness and also help in strengthening the tissues therefore they must be included in the diet:
    i) Beans
    ii) Nuts:
    iii) Fish
    iv) Vegetables
5) **Dry Fruit:** Fruits contain sugar, but also consists of a lot of antioxidants, vitamins, and also water. Fruits contain a large amount of fibre, which helps in slowing and balancing the effects of the blood sugar thereby preventing sugar crash. A bowl full of berries or a watermelon piece can be taken for satisfying the craving for sweets.

6) **Work on Stress Management:** There is a scientific finding which states that stress stimulates craving for food. However, there is always an emotional component behind cravings.

   Therefore, when a person is stressed or upset then craving for cheetos or leftover cookies occurs which can managed by following healthy stress management tools:

   i) Meditating for a few minutes
   ii) Yoga
   iii) Taking a walk or run
   iv) Talking to a trusted friend or family member
   v) Journaling
   vi) Taking some deep breaths
   vii) Doing something creative like painting

7) **Get More Sleep:** A recent study has shown that sleep restriction results in more hunger and less ability to control ingestion of palatable snacks. However, it is also considered that less sleep is plays a big role in craving of junk food Therefore, one must have a sound sleep of 8 hours. One must also to stop eating a few hours before going to bed as a stomach full of food might cause indigestion and can also interfere with the ability to fall asleep.

Result : Counselling of children on junk foods, balanced diet- using information education and communication (IEC) counselling, etc. (simulation experiments) was done.