

Important of Nutrition Campaign in Emergency

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Abstract

A campaign is a planned set of activities that people carry out over a period of time in order to achieve something such as nutrition change. Nutrition and hydration campaign is very crucial for promoting awareness and encourage healthy diet daily. Good nutrition is required for all age group and good nutrition not only focus on food but also the drinks and poor nutrition is result to many complication like malnutrition that leads to various illness. In the developing countries campaign is very important to educate the people and encourage them about a balance diet. Nutrition campaign main important goal is to prevent malnutrition by educating, counseling, measuring health status and distributing of nutritional food.

Introduction

One of nutrition campaign is nutrition and hydration week, a nutritional campaign assist people by promoting good nutrition, ensuring quality care, social care, no matter of difference in location and culture. It is observe that by spreading awareness and better care which will lead to reduce of illness like diabetes, hidden hunger, Anemia, PCOS, constipation, poor digestion and dehydration. Hydration is equal important because it help in distribution of nutrient in the body. It is recommended to take 6 to 8 glasses of water each day. Benefit of nutritional campaign is nutrition education, nutrition counseling, measuring health status and distribution of nutritional food.

Nutritional education and counselling

Nutritional education is very important especially in developing country due to increasing demand of nutritional topic. Scientific principle of nutrition education are taught in medical schools since 20 centuries. A survey was conducted to find the overall nutrition classes in university by the National and Academy of science, it was Determined that an average 21 hours of was required in medical

school (International Dietetics & Nutrition Terminolog., 2009: Bruer RA., 1993).

But only 34 of the surveyed US medical schools (27%) had a separate, required nutrition course .The NAS report concluded that “Nutrition education programs in US medical schools are largely inadequate to meet the present and future demands of the medical profession.” This report has been called groundbreaking because it was the first comprehensive and systematic assessment of the status of nutrition education at medical schools that helped to identify the deficiencies. Publication of the report prompted the inclusion of medical education in the National Nutrition Monitoring and Related Research Act of 1990 and emphasized the need for physsurveyicians to be educated on nutrition topics (National Academy of Sciences., 1985).

But in the case of emergency situation due to large population are nutritionally poor hospital alone is not enough, nutrition campaign is easy way to observe and their health status, and if the situation is

normal without emergency situation Patients routinely seek physicians' guidance about diet, and the relation of nutrition to the prevention and treatment of disease is well known. However, practicing physicians continually rate their nutrition knowledge and skills as inadequate. It also is no surprise that more than one-half of graduating medical students report that the time dedicated to nutrition instruction is inadequate (Feldman EB., 1991: Darer JD., 2004)

Nutrition counseling strategies are evidence-based methods or plans of action designed to achieve behavior change toward a particular client goal. Counseling is very effective in changing poor eating behavior. Each behavior change theory offers concepts that attempt to explain behavior change and integrate data or information about the behavior change process (e.g, self-efficacy, stage of change) that may influence behavior change. Theories and model always provide strategies to improve and encourage desired behaviour. Goal setting is a strategy endorsed by both cognitive behaviour therapy and social cognitive theory. Dietetics practitioners apply different strategies based on client goals and the dietetics practitioner's personal counseling style and skill set. When using the Nutrition Care Process, practitioners document the strategies used in nutrition counseling and monitor the effectiveness of the nutrition counseling process (e.g, readiness to change, self-monitoring frequency, and weight lost). The Nutrition Counseling Work group reviewed evidence related to the following nutrition counseling strategies: motivational interviewing, self-monitoring, use of meal replacements and/or structured meal plans, reward strategies, problem-solving, social support, goal setting, cognitive restructuring, stress management, and stimulus control (Association of American Medical Colleges., 2004).

General nutrition support

General nutrition support include the distribution of basket containing food commodities in emergency situation. The main goal is to meet food need of people and not just food but quality food. Correcting malnutrition focus on selective feeding intervention (that complement general distribution) and aimed at disallowing the damage of the nutritional status of risk group and stabilizing their income.

Targeted supplementary feeding main aim is to stop the moderately malnourished from becoming severely malnourished and support their recuperation, or direct the nutrients to specified vulnerable groups. Blanket supplementary feeding is used to prevent malnutrition and related mortality when the threat is severe for sub-populations.

Therapeutic feeding demand treatment of severe malnutrition with nutrient and energy-dense foods in combination with medical intervention. Micro-nutrient interventions involve procurement of fortified foods (or local fortification) to meet population needs or micronutrient deficiency outbreaks (WHO. 20000)

Measurement of health status

Health status is very important to measure as it give percentage of illness due to poor nutrition especially in emergency situation. Assessing the health status of populations affected by a crisis is difficult, and often elusive, due to the limitations that influence the estimation of health status in general, which are amplified in emergencies. Measuring 'health status' remains heavily contested technically, methodologically fraught, very expensive and very hard to operationalize even in ideal research sites" (Hensher, 2001).

In emergencies, more than in normal circumstances, the determinants of ill-health and survival impact on the health status through complex interactions, related to livelihood, education, health care, security, social relationships, etc. – all domains which are difficult to disentangle and understand. The International Rescue Committee mortality study in eastern Democratic Republic of the Congo (Roberts et al., 2003) showed that deaths due to violence represented only 8% of the total. Estimates from other contemporary conflicts show large variations, but confirm that battle-deaths usually constitute less than 20% of total deaths and are decreasing (Human Security Centre, 2006). "Most people die from war rather than in battle" (Slim, 2007).

The strong associations between violence, infectious diseases and malnutrition suggests that "people in those areas with the most violence suffer the most displacement" and therefore have a higher probability of dying from such indirect causes. Further, in a conflict, civilians suffer and die from direct causes – i.e. violence-related – because minimum human rights are not guaranteed. In these situations, the state is weak or absent and cannot protect its citizens, or the state itself is the main perpetrator of human rights violation. (Roberts et al., 2003)

Conclusion

Nutrition campaign in emergency situation is way to prevent malnutrition and mortality rate during crisis by providing nutrition education and counselling, nutrition support and health measurement. In 21 century emergency situation is on the raise like war, earthquake, flood etc which ultimately result in increase

vulnerable group so hospitals alone is not enough to overcome nutrition problems. Nutritional campaign play important role for preventing malnutrition and mortality rate in increasing vulnerable group.

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