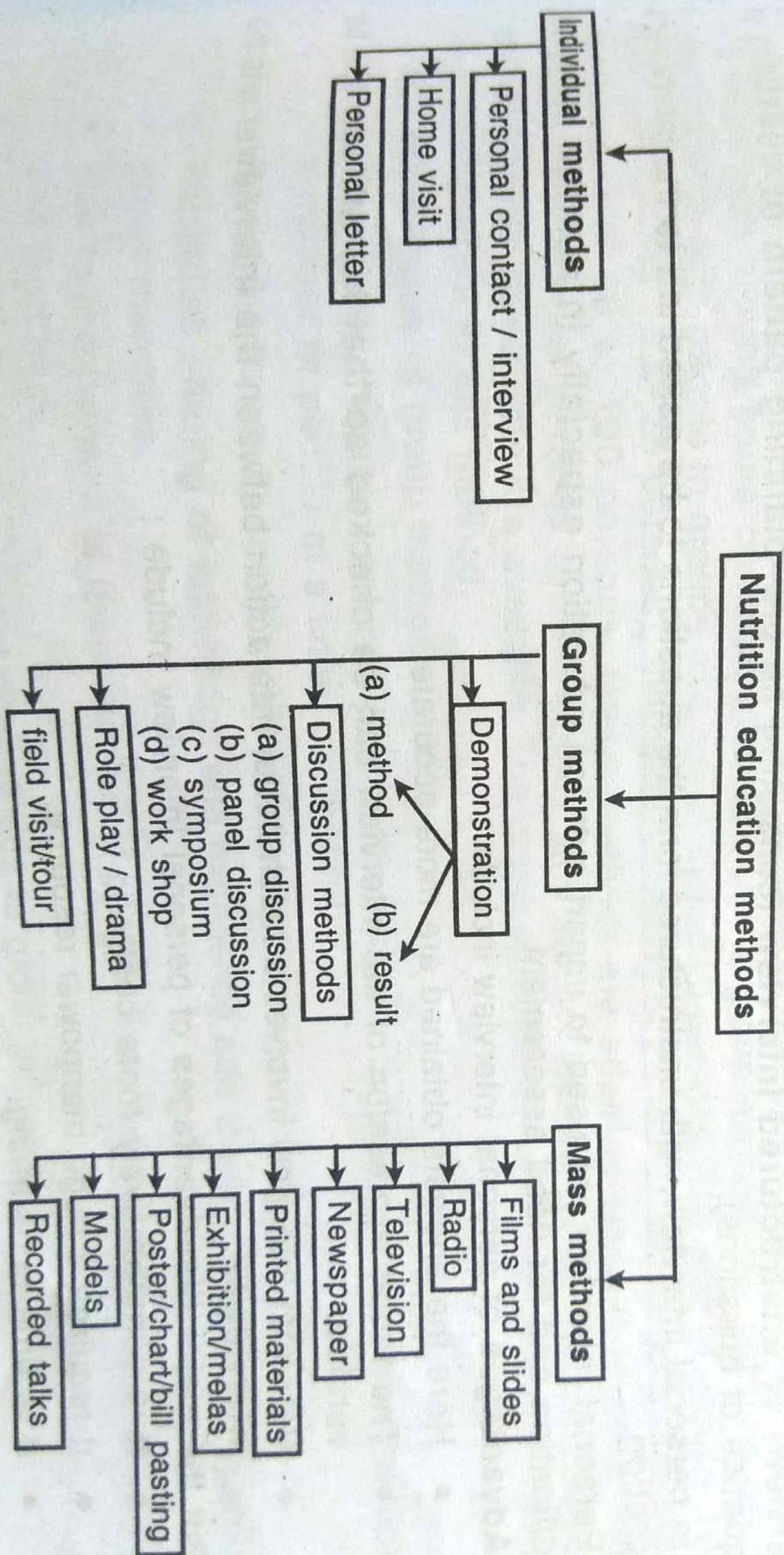


Methods of conducting nutrition education

The key methods used to impart nutrition education are communication media and educational methods which enhance the effectiveness of nutrition education process. The nutrition education, methods which first know "what methods are available to him/her"; secondly, he/she should know, "when to use a given method", and thirdly, "he/she should become efficient in using each method." The nutrition education can be given by 3 types of methods according to the need of audience, types of target group, available resources and feasibility. The nutrition education methods along with their channels of communication methods are described below :



COMMUNICATION METHODS

A method is a procedure or process for attaining an objective. *The choice of a channel or method of communication, also known as extension teaching method, generally depends on the number and location of the target audience and the time available for communication.* They are categorized as individual methods, group methods and mass methods. Each of the methods has both advantages and limitations. The extension agent has to choose a particular method or combination of methods according to the needs of the situation.

INDIVIDUAL METHODS

In this method, the extension agent communicates with the people individually, maintaining separate identity of each person. This method is followed when the number of people to be contacted are few, are conveniently located close to the communicator, and sufficient time is available for communication. Examples : farm and home visit, farmer's call etc.

Advantages

1. Helps the extension agent in building rapport.
2. Facilitates gaining first hand knowledge of farm and home.
3. Helps in selecting demonstrators and local leaders.
4. Helps in changing attitude of the people.
5. Helps in teaching complex practices.
6. Facilitates transfer of technology.
7. Enhances effectiveness of group and mass methods.
8. Facilitates getting feedback information.

Individual method is labour intensive extension. The benefits of this method, according to Bruce (1986), are : (a) closer supervision of clients, with a capability for spotting problems, and doing so quickly; (b) quicker intervention to deal with the problems spotted; and (c) closer interaction with clients, presumably leading to better rapport and to feelings of support.

Limitations

1. This method is time consuming and relatively expensive.
2. Has low coverage of audience.
3. Extension agent may develop favouritism or bias towards some persons.

GROUP METHODS

A group may be defined as an aggregate of small number of people in reciprocal communication and interaction around some common interest. In this method, the extension

agent communicates with the people in groups and not as individual persons. This method is adopted when it is necessary to communicate with a number of people simultaneously, who are located not far off from the communicator, and reasonably good time is available for communication. Here, group participation and formation of group opinion are important.

In this situation, there may be a few communicators such as the extension agent and some subject matter specialists. The size of a small group may be from 15 to 25, a medium group from 25 to 50 and a large group from 50 to 100 persons. Examples of group method are result demonstration, method demonstration, group meeting, small group training, field day or farmers' day, study tour etc.

Advantages

1. Enables the extension agent to have face-to-face contact with a number of people at a time.
2. Can reach a select part of the target group.
3. Facilitates sharing of knowledge and experience and thereby strengthen learning of the group members.
4. Reach fewer people, but offer more opportunities for interaction and feedback.
5. Satisfies the basic urge of people for social contacts.
6. Motivate people to accept change due to group influence.
7. More effective than mass method in stimulating action.
8. Less expensive than individual method due to more coverage.

Group approach, according to Odell Jr. (1986), leads to : (a) efficiency in terms of the resources required to reach a large number of beneficiaries, widespread coverage and reinforcement at low cost; (b) effectiveness, resulting in better projects for more people in less time; and (c) equity in protecting the resources, rights and economic security of the poorest members of society.

Limitations

1. Wide diversity in the interest of group members may create a difficult learning situation.
2. Holding the meeting may be regarded as an objective in itself.
3. Vested interests, caste groups and village factions may hinder free interaction and decision making by the group members.

① MASS METHODS

In this method, the extension agent communicates with a vast and heterogeneous mass of people, without taking into consideration their individual or group identity. The normal group boundary gets obliterated.

This method is followed where a large and widely dispersed audience is to be communicated within a short time. There may be a few communicators such as the extension agent and some subject matter specialists. The size of the audience may be a few hundreds in mass meeting, few thousands in campaign and exhibition and millions in newspaper, radio and television.

Advantages

1. Suitable for creating general awareness amongst the people.
2. Helps in transferring knowledge and, forming and changing opinions.
3. Large number of people may be communicated within a short time.
4. Facilitates quick communication in times of emergency.
5. Reinforces previous learning.
6. Less expensive due to more coverage.

Limitations

1. Less intensive method.
2. Little scope for personal contact with the audience.
3. Little opportunity for interaction with and amongst the audience.
4. Generalized recommendations hinder application by individuals.
5. Little control over the responses of the audience.
6. Difficulty in getting feedback information and evaluation of results.

An understanding of the ecosystem in which the rural people live and work is essential for effective communication. Ecosystems may be *friendly* (favourable with little or no risk), *inhospitable* (unfavourable with appreciable risk) or *hostile* (hazardous with high level of risk and uncertainty). With increase in the degree of risk and uncertainty of the ecosystem, the people shall respond favourably to individual and group methods.

Classification of Communication Methods

The communication methods adopted in extension may be classified as follows.

Individual methods	Group methods	Mass methods
1. Farm and home visit ✓	1. Result demonstration	1. Farm publication
2. Farmer's call ✓	2. Method demonstration	2. Mass meeting
3. Personal letter ✓	3. Group meeting	3. Campaign
4. Adaptive or minikit trial	4. Small group training	4. Exhibition
5. Farm clinic ✓	5. Field day or Farmers' day	5. Newspaper
	6. Study tour	6. Radio
		7. Television

Communication methods may also be classified as interpersonal communication and mass media communication. *Interpersonal communication* consists of a face-to-face exchange between two or more individuals. The message flow is from one to a few individuals. Feedback is immediate and usually plentiful, and the messages are often relatively high in socio-emotional content. *Mass media communication*, on the other hand, involves some type of hardware equipment that enable a source of one or a few individuals to reach a large audience. Feedback is limited and delayed, and the messages are often relatively low in socio-emotional content (Singhal and Rogers, 2001).

In addition to mass media and interpersonal communication channels, *interactive communication via the Internet* is becoming important. Information exchange via the new media is *interactive*, meaning that the participants in a communication process have control

Individual methods

In this method, the nutrition educator communicates with the people individually, maintaining separate identity of each person. This method is followed when the number of people to be contacted are few, are conveniently located close to the communicator and sufficient time is available for communication.

Advantages of individual method include :

- Helps the nutrition educator in building rapport.
- Facilitates gaining first hand knowledge of home.
- Helps in selecting demonstrator and local leaders.
- Helps in changing attitude of people.
- Helps to motivate people.
- Useful in teaching complex lesson.
- Facilitates better transfer of technology.
- Enhances effectiveness of group and mass methods.
- Helps to get more feedback information.

But the limitations of this method are :

- This method is time consuming and relatively expensive.
- It has low coverage of audience.
- Chances of favouritism or bias toward some person by the educator can be found.

The individual methods used in nutrition education programme are **personal contact or interview, home visit** and **personal letter** etc.

Personal contact / interview : Interview is a conversation with a particular purpose. It is an interview situation the questions are asked through the presentation of oral and verbal stimuli and the answers are in the form of oral or verbal responses. The person who asks the questions is the interviewer and the person who gives the answers is known as interviewee. In personal interview, face-to-face contact takes place between the interviewer (nutrition educator) and interviewee (target person). Personal interview may be **structured** (containing preformed questions for the interview) or **unstructured interview** (consisting no pre-planning pattern of questions or sequence of questions).

In personal interview, with unstructured form the questions to be asked left to the interviewer's discretion.

Personal interview are used to impart nutrition education especially in nutrition behaviour modification and for need assessment.

Advantages of personal interview include :

- Here the answers obtained are more accurate.
- The facial expression of the interviewee can be checked so that his attitude can be verified.
- Personal interview involves a much better interaction between the interviewer and the interviewee.

But the major disadvantages of personal interview include :

- It is comparatively more costly.
- It requires a huge manpower resource.
- It is time consuming.

- Sometimes the interviewer may not be able to communicate with the interview and may lead to mis-interpretation of facts.

Home visit : Home visit is a direct, face-to-face contact by the nutrition educator with the home makers at their home for nutrition education.

The **objectives** of methods are :

- to get acquainted with and gain confidence of home maker.
- to obtain and/or give first-hand information on matters relating to nutrition.
- to advise and assist in solving specific problem and teach skills.
- to sustain interest.

Home visit for nutrition and health education are done by Village Health Guide, Midwives, Anganwadi Worker, Local Dais and others.

The major **limitations** of this method are :

- Only limited number of contacts may be made.
- Time consuming and costly method.
- Attention may be concentrated on a few big and progressive persons; neglecting the large number of backward and marginal people.

Personal letter : Personal letter is written by nutrition educator to particular person or home maker in connection with nutritional problem. This should not be regarded as a substitute for personal contact.

Objectives of personal letter are :

- to answer to queries relating to problems of family and home.
- to send information or seek co-operation on important nutrition programme activities.

Major **limitations** of this method include :

- It is time consuming and elaborate method.
- This can only used for literate person who can read the letter.

Group method

A group can be defined as an aggregate of small number of people in reciprocal communication and interaction around some common interests. In the group method, the nutrition educator communicates with people in groups and not as individual persons. The size of groups may be small (comprising 15 to 25 persons), medium (consisting of 25 to 50) and large group with the composition of 50 to 100 persons. Group methods are adapted when it is necessary to communicate several persons simultaneously, who are not located far off the communicator, and reasonably good time are available. The group participation and group opinion formation are also important in this method.

The **advantages** of group methods include :

- This method enables the nutrition/health educator to have face-to-face contact with a number of people at a time.
- It enables to reach specific part of target group.
- Facilitates sharing of knowledge and experience and thereby strengthen learning by group members.
- Due to involvement of fewer number of people, there are more chances of interaction and feed back.
- Motivates people to accept change due to group influence.

- Less expensive and larger coverage than individual method.
- Have much stimulatory action than mass method.

But the **limitations** of group methods are include :

- Due to wide diversity interest of group members may create a difficulty in learning situation.
- Holding meeting by arranging all group members at a time is a problem.
- Vested interests, caste, group and village factions may hinder free interactions, participation and decision making by the group members.

The common Group methods used in nutrition education are **demonstration, discussion methods, role play or drama, field visit/tour** etc.



Fig. 8.3 : Cooking demonstration.

Demonstration : Among the communication and educational techniques, 'demonstrations' are the oldest, best and simplest tools for transmitting sophisticated technology in a simple and understandable form. In demonstration, the nutrition education agent teaches the group people how to do many kind of work practically. Therefore, demonstration is a process of 'learning by doing'. Demonstration can be imparted through method demonstration or result demonstration.

Method demonstration : A method demonstration is given before a group of people to show how to carry out an entirely new practice or an old practice in a better way. This is essentially a skill training where emphasis is given on carrying out a task effectively by carrying out a job, which shall improve upon the result. This process involves seeing, hearing, participating and practising in

a group which shall stimulate interest and action.

The **objectives** of method demonstration include :

- to teach skills and stimulate people to action.
- to get rid of ineffective or inefficient movements.
- to improve upon the result by doing a job in a better way.
- to build up learner's confidence and satisfaction in the practice.

The examples of method demonstrations are—weaning food preparation demonstration, proper cooking methods, proper handwashing or sanitary practices, food preservation method demonstration etc.

The following points should be considered in methods demonstration :

- Knowing the background of the audience properly
- The knowledge on available resources.
- Start with simple demonstration to complex one.
- The location and accessibility should be considered.
- Keep working plan ready and keep records, prepare talk, chart photos, and other aids for using frequently.

The **limitations** of method demonstration include :

- Suitable mainly for practices involving skills.
- Needs good deal of preparation, equipments and skill of the nutrition educators.

Result demonstration : Result demonstration is a method of motivating the people for adaptation of a new practice by showing its distinctly superior result.

The demonstration are conducted in the home of selected individuals and are utilized to educate and motivate groups of people in their neighbourhood. This is a very effective method for transfer of new technology or innovation in a community.

A result demonstration is a way of showing people the value of an improved practice.

The **objectives** of result demonstration include :

- to show the advantages and applicability of a newly recommended practice in community people's / group member's own situation.
- to motivate groups of people in a community to adopt a new improved practice by showing results.
- to build up confidence of community group members and nutrition educator.
- to develop innovation leadership.

To be successful in the use of result demonstration the extension worker or the nutrition educator must demonstrate only those practices which he/she thinks are good and which are based on 'felt-need' of the community group.

But there are some **limitations** of result demonstration :

- This process need more time, energy and funds for nutrition work.
- Unsuccessful demonstration may cause some setback to extension worker.

Discussion method : Discussion method is a method of democratically arriving at certain decisions by a group of people, by taking into consideration the members' point of view. Discussion methods aim at collective decision making and at improving individual decision making by using the knowledge and experience of colleagues. The group process enhances people's participation and facilitates programme implementation. The discussion methods may be of following types – group discussion and panel discussion, symposium, workshop, etc.

Group discussion : It is a 'two-way' communication, people learn by exchanging their views and experiences. For an effective group discussion, the group should comprise not less than 6, but not more than 12 members. There should be a group leader who initiates the subject, helps the discussion in proper manner, prevents side – conversation, encourages everyone to participate and sum up the discussion to an end. It is desirable to have a person to record what ever is discussed. The 'recorder' prepares a report on the issues. The member should observe the following rules :

- express ideas clearly and concisely.
- listen to what they say, do not interrupt when others are speaking.
- make only relevant remarks.
- accept criticism gracefully.
- help to reach the conclusion.
- discussion are successful, if the members know each other before hand since they can discuss freely.
- avoid one to one interaction, address the whole group.
- avoid repetition to save time.

Group discussion is a very useful and effective method in changing health and feeding behavior of people.

Panel discussion : In a panel discussion, 4 to 8 persons qualified to talk about the topic sit and discuss on a given problem (topic) in front of the audience. The panel comprises a

chairman or moderator and from 4 to 8 speakers. The chairman introduces all panel speakers. There is no specific agenda, no order of speaking and no set of speeches. The chairman has to keep the discussion going and develop the train of thought. Exploration of the aspect of subject by panel speakers is followed by the audience to take part by asking questions to the panelists. If the panel members speakers are unacquainted then may have a preliminary meeting to prepare the subject material and plan of presentation.

Symposium : A symposium is a series of lectures on a selected topic. Each person or expert presents an aspect of the subject briefly. There is no discussion among the symposium members. In the end of audience may raise questions. The chairman makes a comprehensive summary at the end of entire session.

Workshop : The workshop is the name given to a novel experiment in education. It consists of a series of meeting, usually 4 or more with emphasis on individual work, with the help of consultants and resource personnel. Workshop is divided into small groups and each group will choose a chairman and recorder. Learning takes place in a friendly, happy and democratic atmosphere under expert guidance.

Role play or drama : Here two or more persons from the group are given individual role or a part to play they act out a situation leading to discussion following. Little or no practice is done so that the acting is spontaneous, beforehand they are given sometime to think about their role. Popular music can be used and words changed to fit in the message of the drama. Audience may enjoy themselves and learn at the same time.

Field visit or tour : In Field visit or study tour, a group of interested persons accompanied and guided by one or more nutrition educator / expert agents, move out of their neighbourhood to study and learn significant improvements to farm and home elsewhere. The main purpose is to motivate the visitors by showing what others have been able to achieve. The programme may include visit to anganwadi centre, MCH centre, health centre, community field or villager's place as well as research station and may be held within the district, out side district or even outside the state. The field visit may be synchronized with programmes of national importance like Nutrition Fair, Health Fair etc. A group of 30 to 50 persons may be convenient for study tour. However, a maximum number of 80 to 100 persons may be accommodation one batch.

The **objectives** of field visit or tour are :

- to expose the visitors to a new and different situation which shall help in changing their outlook and extend their mental horizon.
- to understand the gap in technology adaptation.
- to explore the feasibility of adopting new practices in visitor's own situations.
- to induce a spirit of competition amongst the participants by showing what others have been able to achieve.

But it has some **limitations** :

- Because of limitations of funds and time, field visit or tour can not be held frequently.
- There may be some possibility of subordinating educational aspect to sight seeing and recreation.
- Unpleasant experience may cause a setback.

Mass methods

In the mass method, the nutrition or health educator or agent communicates with a vast and heterogeneous mass of people, without taking into consideration their individual or group identity. Therefore the normal boundaries among groups become obliterated.

Mass method is followed where a large and widely dispersed audience is to be addressed or communicated within a short time. The size of the audience may be few hundred in mass meeting; few thousand in campaign and exhibition; and million in news paper, radio, and television.

Advantages of mass methods :

- Suitable for creating general awareness amongst the people.
- Helps in transferring knowledge and forming and changing opinions.
- Wide range of audience coverage.
- Facilitates quick communication in times of emergency.
- Reinforces previous learning.
- Less expensive due to more coverage.

Limitations of mass methods :

- This is less intensive method.
- Little scope for face-to-face contact with the audience.
- Little chances for interaction with and amongst the audience.
- Generalized recommendations hinder application by individuals.
- Little control over the responses of the audience.
- Difficulty in getting feedback information and evaluation of results.

Mass methods which are commonly used to impart nutrition education are discussed below :

Film : Films are used for people who will not attend any kind of meeting. Films are one of the most effective means of arousing interest. They are good for teaching. As long as good teaching. Good films are used :

- to arouse interest and change attitude.
- to present facts in an interesting way.
- to bring new practices to a village in a short time.
- to reach illiterate as well as literate people.

A film has the following **advantages** :

- A complete process can be shown in a short time
- People identify themselves with those in the picture.

The film should be : **Simple, Direct, Interesting, Timely and Personal**
The moving picture should not be used alone. It should be used in connection with a programme or campaign. It should be supplemented with literature, posters, demonstration and discussion. It should lead to action.

Slides : Slides can be viewed through film strip projection. Slides are used by arranging slides in order that will tell a story of achievements in the villages. A 35mm camera is necessary for making slide and film. The slides are single picture usually in colour. Slides are used in a cardboard frame.

Radio : Radio is a good communication or information media to the community people especially in a country like India. It is a mass media of conversation and can reach large numbers of people at any given time. It carries news bulletins and special programmes for rural people, urban slum people, housewives and children to disseminate knowledge related to health, nutrition, good living etc. Every radio station, is broadcasting several talks by eminent scientists and nutrition experts, doctors in their respective fields.

Radio is an electronic medium for broad casting programmes to the audience. It is cosmopolite in approach and is suitable for communication million of people widely dispersed and situated in remote areas. Availability of low cost transistor sets help radio to penetrate deep into the rural life.

The **characteristics** of radio medium

Radio is a spoken means of communication. The broad-caster has to get and hold the attention of the audience otherwise the message is lost. Radio is transient and fleeting. Its impression is quick and faint. It is one-way communication. The message should be simple and clear so that people can understand it and act.

Radio is a mass-communication method that can :

- Inform
- Stimulate curiosity
- Arouse and build interest
- Create the desire to learn, see, hear and act
- Widen horizon and mental outlook, breakdown prejudice, and bring enlightenment
- Promote favourable attitudes and influence emotions
- Inspire to some form of action
- Interpret policies
- Guide listner's interest and
- Helps them grasp the significant of new ideas and thought

✓ **Use of Radio** : Radio is a very fast medium. It is a popular, pleasing and even exciting. However it can not be used to convey heavy, detailed knowledge. Radio can used for :

- Announcement – meeting, demonstration etc.
- Intimation or information – regarding availability of materials, prices, places, etc.
- Warning – alerts relating to weather, outbreak of diseases, pests etc.
- seasonal hints
- News stories
- News reviews – about homemakers, children, etc.
- Interviews
- Questions and answers.
- Short talks.
- Plays, skits, ballads, burrakatha, etc.
- Feature and documentary stories.

✓ **Advantages** of Radio media :

- The radio can reach more people more quickly than other means of communication.
- It can disseminate timely and urgent information.
- It is relatively cheap.
- Radio talk can reach illiterate person.
- It builds enthusiasim and maintains interest.

✓ **Disadvantages** of Radio media :

- The broadcasting facilities are available only in limited place.
- Time assigned to education is limited.

- Frequently losses out in competition with entertainment.
- Difficult to check on results.
- Requires a special technique.
- Not enough sets in rural areas.
- Influence is limited to people who can listen intelligently.
- Generalized recommendations limit their applicability.

Television : Television is an electronic audio-visual medium which provides pictures with synchronized sound. This medium is cosmopolite in approach and can be used to create instant mass awareness.

Television combines the immediacy of radio with the mobility of cinema and can carry messages over long distances at a relatively low unit cost. It is a multimedia equipment as it can include motion picture, recording, slide, photograph, drawing, posters, etc.

Television can show recorded as well as live programmes.

Through this media a vast and heterogeneous mass of people can be noticed or covered without taking into consideration their individual or group identity. So, the normal group bound areas get obliterated.

Objectives of Television programmes :

- To create a general awareness amongst the people about rural and urban slum development programmes.
- To provide need based programmes to the rural audience.
- To show the rural people, in general and the housewives in particular, who to do, how to do and with what results.

Advantages of Television as a media of Health and Nutrition Education :

- In comparison to motion picture, television can create more impact due to its flexibility, less time taken to record and telecast programmes and wider coverage.
- This is the most suitable method for creating awareness regarding any health issue amongst the mass.
- Helps in transferring, forming, changing opinion.
- Large number of people can be communicated within a short time.
- Facilitates quick communication in times of emergencies.
- Repeat telecast reinforces the points to be considered for the common masses.
- People accept views easily if they are given in the form of entertainment somewhat unconsciously or unknowingly.
- The **Doordarshan** imparts knowledges regarding personal hygiene and cleanliness to the children by means of children programme as a result they can get these qualities amidst getting entertained.
- The daily cooking show, women's health and nutrition well being programmes etc. have set up a new trend in imparting nutrition and health education especially regarding family planning and nutrient conservation while cooking and therapeutic diet.
- It is the commonest, simplest and more effective means of imparting nutrition and health education to the common mass.

Limitations of Television as mass media :

- Requires lots of planning, preparation, trained personnel and availability of equipments.
- Audience participation depends on costly receiving set and availability of electricity.
- Seldom goes beyond creating general as are news of the audience.

News paper : Newspaper is a bunch of loose printed papers folded, which contains news, views, advertisements etc. and is offered of sale at regular intervals, particularly daily or weekly. Daily newspapers are resource-strong and are published from national, state capital or big cities. Where as small news papers are small budget and are published at weekly or fortnightly intervals, generally from district or sub-divisional headquarters the information on health related topics are published in newspaper. The writings should be :

- Easy to comprehend
- In the local language of the community people
- Accurate in all details
- Must be written in short sentences and paragraphs.

Advantages of newspaper as an educational medium : Newspapers support nutrition education by publishing news of nutrition and health activities & achievements at community levels, education recommendation and packages of improved practices, success stories, market news, focusing community problems, advertisements issued by field organization, input dealers etc. Newspaper can be a good medium of communication in time of crisis and urgent situation.

Limitations of Television media :

- Only literate people generally can take advantage of this medium.
- Increase in the price of news papers may restrict their circulation.

Printed materials : Literature is the basis of any teaching programme, various types of printed materials such as leaflets, folder, bulletin, newsletter, journal, pamphlets are valuable and essential tools can be used to impart nutrition and health education. These can be used singly or in combination with other education methods.

- ✓ **Leaflet** : The leaflet is a single sheet or paper folded, a four page piece of printed matter. It is a single printed sheet of paper of small size, containing preliminary information related to a topic. It is made as and when needed and generally distributed free of cost.
- ✓ **Folder** : It is a single printed sheet of paper of big size folded once or twice, and gives essential information relating to a particular topic. It is printed as and when required and generally distributed free of cost.
- ✓ **Bulletin or pamphlets** : It is a printed, bound booklet with a number of pages, containing comprehensive information about a topic. It is prepared as and what necessary. A small price may be fixed on some important bulletins.
- ✓ **Newsletter** : It is a miniature newspaper in a good quality paper, containing information relating to the activities and achievements of the organization. It has a fixed periodicity of publication. Generally distributed free of cost.
- ✓ **Journal and magazine** : These are periodicals, containing information related to various topics of interest not only for the community people but also for the extension agents. They have a fixed periodicity of publication. Generally supplied against pre-payment of subscription for a particular period.

Advantages of printed materials :

- The help to reach number of people quickly and they provide accurate, motivating, credible and distortion – free information
- They provide extra support to other teaching methods.
- They facilitate use at convenience and serve as a future reference.

Limitations of printed materials :

- Can not be widely used in areas of low level of literacy.
- May lose its significance if not carefully prepared and used.
- Periodical revision is necessary to keep the publications up to-date.

Exhibition / melas : An exhibition is a systematic display of models, specimens, charts, photograph, pictures, posters, information etc.; in a sequence around a theme to create awareness and interest in the community. This method is suitable for reaching all types of people. Exhibition and melas can be arranged at the village, block, sub-division, district, national and international level. Though an exhibition or a mela is organized based on one theme, it can be added with related themes and unrelated entertainment options.

The **objectives** of exhibition :

- to acquaint people with better standards.
- to create interest in a wide range of people.
- to motivate people to adopt better practices.

In **planning exhibits** the following points should be considered :

- Limit to one idea.
- Make it simple.
- Make it large.
- Make it timely.
- Make it durable.
- Make it attractive.
- Use too few rather than too many items.
- Use bold, simple bright letter and figures
- Label all parts which need for an attendant.

Limitations of exhibition :

- It requires lots of funds and preparation.
- Can not be held frequently.

Poster or chart, bill pasting : Poster or chart or bill pasting is an important visual aid. Poster can not be used alone. It must always be a part of a exhibition, campaign or a teaching programme. It will serve first to inspire the people. It will arouse the peoples interests. It make them feel a part of the work at hand.

Generally a poster should comprise three main **divisions** :

- The first part usually announces the purpose of a project.
- The second part sets out conditions.
- The third recommends action.

The following points should be considered in **making** a poster, chart or bills :

To do a specific job :

- promote one points
- support local demonstration
- support local exhibit.



Fig. 8.4 : Nutrition exhibition organised by students of Kasturba Gandhi degree and PG college for women
[Source : The Hindu, 20th November'2006]

To be planned for people who are supported to do the job :

Common dramatic pictures that will stop people make them look.

Tell the story in a single glance :

- have few words.
- have simple
- have an idea
- have bold letter

Must picture every day living.

Should be in pleasing colour.

Should be at least 20 to 30 inches in size.

Must be timely.

Limitations of posters, chart or bills :

- It can be used alone, must be a part of campaign.
- It some times fails to arouse people's interest.

Models or specimens : Models or specimeans can be used to demonstrate a new ideas or to illustrate a new methods. Miniature of original fords on kitchen garden plan can be used to give nutrition education. The clay models, specimens made of woods, thermocol and other materials are used to impart nutrition education.

Recorded talks : The tape recorder is an audio aid or instrumental device by which recorded talk on nutrition or health related topics can be played again and again when desired. Tape recordings are used in remote areas where the recorded talk of experts can be reached and played when needed.

Beside these some traditional methods can be used to impart nutrition education are :

Folk music and dance.

Folk media or theatre :

- Tamasha – (Maharastra)
- Powada / Pawala – (Maharastra)
- Dangi Tamasha (Gujarat)
- Kurtana, Harikatha or Harikurtan (Maharastra, Karnataka, Tamilnadu)
- Yakshagana (Karnataka)
- Dashavatar (South Konkon)
- Nautanki (North India)
- Jatra (Bengal, Orissa)
- Bhavai (Gujarat)
- Therukootha (Tamilnadu)
- Puppets : String puppets (Rajasthan, Orissa, Karnataka, Tamilnadu, Andhra Pradesh).
Rod puppets (West Bengal)
Hand and Gloves puppets (Orissa, Kerala, Tamilnadu)
- Creative drama etc.