

It is widely known that what you do or do not eat affects your current and future state of health and yet the top killers in the world include heart disease, diabetes, strokes and cancer all of which are nutrition linked. So if people know that it is important to eat healthy, what stops them? This project aims to answer that question.

Modern research in Nutrition and disease is focused on understanding molecular and metabolic details of the effect of one's diet. However the average person is not going to be interested in understanding that level of detail, it's medical jargon. This project takes on a more simplistic approach. It aims to establish what is actually known and thought about Nutrition and Disease, to understand the narrative that exists. It then becomes possible to shape and change the perceptions of nutrition and disease to encourage health promoting decisions.

The project has the following sub-objectives; To establish:

1. The quality and quantity of known information on nutrition and disease
2. The sources of that information
3. The understanding of that information
4. If the information has had any impact
5. What ways it has made an impact
6. Why it has failed, in cases that it hasn't

A three-pronged plan will be used. The first part is a questionnaire starting with general ideas and zoning in into specific questions to breakdown what the participants know and think. The second is a live action response-ware session with Mentimeter or a similar tool, these are designed to ask questions in a limited amount of time and immediately display how many people selected what answer. This is crucially different from the questionnaire in two ways; first the time difference, the participant doesn't have time to overthink and so will select their initial thought, secondly it will expose participants to the other participant's views in real-time. The third part is about using the information collected to create targeted awareness this includes designing a short series of advertisements to promote healthy eating that can be shown on campus screens. In addition to that; simple, cheap and easy healthy recipe cards and pamphlets containing helpful information. This exploits the advertising influence the University has, this has been so successful with mental health issues. The University has created exposure to its importance and the support available, therefore starting important conversations. The questions will be targeted at university students because they are a group varied in age, ethnicities and backgrounds but most importantly at an age where lifestyle shifts can completely change the course their health was on.

The project is under the Health and Well-being theme as its main goal is to start a positive thought process going, to challenge comfort zones, to boldly say apathy is not cool so that wiser and healthier decisions are made. As a Biomedical Sciences student, understanding the relationship between mankind and disease and creating solutions is a passion of mine. This presents an opportunity to explore and consolidate that passion. It has potential to grow into something that involves more people, like advertising companies, social platforms and really branching out from the scope of the university to impact and change minds on eating healthy on a larger scale which is a possible extension for the summer of 2021.