

Title of Intervention: Web-based Tailored Nutrition Education

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase personal awareness and intentions related to fat, fruit and vegetables

Population: Employees and students of adult education centers

Setting: Adult education centers in the Netherlands; school-based

Partners: None mentioned

Intervention Description:

- Individual Education: Participants completed a one-hour nutrition intervention delivered in a kiosk in an adult education center. Topics included fat, vegetables, fruit and recipe suggestions. Each topic started with a short introduction on the subject, followed by the diagnosis survey. Questions appeared on the screen one at a time. After all questions had been answered, tailored feedback appeared on the screen.

Theory: Stages of Change

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Computers, software, printers
- Space: Kiosk
- Budget: Not mentioned
- Intervention: Web-based program, computer
- Evaluation: Questionnaires

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - The pre-test was a self-administered questionnaire assessing:
 - Individual Informational: age, sex, weight, height, educational level, living situation, use of special diets and whether or not the respondent regularly did the cooking or shopping for the household
 - A Food Frequency Questionnaire assessed the use of 19 foods
 - Awareness of personal intake levels.
 - The post-test questionnaire assessed:
 - Awareness of personal intake levels and stage of change
 - Intervention appreciation, relevance, credibility and use of the intervention, frequency and ease of computer use and familiarity with the internet.

Outcomes:

- Short Term Impact: Participants in the tailored intervention group were more likely to have changed their opinion about their diet and more likely to express the intention to change their diet as a result of the nutrition information. Intentions to eat more fruits and vegetables were significantly higher in the tailored intervention group.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: There are many advantages of a web-based interactive, computer-tailored intervention over a more traditional print version. These include immediate feedback, access to a large group of people

with a minimum investment of human effort and cost-effectiveness. The program can be updated continuously to tailor to the most recent knowledge of determinants of dietary change or new products on the food market.

Citation(s):

Oenema, A., J. Brug, et al. (2001). "Web-based tailored nutrition education: results of a randomized controlled trial." *Health Educ Res* 16(6): 647-60.