

1. PROJECT NUMBER PD-11-70-072	2. COUNTRY Technical Assistance Bureau	3. AUTHORIZATION NUMBER 7/2/69
4. PROJECT TITLE Nutrition Education Evaluation		5. AUTHORIZATION DATE
		6. PROP DATED 5p

a. Number of Years of Funding: _____ Starting FY 19 70 Terminal FY 19 _____
 b. Estimated Duration of Physical Work After Last Year of Funding (in Months): _____

FUNDING BY FISCAL YEAR (in U.S. \$ or \$ equivalent)	DOLLARS		P.L. 430 CCC + FREIGHT	LOCAL CURRENCY Exchange Rate: \$1 =			
	GRANT	LOAN		U.S. OWNED		HOST COUNTRY	
				GRANT	LOAN	JOINTLY PROGRAMMED	OTHER
Prior through Actual FY							
Operational FY 1970	24						
Budget FY							
B + 1 FY							
B + 2 FY							
B + 3 FY							
All Subsequent FY's							
TOTAL	24						

DESCRIBE SPECIAL FUNDING CONDITIONS OR RECOMMENDATIONS FOR IMPLEMENTATION, AND LIST KINDS AND QUANTITIES OF ANY P.L. 480 COMMODITIES

To cover Phase I only for a critical review of the literature, reports and experience in the field of nutrition education.

12. CONDITIONS OF APPROVAL OF PROJECT

This activity was originally approved under "Program Evaluation" P.A. 0032 which has since been divided into 3 separate projects.

(Use continuation sheet if necessary)

Approved in substance for the life of the project as described in the PROP, subject to the conditions cited in Block 10 above, and the availability of funds. Detailed planning with cooperating country and drafting of implementation documents is authorized.

This authorization is contingent upon timely completion of the self-help and other conditions listed in the PROP or attached thereto.

This authorization will be reviewed at such time as the objectives, scope and nature of the project and/or the magnitudes and scheduling of any inputs or outputs deviate so significantly from the project as originally authorized as to warrant submission of a new or revised PROP.

A.I.D. APPROVAL	CLEARANCES	DATE
I. R. Medina	MOH/TLS	7/22/69
	ALL Regional Bureaus	
SIGNATURE		
AA/COE	7/22/69	
TITLE	DATE	A/CONT

Nutrition Education Research Project

Abstract: The major objectives of this research project is to explore the effectiveness of nutrition education in terms of improving dietary habits and nutrition. The overall project plan is divided into four phases:

Phase I - A critical review of the literature, reports and experience in the field of nutrition education.

Phase II- The development of a methodology to evaluate the effectiveness of nutrition education in overseas programs.

Phase III- The application of the methodology developed in Phase II in an overseas project.

Phase IV- The application of the results of the findings to AID overseas programming.

This proposal is concerned with Phase I only and will begin on or about February 1, 1970 and will be completed within 90 days or less. However, this period of time is negotiable and subject to mutual agreement. A critical analysis of existing literature in the field of nutrition education is indicated by the fact that no such comprehensive review is available to date.

Description of Research - Phase I. The objectives of this research are: 1) To compile a complete bibliography of references pertinent to nutrition education studies which resulted in improved dietary habits and nutrition; 2) To analyze these reports and evaluate them as to their reliability; and 3) To prepare a written report which summarizes any methodology found to be effective in altering dietary habits and improving nutrition.

This research will involve a re-evaluation of the investigator's published works and a review of pertinent papers available in the University of Iowa Libraries (including access to reports available through inter-library loan services). The investigator's unpublished data will be processed and evaluated. The investigator will also review reports available to the Office of Nutrition, Technical Assistance Bureau, Agency for International Development and other documents currently available to the United Nations organizations which are concerned primarily with programs of nutrition education. (For example: The Food and Agriculture Organization).

Phase I of this project is based on the assumption that numerous reports are available concerning nutrition education studies. However, few of these studies will have been directly concerned with the specific purpose of developing methodology for changing dietary intakes and improving nutrition. An hypothesis to be tested by this review of the

literature as well as reports and experience in the field of nutrition education is stated as follows:

Nutrition education programs have been directed toward the purpose of imparting or disseminating nutrition information rather than toward the purpose of changing dietary habits and improving nutrition.

Rationale for Nutrition Education Research Project - Phase I

The need for research in nutrition education is clearly established by at least two facts: (1) Each new generation must be taught to use intelligently an existing food supply and (2) The body of facts which make up the science of nutrition is an evolving one. Furthermore, the extent of hunger and malnutrition, in both affluent and developing countries of the world, indicates that nutrition education methodology developed to date has had little effect upon dietary habits and nutritional status.

Related Studies and Observations

The investigator reviewed pertinent literature from 1900 to 1950 prior to developing research programs of nutrition education in Ascension Parish, Louisiana and in Kansas City, Missouri. She also published "Nutrition Education For Children in the U.S. Since 1900, Part I and Part II" in Journal of The American Dietetic Association, September 1957. These studies yielded principles and beliefs concerning effective nutrition education. However, no review of literature since 1957 has been published and, according to Davey and McNaughton ("Nutrition Education In Developing Countries", Nutrition Newsletter, Vol. 7, No. 3, July - September, 1969 - Published by The Nutrition Division of FAO), results of nutrition education in developing countries have been disappointing. They indicated that nutrition education programs, aimed at producing changes in food consumption, develop in three necessary stages. No research data are included in this paper to support or to reject their remarks. Such does not negate the value of their experience and observations in the field of nutrition education, but, until these and other comparable considerations of all factors related to the basic problems of methodology and evaluation are examined critically, there is little evidence from which to draw definite conclusions.

Programs of nutrition education have demonstrated, in more than 20 countries, that food habits have been improved and that the well-being and economic productivity of the population were increased. (FAO, Basic Study No. 6, First Printing, 1962). A critical review of these and probably other programs is indicated in order to discover indices to methodology and evaluation which may become the conceptual framework upon which the research design of Phase II of this project can be developed.

Qualifications of the Principal Investigator

Complete vita have been submitted to the Agency for International Development, Technical Assistance Bureau, Office of Nutrition, Department of State. (November 20, 1969)

Nutrition Education Research Project - Phase I

Budget
February 1, 1970 - July 1, 1970
(5 months)

Salaries and Wages

1) Principal Investigator		
80% of academic year		
\$18,500 base (4 months)	\$ 6,577	
Summer, 1 month - 100%	2,055	
2) Research Assistant (50%)	2,745	
(Twenty hours per week, 5 months)		
3) Secretary (50%)	2,055	
(Twenty hours per week, 5 months)		
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	Total Salaries and Wages ..	\$13,432
4) Fringe Benefits	\$ 920	
14% Academic	226	
11% Summer and non-academic	226	
5% Student	137	
		<hr/>
	\$ 1,509	
5) Expendable Supplies	500	
6) Travel - Domestic	900	
7) Indirect Costs 57.3% salaries	7,697	
and Wages		<hr/>
	TOTAL COST	\$24,038