

Part B Project Summary

Project Title: Promoting healthy eating to adolescents in Hong Kong: A school-based health intervention 從校本干預模式推廣香港青少年之健康飲食習慣	Project Number: 2013/0831 (Revised)
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Name of Organization:

David C. Lam Institute for East-West Studies, Hong Kong Baptist University

1. **Goals:** This one-year project aims at promoting a healthy eating culture among students from one co-educational secondary school by addressing the individual, interpersonal (peers), and environmental (schools and families) factors in an interesting and interactive way.

Objectives:

 - (i) To understand the eating behaviors and eating cultures of the students in the sampled School.
 - (ii) To understand the perceptions on healthy eating among the students of the sampled School.
 - (iii) To examine the factors affecting the choice of healthy and unhealthy food among students of the sampled School.
 - (iv) To identify the perceived difficulties and barriers encountered by the students of the sampled School in adopting a healthy eating habit.
 - (v) To encourage students of the sampled School in adopting a healthy eating habit, and to communicate their healthy eating experiences with their peers and their families.
 - (vi) To facilitate the building up of a healthy eating culture among the students of the sampled School, and to extend this culture to their families.
2. **Targets:** All students from first-formers to fourth-formers of the Buddhist Tai Hung College. The expected number of beneficiaries is 500 students approximately.
3. **Implementation plan:**
 - (i) Duration: 1 March 2015 to 29 February 2016.
 - (ii) Process / Schedule: Phase 1 (3 months) of the project involves data collection and analysis on students' eating habits by conducting self-report food diary and focus group interviews. In phase 2 (8 months), various topics of health talks and a healthy cooking workshop will be organized for students and parents in response to the health status data from the Student Health Service of Department of Health. Besides, the public service advertisement competition will require students to design a public service announcement about healthy eating by using their project-based learning skills. A Facebook page for the project will be maintained to record all the activities.
 - (iii) Collaboration with other parties / partners: Buddhist Tai Hung College is the participating school.
4. **Products:**
 - (i) Deliverables / outcomes:
 - A thorough understanding on students' eating habit and behavior of the participating School.
 - One teaching protocol about the design of PSA and story-board for the participating School.
 - To enable students in acquiring the knowledge and skills to adopt a healthy eating behavior.
 - To empower the sampled students and their parents in building up and sustaining a healthy eating habit.
 - (ii) Dissemination of deliverables / outcomes:
 - At least one journal publication to disseminate the findings in international academic setting.
 - One Facebook page recording the whole project for the sampled School's and other schools' reference.
 - (iii) Commercialization potential of deliverables / outcomes: The award winning advertisement can receive professional shooting and broadcasted in public and social media such as YouTube and Facebook.
5. **Budget:** Staff \$138,600 + services \$20,920 + general expenses \$35,221 = HK\$194,741 (round up to \$194,800)
6. **Evaluation**
 - (i) Performance indicators: Pre-post test will be used to evaluate the eating behavior changes among the sampled students before and after project. One focus group interview will be conducted with participating students to understand their learning experiences as well as their feelings on whether and how this project can empower them to adopt a healthy eating behavior from a user perspective.