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## Food and nutrition education to consumers - is the message getting through, or not?

**Ester Mpandi Khosa**

Allied Health Professionals Council, Zimbabwe

The 21st century ordinary person is surrounded by technology that enables them to access information on nutrition and wellbeing at their fingertips. Even in areas where such technology is not readily available, such information is being conveyed the conventional way through the relevant health organizations and ministries. Yet the challenges of the double burden of malnutrition- under and over nutrition are on the increase. Is the nutrition education message getting through, or not? In this lecture, the author explores from her own perspective and experience, some of the reasons why these challenges exist, in spite of the readily available Nutrition Education.

[emkhosa60@outlook.com](mailto:emkhosa60@outlook.com)