

REGISTRATION OPEN

**Southeast Asia Public Health Nutrition Network
WEBINAR SERIES 1/2022**

USE OF SOCIAL MEDIA IN NUTRITION & PHYSICAL ACTIVITY PROMOTION

23 August 2022, Tuesday

3pm – 6pm (Kuala Lumpur, Manila, Singapore Time),

2pm – 5pm (Bangkok, Hanoi, Jakarta Time)

Zoom Online Platform

Background

Social media platforms have evolved to be important sources of information for the community, especially in the era of COVID-19 pandemic. Such platforms provide great opportunities for nutrition professionals to promote healthy eating and share evidence-based nutrition and physical activity information with increased visibility and being able to reach out to more audiences. However, the surge of misinformation and fake news circulation on social media following the COVID-19 pandemic have also pose a challenge in nutrition and health communication via such platforms. Additionally, there are competing voices on the platforms from some influencers with misleading and unsubstantiated solutions to health and nutrition concerns. It is vital that nutrition professionals adopt effective strategies to reach target audience while delivering consistent and accurate food and nutrition messages.

This webinar will provide a platform to learn experience in using social media platforms for nutrition & physical activity promotion and communication in Southeast Asia (SEA) countries, discuss opportunities and challenges as well as explore strategies for effective use of social media platforms for improved communication.



Tentative Programme

Session 1

15:00 – 16:50

Social media and nutrition & physical activity promotion: experiences in SEA countries

Sharing by nutrition experts from nutrition associations/societies in SEA countries

Session 2

16:50 – 18:00

Effective nutrition and physical activity communication on social media

Hands-on social media experiences sharing by industries and private practice nutrition influencers

Who Should Attend

- Nutritionists, dietitians, public health nutrition workers in SEA countries
- Researchers in academic and research organisations
- Private sector food and nutrition experts
- Nutrition graduates/postgraduate students

Register Now

FREE to members of partner Societies/Associations* of SEA-PHN Network and invited guests

Registration link:

<https://forms.gle/zjsJGBYc7PazQMb46>



Organiser:



*Partner Societies/Associations:



Food and Nutrition Society of Indonesia



Nutrition Society of Malaysia



Nutrition Foundation of the Philippines, Inc.



Nutrition Association of Thailand under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn



Vietnam Nutrition Association

Supported by Educational Grant from:



For more information regarding SEA-PHN Network, please visit:

SEA-PHN | Southeast Asia Public Health Nutrition Network (sea-phn.org)

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