



# Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective

Southeast Asia Public Health Network (SEA-PHN) Webinar

August 23, 2022 / 3:00-6:00PM

Via Zoom

Presented by: Fabiola Allysa L. Bringas, RND





According to the **Digital 2022 Global Overview Report** published by We are social and Hootsuite, 46.2 billion people are active social media users as of January 2022.





In the Philippines alone, the average amount of time spent by internet users aged 16-64 years old is **10.27 hours per day**.

Ironically, this is despite the fact that the median download speed in the country as of November 2021 is only **18.68 mbps**.

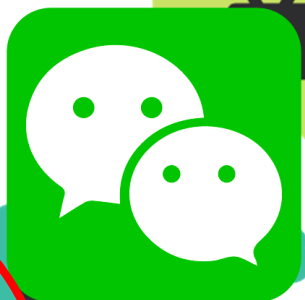
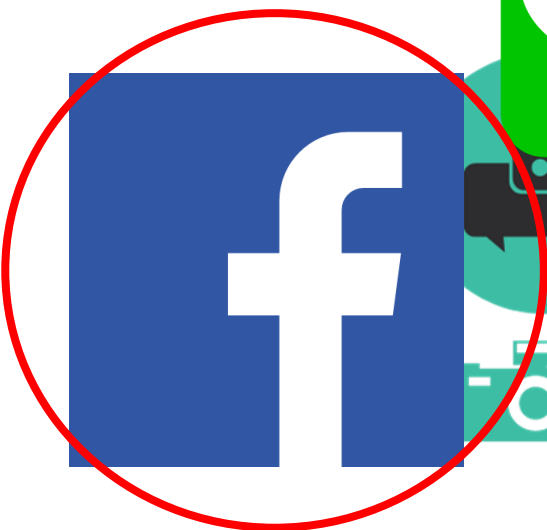
**Source:** Hannahcurrey. (2022, February 14). Digital 2022: Another Year of bumper growth. We Are Social UK. Retrieved August 13, 2022, from <https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>




**Use of Social Media in Nutrition & Physical Activity  
Promotion: Philippine Perspective**

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A black and white portrait of a middle-aged man with dark hair, wearing thick-rimmed glasses, a dark suit jacket, a white shirt, and a dark tie. He is smiling slightly and looking towards the camera. The background is a plain, light color.

- ❖ Founding chairman
- ❖ Former secretary of health
- ❖ National scientist

- ❖ Community outreach
- ❖ Nutri-garden school program
- ❖ Nutrition and Health Kiddie Class
- ❖ Community Nutrition Practicum
- ❖ Symposia
- ❖ Consultancies







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1:07

**Induction of Officers and Board of Trustees**

47 views • 3 years ago



9:59

**CNP 2019 Barangay Bobon Caarosipan, Camiling Tarlac**

142 views • 3 years ago



8:56

**CNP 2019 Barangay Cacamilingan Sur, Camiling,...**

99 views • 3 years ago



10:56

**CNP 2019 Barangay Bacabac, Camiling, Tarlac**

316 views • 3 years ago



11:51

**CNP 2019 Barangay Sinilian 2nd, Camiling, Tarlac**

310 views • 3 years ago



11:23

**CNP 2019 Barangay Poblacion E, Camiling Tarlac**

310 views • 3 years ago



12:25

**CNP 2019 Barangay Sawat, Camiling, Tarlac**

593 views • 3 years ago



14:18

**CNP 2019 Barangay Marawi, Camiling, Tarlac**

404 views • 3 years ago



11:53

**CNP 2019 Barangay Bobon 1st, Camiling, Tarlac**

391 views • 3 years ago



10:58

**CNP 2019 Barangay Cayaoan, Camiling, Tarlac**

422 views • 3 years ago



# Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective

Message of Mayor Vico Sotto to the NFP CNP Affiliates  
3 February 2022 via Google Meet

COMMUNITY NUTRITION PRACTICUM 2022

Get a chance to win GCash prizes!

## Conv

EPISODE 1: PRO

Hosted By: Charms Trinidad

Gilbert Gonzales  
Clinical Dietitian, Metro Center and Hos

Despite challenges, our metrics grew during the pandemic.

This picture shows our reach from Jan-Dec 2020 (top), Jan-Dec 2021 (mid), and Jan-Aug 2022 (bottom)

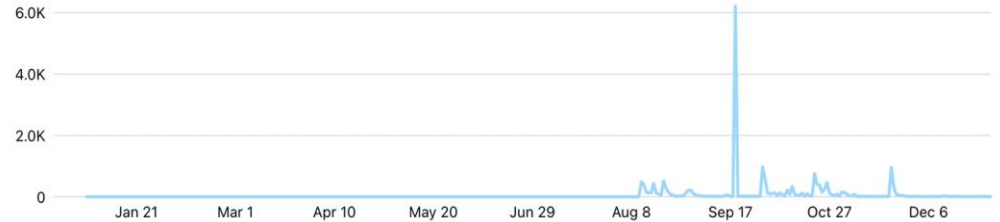
[www.nfp.org.ph](http://www.nfp.org.ph) [admin@nfp.org.ph](mailto:admin@nfp.org.ph) +63287121474

[www.nfp.org.ph](http://www.nfp.org.ph) [admin@nfp.org.ph](mailto:admin@nfp.org.ph) +63287121474 f /Nutri

Reach: 73,987

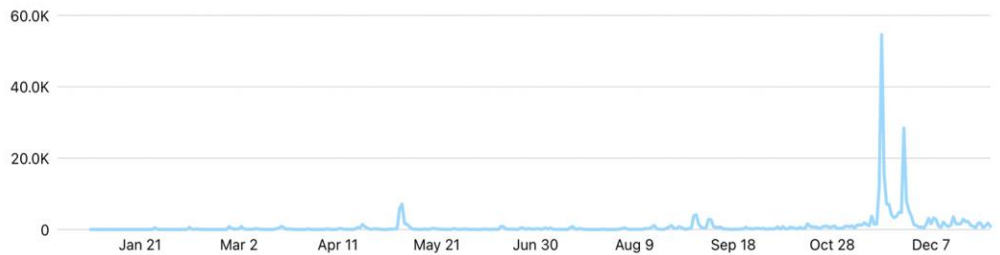
Facebook Page reach ⓘ

14,979



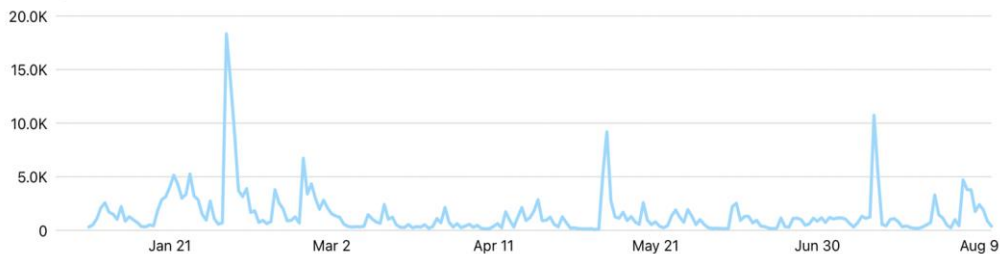
Facebook Page reach ⓘ

192,792 ↑ 1.2K%



Facebook Page reach ⓘ

166,412 ↓ 0.6%



A collection of colorful icons representing various digital and social media concepts. These include a video camera, a location pin, a speech bubble with an envelope, a Wi-Fi symbol, a magnifying glass, a smartphone, a laptop, a camera, a musical note, a document with a checkmark, an '@' symbol, and a 'POST' button. The icons are arranged in a cluster around a central white banner.

## Insights from other agencies





## Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective



### NATIONAL NUTRITION COUNCIL

- *Highest policy-making body in nutrition in the country*

- ❖ Specific team handling social media
- ❖ Regional offices
- ❖ Webby awards
- ❖ Big adjustments during the pandemic, but utilized partnerships to promote campaigns
- ❖ Keeps up with trends, issues
- ❖ Uses metrics to monitor engagements
- ❖ Social media as channels for coordination, monitoring, etc.
- ❖ First 1000 days campaign page

# NNC HONE



Southeast Asia Public Health Network (SEAPHN) August 23, 2021

Presented by: Fabiola Allysa L. Bringas, RND

## HOME ONLINE NUTRITION EXCHANGE Malnutrisyon - Whys and Hows

8 JULY 2021

2:00-3:00 PM

LIVE

### WELCOME REMARKS



**AZUCENA M. DAYANGHIRANG, MD, MCK, CESP III**  
Executive Director  
National Nutrition Council

### HOSTS



**DR. BEVERLY LORRAINE C. HO**  
Concurrent Director  
Disease Prevention and Control  
Bureau & Health Promotion Bureau  
Department of Health



**MS. EMELOITA O. LAVILLA, RND**  
Chief Dietitian, Dietary Department  
University of the Philippines  
Philippine General Hospital



**HON. JANETTE ARESTILA-GARCIA**  
Mayor and Chairperson  
Municipal Nutrition Committee  
Talisay, Cebu



**ARISAIL A. FARRO**  
Nutrition Officer III  
National Nutrition Council



**DANIEL S. SALUNGA**  
Nutrition Officer II  
National Nutrition Council

"Every Body, Needs Everybody"

## MOVING OUR CHILDREN TO THE LIGHTER SIDE

A Webinar in Observance of World Obesity Day

4 March 2021 | 9:00AM to 12:00 NN



Powered by: 260m





## Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective



**nncofficialph**  
National Nutrition Council

Follow

3 Following 828 Followers 1415 Likes

#NutritionChampions

REGISTER HERE: <https://bit.ly/2022NMPOV>

Videos

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Join na sa ...



We're VEGGIE-ng you to ...



We just can't get enough o...



Put your pancake on a wh...



Don't know what to have f...

Municipal Nutrition Office of Los Banos  
July 28 at 2:59 PM

HAPPY 48TH NUTRITION MONTH!

TIKTok Dance Challenge Winners:  
1st place - Jefferson, Carl and Rayven (Brgy. Tuntungin Putho)  
2nd place - Pacardo Sisters (Brgy. San Antonio)  
3rd place - Allyza Camille Tiglao (Brgy. Lalakay)  
Most number of likes - Danisse, Eva and Kersey (Brgy. Mayondon)

Congratulations and thank you to all the participants! 🎉  
"NEW NORMAL NA NUTRISYON, SAMA-SAMANG GAWAN NG SOLUSYON"  
#tiktokdancechallenge  
#NutrisyongSapatParaSaLahat



**CONTEST MECHANICS**

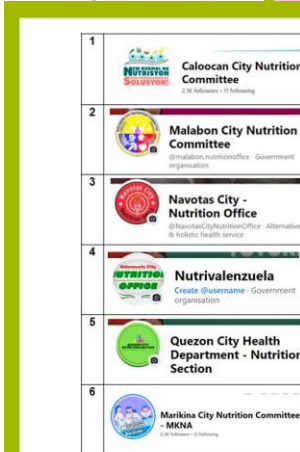
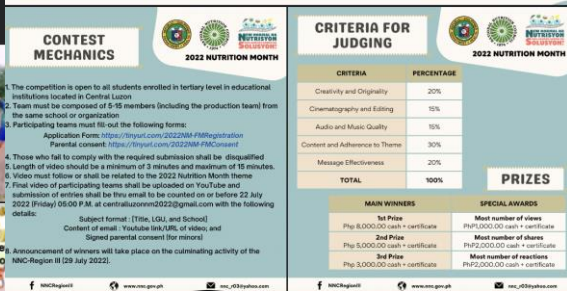
1. The competition is open to all students enrolled in tertiary level in educational institutions located in Central Luzon  
2. Team must be composed of 5-15 members (including the production team) from the same school or organization  
3. Participating teams must fill-out the following forms:  
Application Form: <https://myurl.com/2022NM-FMRegistration>  
Parental Consent: <https://myurl.com/2022NM-FMConsent>  
4. Those who fail to comply with the required submission shall be disqualified  
5. Length of video should be a minimum of 3 minutes and maximum of 15 minutes  
6. Video must follow or shall be related to the 2022 Nutrition Month theme  
7. Final video of participating teams shall be uploaded on YouTube and submission of entries shall be thru email to be counted on or before 22 July 2022 (Friday) 05:00 P.M. at: [centraluzonn2022@gmail.com](mailto:centraluzonn2022@gmail.com) with the following details:  
Subject format: (Title, LGU, and School)  
Content of email: Youtube link, URL of video, and Signed parental consent (for minors)  
8. Announcement of winners will take place on the culminating activity of the NNC-Region III (29 July 2022).

**CRITERIA FOR JUDGING**

CRITERIA	PERCENTAGE
Creativity and Originality	20%
Cinematography and Editing	15%
Audio and Music Quality	15%
Content and Adherence to Theme	30%
Message Effectiveness	20%
<b>TOTAL</b>	<b>100%</b>

**PRIZES**

MAIN WINNERS	SPECIAL AWARDS
1st Prize Php 5,000.00 cash + certificate	Most number of views Php100,000 cash + certificate
2nd Prize Php 3,000.00 cash + certificate	Most number of shares Php25,000.00 cash + certificate
3rd Prize Php 2,000.00 cash + certificate	Most number of reactions Php12,500.00 cash + certificate



**NCR REGIONAL**  
**Webby**  
**AWARDS**



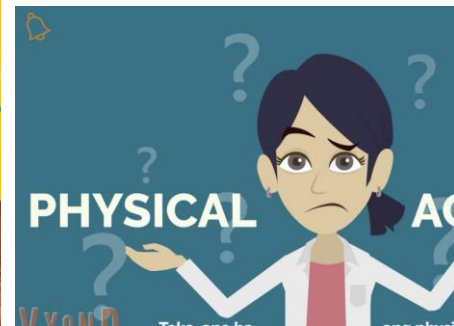


## Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective



### DEPARTMENT OF HEALTH

- ❖ Separate page for 7 healthy habits (Healthy Pilipinas) campaign
- ❖ Health is Life, Konsultayo, and PinasLakas
- ❖ The 7 Healthy Habits of Healthy Pilipinas are anchored to the priority areas of our Health Promotion Framework namely, nutrition and physical activity, environmental health, immunization, substance abuse, mental health, sexual and reproductive health, and violence and injury prevention
- ❖ move more, eat right para sa Healthy Pilipinas!
- ❖ Health Promotion Playbooks: [bit.ly/HPB\\_2021Playbooks](https://bit.ly/HPB_2021Playbooks)





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**Andito na si Chito!**  
Ang ating Barangay Nutrition Scholar!

Kasama natin si Chito at iba pang Barangay Nutrition Scholars sa paniniguradong malusog ang mga chikiting sa ating komunidad.



Nutrition Month 2022: New normal na nutrisyon,  
sama-samang gawan ng solusyon!  
**Move more, eat right for a Healthy Pilipinas!**



DOHHealthyPilipinas @DOHgovph healthypilipinas.ph (02) 894-COVID / 1555

POST







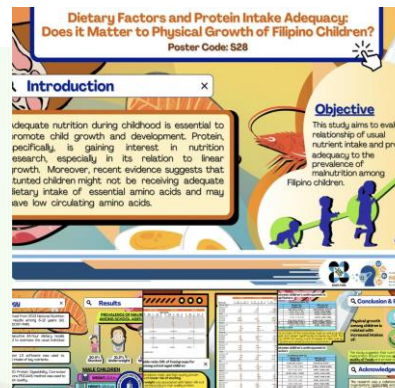
## Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective



**DOST-FNRI**

## DEPARTMENT OF SCIENCE AND TECHNOLOGY (DOST) FOOD AND NUTRITION RESEARCH INSTITUTE (FNRI)

- ❖ Research arm of nutrition in the Philippines
- ❖ Conducts online trivia contests, posting of media cards on results of various research
- ❖ Live events with FNRI ambassador
- ❖ Main references are FNRI publications
- ❖ Online seminar series on the institute's research and development (R&D) undertakings, science and technology (S&T) activities, and innovations.
- ❖ Audience-centered collaterals; relatable and easy to understand





## Use of Social Media in Nutrition & Physical Activity Promotion: Philippine Perspective

**SIPA-in COVID**  
A UNIVERSITY OF THE PHILIPPINES  
COLLEGE OF HUMAN KINETICS INITIATIVE

### WHAT IS "SIPA" : SHORT INCIDENTAL PHYSICAL ACTIVITY

It is a **2-3 minute** physical activity that interrupts an hour of continuous sitting

Less daunting than an exercise or less cumbersome than any activity that needs preparations or additional participants to be undertaken

Can and should be done with regularity throughout the day, especially during ECQ.

Activities and movement according to one's choice and capacity.

Promoted and Advocated by the Philippine Association for the Study of Overweight and Obesity (PASOO).



## FOOD SYSTEMS INDEPENDENT DIALOGUE

Building Resilient Local Food Systems by 2030

September 9, 2021 | 1:30 PM - 4:40 PM | via Zoom

Livestream of the dialogue is available via:

**LIVE** IIRR Global Learning Program



zoom

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**Performance Nutrition Seminar**

JUNE 25, 2022  
9:00AM | Hotel Hive & Convention  
Place, Tomas Morato Quezon City

**SNAP**

**NutriCoach** **POCARI SWEAT**

 Fia Betan Mambung, RND Moderator/Emcee	 Maria Frances T. Mallari, PhD 'Hydration and Sports Performance: The Importance of Sodium Balance'	 Jake Brandon M. Andal, RND 'Athlete's Gut Health: How Gut Health Affects Athletic Performance'	 Karen Leslie Lee - Pineda, MPSH, RND 'Boost Performance: Rediscovering Whole Foods'	 Luz Felicidad Callanta, RND, MSN 'Home-made Sports Snacks/Bars'
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## STRENGTHENING HEART HEALTH DURING THE COVID-19 PANDEMIC

A JOINT WEBINAR FOR WORLD HEART DAY 2021



**MR. RODRILY CARZA, RS, MPH**  
Deputy Head, DOH-IPD-PTD

**MS. KATHERINE MILANEN**  
Nutrition Officer II, National Nutrition Council

**MR. TYRONE AQUINO**  
Technical Coordinator, WHO Philippines

**DR. LIZEL ATHENZA**  
Board Member, PND

**ATTY. MIKHAEL MILAN**  
Policy Associate, ImagineLaw

Hosted and Facilitated by:



<http://fb.com/ImagineLawPH>

September 30, Thursday  
4:00 PM



**MS. MADEE COMARES, RND**  
Health Program Officer, DOH-IPD-PTD

**ATTY. JEUNESSE DAGDAG**  
Policy Associate, ImagineLaw

@trans4freephilippines.org

fb.com/trans4freephilippines

trans4freePH

## InterPAN Student Congress 2022



Go local and global with us!

REGISTRATION OPENS MARCH 12

**NEW NORMAL NA NUTRISYON SOLUSYON!**

In collaboration with

Invite you to a Joint Nutrition Month Public Webinar  
**INDIGENOUS FOODS AND DIET DIVERSITY**  
JULY 30, 2022 | 3PM

**SPEAKER**  
  
MS. MA. VERITAS LUNA, RND, PhD  
Chancellor for Education, CCA Manila  
PHC, Dabawidong MD 2020  
Topic: Indigenous Food for Health Promotion

**SPEAKER**  
  
MR. KIM LEONARD G. DELA LUNA, RND, PhD  
Regional Vice President - South Luzon, NQAP  
Associate Professor, UP Manila  
Topic: Diet Diversity and Diet Quality

**MODERATOR**  
  
MS. ARLYN ROMEL DEL RIO, RND  
NQAP Board of Director

<https://fb.com/nutritionmonth-education-webinar>

**KALBE**

**75th Anniversary & 2022 Annual Convention**  
**Building stronger communities through nutrition resilience**  
26-27 July 2022 via ZOOM

**Technical Session 4.**  
**Micronutrient Resilience and Biofortification**  
DAY 2 | 9:25 AM - 10:55 AM

**Biofortification is an Innovative and Transformative Tool to Save and Improve Lives Among the Poor**  
Howard Bouls, PhD  
Chair, Healthier Rice Advisory Committee  
2016 World Food Prize Laureate

**An Excellent Opportunity for Integration of Golden Rice in the SARAWAK Food Security and Nutrition Road Map**  
Bergin M. Madano, PhD  
Provincial Director  
SARAWAK, Malaysia

**Mobilizing Support for Golden Rice and Nutrition-Sensitive Agriculture at the Provincial Level**  
Nicolasio S. Calawag, PhD  
Provincial Agriculturist  
Antique

**Engaging Agriculture and Fisheries Sectors Towards Nutrition-Resilient Communities**  
Nelia Taves  
Provincial Agriculture Commissioner

[fb.com/PhilAssocNutr](https://fb.com/PhilAssocNutr)  
[pan.intl.convention@gmail.com](mailto:pan.intl.convention@gmail.com)



## Lessons Learned

- ❖ It is helpful to have a framework for planning content (i.e. content calendar, posting database, etc.)
- ❖ Facebook communities welcome nutrition information (pool of nutrition and physical activity enthusiasts)
- ❖ Metrics are instructive; many tools/technologies are available for social listening and monitoring performance of posts
- ❖ Getting verified is important to establish credibility
- ❖ Important to be aware of credible sources of information
- ❖ Engaging different personalities to “hook” people may be helpful in increasing reach
- ❖ Utilize optimum posting schedules
- ❖ Mental health of those managing social media accounts matters







## Challenges

- ❖ Lack of human resources handling social media; if possible, invest in campaign managers, community managers, graphic artists, and social media strategists
- ❖ Research and validation of information takes time and effort
- ❖ There is a constant need to be creative
- ❖ Approval process varies per agency; constant need to validate content
- ❖ Adjustments are needed depending on the context
- ❖ There is an increased demand for timely content
- ❖ High engagement is not guaranteed
- ❖ Increased nutrition and health-related inquiries; proper referrals must be done





## Recommendations

- ❖ Embrace social media; expand and syndicate various platforms (i.e. Twitter, Instagram, Tiktok)
- ❖ Have a strategic framework for social media
- ❖ Listen to what people want (interests) to make messages appealing; respond and engage
- ❖ Keep messages short to account for people's attention span (30s-1 min.)
- ❖ Consider language. Be clear and use a friendly voice. Avoid jargons.
- ❖ Use action lines or have a call to action; target behavior change
- ❖ Explore various media (i.e. videos, GIFs, infographics, etc.)
- ❖ Capacitate the team and consider their mental health
- ❖ Use social media to address misinformation
- ❖ Tap a specific group of people and partner with them  
This builds a chain/network of advocates who can help promote your messages
- ❖ Get advocates, ambassadors, influencers, champions







*Thank you!*

Nutrition Foundation of the Philippines, Inc.  
[admin@nfp.org.ph](mailto:admin@nfp.org.ph)

