

Innovation in Nutrition Promotion : Literature Analysis to Increase Community Awareness and Healthy Practices

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ABSTRACT

The important role of health promotion in improving community welfare has encouraged effective innovation to increase nutritional awareness and healthy lifestyle practices. This research explores recent innovations in health promotion strategies, particularly in nutrition and health, to increase awareness and encourage positive behavioral change. Through comprehensive literature analysis, this research identifies and evaluates approaches such as technology interventions, community-based initiatives, and other new strategies. The results show that innovations such as nutrition promotion media (pop-up books, PGS cards, leaflets, nutrition puzzles, and educational videos) as well as active community participation (FGD and lunch menu practices) and empowering health workers and teachers, have succeeded in increasing knowledge, attitudes and nutritional behavior of the community. Case studies and successful programs show real improvements in community nutrition practices. However, challenges such as limited sample size, short intervention duration, and methodological obstacles need to be overcome. Based on these findings, further research is recommended focusing on: (1) longitudinal research with larger sample sizes to understand long-term impacts; (2) exploration of contextual factors that influence program effectiveness; (3) evaluate the effectiveness of innovation for vulnerable groups such as people with disabilities or people with low education; (4) evaluation of community empowerment strategies and their impact on local health policies; and (5) exploration of cross-sectoral collaboration for holistic and sustainable nutrition promotion programs. These findings provide valuable insights for practitioners, researchers, and policymakers, and serve as a comprehensive resource for designing programs that increase nutrition awareness and encourage healthy practices in communities.

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Introduction

Current societal developments present new dynamics in increasingly complex public health challenges. This research focuses on exploring the latest innovations in health promotion strategies, especially in increasing nutritional awareness and healthy living practices among the community. This research is driven by a deep need to understand the empirical and theoretical issues that underlie the urgent relevance of this research, including aspects such as low nutritional awareness, changes in unhealthy eating patterns, and their impact on overall public health.

The foundation of this research is strengthened by a review of the latest literature in the field of health promotion and nutrition. According to the World Health Organization (WHO) (2020) health promotion is a process that allows people to increase control over and improve their health (World Health Organization, 2020). Meanwhile, according to Pattimah (2022), the importance of evidence-based health promotion which includes nutritional

interventions designed to change dietary behavior (Patimah, 2022).

Recent research also shows that the use of digital technology such as mobile applications and social media can increase nutritional awareness and support healthy living practices. A study by Maher et al. (2014) found that digital health apps were effective in promoting physical activity and positive dietary changes among young users (Maher et al., 2014).

Although these studies make significant contributions, there are knowledge gaps that need to be filled further. Research by Brug et al. (2008) shows that although there are many nutritional interventions, the long-term effectiveness of these interventions still needs to be further explored (Brug et al., 2008). Additionally, research by Laranjo et al. (2015) highlights that the success of technology-based interventions is highly dependent on personalization and user engagement (Laranjo et al., 2015).

The research questions and research objectives emerged as a direct consequence of the gap

analysis. This research aims to respond to key questions and formulate clear objectives to fill the knowledge gaps that have been identified. The novelty of this research is found in the proposed innovative approach to strengthen nutritional health promotion strategies and improve healthy living practices in society.

Furthermore, this research will explore various innovations in health promotion strategies and identify their impact on nutritional awareness and public health behavior. With in-depth analysis, it is hoped that this research will provide the insight needed to develop a more effective approach to addressing current public health problems. Therefore, it is hoped that this research can make an important contribution to our understanding of health promotion, especially in the context of community nutrition.

Method

The literature review method underlies the research design. Systematically, the stages of the literature study are based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method and use several keywords such as Nutrition Promotion , Innovation Health promotion , promotion strategy health , innovative programs nutrition , technology in promotion nutrition . Source of scientific publication articles via Doaj.org and Garuda. The researchers' inclusion criteria are: 1) The research results explain the innovations in nutrition promotion strategies . 2) Search for articles between 2019-2023 (5 years). Exclusion criteria were: article topic and results were not explained adequately. By searching for articles using keywords, four twelve articles met inclusion, exclusion, and research objectives based on this literature study. PRISMA diagram used to view article publication searches.

IDENTIFICATION	Identification of articles on Doaj.org and Garuda database published in 2019 to 2023 (n = 105)
SCREENING	Screening was done by eliminating articles that had duplicates, and articles that did not discuss the variables in the study at all (n = 91)
ELIGIBILITY	The researcher takes the articles that are accessible and the articles that are most suitable for the purposes of this literature review research related to the predetermined keywords (n = 14)

INCLUDED	Selected articles included in the literature review (n = 14)
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Figures 1. PRISMA diagram process for viewing article publication searches

Results

Search results is known there is a number of related literatures. There are articles that fulfill these criteria relevant searches with topic study studies This:

Table 1. The literature reviewed is based on title and year publication

No	Researcher	Title	Year
1	Kurdanti, Weni et al (Kurdanti et al., 2019)	The Influence of Nutrition Promotion Media on Increasing Nutrition Knowledge, Attitudes and Behavior in Elementary School Students	2019
2	Ade Saputra Nasution And Andreanda Nasution (Nasution & Nasution, 2020)	Nutrition Puzzle as a Promotional Effort to Balanced Nutrition Behavior in Students	2020
3	Lilik Hidayanti (Hidayanti & Maywati, 2020)	Nutrition Promotion Through the Emo Demo Method for Change Mother's Perception About Food Snacks Local Food Based	2020
4	Sutarto et al (Sutarto et al., 2021)	Promotion of Nutrition and Health for Pregnant Women, Breastfeeding Women , and Mothers of Toddlers in the Context of Stunting Prevention in Central Lampung Regency , Lampung	2021
5	Fajar and Ratih (Pamungkas & Kurniasari, 2022)	Influence Use of Nutrition Promotion Media with Braille for Incumbent Visually Impaired : Literature Review: The Effect of Using Nutrition Promotion Media in Braille for People with Disabilities: Literature Review	2022
6	Aisyiah et al (Aisyiah et al., 2023)	Influence Health Promotion through Educational Video Media to Knowledge	2023

No	Researcher	Title	Year
		and Behavior of Balanced Nutrition in Families with Older Children School	
7	Misnaniarti et al (Misnaniarti et al., 2023)	Nutrition Promotion Through Technology Information on Pregnant Women as an Effort to Prevent Stunting in Ogan Ilir Regency , South Sumatra Province	2023
8	Nurbaya and Zaki Irwan (Nurbaya & Irwan, 2023)	Enhancement Nutritional Knowledge and Anemia in Adolescents through Training Creation of Promotional Media	2023
9	Rosadi and Setiawan (Rosadi & Setiawan, 2021)	Promotion Media Scrapbook About Balanced Nutrition for Students 4th grade	2023
10	Fatima and Lestari (Fatima & Lestari, 2021)	Development of Fan Merchandise Health Promotion Media Regarding Balanced Nutrition for Teenagers	2021
11	Febriawan , revelation (Febriawan, 2019)	King Turtle Program Innovation as Alternative Enhancement Health Promotion at Community Health Centers Songgon	2019
12	Princess, Fika Ardiana (Princess, 2020)	Sunan program innovation giri as alternative enhancement promotion health in kindergarten goddess sartika subdistrict songgon regency Banyuwangi	2020
13	Abdul and Herlien (Lapodi & Sinay, 2023)	Implementation of Health Promotion Strategies in Prevention of Stunting at the Air Beser Health Center in Ambon City	
14	View et al (Pandiangan et al., 2019)	Innovative Nutrition Program at Mts Nurul Islam Cisauk School , South Tangerang	2019

Characteristic features article based on method study

Table 2 . Research methods article

No	Researcher	Research methods
1	Kurdanti, Weni et al	Quasi Experiment
2	Ade Saputra Nasution And Andreanda Nasution	Pre Experimental One Group Pre-test Post-test
3	Lilik Hidayanti	Quasi Experiment
4	Sutarto et al	Quasi Experiment
5	Fajar and Ratih	Literature Review
6	Aisyah et al	Quasi Experiment
7	Misnaniarti et al	Quasi Experiment
8	Nurbaya et al	Quasi Experiment
9	Terst and Ridwan	exploratory sequential mixed method design
10	Melati and Febri	Analysis, Design, Development, Implementation, and Evaluation
11	Febriawan , revelation	Quasi Experiment
12	Daughter, Fika Ardiana	Qualitative Study
13	Abdul and Herlien	Qualitative Study
14	Febbyiandi isnanda et al	Crossectional Design

Characteristic features article based on Innovation Nutrition Promotion

Table 3 . Innovation promotion nutrition article

Researcher	Innovation Method Nutrition Promotion
Kurdanti, Weni et al	Nutrition Promotion using Poop up book media, PGS Cards and Leaflets
Ade Saputra Nasution And Andreanda Nasution	Puzzles Nutrition
Lilik Hidayanti	Emo Demos
Sutarto et al	lectures, focus group discussions, counseling on my food portions, skills practice and local food presentation competitions to improve the nutrition of pregnant women and toddlers
Fajar and Ratih	use of nutrition promotion media in braille
Aisyah et al	health promotion through educational video media

Researcher	Innovation Method Nutrition Promotion	No	Researcher	Results
Misnaniarti et al	FGD activities and participants' lunch menu practice			help the success of national health development through improving nutritional status.
Nurbaya et al	Enhancement Nutritional Knowledge and Anemia in Adolescents through Training Creation of Promotional Media	5	Fajar and Ratih	There is an influence of using braille nutrition promotion media for blind people. Utilizing media with braille letters as a substitute for Latin letters in the learning system can encourage interest, increase inspiration and enliven learning for blind students
Terst and Ridwan	Use Scrapbook Health Promotion media			
Melati and Febri	development of health promotion media merchandise about balanced nutrition for teenagers			
Febriawan , Daughter, Fika Ardiana	empowerment with role models	6	Aisyah et al	The results of the Paired simple t-test obtained a p value of 0.000 ($p < 0.05$) which shows that health promotion through educational video media has an effect on knowledge and behavior of balanced nutrition in families with school age children in the RT01 RW04 Lenteng Agung, Jagakarsa area
Abdul and Herlien	advocacy, building an atmosphere, and empowering the community in preventing stunting			
Febbyiandi isnanda et al	counseling, games and cooking demonstrations	7	Misnaniarti et al	there was an increase in participants' knowledge during the Post-test as a form of initial evaluation as well as positive responses from participants in FGD activities and participants' lunch menu practice as a form of further evaluation
		8	Nurbaya et al	training in making nutritional promotional media for teenagers can increase teenagers' knowledge by 54% and increase teenagers' skills in making promotional media.
		9	Terst and Ridwan	The results of the qualitative research showed that all respondents did not understand the meaning of balanced nutrition. Scrapbook media that is interesting to look at is one that has large image sizes, little writing and has an interesting message. Scrapbook themes that students like are stories and animation or cartoons. The quantitative research results obtained were 86.6% for theorists in the "very feasible" category, 100% for media experts in the "very feasible" category and 98.9% of the media experts tested were "very feasible" category".

Characteristic features article based on results study

Table 4 . Research result article

No	Researcher	Results
1	Kurdanti, Weni et al	there is a difference in students' knowledge about PGS between before and after PGS counseling using nutrition promotion media (pop up books, PGS cards, and leaflets) and vice versa with attitudes and behavior
2	Ade Saputra Nasution And Andreanda Nasution	The results of the study describe the characteristics of 19 male and 34 female students. Data analysis describes knowledge ($p = 0.001$), attitudes ($p = 0.000$) and actions ($p = 0.000$), which means that knowledge, attitudes and actions have previous differences. and after being given intervention using a nutrition puzzle
3	Lilik Hidayanti	The average pre test score was 9.2 and the post test score was 12.9. The Wilcoxon test results showed that there was a difference between the pre test and post test ($p < 0.001$).
4	Sutarto et al	Results of nutrition and health promotion activities for pregnant women and toddlers in the context of stunting prevention in Central Lampung and Tanggamus Regencies can

No	Researcher	Results
10	Melati and Febri	The research results show that exists enhancement ability student in create promotional media showed with score validation material experts with a score of 86.7%, media expert validation with a score of 96.4% and teenage respondents with a score of 90.8%
11	Febriawan , revelation	The result of this empowerment is that the health workers at the Songgon Community Health Center are able to develop counseling innovations in the building by utilizing existing resources at the Community Health Center. This empowerment has met the activity's success target, namely 45% of health workers are willing and able to provide counseling in the outpatient services of the Songgon Community Health Center.
12	Daughter, Fika Ardiana	As a result of this activity, the teacher was able to teach CTPS gymnastics and the children were able to do gymnastics and practice CTPS properly and correctly. This innovation has received a good response from the school and the Songgon Community Health Center because based on observations, kindergarten children are willing and able to wash their hands before and after activities.
13	Abdul and Herlien	The results of the research show that advocacy, atmosphere building, and community empowerment in preventing stunting at the Air Besar Ambon Health Center were carried out with the involvement of health promotion programs as well as cross-program and cross-sectoral
14	Febbyandi isnanda et al	The pre-test and post-test results show an increase in the number of students who have good nutritional knowledge from 38% to 79%. This shows that there is an increase in nutritional knowledge in school children

No	Researcher	Results
		as a result of the nutritional intervention carried out

Discussion

Based on innovation promotion nutrition

In an era of ever-growing knowledge, Promotion of nutritional health has become the main focus in efforts to improve community welfare. In this literature analysis, we explored 14 articles that reviewed innovations in nutrition promotion to increase public awareness and healthy practices. Various strategies and approaches have been used to achieve this goal, utilizing print, digital media and participatory approaches. In this analysis, we will evaluate various innovative findings and relate them to health promotion theories as well article scientific others that are relevant.

1. Creative Print Media as a Promotional Tool

Several articles highlight the creative use of print media, such as pop-up books, PGS cards, and leaflets, as tools to convey nutritional information. This approach utilizes strong visual communication principles to attract people's attention. In theory Health Belief Behavior models are influenced by background, perceptions and action triggers (Rosenstock, 1966). Visual exposure to nutritional information can increase perceptions of the importance and severity of health problems, as well as strengthen individuals' beliefs about the benefits to be gained from adopting healthy behaviors. According to Sodikin (2018) et al there is connection between perception with pattern giving Eat family with nutritional status child age under five years (Sodikin et al., 2018).

2. Interactive and Participatory Approach

In addition, interactive approaches such as nutrition puzzles, Emo Demos, and focus group discussions (FGD) have been used to build community involvement in nutrition promotion. According to Andreanda and Ade (2020) The health education process involves more and more sensory organs, so it will be easier for message recipients to absorb the information conveyed (Nasution & Nasution, 2020). The Social Cognitive Theory (SCT) theory put forward by Bandura and Helder in Notoatmodjo (2014) explains that social interaction and direct experience can influence the formation of behavior. By involving the community directly in interactive activities such as FGDs and cooking demonstrations, individuals can learn from other people's experiences and strengthen their healthy practice skills (Notoatmodjo, 2014).

3. Utilization of Digital Media

The use of digital media, such as educational videos, also shows a positive impact in increasing nutrition awareness. The Uses and Gratifications theory states that people use media to fulfill specific needs, including information and entertainment needs. Through educational videos, people can easily access relevant nutritional information and find useful

values to improve their eating practices. In an article written by Nur Anisah et al (2021) with title use of social media Instagram in increase Health literacy in students showing that Respondents had a better understanding of health after being exposed to health content on Instagram (Anisah et al., 2021) . This is in line with students' motives to obtain health information that is useful in increasing their understanding of health, so they can make appropriate health decisions. This contributes to increasing students' health literacy.

4. education and training

Training in creating promotional media and developing health promotional merchandise about balanced nutrition for teenagers highlights the importance of education and training in increasing nutritional knowledge. According to the Diffusion of Innovation Theory Everet Rogers (1962) , the process of spreading innovation requires appropriate education and training to prepare individuals to adopt change (Rogers, 1962) . By empowering teenagers through training and education, they can become agents of change in spreading nutrition promotion messages in their communities. According to humsona et al (2021) Training will not only increase teenagers' knowledge but will also improve teenagers' skills in creating and disseminating nutritional information media for friends at school and on social media more widely. (Humsona et al., 2021) . This is also confirmed from results study Nurbaya and Irwan (2023) et al show that training in making nutritional promotional media for teenagers can increase teenagers' knowledge by 54% and improve teenagers' skills in making promotional media (Nurbaya & Irwan, 2023) .

5. Community Participation and Empowerment:

Participatory and empowering approaches, such as advocacy, environmental development, and community empowerment, have proven effective in increasing nutrition awareness and changing community practices. The Community Organization Model theory emphasizes the importance of active community participation in planning and implementing health programs. By involving the community in every stage of the nutrition promotion program, we can ensure the sustainability and relevance of the program in responding to community needs and aspirations.

According to pious and holy et al , (2020) Company CSR (corporate social responsibility) program with a communication strategy participative can increasing effective and efficient empowerment efforts especially in carry out related programs with enhancement degree in Public Health. (Saleh & Sihite, 2020)

Overall, this analysis highlights various innovative strategies in nutrition promotion to increase public awareness and healthy practices. By linking these findings to health promotion theories and best practices, we can understand the complexities and challenges of designing effective and sustainable health promotion programs. By continuing to

develop relevant and inclusive approaches, we can achieve expected goal .

Based on results study article

In the results of the 14 articles that have been described, it can be seen that various approaches and innovations have been implemented in an effort to increase public nutrition awareness and practice as well as health promotion. Several findings show the effectiveness of interventions using various nutrition promotion media, such as pop-up books, PGS cards, leaflets, nutrition puzzles, and educational videos. In addition, active community participation in health promotion activities, empowerment of health workers, and cross-sectoral collaboration have also been proven to have a significant impact in improving community knowledge, attitudes and nutritional behavior. However, it is important to note that these results need to be interpreted with caution given the methodological limitations in each study, such as limited sample size, short intervention duration, and other constraints.

Research by Brown and Barnes (2015) in "Handbook of Behavioral Medicine: Methods and Applications" provides a strong theoretical foundation for understanding the relationship between individual behavior and health. Theories such as the Health Belief Model, Theory of Planned Behavior, and Social Cognitive Theory can be the basis for designing effective health promotion strategies, including in the context of community nutrition promotion (Michael & Barnes, 2015) . In addition, research by Contento (2016) on "Nutrition Education: Linking Research, Theory, and Practice" provides in-depth insight into nutrition education approaches that can improve people's nutritional understanding and behavior (Contento, 2016) .

Another relevant research result is the study by Swinburn et al (2017) on "The Global Obesity Pandemic: Shaped by Global Drivers and Local Environments" which highlights environmental factors that contribute to the global obesity problem (Swinburn et al., 2017) . These findings underscore the importance of taking contextual factors into account in designing health promotion interventions, including in the context of community nutrition promotion. In addition, the WHO report on obesity and nutrition (2020) provides important guidance and policy frameworks in efforts to address nutrition and health promotion problems at the global level (World Health Organization, 2020) .

In the context of community empowerment, research by Kumar et al (2018) states that approach Participation is very important For increase awareness nutrition among the community (Kumar et al., 2018) . This matter because society feels get involved and take part share in decision making for practice selection and fulfillment need nutrition self and family .

In addition to scientific literature, practical research results can also provide valuable insights. For example, the results of nutrition promotion interventions at the Songgon Community Health Center and the Air Besar Ambon Community Health

Center (outcomes 11 and 13) demonstrate the importance of direct involvement of health workers and the community in designing and implementing effective health promotion programs. These findings are in line with the concept of community empowerment in health promotion, which emphasizes the importance of active community participation in health-related decision making.

Thus, the results of these 14 articles provide a comprehensive picture of various strategies and innovations in promoting public health and nutrition. While the results of this study provide valuable insights, further research involving an interdisciplinary approach and involving multiple stakeholders would be the next step in developing effective and sustainable health promotion interventions.

Conclusion

From the analysis of 14 articles related to innovations in nutrition promotion to increase public awareness and healthy practices, we conclude that there are various strategies and approaches that have been used to achieve health promotion goals. The research results show that interventions using nutrition promotion media, such as pop-up books, PGS cards, leaflets, nutrition puzzles and educational videos, have succeeded in increasing people's nutritional knowledge, attitudes and behavior. In addition, active community participation in health promotion activities, such as FGDs and lunch menu practices, as well as empowering health workers and teachers, has also proven effective in increasing program effectiveness. However, it should be noted that these results need to be interpreted with caution given the study limitations such as limited sample size, short intervention duration, and certain methodological constraints in data collection and analysis.

Suggestion

Based on the findings from this analysis, we recommend several directions further research can take. First, longitudinal research with a larger sample size can be conducted to understand the long-term impact of nutrition promotion innovations on public awareness and behavior. Furthermore, further research could explore contextual factors that influence the effectiveness of health promotion programs, such as local culture, resource accessibility, and socio-economic factors.

In addition, further research can explore the effectiveness and relevance of innovations in promoting nutrition for vulnerable groups, such as people with disabilities or groups of people with low levels of education. Furthermore, research can evaluate community empowerment strategies in the context of health promotion, including their influence on the formation of local health policies and community participation in decision making.

Finally, further research can explore the potential for cross-sectoral collaboration in designing and implementing holistic and sustainable nutrition promotion programs. This involves the active

involvement of various stakeholders, including government, educational institutions, civil society, and the private sector. It is hoped that this collaborative approach can overcome multidimensional challenges in health promotion and create more effective and sustainable solutions.

Thus, further research can provide deeper insights and more sustainable solutions in an effort to increase nutritional awareness and healthy practices in society at large.

Confession

The author hopes that other researchers who are interested in this topic can carry out literature reviews of articles in journals indexed by Scopus or WOS because the author is aware of the shortcomings in terms of coverage of articles only sourced from national journals and indexed by Google Scholar and the Garuda Portal .

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