

Abstract

The aim of the study is to evaluate nutrition education programmes introduced on Sudan National television SNT .Data were collected from those who watched the programme in Khartoum state. The sample size was 70, they were selected randomly using simple random sampling. A questionnaire was used by the researcher to collect data of respondents, and interview was conducted with the preparer of the nutrition education content. The collected data were coded and fed to the computer. The data were analyzed by using descriptive statistical package for social science (SPSS) version 18 (frequencies, percentages and chi-square test) were done.

Results indicates that : SNT introduced only one programme which included nutrition education item in 30 minutes through Bitona programme which introduced daily except on Friday from three to five pm. Application of nutrition information introduced by the programme affected by socio-economic factors of respondents (p -value = 0.651), (58.6%) of respondents watched the programme with their families, (64.3%) of respondents discussed the programme content with their family or community, while (80%) of them applied nutrition information introduced in the programme, (71.4%) of respondents mentioned that the specified duration of nutrition education was not enough (p -value = 0.426). The programme faced many obstacles such as lack of professionals in food and nutrition and shortage of funding. In addition there was no evaluation of nutrition education item conducted with audiences.

Depending on findings of the study the researcher recommended that:

- Increase the specified duration of the nutrition education introduced on SNT.
- The nutrition education programme on SNT must prepared by professionals in food and nutrition.
- The socio- economic characteristics of the community must be taken in to account when designing nutrition education programmes.
- The relevant sectors efforts must be integral to provide adequate funding and scientific participation in nutrition education programmes introduced on SNT.
- Further researches must be done to evaluate nutrition education programmes introduced on SNT.