



COURSE OUTLINE

NUT306 Nutrition Communication

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2021 | Session 2

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Nutrition professionals need the skills and knowledge to communicate nutrition and food information to the general public, consumers, organisations and other professionals. This course will provide you with information literacy skills, communication theory and practical opportunities to develop your ability to effectively and ethically communicate food and nutrition information that is appropriate for a variety of media and target audiences. You will use an evidence-based approach to evaluate and develop nutrition messages for social and print media. This will assist you to create effective and appropriate nutrition education materials for different target audiences in your future practice.

1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|----------------------------|-------|----------------|-----------|
| ON CAMPUS LOCATIONS | | | |
| Tutorial/Workshop | 3hrs | Week 1 | 6 times |

1.3. Course Topics

- Principles of nutrition communication and information literacy
- Communication frameworks to create effective nutrition education message
- Ethical considerations of communicating nutrition education messages in a range of different media
- Marketing principles for nutrition communication
- Analysis and evaluation of the content quality, usability and readability of nutrition education resources (both print media and electronic media platforms) for a range of audiences
- Communication media – purpose and practicalities

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

6 units

4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES | | GRADUATE QUALITIES |
|---|---|--|
| On successful completion of this course, you should be able to... | | Completing these tasks successfully will contribute to you becoming... |
| 1 | Develop practical skills in communicating nutrition information to target audiences via a range of media. | Engaged |
| 2 | Identify quality nutrition education material using analytical tools. | Creative and critical thinker |
| 3 | Produce consumer friendly nutrition information by integrating education, marketing and ethical practice principles with evidence based information | Empowered Ethical |

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

NUT(205 and (NUT202 or NUT203)

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

It is expected you will have a sound knowledge of food and nutrition science.

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Students will be given feedback on their team plan for their stall in week 2. They will use this feedback to enhance their practical experience and be able to use the feedback to reflect on for task 1. Feedback on the 1st assessment will be given prior to the second assessment piece completion. Students will be able to apply learnings from task 1 to task 2.

6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WEIGHTING % | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---------------|----------|--|---------------------|-------------|--------------------------------|-----------------------|--|
| All | 1a | Activity Participation | Group | 0% | 2 A4 pages | Week 2 | To Supervisor |
| All | 1b | Artefact - Professional, and Written Piece | Individual | 40% | 800 words or 7 minutes | Week 4 | Online Assignment Submission |
| All | 2 | Artefact - Creative, and Written Piece | Group | 60% | 2 minutes, 800 words | Week 8 | Online Assignment Submission with plagiarism check |

All - Assessment Task 1a: Abridge project plan

| | | |
|------------------|---|--|
| GOAL: | Produce an abridged project plan | |
| PRODUCT: | Activity Participation | |
| FORMAT: | As a group (task 1), you will complete two tables that include key planning information for the nutrition stall. This process will help you collate all the information you have covered to date and help you clarify the work that needs to be done and allow equitable allocation of tasks. | |
| CRITERIA: | No. | Learning Outcome assessed |
| | 1 | Goal, target audience and key messages are clearly aligned. 1 |
| | 2 | Uses data to inform the plan (defining/understanding target audience; COM-B components; Key messages) 1 |
| | 3 | Plans are practical and feasible. 1 |

All - Assessment Task 1b: Reflection artefact

| | | |
|------------------|---|---|
| GOAL: | This task requires you to reflect on an experience of preparing for and engaging the community through a nutrition promotion event. | |
| PRODUCT: | Artefact - Professional, and Written Piece | |
| FORMAT: | You will write 800-word reflection (inclusive of photo evidence) OR record a 7 minute video-based reflection, as per assessment instructions and submit through Blackboard. | |
| CRITERIA: | No. | Learning Outcome assessed |
| | 1 | Using Borton's framework for reflection, you will be assessed on your ability to describe practical skills and knowledge used in communicating nutrition information to the target audience ('what') 1 3 |
| | 2 | Using Borton's framework for reflection, you will be assessed on your ability to describe key learnings from the experience ('so what') 1 |
| | 3 | Using Borton's framework for reflection, you will be assessed on your ability to plan 'now what' – how you might enhance or improve your application of communication principles 1 |
| | 4 | Using Borton's framework for reflection, you will be assessed on your ability to convey ideas clearly, fluently in written or audio/visual form |

All - Assessment Task 2: Consumer Media Pack

| | |
|-----------------|--|
| GOAL: | To create consumer friendly nutrition content for a range of media and target audiences that integrates communication, marketing and ethical practice principles. |
| PRODUCT: | Artefact - Creative, and Written Piece |
| FORMAT: | You will produce two (2) nutrition education segments on a selected topic: 1) a 2-minute nutrition education video suitable for an identified Instagram, facebook or twitter audience 2) A 800 word blog post OR magazine article suitable for an identified target audience You will undertake a self-assessment of your two segments using the PEMAT tool to be submitted with your media pack. |

| CRITERIA: | No. | Learning Outcome assessed |
|-----------|-----|--|
| | 1 | Ability to use best available evidence to inform nutrition communication components 3 |
| | 2 | Ability to effectively convey a nutrition message/s that is tailored to the medium and target audience 1 3 |
| | 3 | Ability to convey ideas clearly and fluently in written and audiovisual form |
| | 4 | Ability to prioritise and explain understandable, actionable, ethical key messages 2 3 |

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Risk assessments have been performed for all field activities and a low level of health and safety risk exists. Some risks concerns may include working in an unknown environment as well as slip and trip hazards. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a. The final mark is in the percentage range 47% to 49.4%
- b. The course is graded using the Standard Grading scale
- c. You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au