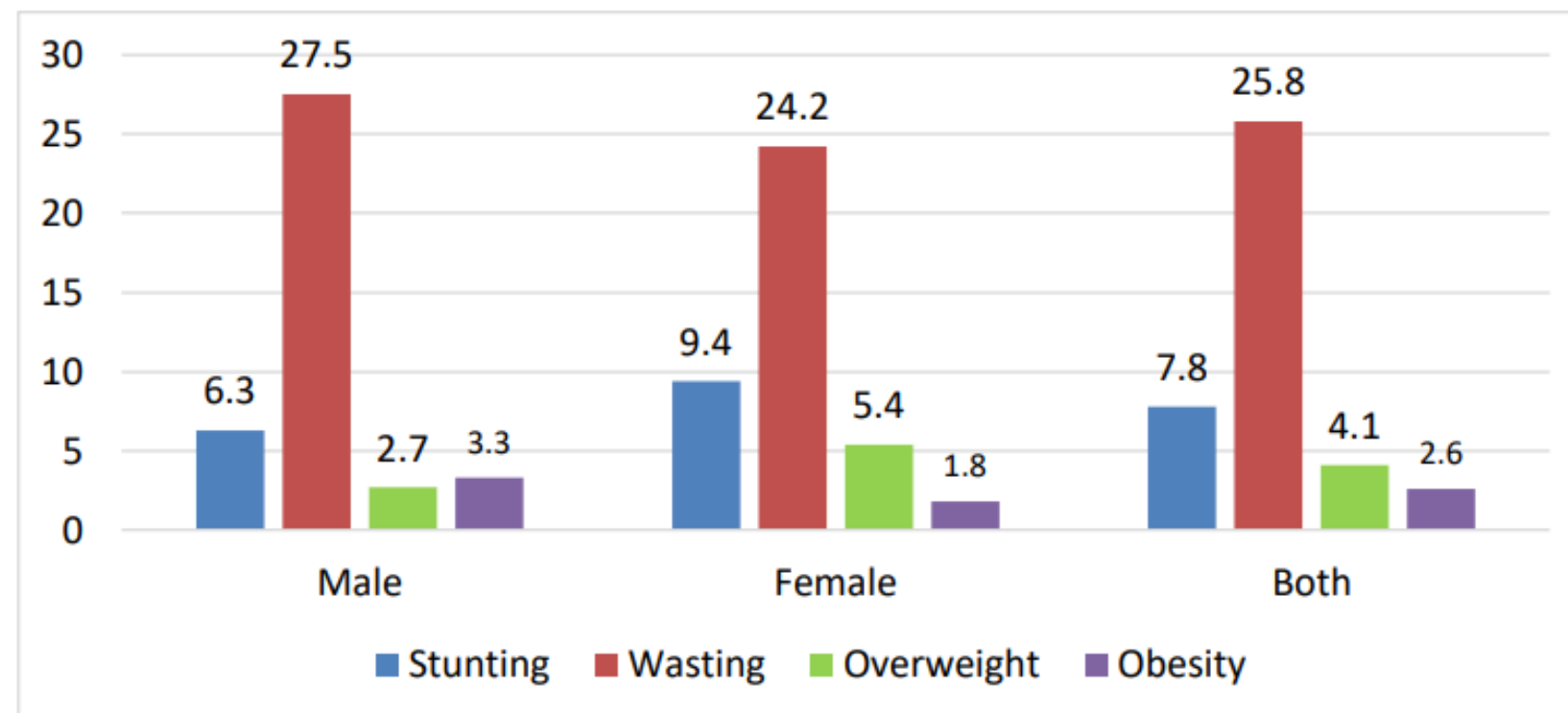


Digital Storytelling to Promote Healthy Eating: 'Magic Creatures and the Nutri-Garden'

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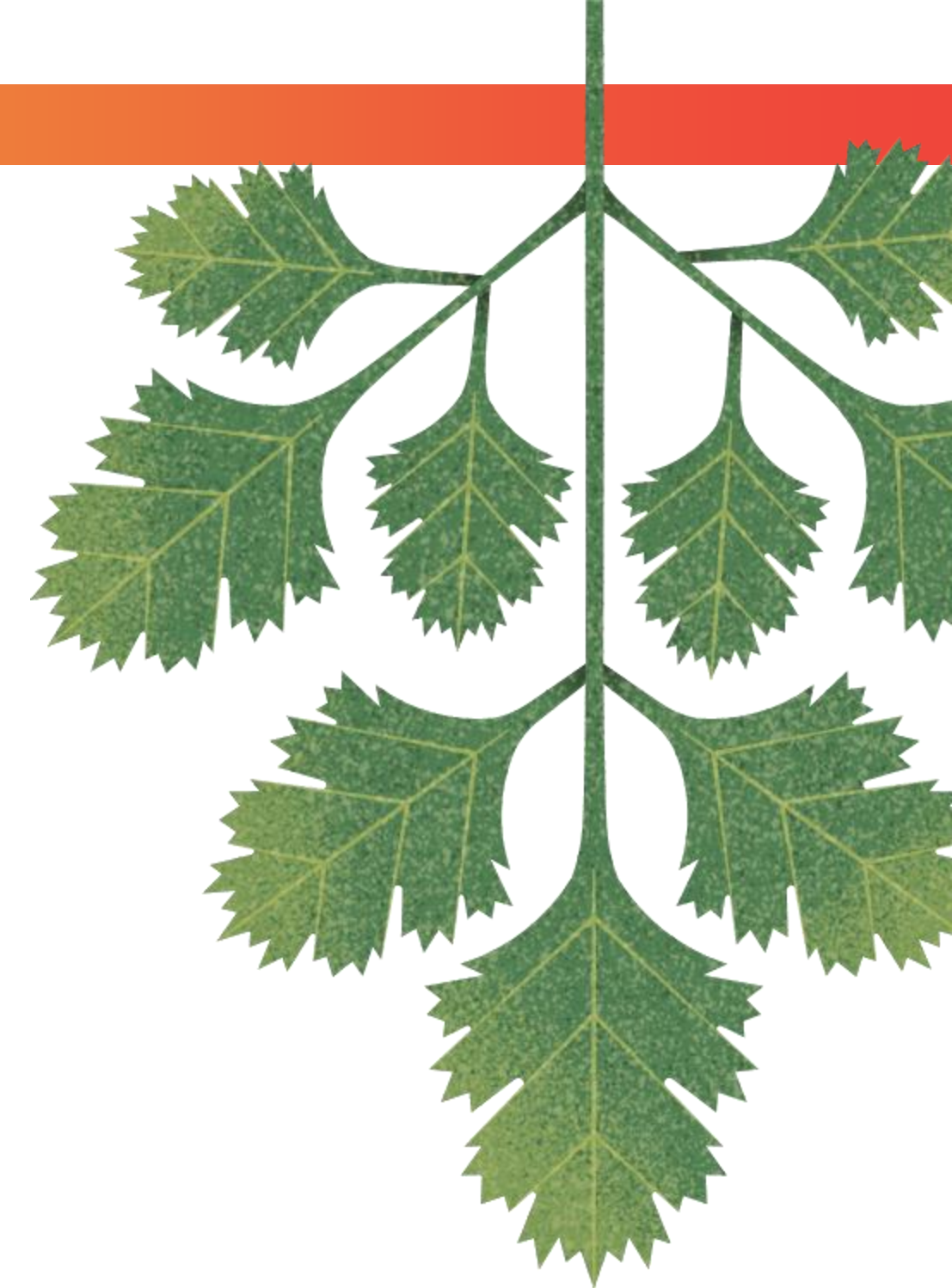
Backdrop

Status of Child Nutrition in Sri Lanka...



Child malnutrition (5-9 years)
National Nutrition & Micronutrient Survey, 2022

The mean daily intakes of fruit and vegetable servings were found approximately half of national recommendations, with less than 20% of children meeting daily recommendations (Sirasa et al., 2020)



Backdrop

How to Rectify this?

As children begin school, the World Health Organization (WHO) recommends that "nutrition literacy" and health education be a part of the core curriculum and supported by a **"health-promoting school environment"** (WHO, 2008; 2016).

- Storytelling is one of the oldest and most traditional literary genres
- 'Digital storytelling' for nutritional interventions (Kisa and Kisa, 2025; Ottman et al., 2022; Türkyılmaz et al., 2022; Smith and Lee, 2020)



Research Premise

What can be done differently?
How about bringing in storytelling elements

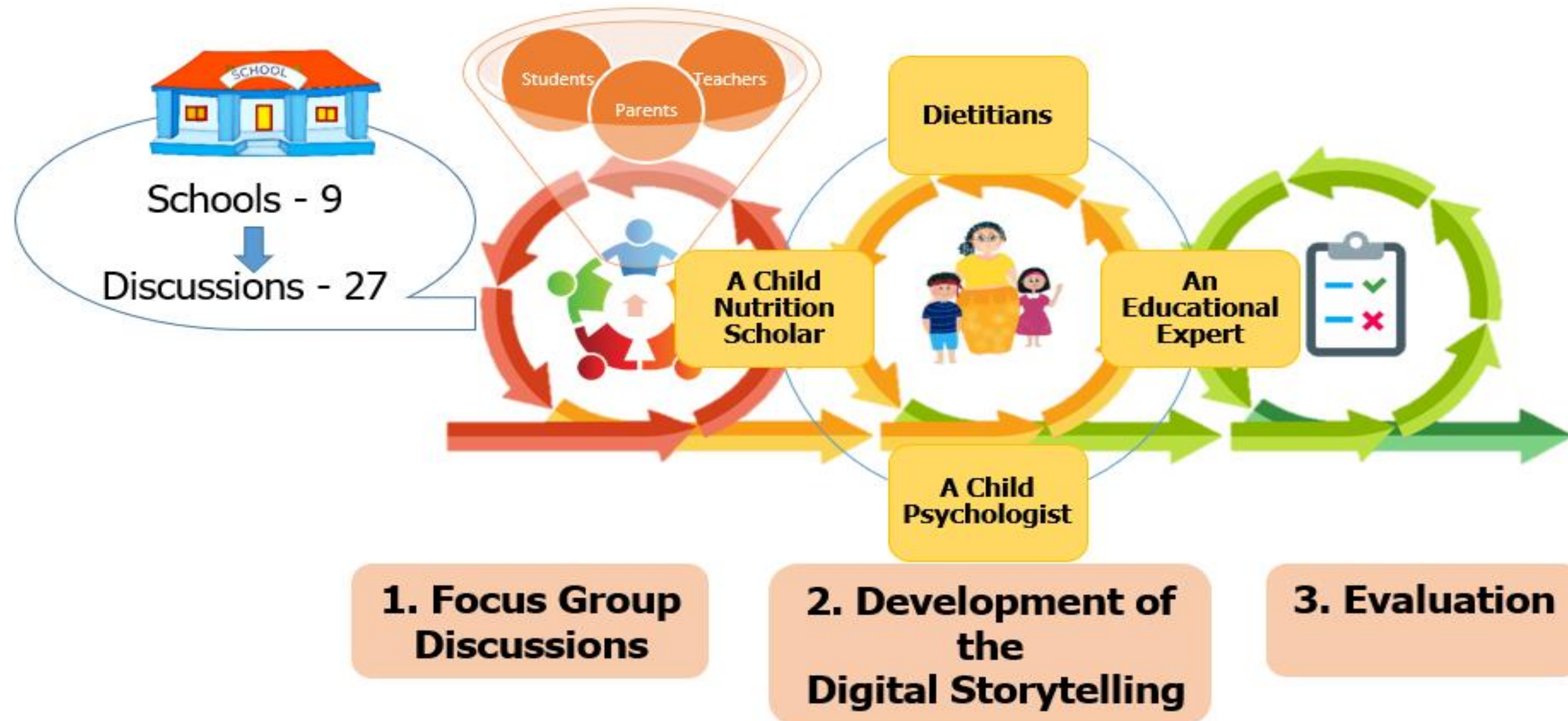
Objectives

1. To develop an interactive and novel digital tool based on digital illustrations and storytelling to influence fruit and vegetable consumption of primary-aged school children and
2. To pilot test the digital storybook for its use, acceptability and relevance.



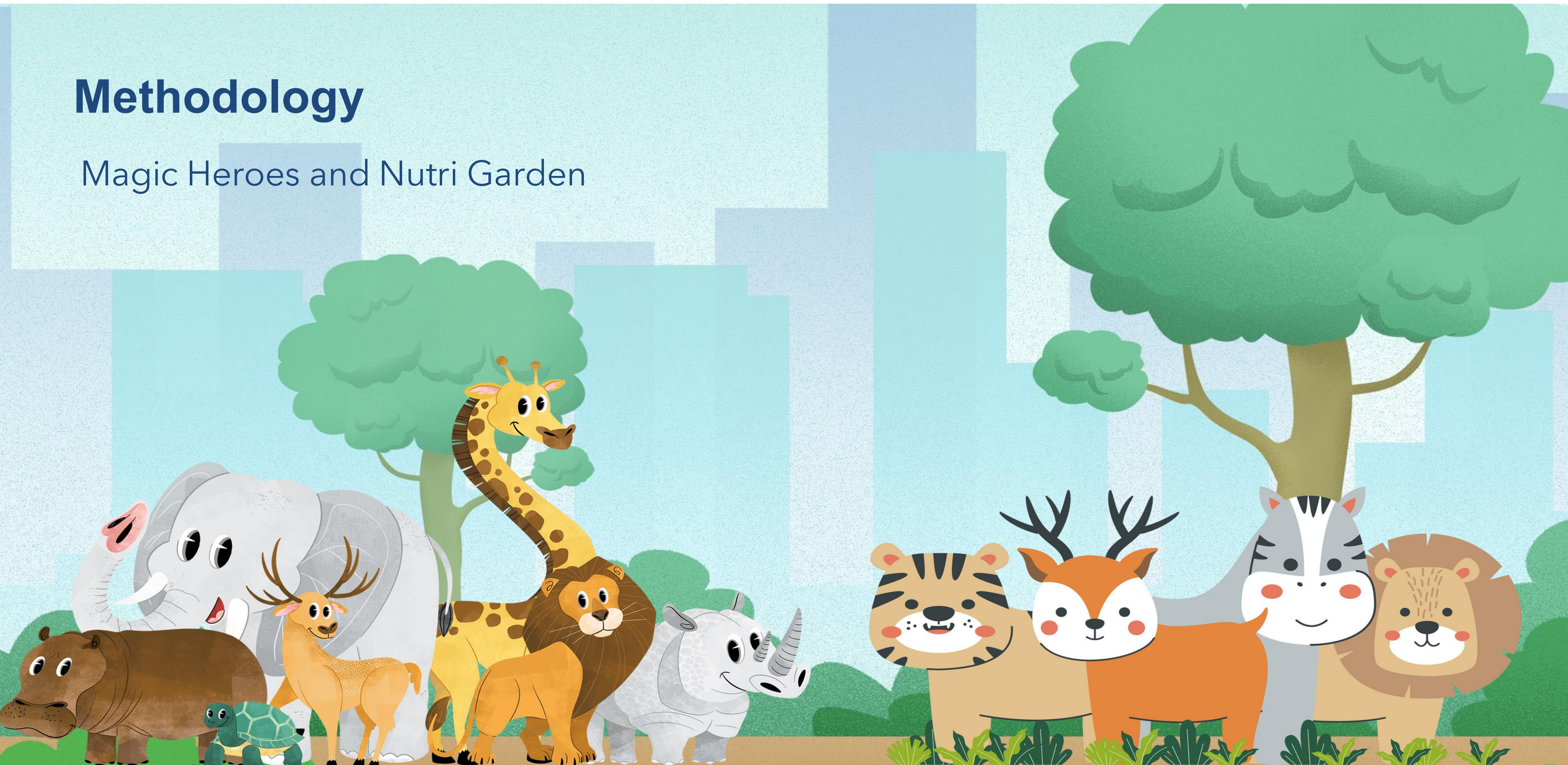
Methodology

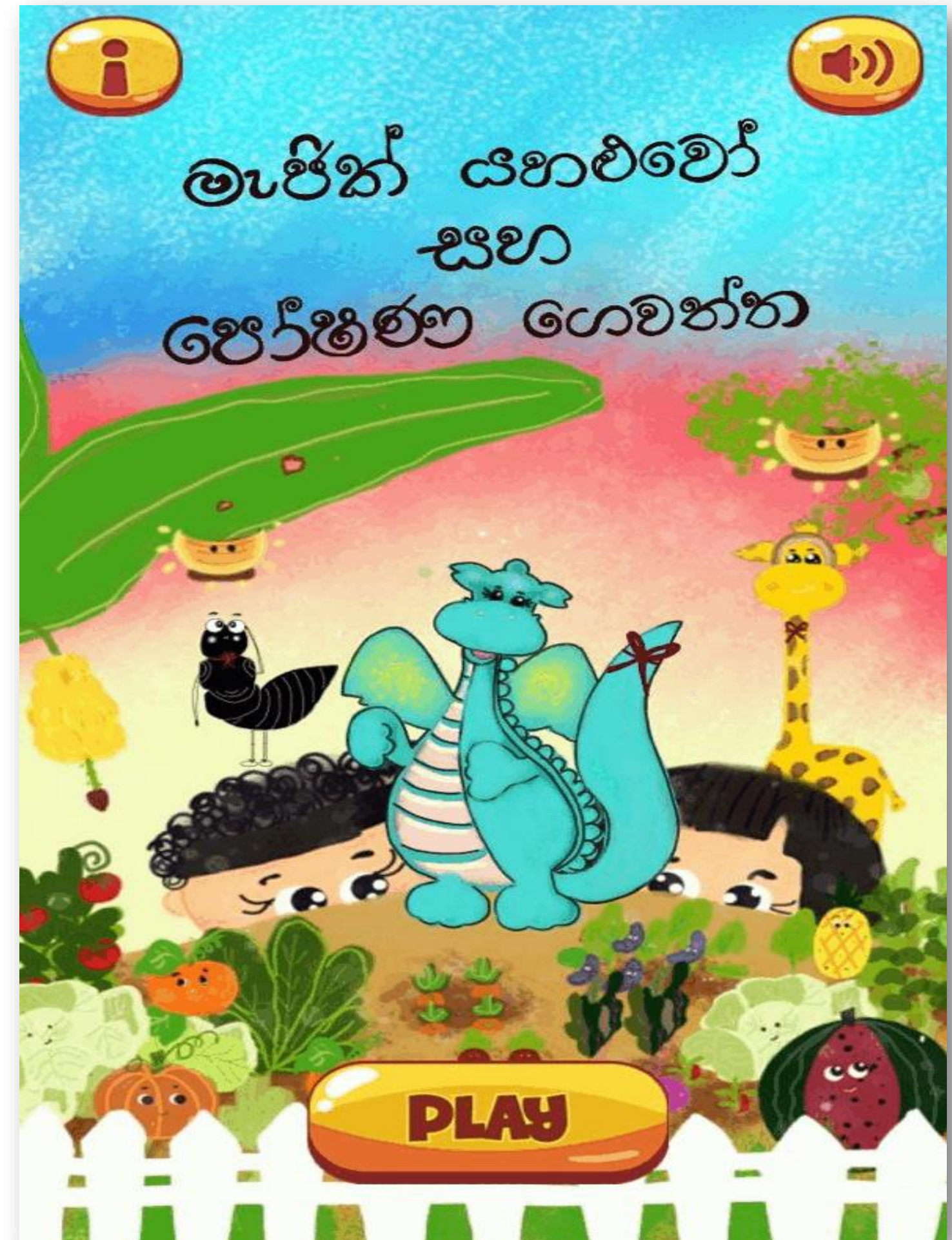
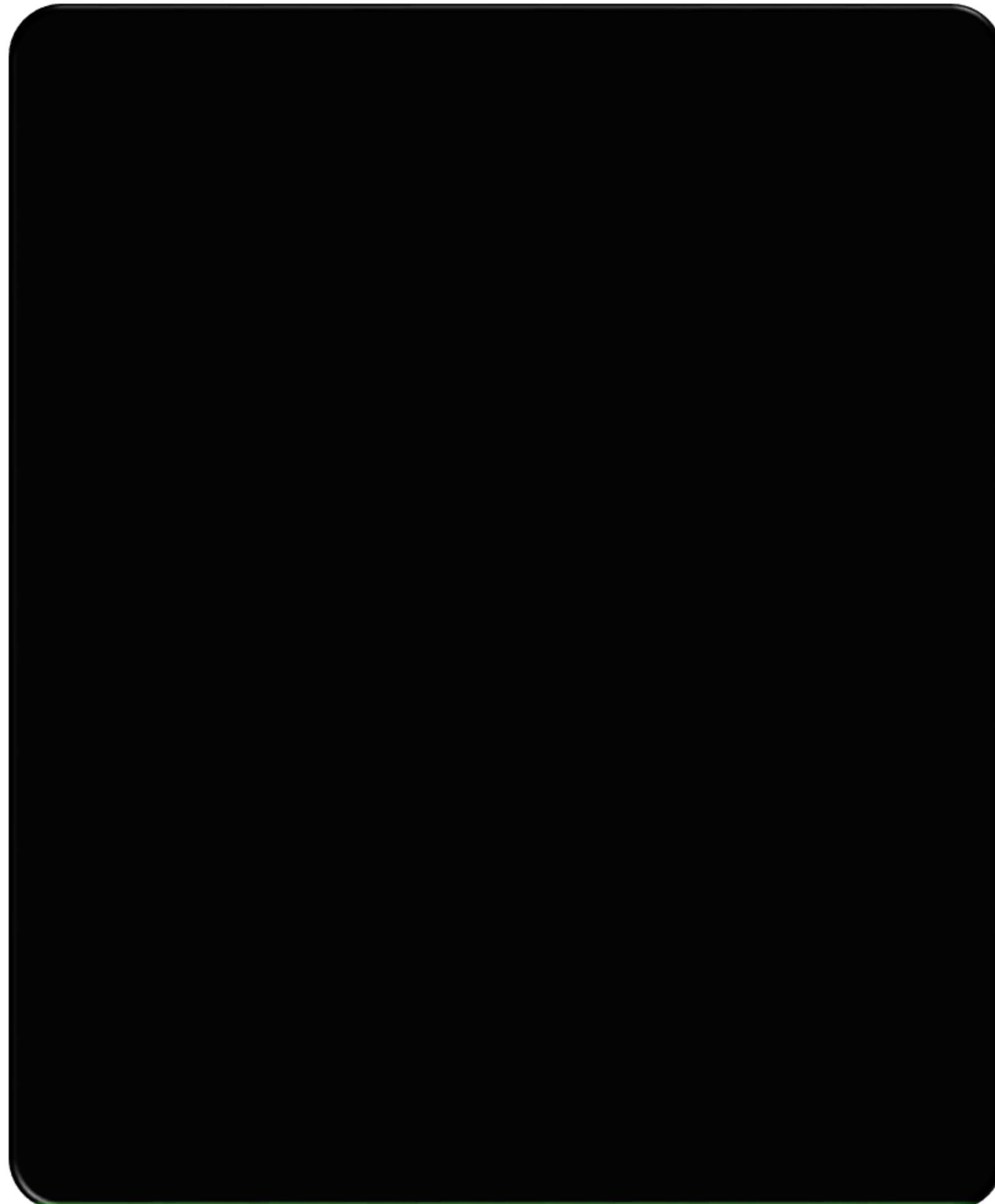
Development of the Digital Story and Game



Methodology

Magic Heroes and Nutri Garden





Methodology

Use of the Digital Story and Game

The children were introduced to the digital book/game and asked them to use it for 3-4 weeks.

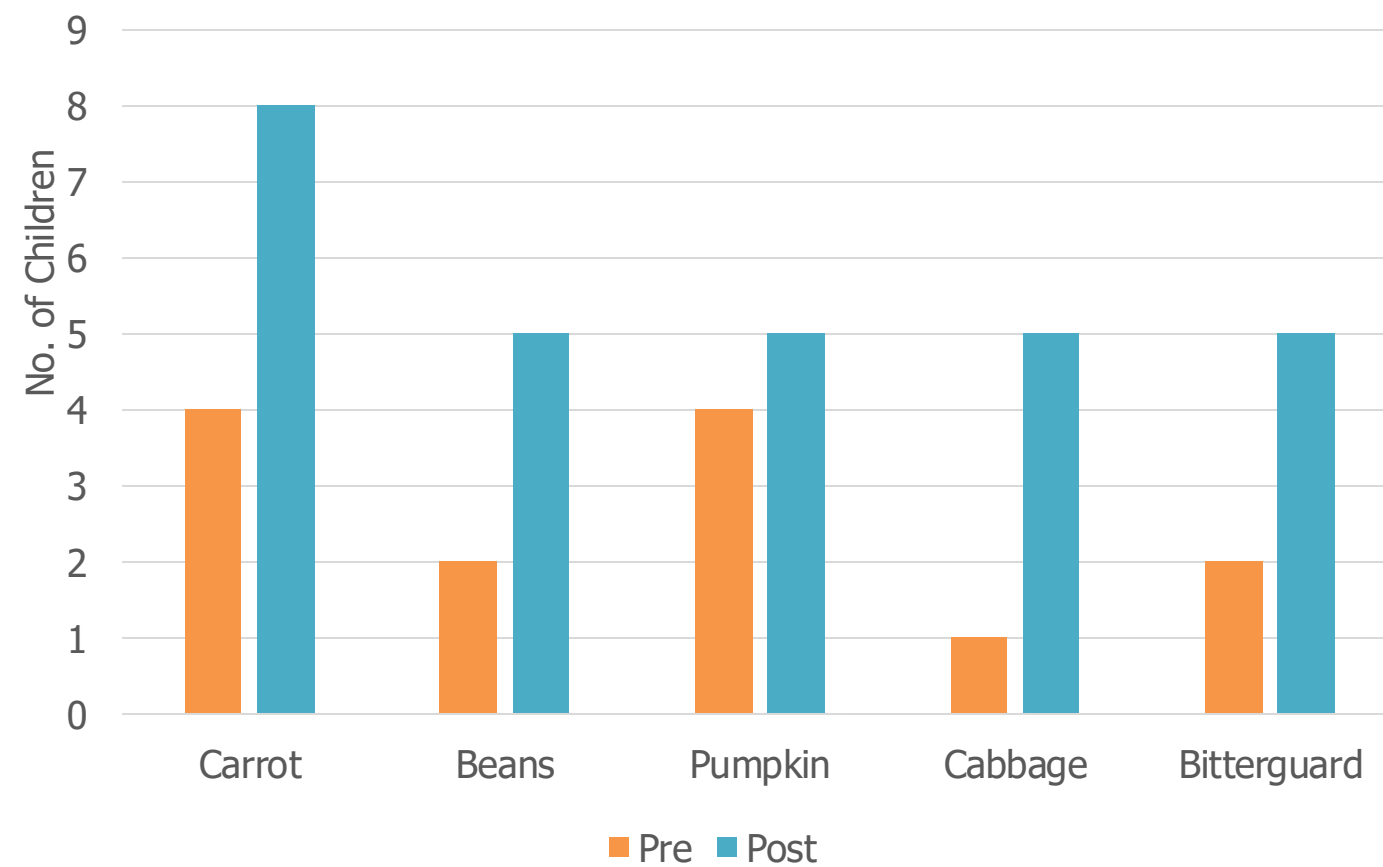
Pre and post fruit and vegetable consumption/ preference and adoption of the book/game were assessed.

Focus group discussions were carried out with parents after the use of the digital story and game.

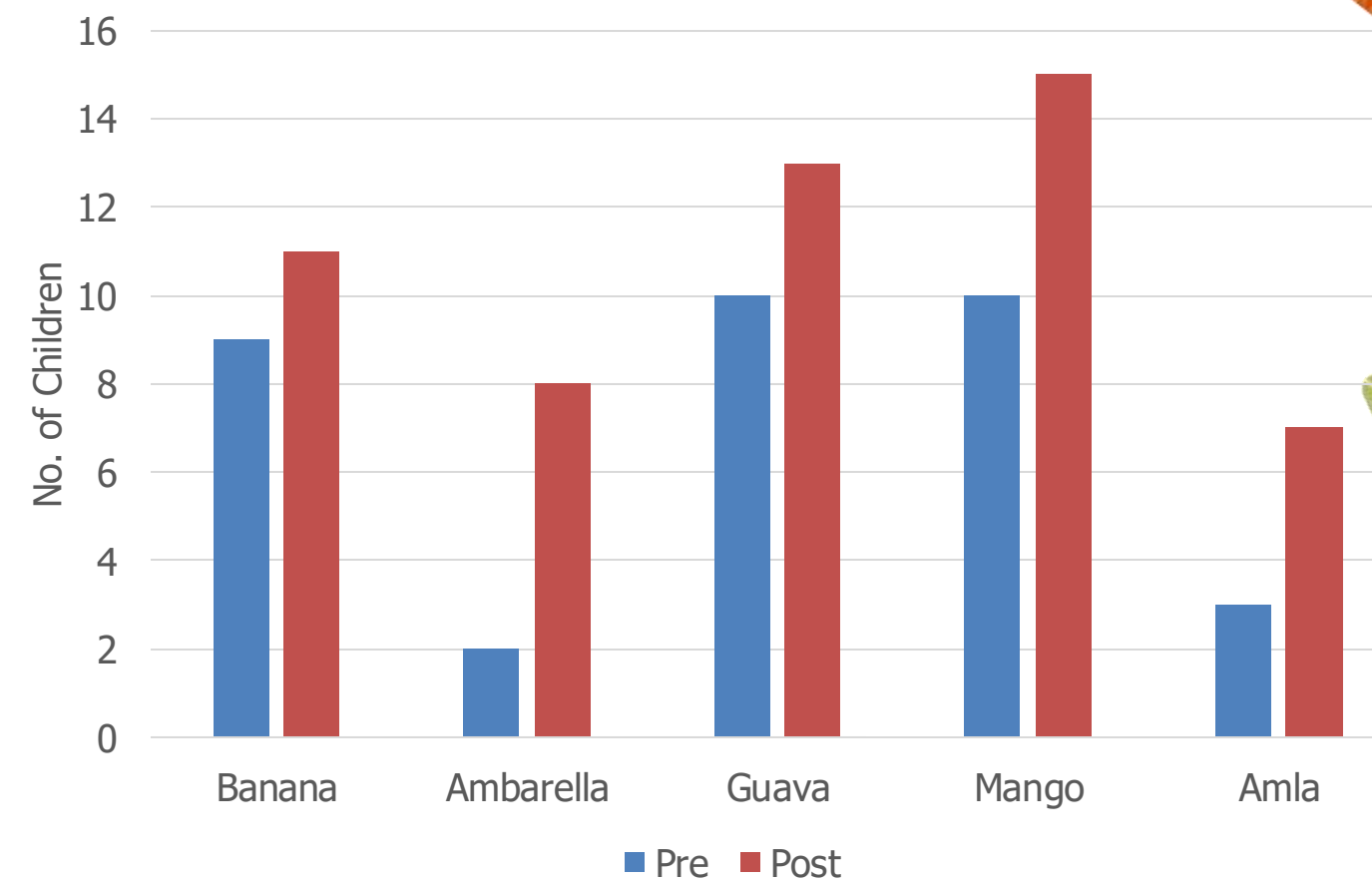


Results

Vegetable Preference



Fruit Preference



Results

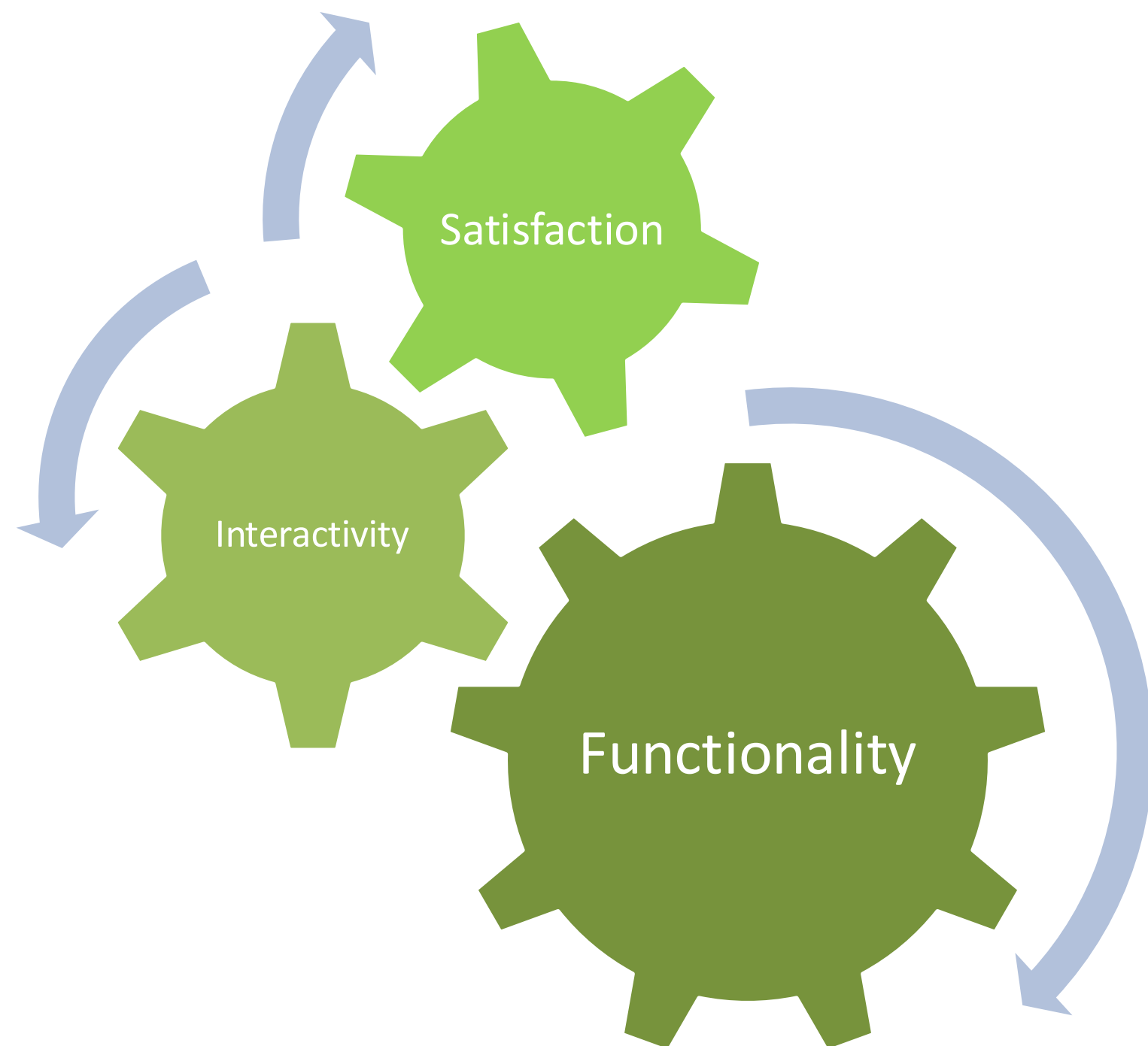
Though we did not see substantial changes in their consumption, children's preferences to try fruits and vegetables were increased.

The children accepted the digital story/game as an entertaining way to learn about fruits and vegetables.

Parents and teachers thought this is an innovative idea that can help prompt fruit and vegetable consumption of young children.



Way Forward



Thank you

Don't forget to tell/ listen to a story today!

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