From Posts to Plate: A HIQUAL Tool Analysis of Diet-Related Posts on Sri Lankan Government Facebook Pages

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Introduction and Rationale

Main Objective:
To assess the quality, themes, and framing of diet-related content shared on official Sri Lankan Ministry of Health Facebook pages using the HIQUAL tool.

Health Communication

NCD burden - Unhealthy Diet

Medium

Quality of the content
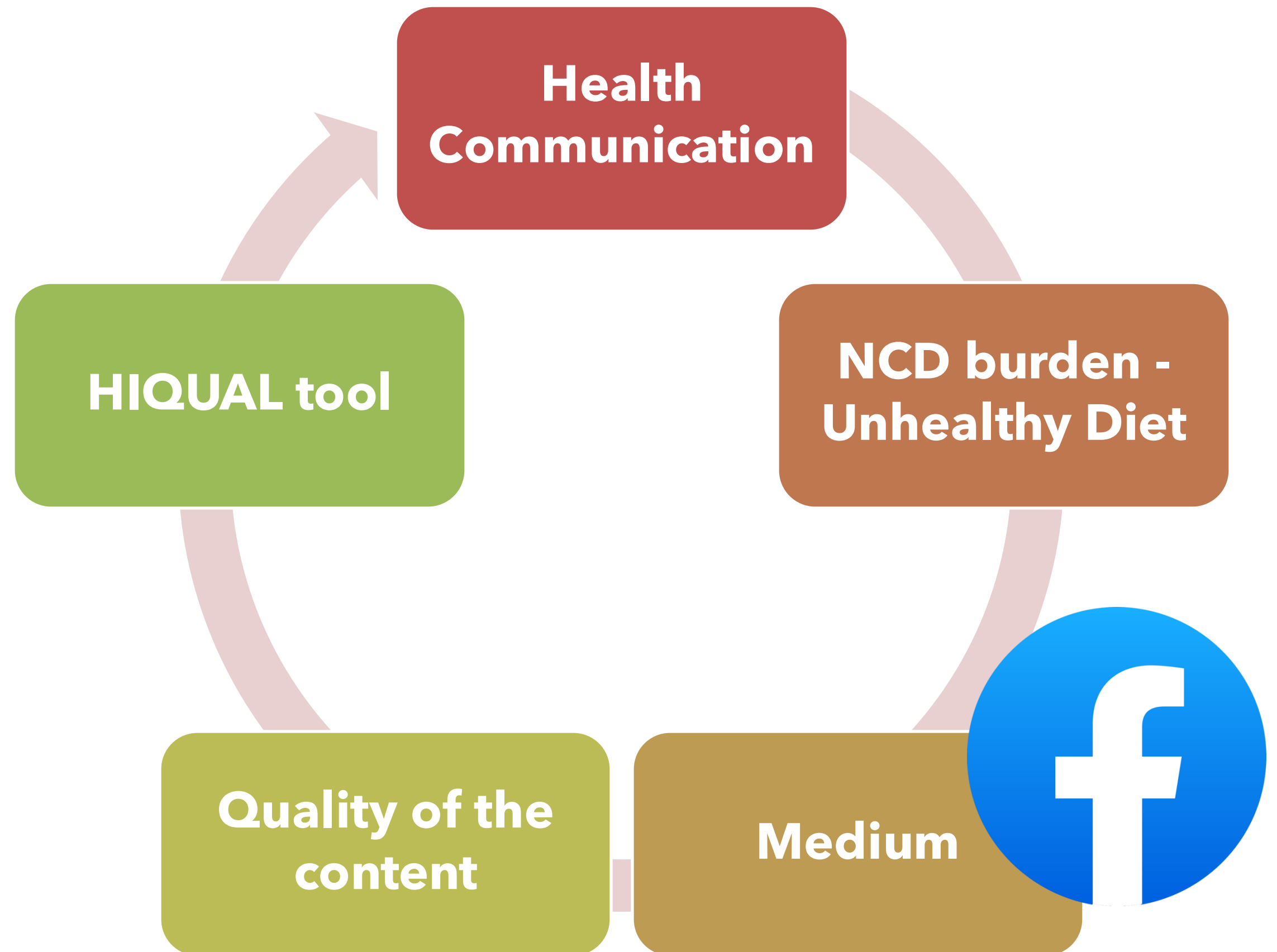
HIQUAL tool

Methodology

Qualitative Content Analysis

Sample & Setting

200 posts

Diet-related posts

Three Sri Lankan Ministry of Health Facebook pages

From January 2018 to December 2023

Analysis

Qualitative content analysis

Using

HIQUAL Tool

Trustworthiness

Inter-rater reliability was assessed using **Cohen's Kappa by two raters**

0.75, substantial agreement

1. Scientific accuracy
2. Transparency
3. Comprehensibility
4. Cultural relevance
5. Bias & framing

Findings

Scientific Accuracy:
65% posts - scientifically accurate.
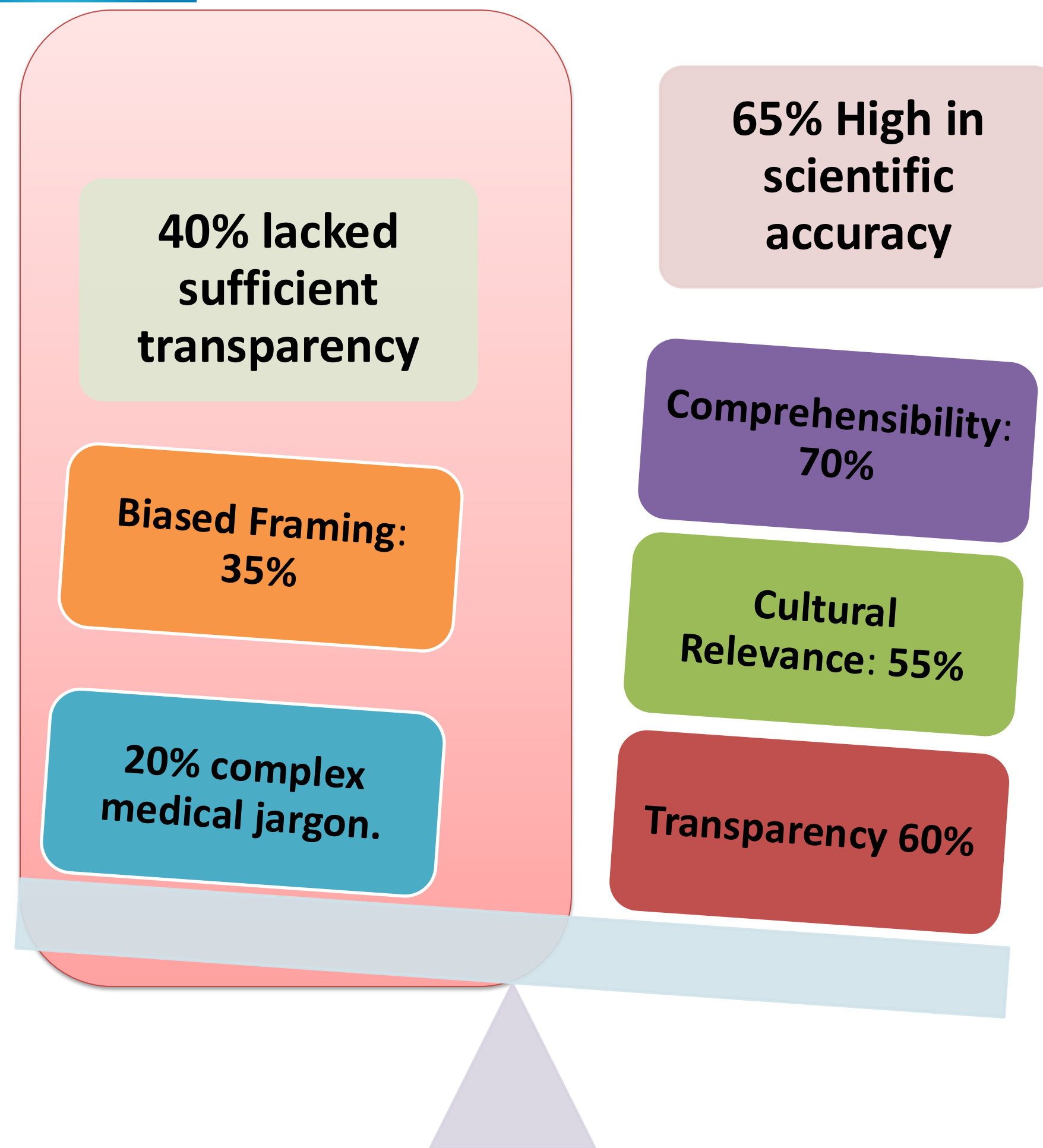Issues in framing and lack of context affected clarity.

Transparency & Trust:
60% posts cited expert opinions, enhancing trustworthiness.
40% lacked sufficient transparency (e.g., no citations or unreliable sources).

Cultural Relevance:
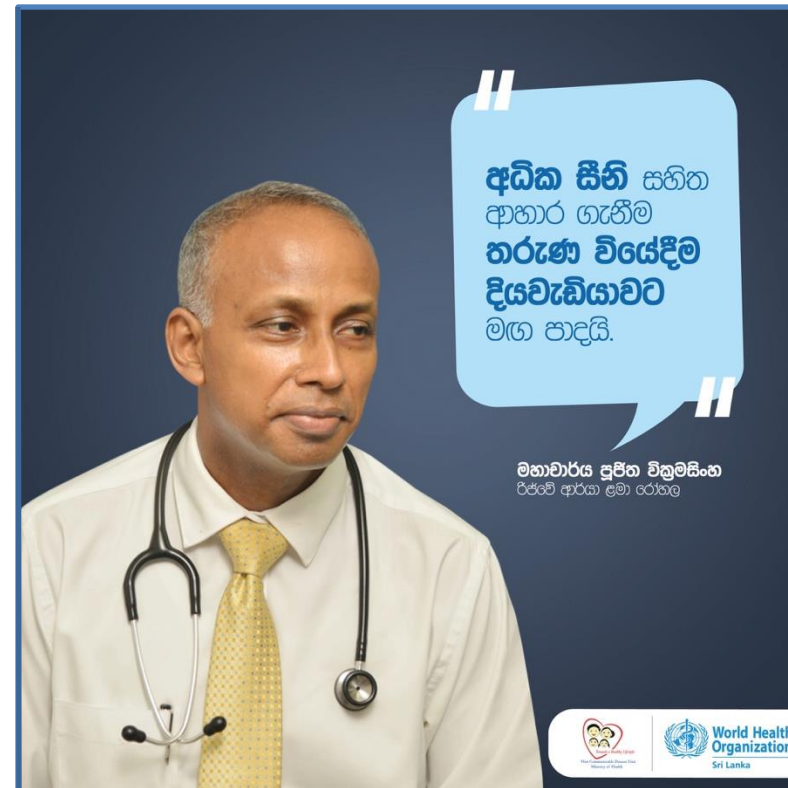55% adapted to Sri Lankan cultural dietary habits, but there's room for improvement.

Biased Framing:
35% posts used emotional appeals or fear-based language (e.g., exaggerated health risks), reducing the effectiveness of the messages.

40% lacked sufficient transparency

Biased Framing: 35%

20% complex medical jargon.

65% High in scientific accuracy

Comprehensibility: 70%

Cultural Relevance: 55%

Transparency 60%

Implications for Scaling and Policy

Behavioral Engagement

Incorporate engaging content that not only informs but also motivates people to adopt healthier habits

Simplified Language

Reduce medical jargon to improve public understanding.

Cultural Relevance

Future posts should better align with local dietary habits and cultural norms.
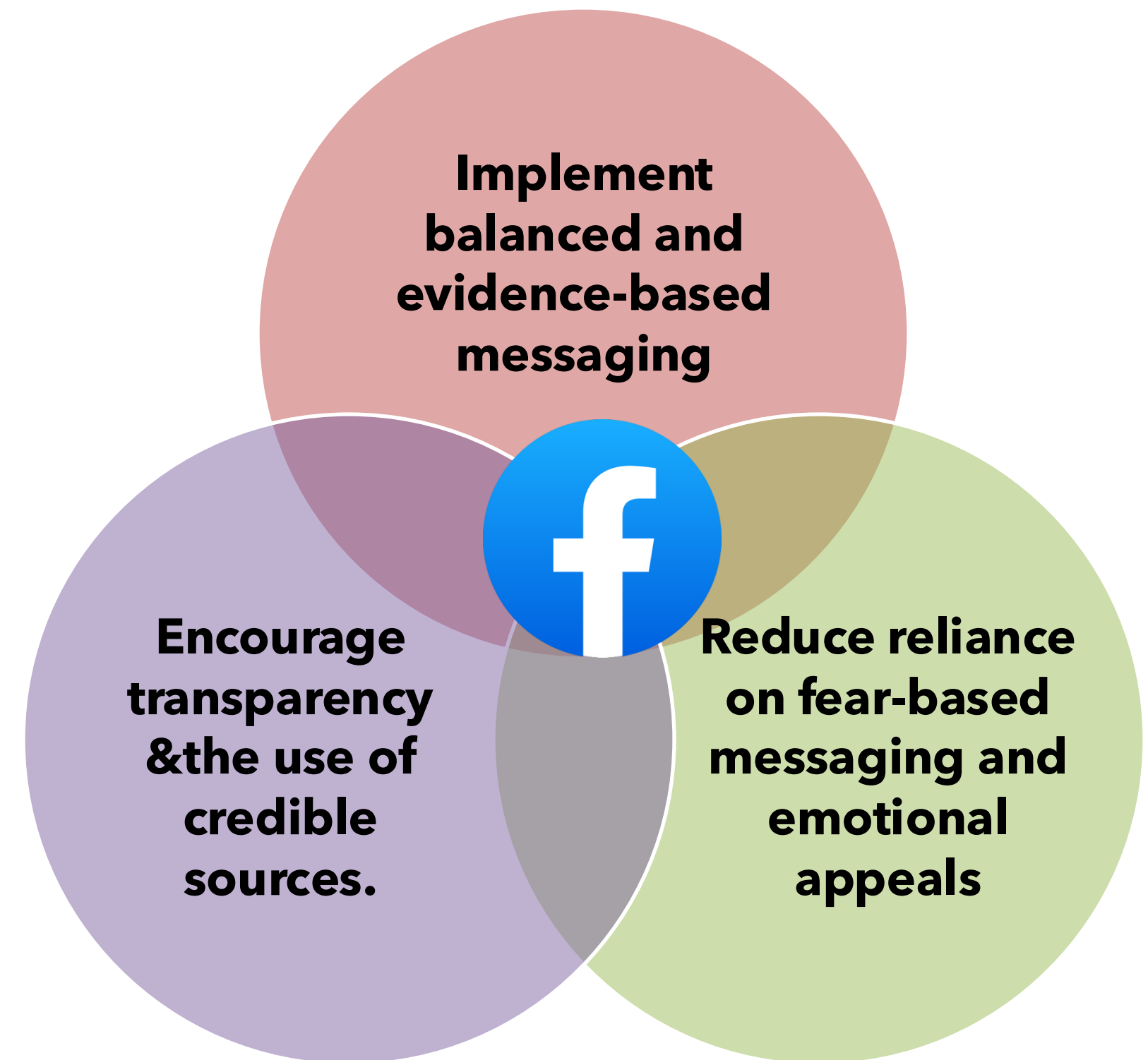
More details

People like to gain their knowledge by the credible secures

Conclusions

- The majority of diet-related posts on Sri Lankan Ministry of Health Facebook pages are ==scientifically accurate==, but there are significant areas for improvement.

- Issues ==due to biased framing, lack of cultural relevance, and incomprehensibility which need to be addressed== to maximize the effectiveness of health communication.

- **Future** studies should explore the ==behavioral impact of such communications== and apply the HIQUAL tool across different regions and health contexts.

Recommendations

Implement balanced and evidence-based messaging

Encourage transparency &the use of credible sources.

Reduce reliance on fear-based messaging and emotional appeals

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