

# Nutrition education leading to behavior change

A study of social environment mechanisms and psychological approaches for people to work on health promotion with motivation

**Minako Mori : Lecturer**  
(Nutrition Education)

**E-mail :** minako.mori@setsunan.ac.jp

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Food Science and Human Nutrition



## Summary

### Background

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### Objectives

■ We will verify the positive approach method to promote health behavior change and propose management techniques to promote health management.

### Main results

■ Participants in health promotion using social contribution activities showed positive changes in terms of continuity and behavioral change, and it was considered that there was an effect of behavioral change using the decision-making of nudge theory.

■ It is inferred that a pleasant image of health is important for promoting health management.

### Prospects for Collaboration

We would like to provide management seeds to achieve results in social contribution activities and employee health promotion as part of CSR.

### Selling point



We will contribute to the improvement of people's QOL and the realization of a sustainable society by researching motivational health promotion methods.

### Promotion of Health and Productivity Management

