

## **HA Launches Carer Empowerment Program: An Elderly Nutrition Screening Programme Based on CDC's Social Marketing Model**

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### **Introduction:**

The HA-initiated Elderly Nutrition Screening Program aimed to share public hospital's knowledge with community elder carers, in which dietitians educate old age home workers about assessing elderly nutrition status using the Chinese Version of the Mini-nutrition Assessment (MNA-C), a locally validated screening tool.<sup>1</sup>

### **Purpose of the Study:**

This paper demonstrates how we launched the program using the US Centre for Disease Prevention and Control's six-step social marketing model to consider audience, formulate objectives and track responses.

### **Methods & Materials:**

**Step 1:** Needs assessment: Protein Energy Malnutrition rate in geriatric institution was 10-85%. The MNA-C was developed and validated in 2001.

**Step 2:** Sharing the MNA-C through different channels:

**Conferences:** 2001, 2002 HK Gerontology Association Conferences, 2002 HA-COC in Dietetics on Evidence Based Practice and Experience Sharing, 2004 HA Convention.

**Publications:** *Hong Kong J Gerontology* 2001:15:35-43; *Hong Kong Med J* 2005:11:234-242

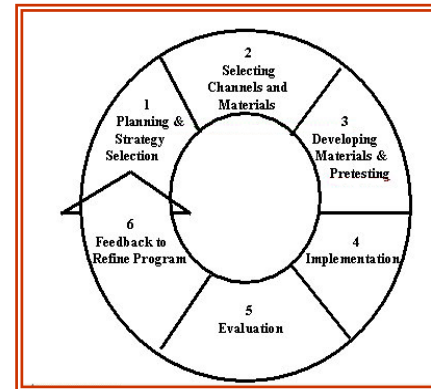
**Workshops:** empowered the caregivers through education

**Step 3:** Testing and developing MNA-C instruction guidelines in 2002.

**Step 4:** Implement workshops for front-line OAH workers from 2002 to 2004

**Step 5:** Assessing effectiveness through formative, process, and impact evaluations.

**Step 6:** Feedback to refine program



### **Results:**

1. Production of 1000 sets of Instruction Guidelines for MNA-C.
2. Training 504 front-line workers in 16 workshops to use the MNA-C through ASOI projects. Income generated was one lump sum of HKD\$100,200 for 3 consecutive fiscal years.
3. 8 elder care facilities (Infirmary/Rehab/Chronic Care) adopted the MNA-C for nutrition screening from 2002-2006.
4. Conducted further validation studies at TWEH in 2004 & in the community in 2006
5. Rolled out MNA-C empowerment workshops to other clusters, starting 2005

### **Conclusions:**

Elderly Nutrition Screening Program is a successful community outreach program empowering caregivers to use the MNA-C to carry out nutrition screening to assess need for further intervention in elder care institutions.