BRINGING FOOD AND NUTRITION INFORMATION TO EVERY JUAN AND JUANA IN JUST A CLICK OF THE FINGER THROUGH iFNRI

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BACKGROUND
Technology is propelling us forward into digital world and Information Communication Technology (ICT) is important to boost virtual access to crucial health and nutrition information in the Philippines.

OBJECTIVES
The study aimed to develop, pre-test and implement the Philippine-based online site of cutting-edge nutrition information, database and services called iFNRI.

METHOD
The study involved website development, pre-testing and implementation. The pre-testing utilized online questionnaire accomplished by 87 respondents, soliciting information on visual appeal, content, navigation and overall impression. Descriptive statistics like frequencies and percentages were used to analyze the data.

RESULTS
iFNRI website was developed with six components: iAssess, iServe, iPromote, iBusiness, iLearn and iAdmin where each has specific ICT projects. The site can be accessed via i.fnri.dost.gov.ph. For ease in navigation, projects were further grouped under Services, Database and Partnership. Of the 11 ICT projects: four were under Services, five are under Database, 2 were under Partnership.

iFNRI offers electronic Food Composition Table, menu evaluation, nutrition counseling services, nutrition surveys results, food consumption database for dietary exposure assessment, service laboratory, and technology transfer activities. The iFNRI is an ICT initiative that boosts virtual access to crucial health and nutrition information in the country. The DOST-FNRI established and implemented this web-based technology that serves as an online tool for food and nutrition information. After 11 months from its launch on February 2016, the site recorded a total of 222,101 hits, with Menu Evaluation Plus and the electronic Food Composition Table (PhilFCT) topping the list of those programs frequently visited by clients. Based on pre-testing, users found the site accessible (87.4%), useful (89.7%) and had an average (71.3%) downloading capability. Users suggested additional information and user-friendly language.

CONCLUSION AND RECOMMENDATION
Constant exposure to food and nutrition information and data delivered through iFNRI is crucial in bringing “food and nutrition data" to everyone’s fingertips. The website can be further promoted online and offline to increase nutrition knowledge and awareness among users. Further improvement of the website is needed to cater to the needs of the users and keep pace with evolving trends in technology.