

An interactive survey study assessing how health awareness initiatives affect young people's poor eating habits in Jordan

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ABSTRACT

Consuming unhealthy foods is linked to a higher incidence of chronic illnesses, particularly in young individuals whose eating habits have a significant impact on their long-term health. As a result, health awareness campaigns have emerged as a crucial instrument for altering eating habits, particularly when they are interactive, improve youth involvement, and boost the impact of awareness campaigns. By comparing behavioral patterns before and after the introduction of educational programs, this study seeks to assess how interactive health awareness initiatives affect unhealthy eating habits among Jordanian youth. A variety of interactive techniques, such as workshops and hands-on activities, were used to create and deliver educational programs utilizing an interactive exploratory approach. Evaluation questionnaires were used both before and after the event to gauge participant behavior. Visual data collection and analysis were used to show how performance and behavior had changed. The findings demonstrated that people's behavior regarding the intake of unhealthy foods had changed significantly, with both unhealthy and unfavorable trends declining. Without depending on in-depth statistical analysis, the data's upward or negative patterns were highlighted since they visually represented the influence of interactive awareness programs on behavior and awareness. The study's findings indicate the value of interactive programs in encouraging young people to adopt healthy habits and foretell favorable outcomes that may aid in the creation of more potent awareness campaigns to combat the problems associated with unhealthy eating.

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1. Introduction

Young people are becoming more and more affected by unhealthy eating, which is a complicated health issue, particularly in light of the cultural and economic changes Jordanian society has seen in recent decades [1]. Increased consumption of low-nutritional foods, such as those high in sugar and saturated fat, is a major factor to the growth of chronic diseases including obesity, diabetes, and heart disease, which poses a serious threat to public health, according to local and worldwide studies [2]. Young people's consumption rates are still high despite increased awareness of the risks associated with bad eating habits. This is caused by a number of elements, including the community setting, cultural trust, and the accessibility of these items, which are frequently affordable and quite alluring [3].

Unhealthy eating is becoming a significant issue that calls for efficient interventions in order to bring about long-lasting behavioral change. All health and community systems face this difficulty, particularly in light of the paucity of awareness campaigns aimed at changing the dietary habits linked to the lifestyles of young people. According to a survey of the scientific literature, there is a dearth of research that adequately and practically examines how interactive awareness programs affect young people's harmful eating habits, especially in the Jordanian context. A direct, interactive survey method to visually measure behavioral changes is frequently absent from current studies [4]. Additionally, prior research has depended on statistical analysis techniques that might not offer enough visual information to comprehend behavioral changes that occur after awareness campaigns [5].

Given this, an interactive survey is desperately needed to evaluate the effectiveness of interactive health awareness initiatives that primarily seek to change Jordanian youths' bad eating habits. By assessing the influence of interactive programs on unhealthy eating behavior, emphasizing the value of interactive educational strategies in promoting healthy behaviors, and suggesting doable steps for additional empowerment and development in the field of health awareness, this study seeks to close the research gap.

1.1. Literature Review

Previous studies in this field have shown the importance of health education as an effective tool in changing people's behaviors toward adopting healthier eating practices, which contributes to a deeper understanding of the role of health awareness programs and their impact on unhealthy eating behaviors among youth [6]. The idea that health awareness programs, when properly designed, can greatly increase awareness of the health benefits of eating a healthy diet and reduce reliance on unhealthy foods—which are frequently high in sugar, saturated fats, and sodium, contributing to chronic diseases like obesity, high blood pressure, and heart disease—has been the subject of several studies. It has been demonstrated that health education is essential for altering behavior patterns, particularly when delivered in an engaging and interactive way that fits the target group's features. This improves one's capacity to take in knowledge and use it in day-to-day activities [7].

Additionally, research shows that interactive instructional programs are more effective at motivating young people and altering their eating habits than traditional, informative ones. Interactive activities including workshops, instructional games, and group discussions helped increase awareness levels, according to research done on young people in a number of nations [8]. It was discovered that when young people actively engaged in educational processes, their conduct changed more than when they only passively absorbed information. According to studies, the usage of electronic applications, contemporary technology, and multimedia can all be included into interactive teaching tactics. This strategy has demonstrated the capacity to involve young people and inspire them to take up healthy habits. With findings showing definite gains in knowledge, abilities, and behaviors linked to healthy eating, other research has shown that the use of digital and interactive media improves the efficacy of instructional programs [9].

The literature has also discussed how health education initiatives affect people's behavior over the long run. According to a number of research, the beneficial effects of interactive education are frequently long-lasting when replicated and supported continuously. In order to guarantee the longevity of the health improvements made, it is necessary to create participatory, long-term programs that are suited to the requirements and traits of young people. Given the foregoing, it is evident that the research highlights the value of interactive educational initiatives in changing harmful eating habits. It emphasizes in particular the advantages of contemporary interactive teaching techniques, which are crucial for raising health consciousness and producing noticeable changes in young people's behavior. This idea promotes the use of creative approaches that

optimize the efficacy of health awareness campaigns by fusing interactive exercises with factual teaching [10].

2. Method

The study used interactive survey methods in accordance with a well-defined scientific methodology to assess the effect of health awareness initiatives on unhealthy eating behavior among Jordanian youth.

2.1. Study sample

The target group was Jordan's youth, who are thought to be the most susceptible to poor eating. To cover a broad range of age groups where eating habits change dramatically, random samples of youth between the ages of 15 and 30 were chosen [11]. In order to guarantee varied geographic and demographic representation, the study's 150 participants were chosen through partnerships with local community centers' youth organizations and Aqaba, Jordan's high schools and colleges [12].

In terms of participation distribution, 80% (53.3%) were female and 70% (46.7%) were male. Given that research indicates that eating habits vary by gender, with women typically having a greater awareness of nutrition and men typically relying more on unhealthy foods, this distribution is thought to be suitable for ensuring a balanced analysis of behavioral changes between the sexes.

2.2. Study Type

Instead of depending on exacting statistical analysis, the study used an interactive survey, an approach that emphasizes direct connection with participants through the presenting of awareness programs and analyzing their impact visually and narratively [13]. This method was selected because it enables the direct observation of behavioral changes and provides a thorough picture of potential behavioral changes through the design of evaluation questionnaires based on direct interviews and observation. The study was carried out during a three-month period, from the start of April 2025 to the end of June 2025, in order to guarantee data dependability. A pre-program implementation phase, an implementation and measurement phase, and an evaluation phase that followed the program were the three stages of the study [14].

2.3. Measurement Tools

To gauge harmful eating habits, a multi-item assessment questionnaire was created [15]. It was modified from earlier research and contained metrics like the frequency of weekly fast food consumption, dependence on sugar-filled beverages, and intake of high-fat foods. It made use of participant self-reports and timeframes.

The questionnaires were given to the same participants again after they finished the instructional programs. This made it possible to see patterns in behavioral change and compare pre- and post-training data visually. According to research, instruments that include visual assessment components—like direct observation and candid discussion—produce accurate outcomes and offer a clear picture of the degree of progress. After being reminded repeatedly of the significance of filling out the surveys, participants responded to the study with a 98% response rate.

Participants' and supervisors' observations were recorded throughout the trial, and their assessments of the program's effects were examined. To give a clear picture of the level of behavioral change attained in the pilot project, the data mostly came from self-reports and personal observations.

2.4. Awareness Program Design

The program was created as part of the study in a systematic and thorough way, emphasizing interaction strategies, presenting techniques, and content to guarantee participant motivation and participation in adopting good eating habits. With an emphasis on scientific facts and health principles, the program's content was carefully chosen to cover a variety of subjects that are directly related to bad eating habits and how to change them. The show covered subjects like:

- the dangers of eating unhealthy foods to the general public, emphasizing the link between eating foods heavy in fat, sugar, and salt and high rates of diabetes, heart disease, and obesity, as shown by research findings.
- How to make healthy eating choices, offering helpful tips and scientific dietary recommendations, and dispelling myths about the allure of fast food.
- the effect of interactive education on behavior change, with an emphasis on techniques like group discussions, instructional games, and hands-on activities that encourage active participation.

2.5. Methods of Presentation and Interaction

Methods of interaction were employed:

- Audiovisual presentations that include written materials like guidebooks and pamphlets with basic information and brief awareness movies (up to three minutes long) that are shown on screens inside training halls.
- Youth were able to consolidate information and develop a better understanding through interactive activities such as role-playing, acting exercises, and open discussion sessions. Feedback was used to gauge how well the activities were received by the roughly 85% of individuals that took part.
- Digital tools, such online platforms and smartphone apps, are contemporary approaches in today's society and facilitated collaboration even after the workshops concluded.

2.6. Program Length and Modes of Delivery

Over the course of two months, the program started with roughly ten training sessions, two per week, lasting ninety minutes each. According to the survey data, 150 young people participated in the sessions, which were hosted in schools and youth facilities in the Jordanian city of Aqaba. Every session contained:

- A fifteen-minute theoretical overview: A brief theoretical overview (15 minutes): In addition to presenting current data, such as the fact that roughly 60% of Jordanian youth engage in harmful eating habits, this explained the fundamental ideas. The necessity of change was underlined in the program.
- A thirty-minute practical and applied activity that featured interactive exercises like making healthy dinners or spotting unhealthy items in stores.
- A final, participatory exercise (45 minutes): In order to encourage participants to adopt healthy eating habits, this featured conversations, role-playing, educational activities, and questions.

3. Results and Discussion

Research indicates that while 75% of participants knew about the dangers of unhealthy diets prior to the program, only about 40% had a thorough understanding of how these foods affected their health.

Preliminary findings from the use of pre- and post-program assessment questionnaires to monitor the involvement of 150 youth revealed that the proportion of participants who reported being aware of the dangers of unhealthy diets rose from 40% to 80% following the program. The proportion of participants who acknowledged altering their eating habits to consume fewer unhealthy meals or better foods rose from 30% to 65%. 90% of participants expressed satisfaction with the interaction techniques and content quality, demonstrating the program's efficacy in terms of appropriateness and incorporation of contemporary teaching strategies that enhance the effectiveness and engagement of the learning process.

Visual inspections and evaluative questionnaires were the two primary data collection methods utilized to gauge individuals' changes in unhealthy eating habits. In order to avoid detailed statistical analysis and instead concentrate on visual and graphic depictions of changes, evaluative questionnaires were created to concentrate on people's behaviors both before and after finishing the awareness program. A tailored questionnaire was created at the start of the study to evaluate three primary levels of unhealthy eating habits: consuming fast food frequently, relying on processed foods and sugary drinks, and ignoring fruits and vegetables. The assessment instruments comprised closed-ended (yes/no) questions and questions with a frequency rating ranging from 1 (rarely) to 5 (always).

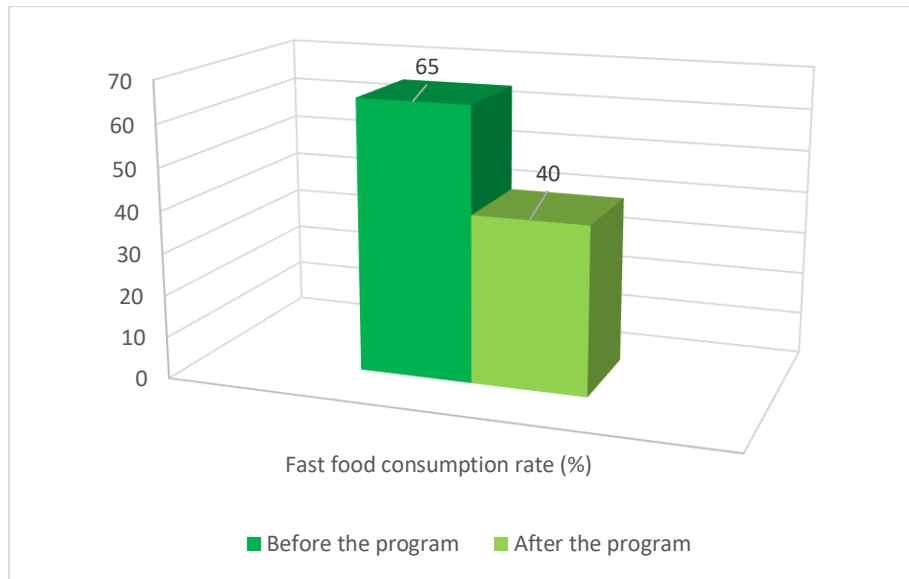
For instance, prior to the program's implementation, 65% of participants (around 130 out of 200) reported eating fast food more than three times per week, 70% relied on sugary drinks, and 60% regularly or nearly regularly ignored fruits and vegetables.

The study used the same questions to reevaluate behaviors after the training concluded. The findings demonstrated that 40% of participants cut back on their weekly fast food intake, and 45% of participants no longer relied as much on sugar-filled beverages. Additionally, the proportion of people who regularly eat fruits and vegetables rose to 55%. In terms of visual feedback, notes about interaction, dedication, and involvement in hands-on activities were taken while participants' involvement in interactive exercises and workshops was tracked. 90% of participants actively participated in the sessions, demonstrating their level of interest and engagement with the material.

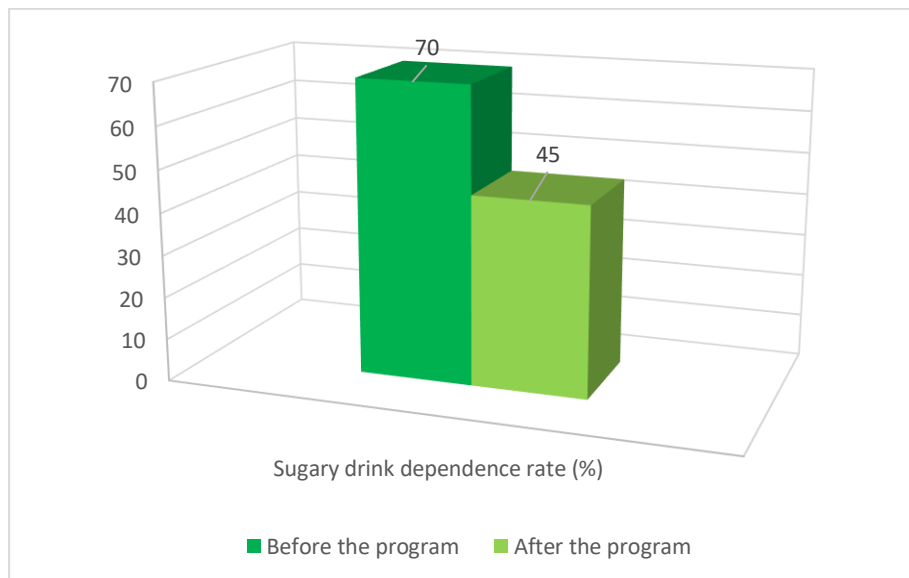
To illustrate behavioral changes at the individual and group levels, forward and backward figures were created before and after the training.

A. Fast Food Consumption Reduction Curve:

Following the program, the percentage of people who ate fast food fell from 65% to 40%, demonstrating a noticeable downward trend and a noticeable shift in behavior. As shown in [Fig. 1](#).

**Fig. 1.** Fast Food Consumption Reduction Curve**B. Reduction in sugary drink dependence:**

Prior to the program, 70% (140 of 200) of participants had a sugary drink dependence rate; this dropped to 45% (90 of 200), indicating that the program was successful in increasing participants' knowledge of the risks associated with consuming too much sugar. As shown in Fig. 2.

**Fig. 2.** Reduction in sugary drink dependence

C. Increase in consumption of fruits and vegetables:

Following the session, the proportion of participants who frequently ate fruits and vegetables rose from 30% (60 of 200), to 55% (110 of 200), visually demonstrating the rise in awareness and good behavior. As shown in Fig. 3.

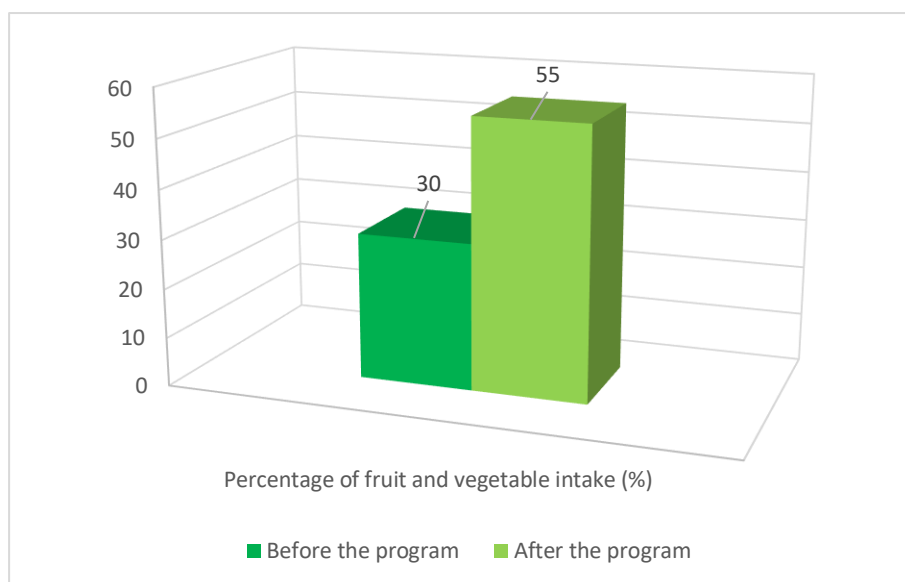


Fig. 3. Increase in consumption of fruits and vegetables

However, following the implementation of the awareness program, the results indicated a progressive increase in healthy habits and a significant reduction in unhealthy ones. The findings also indicated that within a month of finishing the program, the percentage of young people who consumed fast food dropped from 65% to 40%, with the possibility of further declines over time [16]. Additionally, as a result of their enhanced understanding and healthy behavior, the percentage of participants who frequently ate fruits and vegetables rose from 30% before the program to 55% after it. Visual evaluations also demonstrated that participants' participation in program activities resulted in a notable improvement in their comprehension of the value of a healthy diet and a notable shift in their behavior. All things considered, the findings show a definite success in changing participants' behavior, with a notable drop in the intake of unhealthy foods, suggesting that interactive education is a useful strategy for enhancing young people's eating habits. Visual feedback also demonstrated that participants' awareness of the value of healthy eating and their adoption of good habits, such as eating fruits and vegetables on a daily basis, increased from 30% prior to the program to 55% following it.

The findings of this study are in line with earlier research that demonstrated the substantial influence of interactive awareness programs in altering food habits [17]. According to a prior study conducted in Jordan, 60% of young people who took part in interactive education programs cut back on their intake of sugary drinks and fast food after three weeks [18]. The influence of interactive information and hands-on activities, which help to raise awareness and improve behavior to minimize the consumption of unhealthy foods, is also reflected in the observed changes in performance and behavior [19, 20].

4. Conclusion

The results of the study demonstrate the critical and successful role that interactive health awareness initiatives have in changing the unhealthy eating habits of Jordanian youth. According to the data gathered, participants' consumption of unhealthy foods was considerably decreased by interactive educational interventions, which also increased their awareness of health issues and encouraged more wholesome eating habits. These results exhibit both scientific and practical value, offering concrete proof that utilizing interactive techniques and captivating content can be crucial in advancing health-related and preventative strategies in Jordanian society, especially among youth, who are thought to be the foundation of long-lasting behavioral change.

Additionally, by offering practical insights on the efficacy of educational programs, the study adds to the body of scientific knowledge. With an emphasis on creating programs that are suited to the needs of the target audience, it highlights the necessity of using interactive techniques as the strategic cornerstone of national awareness campaigns. The findings also mark a promising beginning for further research that might incorporate statistical analyses and broaden the study's focus to encompass more age groups and geographical areas, allowing for the creation of health policies grounded in precise and verifiable scientific data.

In summary, the current work lays the groundwork for a variety of approaches to raise health awareness and enhance the general health of large swaths of society by emphasizing the value of connection and innovative teaching as critical components in encouraging healthy habits. Therefore, in order to guarantee a better future and a more conscious society dedicated to sustainable and healthful eating habits, it is imperative to invest in and maintain interactive health awareness initiatives.

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