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| **Promote healthy eating among adolescents from low social economic class in Hong Kong** |
| **Background/Objectives**  Schools provide a testing ground for educational programs. We designed a school-based health promotion programme adopting an interactive approach to engage adolescents.  **Methods**  A co-educational government-subsidized secondary school was recruited. Seventy students studying at secondary 1 (grade 7) and secondary 4 (grade 10) participated in the programme. There were three health talks in conventional format delivered to students and a health talk delivered to the parents. The highlight of the programme included a public service announcement (PSA) design workshop and competition and the subsequent professional-standard shooting of the award-winner, and a parent-child healthy cooking workshop. The PSA design workshop and competition activity aimed at enhancing the creativity and interest of students in healthy eating, and provided an opportunity for participating students to advocate the idea of healthy eating to their peers. PSA design competition was conducted two weeks after the design workshop. The storyboard with the Best Presentation Award was then produced as a one-minute video. Professional-standard shooting and drama performance training for students was provided on-site by a shooting team made up of Master of Fine Arts students from a film school at a university in Hong Kong. The parent-child healthy cooking work hosted by a registered dietician emphasized preparing attractive and healthy dishes using affordable and easily accessible ingredients. A Facebook page documented the entire process.  **Results**  Three Key Performance Indicators were used to measure the effectiveness including the before/after comparison of dietary habits reported in the food diary, attitudes toward healthy eating collected through the focus group interviews, and Facebook analytics. There was no statistical significant difference in, the daily dietary patterns. However, participants showed remarkable enhancement in their knowledge of healthy eating. They were more positive toward healthy eating. Some reported changes in dietary behaviour. Participants found PSA design and professional production the most enjoyable activity in the programme. Facebook analytics as at December 2017 recorded 21,000 views.  **Discussion**  The evidence demonstrated the value of engaging students in a message creation process in establishing positive attitudes toward the action.  **Keywords**  evidence-based health promotion, program evaluation, adolescents, low income group. |