

# Short Message Service for Optimal Nutrition

13:30-14:30 P.M

2014-04-24

Language: English & Chinese

The George Institute for Global Health at Peking University Health Science Center

Room B 1801, Horizon Tower, No.6 Zhichun Rd, Haidian District, Beijing

北京大学医学部乔治健康研究所培训室, 北京海淀区知春路6号锦秋国际大厦B1801室(学知桥西200米路南)

## Mu Li

**Associate Professor in International Public Health  
Sydney School of Public Health  
University of Sydney**



### About the speaker

Dr. Mu Li is an Associate Professor and Academic Program Coordinator in international public health at the Sydney School of Public Health, and Director of Public Health Strategic Program, China Studies Centre, University of Sydney. She is a recipient of the Endeavour Executive Fellowship Award 2014 from the Australian Government. Dr Li's major teaching and research interests are in public health nutrition include micronutrient deficiencies, childhood obesity prevention and public health program evaluation. She played key roles in the Australia-China technical collaboration on Iodine Deficiency Disorders Elimination in China and Iodine Deficiency Disorders Elimination project in Tibet. She is the current board member of the International Council for the Control of Iodine Deficiency Disorders/Global Network.

### About the lecture

Infant feeding practices can have long-term effects on children and their adulthood health and wellbeing. Among many benefits, children who are breastfed have lower levels of obesity than those who were formula fed. Advances in communication technologies have opened new possibilities for innovative health service delivery and public health interventions. mHealth is using mobile phone devices to improve adherence to health advice, increase access to health information, and to promote healthy behaviour. One of the fastest growing applications of mHealth is mobile short message service (SMS), whereby health promotion and relevant health information messages are sent directly to targeted recipients. We conducted a pilot study in Shanghai, aimed to develop and implement a community-based health promotion intervention to provide staged advice and support for breastfeeding (BF) and infant feeding (IF) through SMS to expecting and new mothers to test the feasibility and acceptability. The results are very encouraging; demonstrated by a high retention rate and improved feeding practices: increased duration of exclusive breastfeeding for children younger than 6 months and decreased introducing complementary feeding to infants before 4 months of age. Using text message to promote breastfeeding is well accepted and feasible in Shanghai. This could be a model for culturally-acceptable healthy infant feeding and childhood obesity prevention in other countries undergoing rapid socio-economic and nutrition transitions like China.

本系列讲座由以下机构联合举办 (The Lecture Series is co-hosted by the following organizations)



THE UNIVERSITY OF  
SYDNEY

更多信息请登陆我们的网站: [www.georgeinstitute.org.cn](http://www.georgeinstitute.org.cn) 或联系我们 电话: 861082800577x117 邮箱: [CD-Center@george.org.cn](mailto:CD-Center@george.org.cn)

For more information, please visit [www.georgeinstitute.org.cn](http://www.georgeinstitute.org.cn), or contact us, Phone: 861082800577x117, Email: [CD-Center@george.org.cn](mailto:CD-Center@george.org.cn)