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The Use of Social Media as a Digital Nutrition Education Tool: Interactive Strategies for Teenagers

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ABSTRACT

The increasing use of digital technology among adolescents has encouraged the development of social media as an alternative medium for nutrition education. Adolescents, as active users of digital platforms, interact intensively in virtual spaces, making social media a potential channel for delivering health information in an engaging, accessible, and adaptable format. This study analyzes the role of social media as a digital tool for nutrition education and explores effective interactive strategies to improve adolescents' knowledge, attitudes, and healthy eating behaviors. A literature review of recent studies from various scientific databases shows that platforms such as Instagram, TikTok, YouTube, and WhatsApp serve as attractive educational media due to their visual features, ease of access, and support for two-way communication. Several effective interactive strategies were identified, including multimedia-based content, gamification, microlearning, live discussions, and the use of health influencers. The findings indicate that social-media-based interventions can enhance engagement, broaden information reach, and promote positive behavior change when designed with a participatory, culturally relevant, and consistent approach. This study underscores the importance of integrating digital technology into adolescent health promotion programs and offers recommendations on interactive strategy models that can be implemented by health practitioners, educators, and policymakers. Overall, these insights contribute to the development of adaptive nutrition education practices aligned with adolescents' characteristics in the digital era.

INTRODUCTION

The development of digital technology has brought about a major transformation in the way people access, process, and share information, including information related to health and nutrition (Segara, 2025; Sari, 2024). Amidst the rapid pace of digitalization, adolescents have emerged as the most adaptive and responsive group to these technological developments. The majority of adolescents now access social media every day via smartphones, making it the main platform for learning, entertainment, social interaction, and even exploring health issues. Social media not only functions as a space for communication, but has also developed into a dynamic information ecosystem, where adolescents acquire various knowledge quickly, instantly, and continuously. Visual, concise, easy-to-understand, and interactive content

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such as short videos, infographics, and question-and-answer features are the most preferred formats, reflecting the cognitive patterns of a generation that has grown up with digital exposure from an early age. This change in preferences shows that the patterns of information search and consumption among teenagers have shifted significantly from traditional media to digital media. Nutrition education materials delivered through conventional methods, such as face-to-face counseling, health seminars, or printed materials, are often considered irrelevant because they are unable to keep up with the pace and characteristics of media that are popular with teenagers.

The limitations of conventional methods, which tend to be one-way, less interactive, and inflexible in content delivery, make it difficult for health messages to be optimally received or understood (Cugelman, 2023). Traditional methods usually have limitations in terms of reach, time, and cost, making it difficult to reach large populations of adolescents. On the other hand, digital platforms offer broader, real-time access to information that can be personalized according to the interests and needs of teenagers. This situation confirms that digital-based nutrition education is no longer just an alternative, but a strategic necessity to ensure that health messages are effectively conveyed to the younger generation living in an ever-evolving digital culture.

At the same time, the increasing prevalence of various nutritional problems among adolescents, ranging from anemia due to iron deficiency, obesity triggered by high-calorie diets and low physical activity, low consumption of fruits and vegetables, to high consumption of fast food, demands a more innovative, adaptive, and relevant educational approach that is tailored to the characteristics of the digital generation. These nutritional challenges not only impact physical health but also affect cognitive development, academic performance, and the overall quality of life of adolescents. This situation highlights the need to utilize media that is familiar to adolescents in their daily lives so that nutritional messages can be conveyed more effectively and sustainably. In this context, social media emerges as a strategic choice because it provides a dynamic, fast-paced, and interactive digital environment. Platforms such as Instagram, TikTok, YouTube, and WhatsApp offer features that enable two-way communication between educators and adolescents (Taba, 2025; Wulandari, 2025), for example through informative short videos, easy-to-understand colorful infographics, interactive polls, live streaming sessions for direct Q&A, and gamification-based challenges that can increase learning motivation. These formats not only make nutrition messages more appealing, but also support the learning style of adolescents, who tend to be visual, fast-paced, and participation-based. The presence of health influencers, educational content creators, and nutrition experts who are active on social media provides a great opportunity to convey information in a style that is more intimate, personal, and relatable (Hendry, 2022; Rubinelli, 2025). Teenagers often trust the figures they follow in the digital world more, so nutrition messages creatively packaged by these influencers can have a wider reach and impact than conventional counseling. This approach also enables the formation of digital learning communities, where teenagers can discuss their experiences, questions, or challenges related to healthy eating. The use of social media for nutrition education is not without significant challenges. Digital platforms open up enormous space for the spread of misinformation, scientifically unsubstantiated content, clickbait, or misleading health claims. Lack of quality control and low digital literacy among some adolescents can make them vulnerable to biased or incorrect information, which can actually worsen eating behaviors. Social media algorithms that prioritize viral and entertaining content over educational content can be

an obstacle to the dissemination of science-based information. Nutrition education strategies on social media must be designed with consideration for scientific validity, source credibility, communication ethics, and verification mechanisms to ensure that adolescents receive accurate, relevant, and useful information.

A review of previous studies shows that although the use of social media in nutrition education is growing, there are a number of research gaps that still need to be seriously addressed. First, most studies only assess the general effectiveness of social media as an educational tool without specifically identifying specific interactive strategies such as gamification, micro-learning, challenge-based activities, comment features, or live discussions that have the most significant impact on improving nutrition literacy and changing adolescent eating behaviors (Kulandaivelu, 2023; Mancone, 2024). The lack of analysis of these interactive elements has resulted in a lack of strong operational recommendations regarding which digital approaches are most effective for adolescents with diverse characteristics. Second, most previous studies have not integrated the psychosocial and digital behavior aspects of adolescents into their intervention design analysis. In fact, factors such as media preferences, attention patterns, the need for social validation, digital identity, and motivation to participate in online activities greatly influence how adolescents receive, interpret, and respond to nutrition information they encounter on social media. Without a deep understanding of these dynamics, educational interventions developed risk being incompatible with the thinking and learning styles of the digital native generation, resulting in less than optimal impact. Third, there is no clear, comprehensive, theory-based conceptual model on how social media can be systematically utilized as a digital nutrition education tool. Many studies focus on technical aspects or practical implementation, but have not developed a theoretical framework that covers the entire process, from intervention planning, content design and type, interaction mechanisms, selection of appropriate platforms, to evaluation methods that are relevant to the digital context. The lack of clarity in this model makes it difficult to compare results between studies and develop best practices that can be applied more widely. Fourth, the variation in research results showing the success or failure of digital interventions has not been adequately explained. Some studies report significant improvements in knowledge or healthy eating behaviors, while others show minimal or even insignificant effects. This variation is likely influenced by a number of factors, such as the quality of digital interactions, consistency in content delivery, exposure intensity, visual design, communication flow, and the cultural and linguistic relevance of the content to adolescents. However, most studies have not conducted in-depth comparative analyses to explain these inconsistencies, leaving considerable room for research that can identify the determinants of the success of social media-based nutrition education interventions in more detail and contextually.

Addressing this gap, this study offers something new by presenting a more in-depth, comprehensive, and systematic analysis of interactive strategies that can be optimized in social media-based nutrition education for adolescents. Not only does it position social media as a means of disseminating information, but this study also emphasizes its role as a dynamic, participatory, and behavior-oriented digital learning space. The novelty of this research lies in the integration of interactive approaches that include gamification, microlearning, active participation through challenges or quizzes, collaboration with credible health influencers, and the use of two-way communication to strengthen engagement and deepen understanding. All elements of interactivity are

critically analyzed based on their effectiveness in building motivation, increasing attention, and strengthening the internalization of nutrition messages in adolescents. This study enriches academic discourse by combining perspectives on adolescent psychosocial development, digital content consumption preferences, and health communication theories such as Social Cognitive Theory and Elaboration Likelihood Model to formulate a conceptual model of digital nutrition education that is more contextual, applicable, and adaptive to changing social media trends. This approach enables the research to produce recommendations that are not only theoretical but also operational and applicable by educators, health workers, school institutions, and policymakers. This study also highlights the importance of strengthening the validity and accuracy of content as a strategic step in dealing with the prevalence of misinformation that can disrupt understanding and negatively affect adolescent nutritional behavior. By placing scientific accuracy as the main foundation for digital content development, this study seeks to develop more responsible nutritional information production standards that are in line with modern health communication principles. Thus, this introduction not only emphasizes the urgency of utilizing social media as a strategic tool in adolescent nutrition education, but also provides a strong theoretical basis and empirical evidence for designing more innovative, participatory, and behavior-oriented digital interventions. It is hoped that this research will make a significant contribution to the development of effective, sustainable health promotion strategies that are relevant to the needs of the digital generation in order to improve nutrition literacy and encourage healthy eating behaviors among adolescents.

METHODOLOGY

This study uses a literature review method to analyze the use of social media as a digital nutrition education tool and identify effective interactive strategies for adolescents. A literature review was chosen because it provides a comprehensive overview of empirical and theoretical findings from previous studies, thereby strengthening conceptual analysis and enabling the development of educational strategy models relevant to the current digital context. The literature collection process was carried out systematically by searching various international and national scientific databases such as PubMed, ScienceDirect, Scopus, Google Scholar, and DOAJ. The inclusion criteria in this study included scientific articles published in the last ten years, written in English or Indonesian, focusing on digital-based nutrition education or health promotion, and involving adolescents as the target group. In addition, only articles with clear research designs, valid data, and high relevance to the topic of social media intervention were included in the analysis. Exclusion criteria included opinion articles, non-scientific reports, and publications that did not specifically discuss interactive aspects of digital nutrition education. All articles obtained were then selected through a process of screening titles, abstracts, and full texts to ensure their suitability for the research focus.

Data from selected literature was analyzed using a thematic approach, namely by identifying patterns, trends, and thematic categories such as forms of digital interaction, types of educational content, the effectiveness of social media, changes in nutritional behavior, and challenges and opportunities in the implementation of digital education. Each finding was critically analyzed to assess its methodological strength, consistency of results, and relevance in designing an interactive strategy model that can be applied to adolescent nutrition education. The results of the analysis were then integrated to

produce a comprehensive understanding of the role of social media as a digital nutrition education tool and the most effective and sustainable interactive strategies. Through this literature review method, the study aims to provide a stronger, evidence-based perspective that can be used to formulate digital intervention recommendations tailored to the needs and characteristics of adolescents in today's technological era.

RESULTS AND DISCUSSION

Social media has become a strategic space for implementing digital nutrition education due to its ability to convey information in a way that is fast, interesting, and easily accessible to adolescents (Mustofa, 2024; Pratama, 2024; Melani, 2024). Unlike traditional educational media, which tend to be passive and one-way, social media offers a dynamic format that supports real-time interaction between information providers and users. Visual content such as infographics, simple illustrations, short animations, and nutritional diagrams have been shown to help adolescents understand nutritional concepts that were previously considered abstract or difficult to understand when presented in lecture format, long texts, or printed materials (Ebeling, 2024; Suiraoka, 2024). This visual approach facilitates the process of knowledge internalization because adolescents tend to learn visually and quickly process graphic information. The concise, modern, and relevant style of delivering messages makes social media an effective medium for introducing basic nutritional principles, such as macronutrient and micronutrient requirements, healthy meal portions, the importance of food variety, and guidelines for reading nutrition labels (Thapliyal, 2024).

Content packaged with real-life examples, such as simple breakfast menus, healthy snack alternatives, or how to manage meal portions, is more easily accepted because it aligns with the routines of teenagers. Research also shows that the use of simple, communicative, and non-technical language is an important factor in increasing teenagers' engagement with nutrition education content. Teenagers tend to avoid information that is too complicated or uses unfamiliar scientific terms, so presenting nutritional concepts in a familiar and easy-to-digest format can increase the effectiveness of the message delivery. The literature shows that digital content designed with scientific accuracy but delivered in a popular way has greater appeal to adolescents (Damers, 2022; Lewis, 2024). They are more responsive to messages that are not only informative but also enjoyable, such as quiz-style content, short tips, or educational comics. This approach not only helps improve basic nutrition understanding but can also encourage healthier eating behaviors through the internalization of messages over time. Thus, social media does not merely function as a channel for disseminating information but becomes an adaptive, interactive nutrition learning ecosystem with the potential to have a long-term impact on adolescent health.

In addition to visual aspects, interactive features in social media are an important factor that strengthens the nutrition education process. Interactivity enables a two-way learning process, where teenagers are not only recipients of information, but also active participants in understanding, applying, and evaluating the nutritional messages they receive. Features such as polls, question boxes (Q&A), short quizzes, gamification-based challenges, and live interaction sessions with nutritionists or content creators provide opportunities for teenagers to explore nutrition topics according to their needs and curiosity. This active involvement strengthens the cognitive process, because information is not only received passively, but is processed through responses, reflection, and direct communication. Such digital interactions not only increase

knowledge but also trigger deeper emotional engagement. When teens participate in interactively designed activities, they tend to feel valued, listened to, and involved in a larger community (Sinambela, 2025). This sense of connection has significant psychological implications, as it creates a more enjoyable and personalized learning experience. For example, challenges such as “healthy eating week” or “no sugar challenge,” which went viral on TikTok and Instagram, have been proven to encourage real behavioral change in some teenagers. The challenge combines elements of light competition, social motivation, and user creativity in sharing their progress through photos, videos, or stories.

Digital community-based behavior plays an important role in strengthening adolescents' intrinsic motivation to adopt healthy eating patterns (Sher, 2024; Shams, 2024). When adolescents see their peers or idols participating in the challenge, they feel a strong sense of social support, which ultimately increases their commitment to trying, maintaining, or improving their eating habits. This encouragement from the digital environment also serves as positive reinforcement that can strengthen healthy eating behaviors, especially when teens receive appreciation in the form of likes, positive comments, or recognition from the community. Thus, interactive features not only enrich the learning experience but also have the potential to become a catalyst for more sustainable behavioral change.

The presence of health influencers or nutrition content creators has a significant impact on the effectiveness of digital nutrition education, especially among adolescents who are greatly influenced by public figures on social media (Rinaldi, 2023). Adolescents tend to place their trust in individuals whom they consider to be relatable, relevant, inspiring, and who have a communication style that suits their digital preferences. In this context, influencers serve not only as information disseminators but also as role models who exemplify healthy eating behaviors through their daily content (Rogers, 2022; Sokolova, 2024). When credible influencers post content about healthy food choices, how to read nutrition labels, tips for preparing nutritious snacks, or share daily menu recommendations, teenagers tend to respond by following, trying, and even imitating these behaviors as part of their digital identity. The impact of influencers is even stronger when they package information in a personal, authentic, and relatable way. For example, by showing healthy eating routines, demonstrating the process of preparing food, or sharing personal experiences in managing health issues through nutritional changes. This narrative approach creates an emotional connection between influencers and their followers, so that the nutritional messages conveyed feel more real, easy to internalize, and not patronizing. Storytelling elements also help strengthen teenagers' understanding by providing concrete and relevant context to their daily situations. The role of influencers is not limited to disseminating information, but also shaping new social norms in the digital environment.

When content about healthy eating or active lifestyles receives a lot of attention, likes, or positive comments, it creates positive social pressure that encourages teenagers to engage in similar behaviors (Cung, 2021; George, 2024). Thus, influencers contribute to building a digital culture that is more conducive to nutrition education. The literature also emphasizes the existence of risks that cannot be ignored. Not all influencers have adequate scientific competence, so some of them may spread inaccurate, biased, or even potentially harmful nutritional information, such as extreme diets, supplements without scientific evidence, or misleading health claims. Collaboration between influencers and health workers, nutritionists, or professional institutions is crucial to ensure the

accuracy, credibility, and ethics of the messages conveyed. This collaborative approach enables the creation of educational content that is of higher quality, more reliable, and still appealing to teenagers, while minimizing the risk of misinformation spreading in the digital space.

There has been a significant increase in adolescents' knowledge and literacy about nutrition after participating in social media-based digital education programs (Sugiarti, 2025; Yunieswati, 2022; Reza, 2025). Interventions utilizing digital platforms have been proven to improve adolescents' understanding of various aspects of basic nutrition, including daily macronutrient and micronutrient requirements, the dangers of excessive sugar consumption, the importance of hydration, the principles of energy balance, and the long-term effects of fast food and ultra-processed foods on health. Exposure to easily accessible and attractively packaged content helps adolescents build a stronger awareness of the importance of choosing healthy foods from an early age. The literature also shows that digital education programs that are conducted repeatedly and consistently can strengthen information retention and make it easier for adolescents to apply nutritional concepts in their daily lives. This increase in nutritional literacy has been shown to contribute to changes in eating behavior towards healthier choices. Several studies report an increase in fruit and vegetable consumption, a decrease in the consumption of sugary drinks and foods high in sugar, and an increase in the frequency of healthy breakfasts after adolescents engage in social media-based nutrition education content (Hawkins, 2024). Adolescents also showed an increase in their ability to assess food composition, read nutrition labels, and identify foods with better nutritional value. These changes reflect a process of effective knowledge internalization, which not only influences cognitive understanding but also shapes long-term eating patterns. The effectiveness of digital interventions depends heavily on several important factors. Consistency in content delivery is one of the main determinants, as messages that are delivered sporadically or in an unstructured manner tend to have less influence on behavioral change. The relevance of the issues raised also plays an important role; topics that are close to the daily lives of adolescents, such as healthy snack choices, ways to reduce sugar consumption, or quick breakfast menus, are more easily accepted and applied. The quality of the presentation, which combines scientific elements with visual creativity, such as the use of short videos, animations, and illustrations, greatly influences the engagement and understanding of adolescents. By combining accurate information and aesthetic appeal, digital content can be an effective and enjoyable educational tool, thereby encouraging the formation of more sustainable healthy eating behaviors.

There are several important challenges that must be overcome in implementing digital nutrition education on social media. One of the biggest challenges is the high volume of misinformation and disinformation related to nutrition that is widely spread, and often spreads much faster than verified scientific information (Suardi, 2025; Kurniawan, 2024; Syarrafah, 2025). Content containing exaggerated health claims, extreme diet trends, promotion of weight loss products without scientific basis, and certain food myths can quickly go viral due to the nature of social media algorithms that prioritize engagement over information accuracy. This situation exposes many teenagers to false, confusing, or even dangerous information, which can potentially lead them to unhealthy eating habits or risky behaviors. Low digital literacy among some teenagers further exacerbates the situation. Many of them still find it difficult to distinguish between credible educational content and content designed solely to attract attention.

Limited understanding of how algorithms work, digital marketing techniques, and content bias makes teenagers vulnerable to accepting information without verifying it.

Teenagers' high level of trust in certain public figures or influencers, even though they do not have a scientific background, increases the likelihood of spreading invalid information (Jasmine, 2025). This challenge highlights the need for a nutrition education approach that not only focuses on delivering nutritional information but also includes strengthening critical thinking skills. Digital education programs should be designed to help teens develop the ability to evaluate the validity of information, identify credible sources, understand the difference between opinion and scientific evidence, and cross-check health claims that are circulating. The integration of digital literacy in nutrition education is a strategic step to build information resilience in adolescents, enabling them to become smarter and more empowered consumers of information (Anshori, 2024; Simangusong, 2025; Hendera, 2025). Thus, digital nutrition education not only aims to improve nutrition literacy but also to shape a young generation that is critical, responsive, and able to protect themselves from the negative impacts of misinformation in the digital space.

The low level of long-term attention among adolescents to educational content, which is essentially influenced by the characteristics of digital media consumption that is fast, instant, and full of distractions (Lestari, 2025; Sapriadi, 2024). Several studies report that although educational content often receives positive responses in the early stages, the level of engagement among adolescents can decline over time if the content is not presented consistently, does not follow the latest trends, or lacks elements of creativity that are in line with the dynamics of digital culture. The phenomenon of short attention spans and fierce competition with entertainment content means that educational content must be able to compete visually and emotionally to remain attractive to adolescents. Health workers and educators need to understand not only the substance of the message, but also the social media ecosystem more comprehensively. Knowledge of how algorithms work, the optimal posting rhythm, developing content trends, and communication styles preferred by adolescents are important aspects in designing sustainable nutrition education programs. Creatively updated and relevant content, for example by combining storytelling, humor, music, or short video formats, will have a greater chance of maintaining user engagement. Strategic efforts such as consistent posting schedules, creating thematic content series with continuity, collaborating with other content creators or influencers, and utilizing new features such as reels, duets, live rooms, or interactive stickers can increase the sustainability of educational programs. This approach not only maintains user interest but also builds expectations and habits of consuming educational content among teenagers. Thus, the success of social media-based nutrition education is greatly influenced by the educator's ability to adapt to the pace of digital change and design content that is not only informative but also relevant, engaging, and consistent over time (Tyarini, 2023; Widartika, 2025).

The success of digital nutrition education is greatly influenced by the suitability of content to the cultural context of adolescents (Zulfikar, 2025; Maulidiyanti, 2024). Culturally relevant content, such as featuring everyday foods, local eating habits, and simple ways of preparing food with easily accessible ingredients, has been proven to be more effective in increasing engagement and understanding. Adolescents tend to respond more positively to content that is close to their reality, so educational materials that use unfamiliar foods or menus with expensive and hard-to-find ingredients often do

not evoke a sense of relevance. Various studies show that educational approaches must consider the social, emotional, and psychological dynamics that are unique to adolescence, including the need for social validation, the drive to establish self-identity, and the tendency to follow trends and popular figures on social media. Nutrition content packaged in a narrative form, such as inspirational stories, health journeys, or documentation of positive transformations, can have a stronger impact than the rigid and purely informative presentation of nutritional facts. This storytelling approach not only increases emotional closeness but also facilitates behavioral change through modeling and social learning mechanisms. The integration of attractive visual elements, light humor, interactive challenges, or collaboration with influential figures can further enhance the effectiveness of such content. Nutritional content packaged in a narrative form, such as inspirational stories, health journeys, or documentation of positive transformations, can have a stronger impact than simply presenting nutritional facts in a rigid and informative manner. This storytelling approach not only increases emotional connection, but also facilitates behavioral change through modeling and social learning mechanisms. The integration of attractive visual elements, light humor, interactive challenges, or collaboration with influential figures among teenagers further strengthens the acceptance and sustainability of digital nutrition education programs in the long term.

Social media is a highly potent tool for improving adolescent nutrition literacy and behavior, provided it is used with the right evidence-based strategies (Kautsar, 2024). The effectiveness of digital nutrition education depends not only on the presence of content, but also on the quality of message design, consistency of delivery, and the platform's ability to facilitate meaningful social interaction. Engaging visual content, high interactivity, strong scientific validity, and relevance to everyday life are fundamental factors in building adolescents' interest and engagement. The success of educational campaigns is greatly influenced by the program's ability to create a supportive digital community where adolescents feel heard, valued, and have space to share their experiences and personal progress. The use of interactive strategies such as gamification, microlearning, collaboration with credible influencers, and two-way communication through comment features, Q&A, or live streaming has been proven to strengthen the impact of education by increasing the sense of participation and intrinsic motivation. Several studies also show that integrating social media analytics data can help educators understand youth engagement patterns in greater detail, allowing content strategies to be tailored based on active times, format preferences, or the most effective message types. Thus, if strategy development is carried out systematically, comprehensively, and adaptively in line with digital trends, social media has the potential to become an important pillar in promoting youth health. Ultimately, this approach is expected to not only improve nutrition literacy but also foster sustainable healthy eating behaviors in this dynamic digital age.

CONCLUSION

Based on the results of the literature review, it can be concluded that digital nutrition education through social media has great potential as an innovative strategy in improving knowledge, literacy, and healthy eating behaviors among adolescents. Social media provides a flexible, easily accessible learning space that is well-suited to the characteristics of the digital generation, who tend to prefer visual, concise, and interactive content. Through the use of infographics, short videos, gamification-

based challenges, and two-way interactions, nutrition education can be delivered in a more interesting and relevant way to the daily lives of adolescents. Findings show that adolescent engagement increases significantly when nutrition content is packaged with visual creativity and collaborated with health influencers who have credibility and psychological closeness to young audiences. Strengthening digital communities, for example through “healthy challenge” campaigns or online discussion forums, has been proven to increase teenagers' motivation and consistency in adopting healthy eating behaviors. Additionally, digital education can improve teenagers' understanding of nutritional needs, the dangers of consuming unhealthy foods, and the importance of making decisions based on scientific evidence when choosing foods. The study also identified important challenges that need attention. Misinformation on social media, low information verification capabilities, and declining long-term attention to educational content are factors that can hinder the effectiveness of digital interventions. Therefore, the success of nutrition education depends not only on the quality of content, but also on strengthening digital literacy, involving health workers in content production, and implementing sustainable and adaptive delivery strategies that respond to the dynamics of social media trends. Overall, digital nutrition education on social media can be an effective approach to increasing awareness and healthy eating behaviors among adolescents, as long as it is designed based on scientific principles, considers the psychosocial needs of adolescents, and integrates creative and collaborative digital communication strategies. This intervention has the potential to become an important foundation in public health promotion efforts, particularly in shaping a younger generation that is more nutrition-aware, critical of health information, and has healthier and more sustainable eating habits in the digital age.

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