

A33 Development of animated materials and assessment of their validity and feasibility to optimise parental knowledge and attitude about optimal children feeding in Terengganu

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The use of audiovisual media is beneficial because mothers' knowledge and attitude improved after receiving health education through video media. Hence, the aim of the present study was to develop the animated materials regarding optimal children feeding and to assess their validity and feasibility. Two videos of animated materials were developed which were a short video animation and a bubble note video with music. Validity testing was conducted after the animated materials were completely developed. The components in the animated materials were reviewed by panel of experts ($n=15$). Then, the feasibility questionnaire which consists of sociodemographic, acceptability and practicality of animated materials was distributed to the participants ($n=45$). Based on the findings, all items in item-level content validity index (I-CVI) were found to be relevant (0.82-0.88), thus supported that the animated materials are valid. For feasibility tests, the animated materials were mostly acceptable with majority of participants gave 4 or 5 rating (80.0-86.6%), and have a level of practicality with majority of participants rated 4 or 5 (46.7-66.7%). Thus, these animated materials are valid and feasible to be used and it is expected that these animated videos would benefit parents, particularly by providing information on optimal children feeding because they can watch the animated videos on their phone at any time and from anywhere.