

English article

Background: Vegetables and fruits are rich sources of nutrients, minerals, and vitamins, promoting good health and boosting immunity. They help prevent non-communicable diseases such as obesity, cancer, and cardiovascular issues. The World Health Organization (WHO) and the Food and Agriculture Organization (FAO) recommend that people consume at least 400 grams of vegetables and fruits daily, with a breakdown of at least 240 grams (3 portions) of vegetables and 160 grams (2 portions) of fruits, totaling at least 400 grams (5 portions) of vegetables and fruits per day.

A survey on the consumption behaviors of vegetables and fruits in the Ban Thana community revealed that 87 out of 143 households purchased unsafe vegetables from the market. The behavioral causes included convenience and easy access to local markets, as well as a lack of knowledge and awareness about growing vegetables and avoiding chemically unsafe foods. From a social and environmental perspective, unsafe vegetables were easily accessible due to mobile vendors entering the community, and there was insufficient support from relevant health service organizations. This increases the risk of contamination from chemical pesticides, such as insecticides and herbicides, which negatively impact consumers' health, causing both acute and chronic toxicity. Acute toxicity can include respiratory irritation, digestive problems, and nervous system disorders, while chronic toxicity may lead to genetic changes, cancer, and birth defects in infants. Therefore, educating the community about growing vegetables in their own households would enable them to consume safe, healthy vegetables and fruits.

School of Nursing, Walailak University, recognized the benefits of promoting safe and healthy vegetable and fruit consumption. As a result, the "Health Promotion Project for Producing and Consuming Household Vegetables in Ban Thung Jude, Khlong Sae Subdistrict, Tham Phannara District, Nakhon Si Thammarat Province" was initiated to enhance the community's health.

Target Groups: The project involved 115 households, including a working group of 15 people and 80 households.

Collaborative Efforts: The success of this project was a result of collaboration between community leaders and various partner organizations, including the community development unit, Khlong Sae Subdistrict Administrative Organization, Ban Plai Sae Health Promotion Hospital, Tham Phannara District Agriculture Unit, Tham Phannara District Public Health Office, and Walailak University's School of Nursing.

Project Outcomes: The project empowered the community with management skills, leadership, and unity. Community members gained knowledge about household vegetable cultivation, creating an environment conducive to growing and consuming chemical-free vegetables. It fostered a sustainable culture of chemical-free vegetable cultivation and consumption within the community.

Conclusion : This project provided the community with knowledge and understanding of sustainable chemical-free vegetable consumption, helping reduce expenses. It also allowed the community to sell or trade vegetables, promoting unity and improving the overall well-being of the community.