

National Nutrition Month: Tips to help Latino and Hispanic families improve health.

by: Elaine Auld

SUMMARY

To reach a Latino and Hispanic audience, the Society for Public Health Education developed a national radio announcement to share 12 tips to help that audience eat more nutritiously.

Substituting foods and even small dietary changes can lead to positive results. Researchers report that more than 40 percent of Latinos are obese. Released during March, which is National Nutrition Month, offered 12 tips to share.



CHALLENGE

Inequities in access to healthcare, the quality of care received and opportunities to make healthy choices where people live, learn, work and play all contribute to the rates of obesity being higher for Latino adults and children compared to whites.

Also contributing to the higher rates of obesity is the fact that Latino communities experience higher rates of hunger and food insecurity, limited access to safe places to be physically

active and targeted marketing of less nutritious foods.

Latinos are the fastest growing population in the United States — it is estimated that nearly one in three children will be Latino by 2030 — so addressing these disparities is essential for the well-being of individuals and families and to help contain skyrocketing U.S. healthcare spending and increase the nation's productivity.

YOUR INVOLVEMENT IS KEY

A new website, available at www.Partnering4Health.org contains this public service announcement, a video, report, an online sustainability course and toolkit, a database with resources and additional information, infographics and advertising materials.

"National Nutrition Month is an opportunity to learn about nutrition and try new and healthy foods. Eating healthy foods can help weight management and lower risk for many chronic diseases like heart disease, type 2 diabetes, and cancer."

- Elaine Auld

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SOLUTION

To reach a Spanish/Latino audience, the Society for Public Health Education developed a national radio public service announcement to share 12 tips to help that audience eat more nutritiously.

With a simple message of substituting foods and even small dietary changes could lead to positive results, the announcement was recorded in a professional studio with an experienced radio announcer and disseminated across the United States.

Released during March, which is National Nutrition Month, offered 12 tips to help families eat healthier.

RESULTS

The radio public service announcement aired on radio stations in New York City, Los Angeles, Dallas, Washington, D.C., Tampa, San Antonio and Austin Texas, Albuquerque and Miami.

The total media impressions were more than 26 million.

Substituting foods and even small dietary changes can lead to positive results among this targeted audience.

SUSTAINING SUCCESS

With national communication efforts to reach targeted audiences with messages to help them improve their health which could result in adoption of policies, systems, and environments (PSE) that would make communities healthier and promote individuals' healthy choices.