



Esto es mejor: Improving food purchasing selection among low-income Spanish-speaking Latinos through social marketing messages

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Purpose

- To examine how a low-literacy consumer activation nutrition educational paradigm could be used to increase food literacy and change consumer behavior toward healthy eating among Spanish-speaking Latinos.
- To inform statewide public health policy about the use of social marketing strategies to promote healthy eating in relation to the micro-level and macro-level food environments of low-income Spanish-Speaking Latino families.



Aims

- examine the food purchasing patterns of low-income Spanish-speaking Latino families with at least one parent with type 2 diabetes in order to assess the nutritional value of the purchased food bought within their community (micro-level food environment)
- examine how a low-literacy nutrition educational consumer activation paradigm could influence consumer behavior by increasing Latino consumers' food literacy



Aims (continued)

- conduct a census of community food establishments in order to highlight availability of healthy food choices
- develop social marketing messages and other communication strategies to promote healthy food purchasing and consumption practices among Latinos



Aims (continued)

- inform policymakers at local and state levels about how to maximize communication outlets, such as community level ones, to deliver messages about healthy eating (macro level food environment)



Research Questions

- *Research question 1* – what are the changes that are observed in participants' groceries receipt at baseline compared to the receipts of the groceries they purchased after receiving instruction on healthy eating using the plate method?



Research Questions (continued)

- *Research question 2* – what are the changes that participant make in food preparation and eating patterns after receiving instruction on healthy eating using the plate method paradigm?



Interest and experience in the field of Latino obesity

- Past and current collaborations with Joslin Diabetes Center's Latino Initiative (Dr. Enrique Caballero, Director)
- Principal Investigator for a study funded by the Centers for Medicare and Medicaid Services
 - Spanish-speaking Latinos with diabetes
 - Educational intervention to improve diabetes management



Current research activities

- Conducting a census of a sample of local food stores (i.e., convenience stores, large grocery stores and restaurants) to identify availability of healthy food choices
 - Nutrition Environment Measures Survey in Stores (NEM-S)
 - Nutrition Environment Measures Survey in Restaurants (NEM-R)

