Latino Campaign

California Department of Public Health

Overview

The Latino Campaign is a social marketing intervention designed to empower low-income Latino adults and their families to consume the recommended amount of fruits and vegetables, drink water instead of sugary drinks, and enjoy physical activity every day via social media and point-of-sale materials in retail locations. The Latino Campaign works with communities throughout California to create environments where healthy behaviors are socially supported and accessible. The fruit, vegetable and physical activity objectives are designed to reduce the risk of chronic diseases, especially cancer, heart disease, type 2 diabetes, and obesity.

**Target Behavior:** Healthy Eating, Physical Activity  
**Intervention Type:** Social Marketing

Intervention Reach and Adoption

The Latino Campaign targets Latino adults and their families in low-income communities.  

**Setting:** Community, Retail  
**Target Audience:** All *Race/Ethnicity:* Hispanic/Latino

Intervention Components

The Latino Campaign includes websites, billboards, and radio ads designed to increase self-efficacy among Latino families to start making healthy changes in their households and communities.

Intervention Materials

**Media Campaign and Website:** *A mis hijos no (Not My Kids)*  
This statewide media campaign includes websites, billboards, and radio ads designed to increase self-efficacy among Latino families to start making
Evidence Summary

The Latino Campaign evaluated the cumulative effect of its media and community-based social marketing interventions on fruit and vegetable intake and factors that affect consumption of Latino adults, aged 18 to 65 years. The results showed that the Latino Campaign significantly increased fruit and vegetable consumption among Spanish-speaking Latinos by 37%. In 2012, the Latino Campaign conducted a text message pilot program designed to provide and support nutrition education efforts targeting low-income Latinos in California. It was localized to five cities in the Central Coast region of California. Qualitative feedback from participants was gathered to evaluate the effectiveness of distributing healthy eating and beverage consumption tips via text messages twice a week for up to 16 weeks. A total of 579 subscribers participated in this pilot. They reported a 17% increase in filling half their plates with fruits and vegetables; 70% met or exceeded healthy beverage goals they set for themselves. **Classification:** Practice-tested

Evaluation Indicators

Based on the SNAP-Ed Evaluation Framework, the following outcome indicators can be used to evaluate intervention progress and success.

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<th>Readiness and Capacity – Short Term (ST)</th>
<th>Changes – Medium Term (MT)</th>
<th>Effectiveness and Maintenance – Long Term (LT)</th>
<th>Population Results (R)</th>
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<td>Environmental Settings</td>
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<td>Sectors of Influence</td>
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Evaluation Materials

Currently, no evaluation tools or materials are available.

Additional Information

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