



Esto es mejor:

Improving food purchasing selection among low-income Spanish-speaking Latinos through social marketing messages

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Project Summary

- To examine how a low-literacy consumer activation nutrition educational paradigm can 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 among low-income Spanish-Speaking Latino families.

Project Results to Date

- Census of a sample of food stores and restaurants/take-out food establishments in the community
- Participant observations of the volume of customers entering and exiting a sample of food stores and restaurants
- Ethnographic documentation of participants' food shopping behavior

Project Results to Date

- Photographs of the families' home food environment taken by the families' children
- Nutritional analyses of participants' food purchasing receipts
- Analysis of the ethnographic observations of participants' shopping behavior



Sample

- ❑ 20 families
 - ❑ 75% reported receiving Supplemental Nutrition Assistance Benefits
 - ❑ Spend 33% of their income on food
 - ❑ Baseline food purchase high in calorie content, fat, sodium and carbs; low fiber content



Research Activities

- ✓ Baseline interview
 - ✓ Family goal
- ✓ Photographic documentation of home food environment
- ✓ Grocery shopping
- ✓ Grocery store receipt analysis
- ✓ Plate method, food labels
- ✓ Grocery store tour
- ✓ Grocery shopping
- ✓ Grocery store receipt analysis

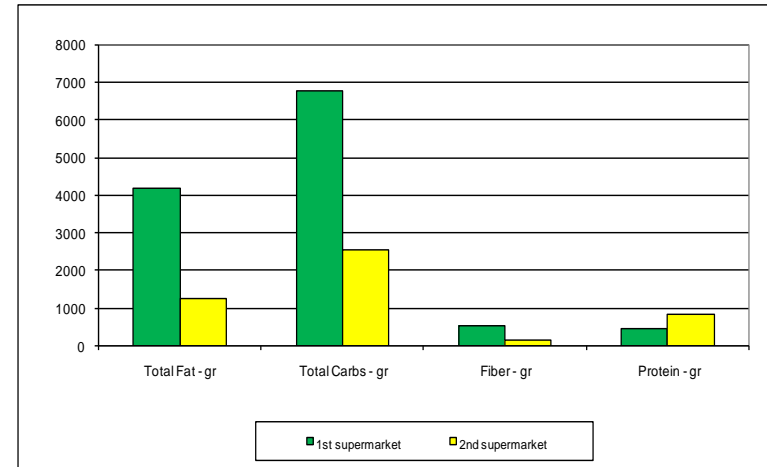
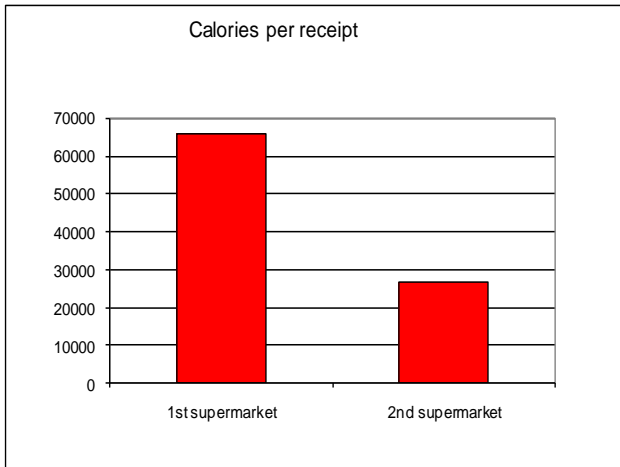
Reaction to baseline receipt nutritional analysis

# of Items	Calories	Fat	Carbohydrates	Fiber	Proteins
20	24776 Kcal	409 g	4551 g	129 g	870 g

This mother was surprised to realize that although she was trying to buy whole grains and high fiber foods, that was not the reality. She bought “brown bread” but it had 0 grams of fiber and she did not know how to read the label.

After receiving the nutrition information she said: “Lo que compré nos está haciendo mucho daño” (“What I bought is hurting us.”)

Pre and Post purchase



Each dollar bought:

1st Supermarket

1320 Calories

84 grams of fat

135 grams of carbs

10 grams of fiber

9 grams of protein

2nd Supermarket

583 Calories

28 grams of fat

56 grams of carbs

4 grams of fiber


18 grams of protein



LESSONS LEARNED

Family of three

- “I learned to buy what is in season because it is cheaper and better. I also learned that portion size matters: a little bit of everything is better and that is what we do now. Now we eat more vegetables. “
- This mother’s advice: “when you are planning your meal, put more vegetables than rice and beans.”



Single mother of two

I learned to buy less stuff, I do not need to see my fridge full off unhealthy and costly items.

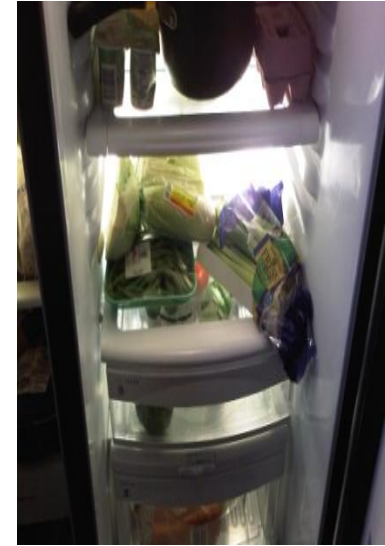
I am not buying sodas, and we are drinking more water. I read the labels when I go shopping.

Refrigerator content

Before



After



Participant story

- “Ahora no compro lo que me gusta sino lo que me conviene”.
- “La diferencia cuando voy al mercado es que me demoro más comprando, leo las etiquetas”.
- “Antes me quejaba con mi esposo porque no me alcanzaba el dinero, ahora me sobran \$20-\$30 a la semana. ¡No se lo digas a mi esposo! Lo que me sobra lo ahorro y compro otras cosas para la casa”.
- “Participar en este estudio me ha ayudado en economizar y escoger mucho mejor”.
- “Now I do not buy what I like but what is best for me.”
- “The difference is that when I go grocery shopping it takes longer, I read labels.”
- “Before, I used to complain to my husband about not having enough money, now I save \$20-\$30 a week. Don’t tell my husband! I save the money I save and buy things for the home.”
- “Participating in this study has helped me save and choose much better.”

Next Steps

- ✓ Focus groups to test messages
- ✓ Report to Department of Public Health
- ✓ Presentation at local community based health center
- ✓ Produce newspaper articles
- ✓ Manuscript for peer-reviewed journal
- ✓ Grant applications