

Objectives

- Describe the components of a Text Message Pilot Program designed to provide and support nutrition education efforts targeting low-income Latinos in California
- Compare the fruit, vegetable, and sugary drink consumption of participants before and after the intervention
- Examine unprompted, qualitative feedback from participants

Introduction

- Network for a Healthy California- Latino Campaign* targets SNAP-Ed-eligible Latino adults through the media and by working in qualifying community sites
- 72% of Latino cell phone owners use their phone to text; 82% of Latinos ages 18 to 29, 62% ages 30 to 44, and 41% ages 45 to 59
- Because Latinos often work in seasonal occupations in different parts of the state, they rely more on cell phones than other low-income Californians

Methods

- The program was localized to 5 cities in the Central Coast region of California
- Passive recruitment occurred through posters in the community where SNAP-Ed-eligible frequent, and active recruiting was performed by program staff at community events and WIC offices

Methods cont'd

- For up to 16 weeks, participants received two weekly text messages with healthy eating and beverage consumption tips; one additional was sent if there was an approaching *Latino Campaign* event in their area
- Evaluation was conducted through text messages about filling half your plate with fruits and vegetables and sugary drink consumption at the beginning and end of the program

Results

- 579 subscribers (Spanish n=451, English n=128)
- Subscribers reported a 17% increase in frequency of filling half their plates with fruits and vegetables (p=0.006)
- 70% of participants who set healthy beverage goals reported meeting or exceeding them
- Over 185 messages were received from nearly 100 subscribers not in response to a question, but simply to acknowledge or provide thanks for the message
- Unprompted text responses included:

"My children stopped drinking soda for a long time and I have cut back to almost nothing now that I have a better sense of what I'm drinking. Thanks."

"Thank you. I went from size 11 pants to size 7."

"Thanks to all of you. I have lost 15 pounds. I look and feel good. People tell me I look thin."

Conclusion & Future Directions

Study findings support the effectiveness of texting programs at improving dietary behaviors in low-income Latinos. With the groundwork laid and effective messages already developed, this pilot project will be expanded.

In FFY 2014, the *Network for a Healthy California* plans to use lessons learned from the Text Message Pilot Program to implement nutrition education supplemented by text messages with Latinos in a healthcare setting, and with African Americans in beauty salons.

Gane la lucha por la salud de su familia.
Mande un mensaje de texto con la palabra **uvas al 30123** para unirse a nuestro programa.

Le mandaremos consejos que le ayudarán a comer saludable cada semana hasta septiembre de 2012.*

CAMPEONES del CAMBIO
Red para una California Saludable

Este material fue producido por la Red para una California Saludable del Departamento de Salud Pública de California con fondos de SNAP del USDA, otorgados en California como CalFresh (antes conocido como: Estampillas de Comida). Estas instituciones son proveedoras y empleadoras que ofrecen oportunidades equitativas. CalFresh ayuda a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.campeonesdelcambio.net.

*Cargos por mensaje y datos pueden aplicar. Respuesta ALTO para cancelar. Respuesta AYUDA para obtener ayuda. Mande mensajes a campeonesdelcambio.net.

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