



Latino Health Awareness Month

September, 2015

California Department of Public Health
Nutrition Education & Obesity Prevention Branch



Concept

- Each September, the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) observes Latino Health Awareness Month (LHAM) as **a time to empower California Latinos to make healthier choices for their families and communities.**

Latino Health Awareness Month:

- Offers the opportunity to **raise awareness** about **the current statistics** concerning California's Latinos.
- Provides the resources, information and tools needed to turn the tide on obesity in their community.

Research

California's Latino population is disproportionately affected by the obesity epidemic.

- Statistics show that **more than 32 percent** of California's Latino adults are obese and among **Latino adolescents, 40 percent** are either overweight or obese.

California Latino's daily sugar consumption has reached unhealthy levels.

- Among California's adolescents, **Latinos are more likely than other teens to drink sugar-sweetened beverages (SSBs)**, with 48 percent drinking at least one per day. SSBs like sodas and energy drinks, comprise the largest source of added sugar and are associated with **increased rates of obesity** and other chronic health conditions, such as **type 2 diabetes**.

Theme for 2015

***Latino Health Awareness Month Activities
Help Families Learn about Sugar's
Effect on Obesity and
Make Healthier Choices***

Goals & Objectives

Goal

To enable and assist local health departments (LHDs) statewide in raising awareness of LHAM and the critical issues impacting the health of California Latinos in their local communities (through multiple communications channels, including news media, special events and social media).

Objectives

- Increase local health department (LHD) participation in LHAM.
- Garner media coverage of LHAM and LHD events and activities in support of it.
- Increase opportunities to recruit new Champions for Change.

Target Audiences

- California Latinos making healthy changes at home and in their communities (potential Champions for Change recruits).
- Low-income California Latinos.
- Media throughout California, including print, broadcast, online and bloggers.
- Reminder – NEOPB has cultural PR consultants to help with outreach to the Latino community.

Tips for Promoting Latino Health Awareness Month

- ✓ Show just how many teaspoons of sugar are in one can of soda (use one sugar cube to represent a teaspoon and show how they add up).
- ✓ Hold mini-workshops to teach families about the importance of reading nutrition labels. And, teach families the many other names for sugar so they can recognize them on these labels.



Tips for Promoting Latino Health Awareness Month

- ✓ Demonstrate making healthy changes in the kitchen – invite Champions for Change to share their favorite family dishes with attendees.
- ✓ Schedule a variety of physical activities for community members to try. Invite local Zumba™, folk dance or yoga teachers to conduct demonstrations during your event.
- ✓ Have a list of tips about simple ways to add more fruits and vegetables to meals along with suggestions for free or low-cost physical activities on hand to distribute to attendees.
- ✓ Use social media for both promoting and capturing events.
- ✓ Share relevant moments that capture C4C spirit and share with NEOPB for posting to the C4C social channels.



Tips for Promoting Latino Health Awareness Month

- ✓ Partner with community stores/ mercados to demonstrate how to Rethink Your Drink (RYD). Offer customers flavored water samples along with recipe cards.
- ✓ Host a RYD booth at a community cultural health fair. Display RYD label-reading posters, offer flavored water samples and recipe cards along with Potter the Otter materials for kids.
- ✓ Lead healthy shopping tours and/or shopping on a budget tours at a community retailer/mercado. Share produce tip cards -- available in English and Spanish -- to educate attendees about low cost ways to buy produce.





Template Media Materials

Messages



Message 1:

What is Latino Health Awareness Month (LHAM)?

- Promoted by the California Champions for Change movement, Latino Health Awareness Month is observed each September to encourage Latino families to live healthier, more active lives.
- Throughout the month, [**INSERT LHD NAME**] creates opportunities for communities to come together to join the movement for healthy change by eating healthier and being more active every day.
- The Latino Health Awareness Month event in [**CITY/COUNTY**] will be held at [**INSERT LOCATION**] on [**DATE**].

Messages



Message 2:

Why is Latino Health Awareness Month Important?

- More than 32 percent of California's Latino adults are obese and among Latino adolescents, 40 percent are either overweight or obese.⁽¹⁾ In fact, in [INSERT CITY or COUNTY], [IF AVAILABLE, INSERT SENTENCE WITH COUNTY STATS].
- Latinos are the fastest-growing population in the United States. It is estimated that at least one in four Americans will be Latino by 2060.⁽²⁾
- One of the best ways parents can help their kids get healthy is by being good role models. Kids who regularly eat meals with their families are more likely to eat fruits and vegetables. Make half of everyone's plate fruits and vegetables and then take a few extra minutes to enjoy your healthy meal together.

(1) Wolstein J., Babey S.H., Diamant A.L. Obesity in California. Los Angeles: UCLA Center for Health Policy Research, 2015.

(2) Colby, S.L., Ortman, J.M., Projections of the Size and Composition of the U.S. Population: 2014 to 2060. Washington, DC: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau, 2015.

Messages



Message 3:

How does sugar in beverages and foods contribute to obesity and related diseases?

- Sugar-sweetened beverages (SSBs), like sodas and energy drinks, comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes. ⁽¹⁻³⁾
- Among California's adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day. ⁽⁴⁾
- Through Latino Health Awareness Month activities, [LHD] is offering tools to help parents and grandparents take a stand against obesity to ensure healthier futures for their children and grandchildren by learning how to spot the many additional names for sugar in foods and beverages and encouraging them to switch to fruit-infused water or milk instead of SSBs.

(1) U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, 2010.

(2) Guthrie J.F., Morton J.F.. Food sources of added sweeteners in the diets of Americans. Journal of the American Dietetic Association, 100, 43-48,51, 2000.

(3) Babey, S.H., Wolstein, J, Goldstein, H. Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages. Los Angeles: UCLA Center for Health Policy Research, 2013.

(4) Wolstein, J, Goldstein, H. Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages. Los Angeles: UCLA Center for Health Policy Research, 2013.

Messages



Message 4:

What can I do to protect my family from obesity and obesity-related diseases?

- Nationwide, Latinos are disproportionately affected by type 2 diabetes. More than 13 percent of Latinos over the age of 18 are affected by the disease, whereas diabetes affects less than 8 percent of White adults. ⁽¹⁾
- One of the best ways parents can help protect their children from obesity and obesity-related diseases like type 2 diabetes is to lead by example by eating healthier and being active.
- Latino parents can commit to making their family's health a priority by eating healthy, making sure that half of every plate is filled with fruits and vegetables, and embracing daily physical activity like walking to and from school, playing in the park or participating in Zumba™ dance classes.

(1) Rayburn, J., Segal, L.M., St. Laurent, R., Rayburn, J. The State of obesity: Better policies for a healthier America. September 2014, Washington, DC: Trust for America's Health and the Robert Wood Johnson Foundation, 2014.

Messages



Message 5:

What steps can I take to improve my health?

- Joining the movement for healthy change to break the cycle of unhealthy eating helps reduce the risk of obesity and obesity-related diseases.
- In fact, studies show that having a normal weight reduces the risk of developing type 2 diabetes by 70 percent. ⁽¹⁾
- **[LHD]** encourages all Latino families to take charge of their health and remember that small healthy changes can quickly add up to make a big difference in your family's health.

(1) Rayburn, J., Segal, L.M., St. Laurent, R., Rayburn, J. The State of obesity: Better policies for a healthier America. September 2014, Washington, DC: Trust for America's Health and the Robert Wood Johnson Foundation, 2014.

Media Advisory



Contact: [INSERT NAME]
[PHONE, EMAIL ADDRESS]

[CITY/COUNTY] Latinos Celebrating Latino Health Awareness Month by [INSERT ACTIVITY]

[CITY/COUNTY] Latino Health Awareness Month Activities Help Families Learn About Sugar's Effect on Obesity and How to Make Healthier Choices.

- WHAT:** In support of Latino Health Awareness Month (LHAM) [CITY/COUNTY's] local health department will [INSERT ACTIVITY] to encourage Latino families to join the movement for healthy change by eating healthier and being more active every day. Promoted by the California Champions for Change campaign, Latino Health Awareness Month is an opportunity to promote health as part of the community's rich cultural heritage and traditions.
- In [AREA], families will hear about the many ways sugar is hidden in foods by learning how to read nutrition labels and by becoming aware of the many additional names for sugar. Other activities will include, [INSERT ACTIVITIES SUCH AS: demonstrations to see how much sugar is in their favorite drinks and foods, watching cooking demonstrations that transform traditional Latino recipes into healthier versions, participating in a Zumba™ demonstration, etc.]
- WHY:** More than 32 percent of California's Latino adults are obese and among Latino adolescents, 40 percent are either overweight or obese.¹ [IF AVAILABLE, INSERT SENTENCE WITH COUNTY STATS.] Among Latino adolescents, 48 percent drink at least one sugar-sweetened beverage per day.² Sugar-sweetened beverages comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.^{3,4}
- WHEN:** [EVENT DATE] [BEST TIMEFRAME FOR MEDIA ATTENDANCE]
- WHERE:** [LOCATION NAME]
[STREET ADDRESS]
[CITY, ZIP and PARKING INFORMATION]
- WHO:** [INSERT BULLET LIST OF THOSE AVAILABLE TO BE INTERVIEWED INCLUDING CHAMPIONS FOR CHANGE, HEALTH ADVOCATES, LHD SPOKESPERSONS, ETC.]
- VISUALS:** [INSERT LOCAL ACTIVITIES; NUMBER OF PEOPLE PARTICIPATING ACTIVITIES]
[INSERT ORGANIZATIONS LEADING DEMONSTRATIONS]



Press Release



CONTACT: [NAME]
[CONTACT NUMBER]
[EMAIL]

[City or County] Latino Health Awareness Month Activities Help Families Learn About Sugar's Effect on Obesity and Make Healthier Choices

[INSERT CITY], Calif. [INSERT DATE] – Community members today joined [INSERT LHD] in observing September as Latino Health Awareness Month at [INSERT EVENT TITLE] at [INSERT LOCATION] in [INSERT CITY or COUNTY]. Promoted by the California Champions for Change campaign, Latino Health Awareness Month is an opportunity to promote health as part of the community's rich cultural heritage and traditions. Today's event featured activities to encourage Latino families to join the movement for healthy change by eating healthier and being more active every day.

Improving the health of the Latino population is a priority in California and [INSERT CITY or COUNTY]. More than 32 percent of California's Latino adults are obese and among Latino adolescents, 40 percent are either overweight or obese.¹

[IF AVAILABLE, INSERT SENTENCE WITH COUNTY STATS] Among California's adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day.²

Sugar-sweetened beverages comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.^{3, 4}

"This year's Latino Health Awareness Month activities across the state emphasized cutting back sugar as an important strategy in the battle against obesity," says [INSERT LHD SPOKESPERSON, TITLE].

"Sugar comes in many forms and has many names making it hard to spot in the list of ingredients in food and beverages. These hidden sugars can really add up and to very unhealthy results. We are helping Latino adults and children take control of their daily sugar consumption by learning how to read nutrition labels and choosing healthy alternatives, like swapping sugar-sweetened beverages with fruit-infused water," [INSERT LAST NAME] said.

Social Posts



#CACHampionsForChange

CHANNEL	POST
FACEBOOK/ INSTAGRAM	Latino families are invited to join [INSERT LHD] to celebrate Latino Health Awareness Month, observed each September to encourage Latino families to live healthier, more active lives! For more information about how to join the celebration, click [INSERT LINK TO CALENDAR OF EVENTS or REGISTRATION PAGE ON LHD WEBSITE]. #CACHampionsForChange
	Learn the many different names for sugar, how to spot it on nutrition labels, and how too much sugar can contribute to obesity and chronic diseases like type 2 diabetes and high blood pressure as part of [LHD's] Latino Health Awareness Month celebration event. To find out more, click [INSERT LINK TO CALENDAR OF EVENTS or REGISTRATION PAGE ON LHD WEBSITE]. [INSERT RELEVANT IMAGE SUCH AS A NUTRITION LABEL.] #CACHampionsForChange
	Obesity affects more than 32 percent of California Latino adults; almost 40 percent of Latino adolescents are either overweight or obese ¹ . Latino families can join the movement for healthy change by adding more fruits and vegetables to each meal and being active every day to reduce obesity and live long, healthy lives. Find out more: [INSERT LINK TO LHD WEBSITE]. [INSERT RELEVANT EVENT PHOTO or PHOTO OF FRUITS AND VEGETABLES] #CACHampionsForChange
	Join the movement for healthy change by pledging to be physically active each day in September in support of Latino Health Awareness Month. Walk or ride bikes with the kids in the park or take a family walk after dinner. Daily physical activity plays an important role in the fight against obesity and related diseases. [INSERT RELEVANT IMAGE, SUCH AS KIDS RIDING BIKES or WALKING TO SCHOOL]. #CACHampionsForChange
TWITTER	Join the fun during Latino Health Awareness Month to live healthier more active lives! #CACHampionsForChange
	Add more fruits and vegetables to traditional Latino meals. For ideas and recipes, visit CACHampionsforChange.net #CACHampionsforChange
	Check out today's fun kickoff of our Latino Health Awareness Month celebration! [INSERT PHOTO OF EVENT FUN] #CACHampionsForChange
	Visit www.CACHampionsForChange.net for tips on how to make the switch from sugar-sweetened beverages to fruit-infused water. #CACHampionsForChange
	Making small, healthy changes can quickly add up to a big difference in your family's health! Join the movement www.CACHampionsforChange.net .

Pitch Letter



2015 Latino Health Awareness Month Template Pitch Letter with Pitch Points

[\(Basic Pitch Letter Intro Section\)](#)

Dear **[INSERT FIRST NAME or EDITOR]**,

Alarming, obesity affects more than 32 percent of California Latino adults; and, almost 40 percent of Latino adolescents are either overweight or obese¹. In fact, in **[INSERT CITY or COUNTY]**, **[INSERT SENTENCE WITH COUNTY STATS]**.

This September, **[INSERT LHD]** will be **[INSERT ACTIVITY]** in support of Latino Health Awareness Month (LHAM), to encourage Latino families to join the movement for healthy change by eating healthier and being more active every day.

[\[USE ANY OF THE FOLLOWING PARAGRAPHS DEPENDING UPON ANGLE PREFERRED\]](#)

(How Much Sugar is in Foods and Beverages)

Recent research also indicates that, among California's adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day.² Sugar-sweetened beverages (SSBs), like sodas and energy drinks, comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.⁴⁺²

As part of **[LHD's]** Latino Health Awareness Month activities, we will offer parents and grandparents tools to help them take a stand against obesity to ensure healthier futures for their children and grandchildren. During the **[EVENT or PROGRAM]**, we will demonstrate how much sugar is in food and beverages by using a sugar cube to represent one teaspoon. Attendees will be amazed to learn how many sugar cubes are included in just one soft drink! We also will offer tastings of fruit-infused water that can be swapped for SSBs and will show them how delicious and refreshing it is and how easy it is to make.

(Other Words for Sugar and How to Understand Nutrition Labels)

Recent research also indicates that, among California's adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day.² Sugar-sweetened beverages (SSBs), like sodas and energy drinks, comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.⁴⁺²

As part of **[LHD's]** Latino Health Awareness Month activities, we will offer parents and grandparents tools to help them take a stand against obesity to ensure healthier futures for their children and grandchildren. During the **[EVENT or PROGRAM]**, we will teach attendees how to read nutrition labels and the many words that are used for "azúcar" which will arm them with information to understand where sugar is hiding in the foods and beverages they regularly consume.



Pitch Angles



How Much Sugar is in Foods and Beverages

Customize pitch letter with these paragraphs:

- Recent research also indicates that, among California's adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day.^[1] Sugar-sweetened beverages (SSBs), like sodas and energy drinks, comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.^{[2] [3] [4]}
- As part of [LHD's] Latino Health Awareness Month activities, we will offer parents and grandparents tools to help them take a stand against obesity to ensure healthier futures for their children and grandchildren. During the [EVENT or PROGRAM], we will demonstrate how much sugar is in food and beverages by using a sugar cube to represent one teaspoon. Attendees will be amazed to learn how many sugar cubes are included in just one soft drink! We also will offer tastings of fruit-infused water that can be swapped for SSBs and will show them how delicious and refreshing it is and how easy it is to make.

^[1] Wolstein, J., Goldstein, H. *Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages*. Los Angeles: UCLA Center for Health Policy Research, 2013.

^[2] U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans*, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, 2010.

^[3] Guthrie J.F., Morton J.F.. *Food sources of added sweeteners in the diets of Americans*. *Journal of the American Dietetic Association*, 100, 43-48, 2000.

^[4] Babey, S.H., Wolstein, J., Goldstein, H. *Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages*. Los Angeles: UCLA Center for Health Policy Research, 2013.

Pitch Angles



Other Words for Sugar and How to Understand Nutrition Labels

Customize pitch letter with these paragraphs:

- Recent research also indicates that, among California’s adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day.^[1] Sugar-sweetened beverages (SSBs), like sodas and energy drinks, comprise the largest source of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.^{[2] [3] [4]}
- As part of [LHD’s] Latino Health Awareness Month activities, we will offer parents and grandparents tools to help them take a stand against obesity to ensure healthier futures for their children and grandchildren. During the [EVENT or PROGRAM], we will teach attendees how to read nutrition labels and the many words that are used for “azucar” which will arm them with information to understand where sugar is hiding in the foods and beverages they regularly consume.

^[1] Wolstein, J, Goldstein, H. *Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages*. Los Angeles: UCLA Center for Health Policy Research, 2013.

^[2] U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2010. 7th Edition*, Washington, DC: U.S. Government Printing Office, 2010.

^[3] Guthrie J.F., Morton J.F.. *Food sources of added sweeteners in the diets of Americans*. *Journal of the American Dietetic Association*, 100, 43-48,51, 2000.

^[4] Babey, S.H., Wolstein, J, Goldstein, H. *Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages*. Los Angeles: UCLA Center for Health Policy Research, 2013.

Pitch Angles



Celebrating Good Health and Culture Including Traditional Dances and Foods that Support a Healthy Lifestyle

Customize pitch letter with these paragraphs:

- Latinos can be proud of their cultural heritage which embraces healthy food and physical activity. It is a rich tradition of dishes filled with fruits and vegetables and Latin dances that are good for the heart and soul.
- However, type 2 diabetes is on the rise among California's Latinos with more than 13 percent of Latino adults affected with the disease.
- During [LHD's] Latino Health Awareness Month [TYPE OF EVENT i.e., **kickoff event**], attendees will learn that joining the movement for healthy change doesn't mean completely giving up familiar foods. Food demonstrations will be held to teach parents how by adding more fruits and vegetables to dishes, they can reduce their risk for diabetes and other obesity-related diseases.

Pitch Angles



Obesity Disproportionately Affecting Latino Children

Customize pitch letter with these paragraphs:

- Latinos are the fastest-growing population in the United States. It is estimated that nearly one in four children will be Latino by 2060.
- One of the best ways parents can help their kids get healthy is by being good role models. Kids who regularly eat meals with their families are more likely to eat fruits and vegetables. During [LHD's] Latino Health Awareness Month [EVENT or PROGRAM], families will have an opportunity to watch healthy food demonstrations to learn easy ways to add more fruits and vegetables to meals and snacks to make sure half of everyone's plate is filled with fruits and vegetables at each meal.

Pitch Angles



The Need for Increased Physical Activity in Latino Communities

Customize pitch letter with these paragraphs:

- Through [LHD's] Latino Health Awareness Month [EVENT or PROGRAM], families will have an opportunity to watch and participate in physical activity demonstrations such as [INSERT PA ACTIVITY – i.e., a Zumba™ class], and will learn about easy, free or low-cost ways to involve the entire family in daily physical activities like walking or biking to and from school, taking a walk each night after dinner, or even dancing to the radio inside when the weather is too hot to be outdoors.

Champion Recruitment

Don't forget to bring information about how to become a Champion!

- Information Packet
- Recruitment Booth



Radio Vignettes

Coming Soon:

- 60-second spots – Available in English and Spanish
- Air dates: August 31 – September 30
- Statewide Reach
- Radio Remotes Available!
 - Contact Elias Muniz at Elias.Muniz@cdph.ca.gov



Next Steps



TASK	DATE
NEOPB hosts webinar and distributes template materials to TRCs/LHDs	August 20
LHAM Begins	September 1
Radio Vignettes	August 31 – September 30

More Information/Assistance

Please contact:

Asbury Jones, MPA, NEOPB
State Media & Public Relations

Asbury.Jones@cdph.ca.gov

Questions

