

Key Facts Highlighting Barriers Latino Adults Face to Achieving a Healthy Lifestyle, 2009

The *Network for a Healthy California (Network)* strives to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases. The *Network* surveys randomly-selected adults by phone through the *California Dietary Practices Survey (CDPS)*¹ every two years. These key facts from the 2009 *CDPS* show that Latino adults report facing substantial barriers to achieving a healthy lifestyle, and there are promising opportunities for intervention.

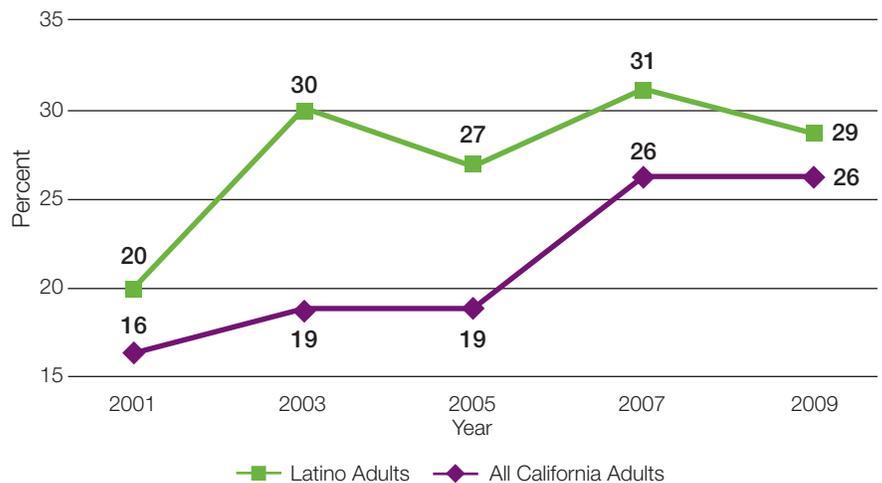


fact 1

Obesity is a serious health problem facing the Latino population.

In 2009, nearly one-third of California Latinos reported weight classified as obese, with an additional 40 percent being overweight. The obesity rate was 12 percent higher among Latinos than the rate for all California adults. From 2001 to 2009, obesity increased 45 percent among Latinos, from 20 to 29 percent.

Obesity Among Latinos Increased 45% Since 2001



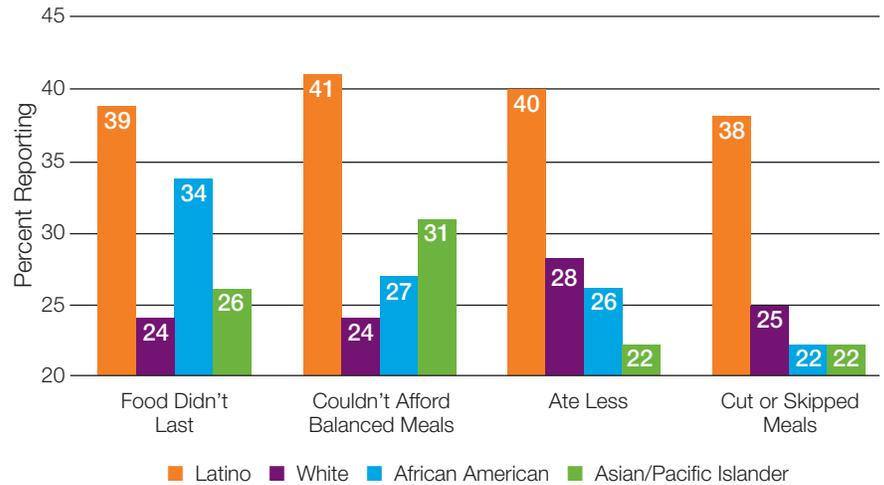
fact 2

Latinos report the highest rates of food insecurity. Food insecurity is linked to obesity.

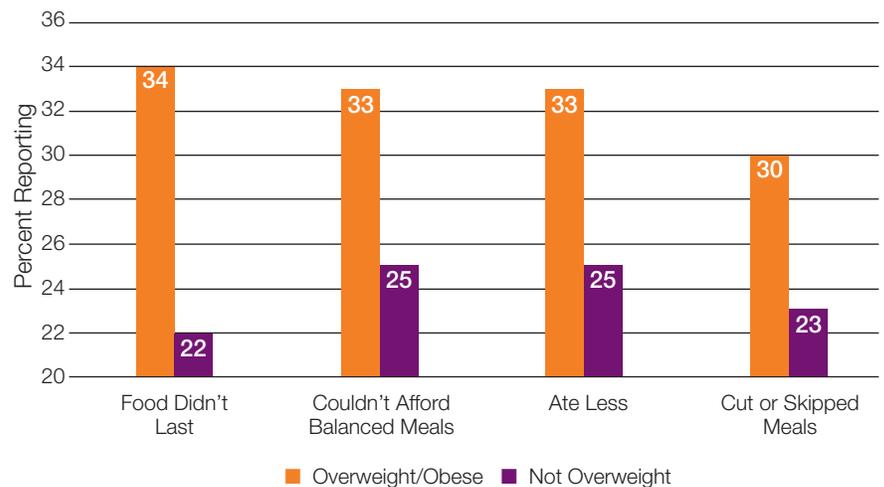
In 2009, two in five Latino adults reported each of the following food insecurity issues: they bought food that did not last long enough, they could not afford balanced meals, they ate less than they thought they should, and they cut or skipped meals. In all four categories, Latinos reported facing these food insecurity issues significantly more often than all other race/ethnic groups.

One-third of all overweight and obese adults reported struggles with the same four food insecurity issues as compared to only about one-quarter of adults who were not overweight. These findings suggest a possible link between weight status and food insecurity.

Latinos Report the Highest Food Insecurity



Overweight and Obese Adults Report Higher Food Insecurity



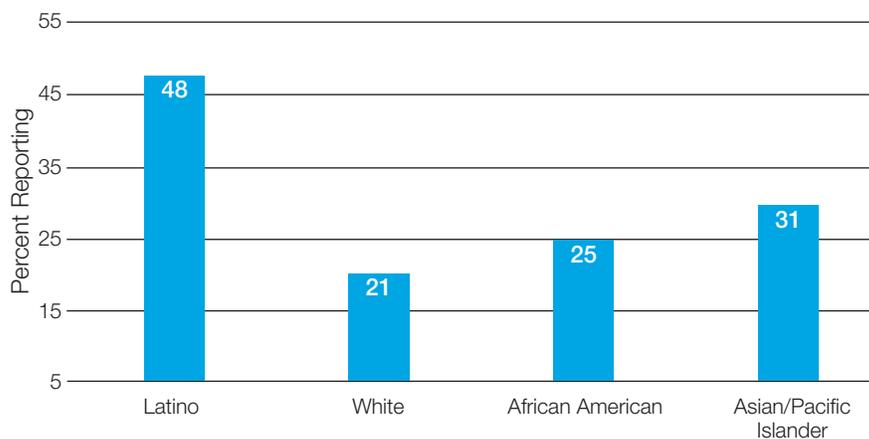


fact 3

Latinos report difficulty getting fruits and vegetables when eating out.

Nearly half (48%) say it is hard to find fruits and vegetables in restaurants, compared to only one in five Whites.

Latinos Report
Difficulty Accessing
Fruits and Vegetables
When Eating Out



■ Percent Reporting FV are Hard to Buy in Restaurants

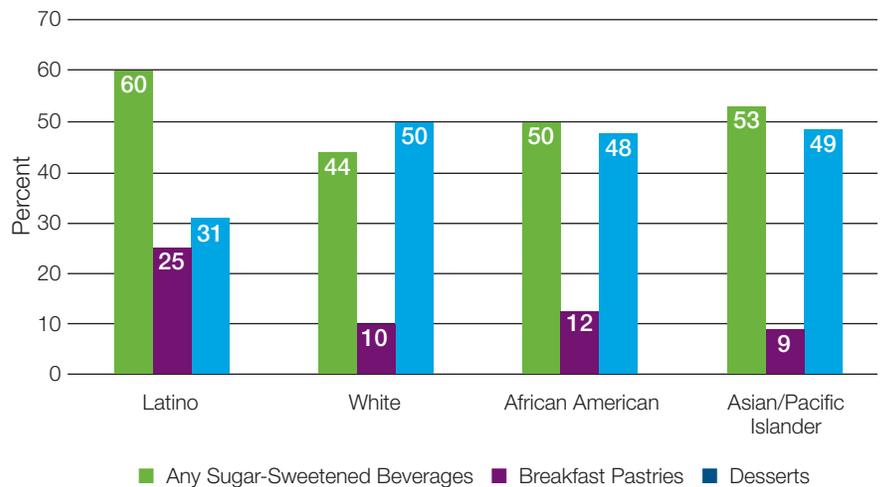


fact 4

Sugary foods and beverages contribute to overweight and obesity.

Three in five Latino adults report drinking at least one sugar-sweetened beverage daily, despite the new *Dietary Guidelines for Americans 2010* recommendation to replace sugary beverages with water. More Latinos consume sugar-sweetened beverages compared to other race/ethnic groups. One in four Latinos report eating breakfast pastries daily. Compared to other groups, however, fewer Latinos eat other high fat sweets and desserts.

More Latinos Report Drinking Sugary Beverages and Eating Breakfast Pastries on a Typical Day



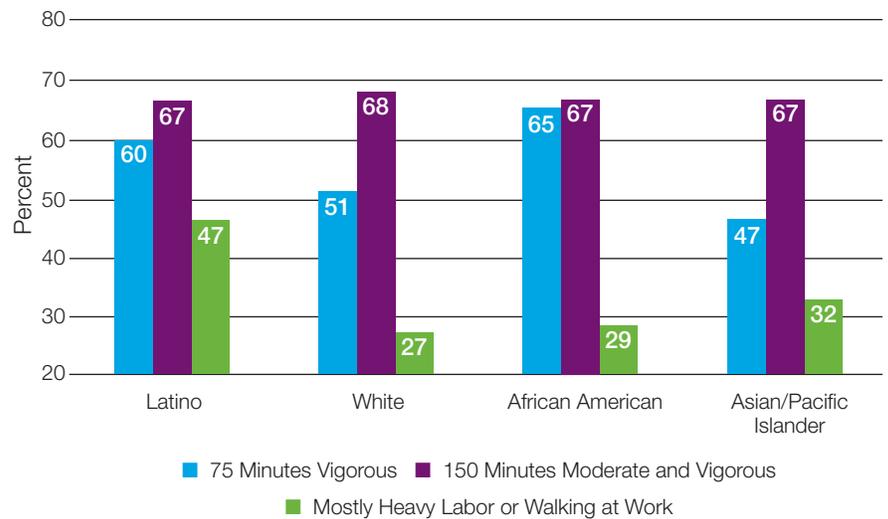
fact 5

Latinos report positive behaviors related to physical activity and sedentary time.

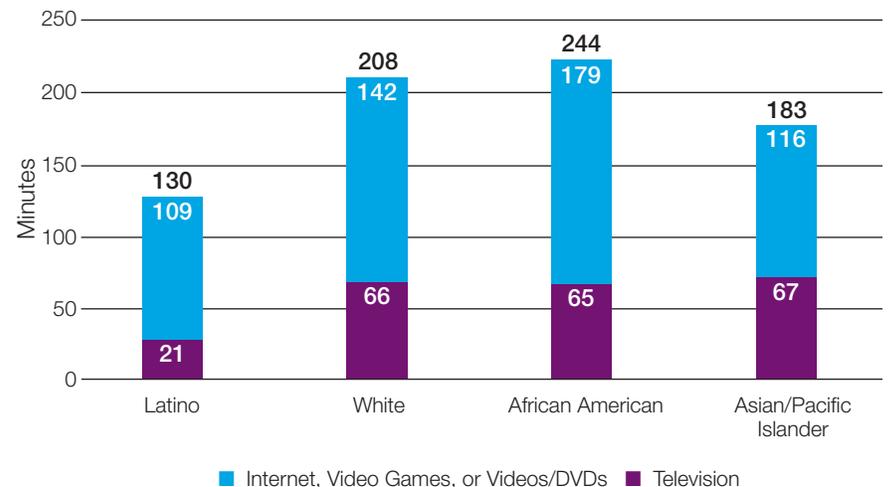
Sixty and 67 percent of Latinos report meeting the physical activity guidelines of at least 75 minutes of vigorous and 150 minutes of moderate and vigorous physical activity per week, respectively. This is not significantly different than other groups. Nearly half of Latino adults report that they do mostly heavy labor or walking while at work. Latinos are significantly more likely to walk on the job compared to other race/ethnic groups.

The *Dietary Guidelines for Americans 2010* recommend adults spend less time doing sedentary activities. Latinos spend the least amount of time watching television, using the Internet and playing video games compared to other race/ethnic groups. On average, Latinos' total screen time is between 52 and 113 minutes less than other race/ethnic groups.

Latinos are Meeting Physical Activity Recommendations as Much as Other Groups, but Their Jobs are More Physically Active



Latino Adults Engage in Less Screen Time Activity



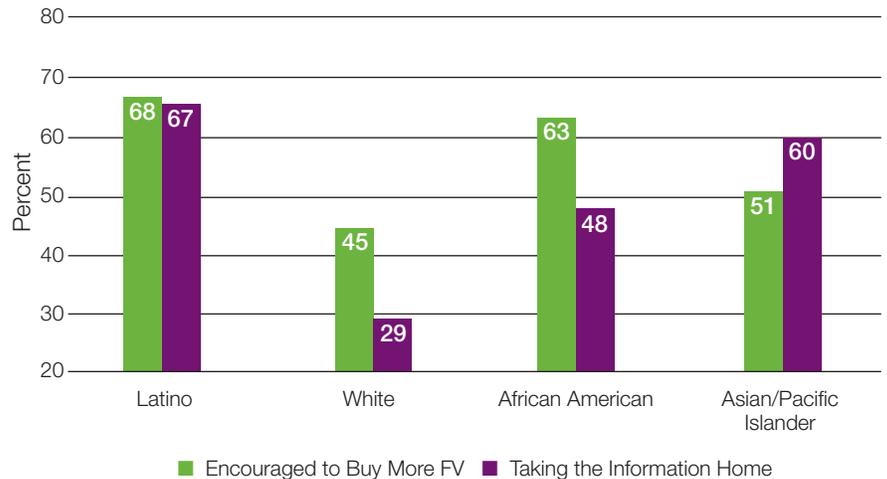


fact 6

Retail food stores are an effective location to reach Latinos.

As compared to other race/ethnic groups (30%-59%), when Latinos see materials promoting fruits and vegetables in the grocery store, they report being more likely to buy fruits and vegetables (68%) and take the information home with them (67%). These data suggest that information in the produce section may help increase fruit and vegetable purchases.

Latinos Report Using Nutrition Information in the Produce Section

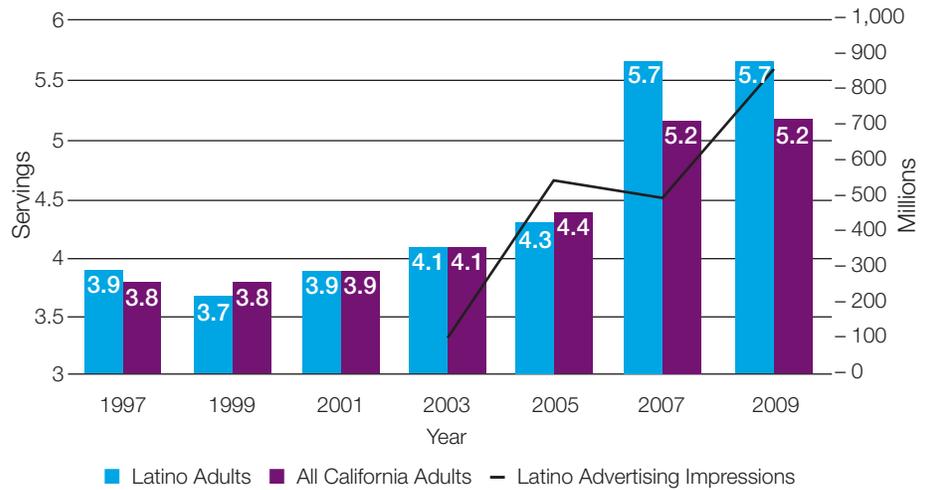


fact 7

Latinos report improvements in fruit and vegetable consumption that coincide with Latino-targeted programs.

Since the launch of the *Network* in 1998, Latino adults have reported increasing fruit and vegetable consumption by nearly 2 servings, or 46 percent. This increase in fruit and vegetable consumption starting in 2005 coincides with growth of media and community efforts through the *Network*.

Increases in Fruit and Vegetable Consumption Coincide with Growth of *Network* Media and Community Efforts





The *Network for a Healthy California—Latino Campaign* is a public health initiative led by the California Department of Public Health and administered by the Public Health Institute. Its purpose is to empower low-income Latino adults and their families to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. The *Latino Campaign* also works with communities throughout California to create environments where these 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.

Data Source

¹ California Department of Public Health, *Network a Healthy California*, Research and Evaluation Unit, 1997-2009 *California Dietary Practices Survey (CDPS)*.

Background and documentation for *CDPS* is available at:
www.cdph.ca.gov/programs/cpns/Documents/Network-REU-CDPS-Background.pdf

Data Description

Comparisons are made between four racial/ethnic groups of adults: White, Latino, African American, and Asian/Pacific Islander. Where available, the trends presented here correspond to the year preceding the launch of the *Network* in 1998. Only statistically significant differences are reported ($p < .05$), unless indicated otherwise.



This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.