



About the California Latino 5 a Day Campaign

The *California Latino 5 a Day Campaign* is a public health initiative led by the California Department of Health Services; California Nutrition Network for Healthy, Active Families and administered by the Public Health Institute in cooperation with the National 5 A Day Program of the National Cancer Institute. Its purpose is to empower Latino adults and their families to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. The *Campaign* also works with communities throughout California to create environments where these behaviors are socially supported and easy to do. The *5 a Day* and physical activity objectives are designed to reduce the risk of chronic diseases, especially cancer, heart disease, and obesity.

Program Components

The *California Latino 5 a Day Campaign* uses a combination of culturally and linguistically appropriate mass media and community-based approaches to encourage Latinos to meet their fruit and vegetable and physical activity goals. The *Campaign* airs Spanish and English television and radio advertisements, operates *5 a Day* mobile billboards as part of its outdoor advertising efforts, and has a cadre of bilingual spokespersons who present *5 a Day*- and physical activity-related issues to the media. The

Campaign also conducts community-level interventions through large Latino festivals, farmers'/flea markets, supermarkets and neighborhood stores, and provides educational materials to health service provider organizations and community groups throughout California.

The *California Latino 5 a Day Campaign* is currently operating in six regions in Central and Southern California under the strong leadership of six regional lead agencies. The lead agencies receive funding to conduct the community-based interventions, support the media activities, advocate

for health-promotion policies, and work with their community coalitions to expand their partnership base and seek ways to create community environments that support fruit and vegetable consumption and physical activity. Beginning October 2005, the *Campaign* will be operating nearly statewide to serve the needs of the growing Latino population.

Annual Reach

The *California Latino 5 a Day Campaign* will reach nearly 1.3 million low-income Latinos annually. This reach is supported by television, radio, and mobile billboard advertisements that will achieve over 10-million consumer impressions annually. The annual reach of the *Campaign* will grow substantially





as new lead agencies begin to implement and sustain the program in other regions of the state.

Campaign Timeline

The concept of the *California Latino 5 a Day Campaign* was introduced in 1994. The *Campaign's* interventions were fully developed and pilot tested in 1998 and 1999, and a large-scale evaluation study was conducted in 2000 to determine the effectiveness of the program. Implementation of the *Campaign* through lead agencies in the Central Valley and San Diego regions began in 2002, and the Desert Sierra and Central Coast regions were added in 2003. Los Angeles and Orange County regions were added in 2005. Plans are underway to ensure nearly statewide implementation by 2006.

Awards

The *California Latino 5 a Day Campaign* has received numerous awards, including the 1999 Gold

Cindy Award for Outstanding Educational Video, the Public Relations Society of America's 2000 Prism Award for Ethnic/Multicultural Program of the Year, the 2001 National Public Health Information Coalition Award for Excellence in Public Health Communications, and the 2001 International Mercury Award for Public Health Awareness Campaign.

Partners

The *California Latino 5 a Day Campaign* partners with many public, private, and nonprofit organizations in California. The partners contribute to the program by endorsing, adopting, adapting, enhancing, and extending the *Campaign* within their organizations and advocating for policies that support fruit and vegetable consumption and physical activity. Some of the partners include WIC agencies, American Cancer Society, National Council of La Raza, Latino Coalition for a Healthy California, League of California Cities-Latino Caucus, National Association for Latino Elected and Appointed Officials, California Mexico Binational Health Initiative, Chicano Federation, Health Net of California, Kaiser Permanente, Migrant Education, California Alliance of Family Farmers, and numerous county health departments, supermarkets, farmers' markets, flea markets, festivals, community clinics, food banks, newspapers, and radio and television stations.

Evaluation

Each component of the *California Latino 5 a Day Campaign* has been pilot tested and carefully evaluated to ensure success. The evaluation study is evidence that the *Campaign* leads to improved fruit and vegetable consumption for California Latinos and is a truly effective public health initiative.

Funding

The *California Latino 5 a Day Campaign* is funded by the United States Department of Agriculture Food Stamp Program. Funds for the evaluation study were provided by a grant from the National Cancer Institute and the Centers for Disease Control and Prevention.

