

Title of Intervention: SALUD! Campaign

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase awareness of healthy eating in Latino communities

Population: Latino persons aged 15 to 49 years

Setting: Latino neighborhoods in Hartford, Connecticut; community-based

Partners: Hispanic Health Council, University of Connecticut- Cooperative Extension System, marketing firm

Intervention Description:

- Campaigns and Promotions: A mass media campaign included radio public service announcements in Spanish and English, billboards featuring Latino celebrities, bus stop displays, posters and newspaper and magazine advertisements. The concept, content and delivery method of the campaign were based on quantitative and qualitative research on the target community. The radio public service announcements were targeted specifically to children and pregnant women. "Fruta" targeted children and their caretakers to show them that fruit is sweet, natural and nutritious. "Breakfast is Brain Food" animates a cereal box who explains to a child how a nutritious breakfast that includes fruits and vegetables is essential for learning and development. "Baby in training" featured a baby talking to his mother in the womb emphasizing the importance of consuming foods abundant in folic acid on a regular basis.

Theory: Social Marketing

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Media creation capabilities
- Space: Not mentioned
- Budget: The cost for one year was \$80,743
- Intervention: Media outlets, print materials
- Evaluation: Survey

Evaluation:

- Design: Non-randomized, convenience sample
- Methods and Measures:
 - Brief survey (English and Spanish) measured whether the audience had seen or heard the SALUD! campaign messages

Outcomes:

- Short Term Impact: Twenty percent of the participants correctly identified folic acid as the nutrient capable of preventing neural tube defects and 36% reported ever hearing about folic acid.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: SALUD! is an attractive and well-targeted culturally sensitive campaign developed by a multidisciplinary team on the basis of sound, formative research within a social marketing framework. The majority of respondents exposed to the campaign liked it and found it attractive, useful and easy to understand.

Citation(s):

Perez-Escamilla, R., D. Himmelgreen, et al. (2000). "Marketing nutrition among urban Latinos: the SALUD! campaign." J Am Diet Assoc 100(6): 698-701.