

Commonwealth of Puerto Rico
Health Department

Salud Te Recomendamos:
a Public Health Response
to Obesity Trends in PR

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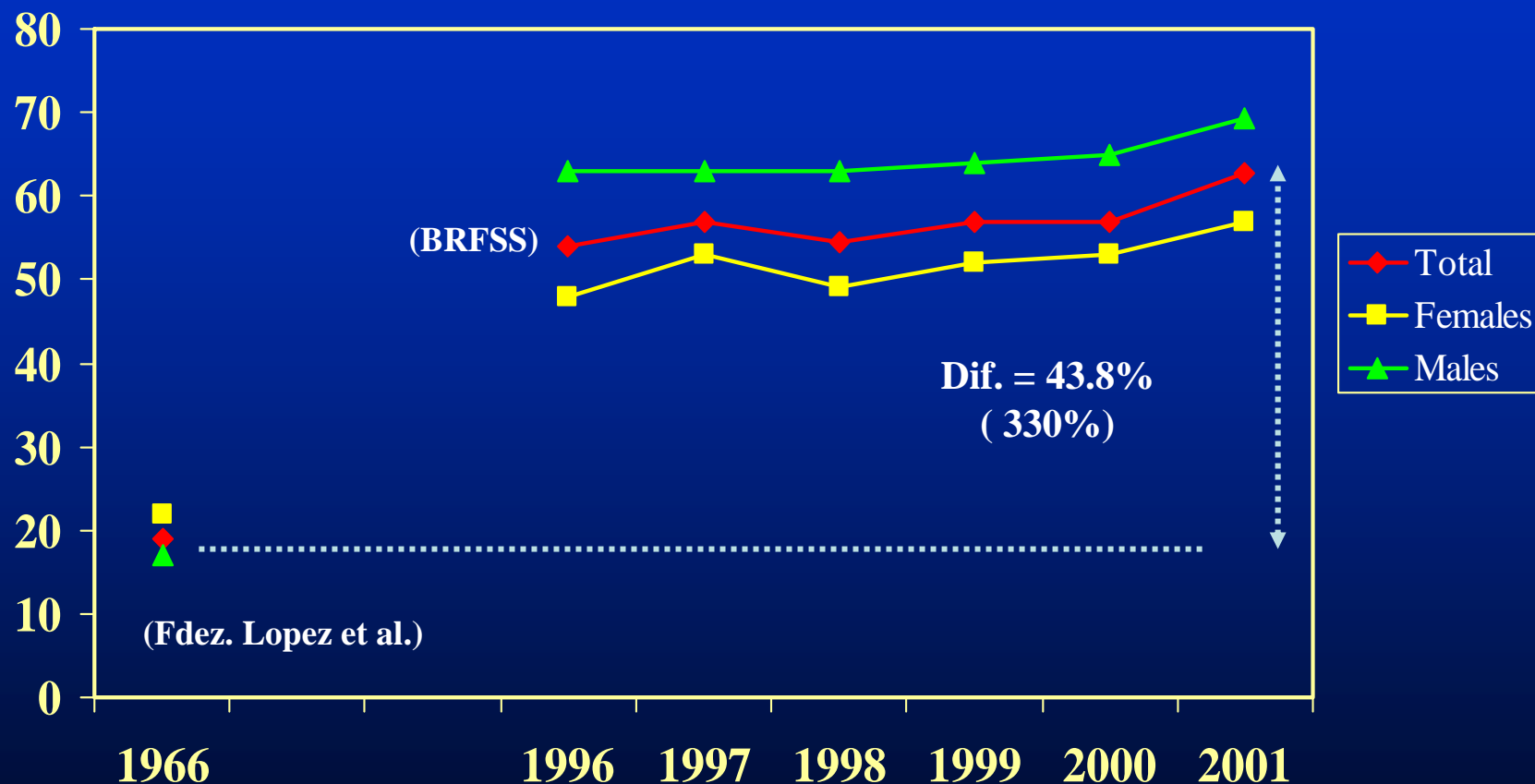


Objectives

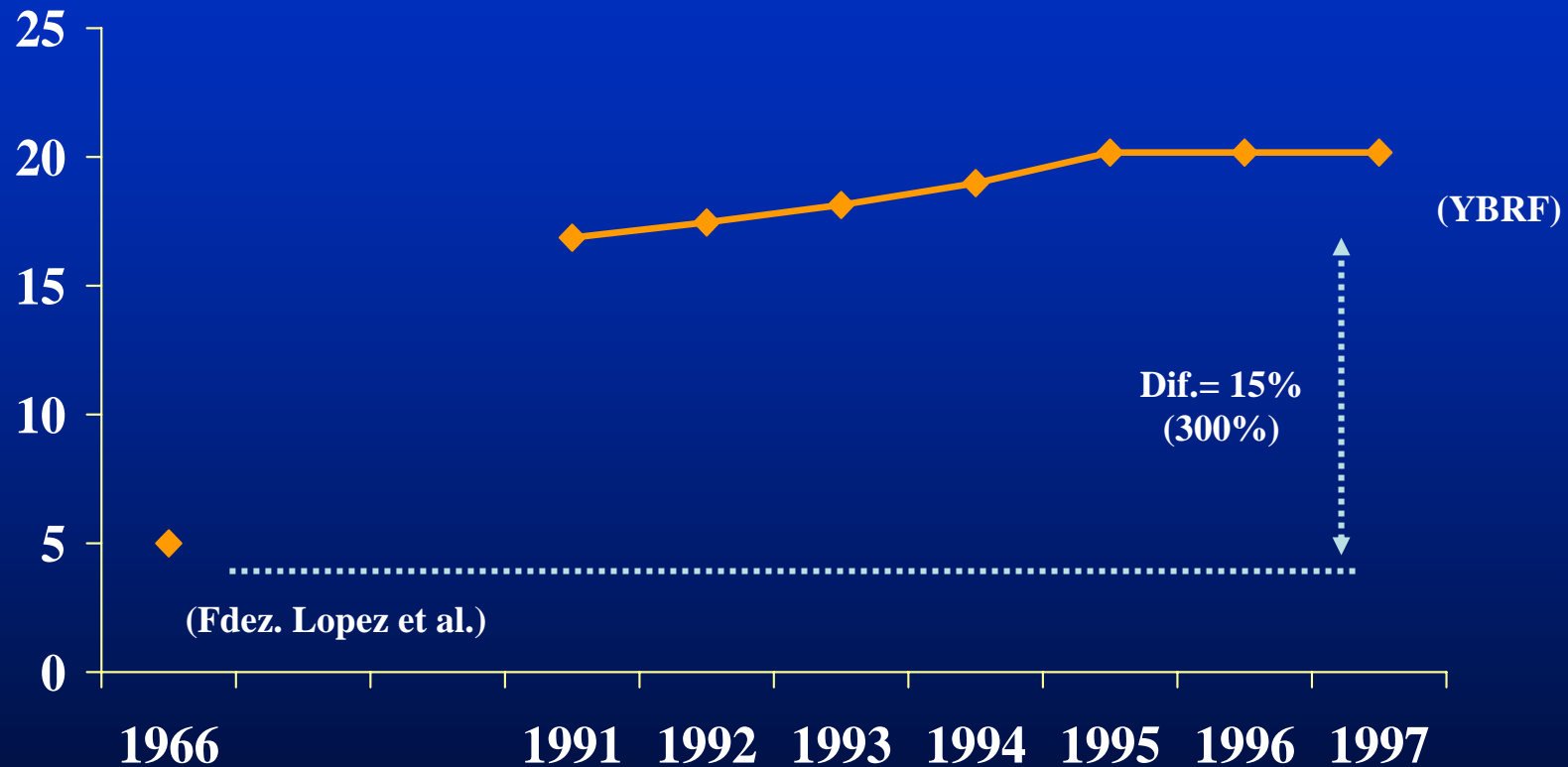
- A. To show epidemiological data about the public health threat posed by obesity in Puerto Rico.**
- B. To present an obesity-related public health intervention based on a socio-ecological model and social marketing techniques.**
- C. To present preliminary data on process and outcome evaluation of the obesity-related intervention program at the community level.**



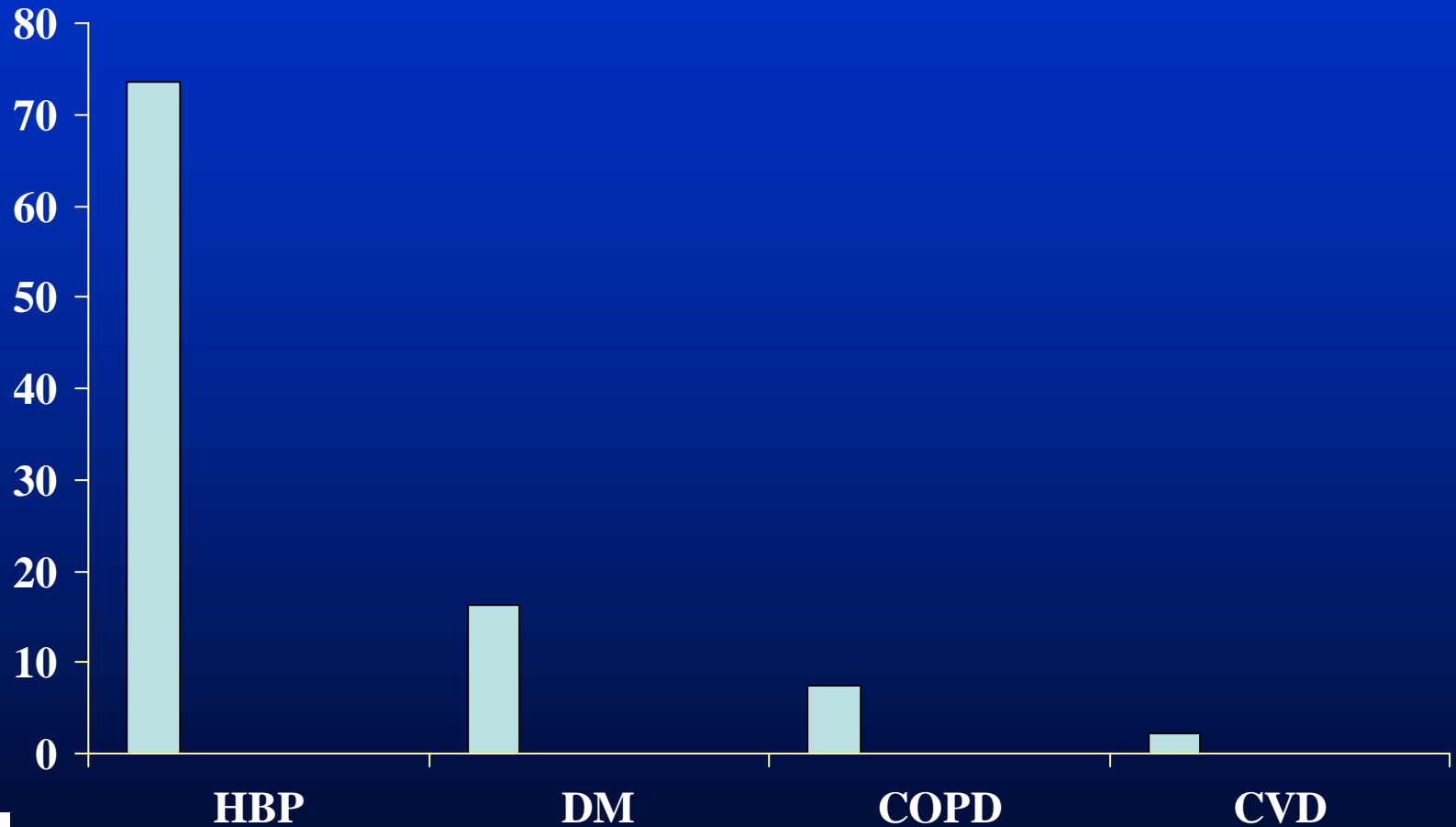
Overweight and Obesity Prevalence in Adults (1966-2001)



Overweight and Obesity Prevalence in Adolescents.



Percent Changes in Mortality Rates (1992-2000)



What is “Salud te Recomienda”?

- It is a social marketing campaign aimed at promoting behavioral changes and healthier lifestyles choices among Puerto Ricans.
- This campaigns provides the population with useful and practical information about proper nutritional habits and patterns.



What is “Salud te Recomienda”?

- It is a nutritional guiding system which operates through the proper labeling of products evaluated and recommended by a panel of nutritionist from the Department of Health.
- It is part of a national social marketing campaign aimed at reducing the overwhelming consequences of obesity and lack of physical activity among Puerto Ricans.
- Short term outcomes indicators are already in place to determine the efficiency and the effectiveness of this campaign



All Nutritional Recommendations are based on guidelines by...

- American Heart Association
- American Diabetes Association
- American Cancer Association

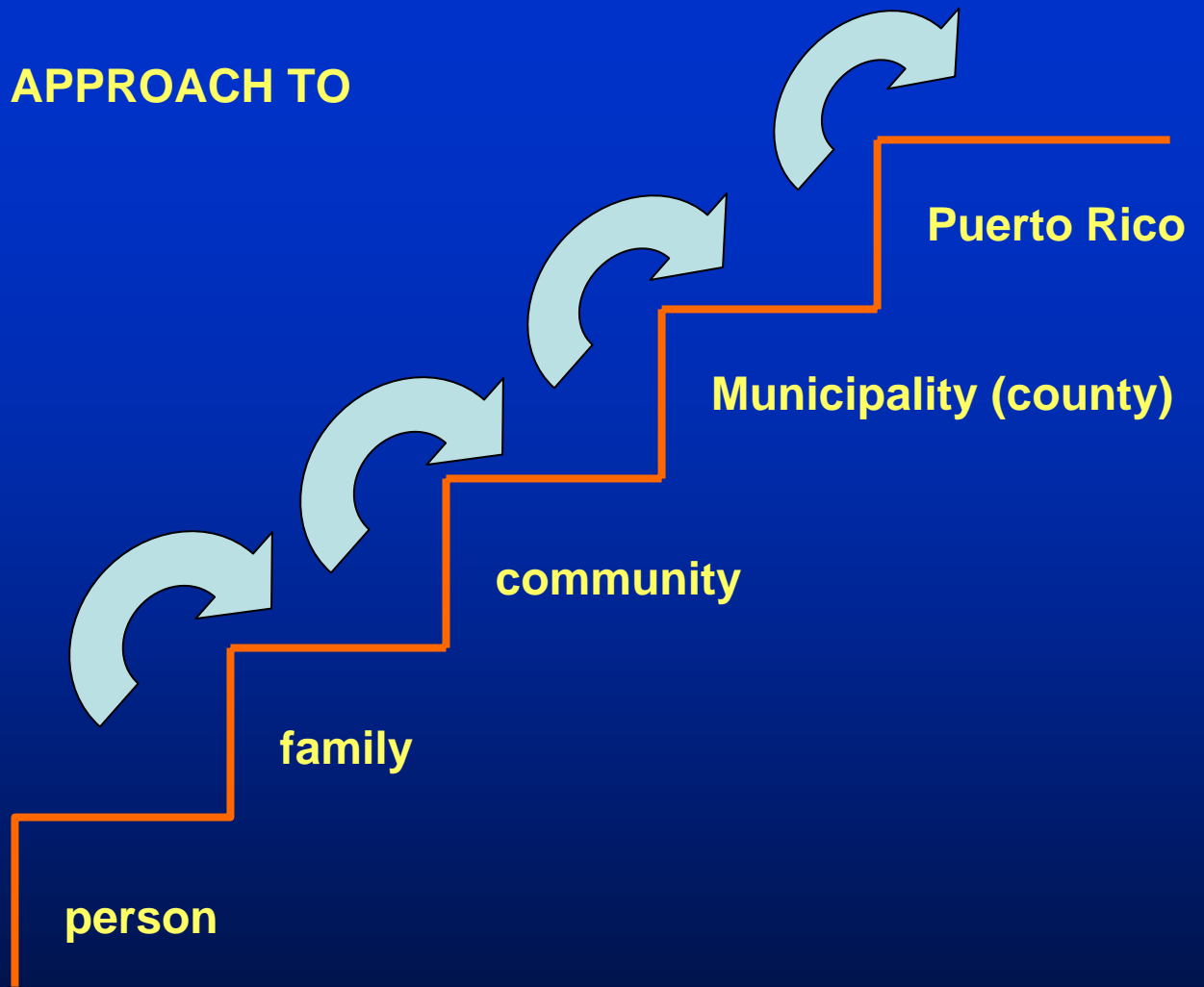
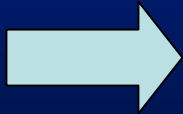


And we assess in the products...

- Total fat
- Saturated fat
- Cholesterol
- Sodium
- Fiber

SOCIOECOLOGICAL APPROACH TO OBESITY

“Salud te
Recomienda”



**Pharmaceutical
Companies**

**Non-Profit
Organizations**

Supermarkets

**Food, Fruits, and
Vegetables Distributors**

Fast foods

**“Salud te Recomendamos”
Groups Partners at All
Levels**

**Mass
Media**

Health Plans

Cafeterias:
•Gen. Public
•Hospitals
•Universities

Schools



Impact

- School System** → **“Salud te Recomendada”**
As part of the schools’ curricula
- Supermarkets** → **Food Labeling**
Public Service Announcements
on Shoppers and Radio/TV Spots
- Fast foods** → **Healthier Menu Alternatives**
Educational Campaign
Menu Items Identified with Label
- Health Plans** → **Educational Campaign to**
MDs, clients, and employees
- Food Distributors** → **Labeling of Fruits and Vegetables**
Incorporation of New
Products to the market





¿Qué significa “Salud te recomienda”?

Cada vez que encuentres este corazón irradiando energía y fuerza, tendrás la oportunidad de brindar salud a tu familia y a los tuyos, ingiriendo alimentos sanos y nutritivos.

“Salud te recomienda”, pone a tu alcance una gama de alimentos bajos en grasa que optimizarán tu condición física llenándote de vitalidad y ayudándote a mantener un Ritmo Saludable de

vida. Cuando consumes alimentos identificados con este logotipo puedes estar seguro de que estás generando salud y bienestar para ti y toda tu familia.

“Salud te recomienda” consumir alimentos:

- ♥ Bajos o libres de grasa
- ♥ Bajos en colesterol
- ♥ Altos en carbohidratos complejos
- ♥ Moderados en proteínas
- ♥ Altos en fibra
- ♥ Bajos en sal y sodio
- ♥ Frutas y vegetales



Labels of “Salud Te Recomienda”



Nos preocupamos por tu Salud.

Aquí consigues los productos saludables identificados con el logo de **“Salud te recomienda”** del Departamento de Salud.



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Impact of “Salud te Recomienda”

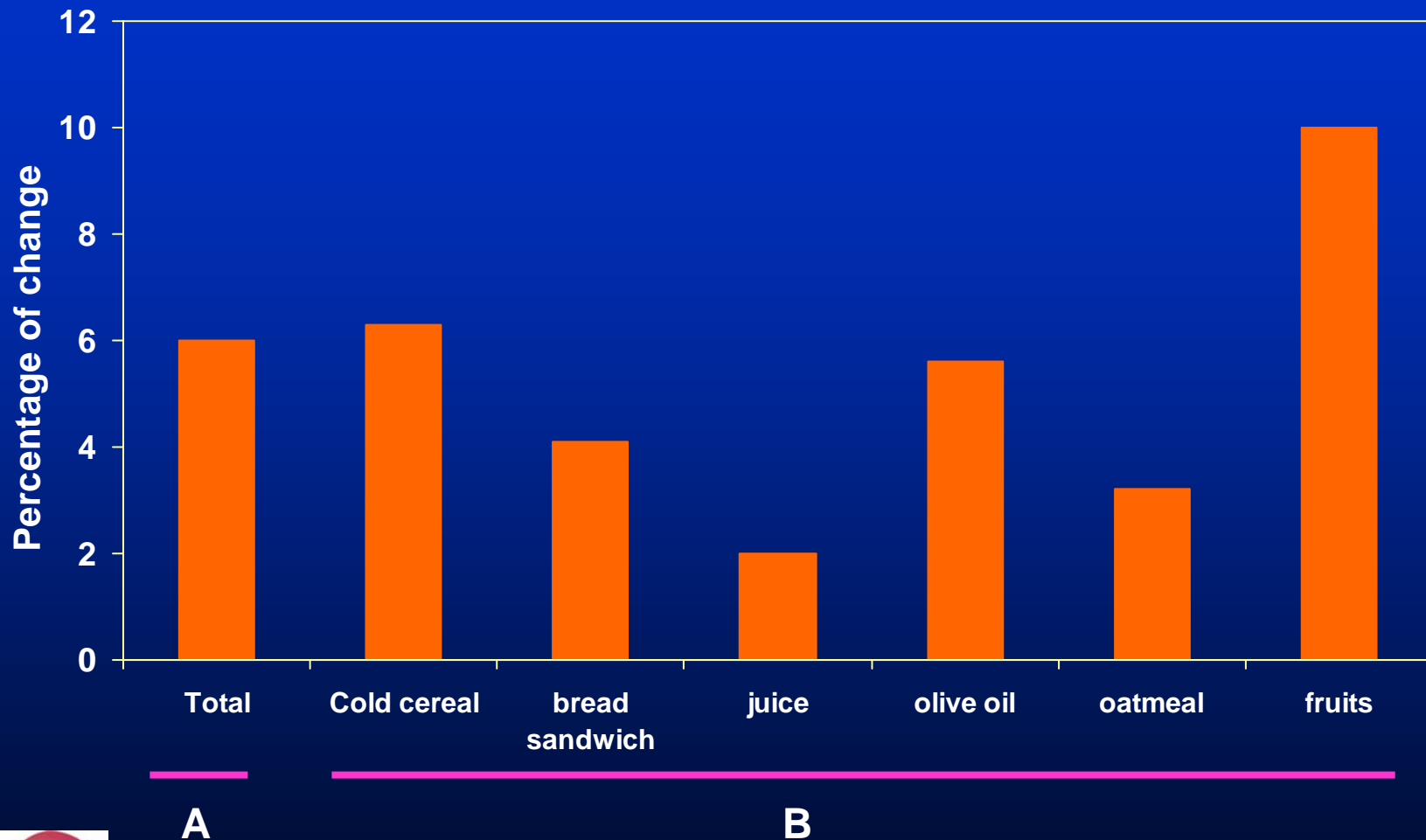
- **As of October 2004:**
 - **9 National Supermarket Chains**
 - **10 Fast Food Chains**
 - **9 food, fruits and vegetables distributors**
 - **3 hospitals’ cafeterias**



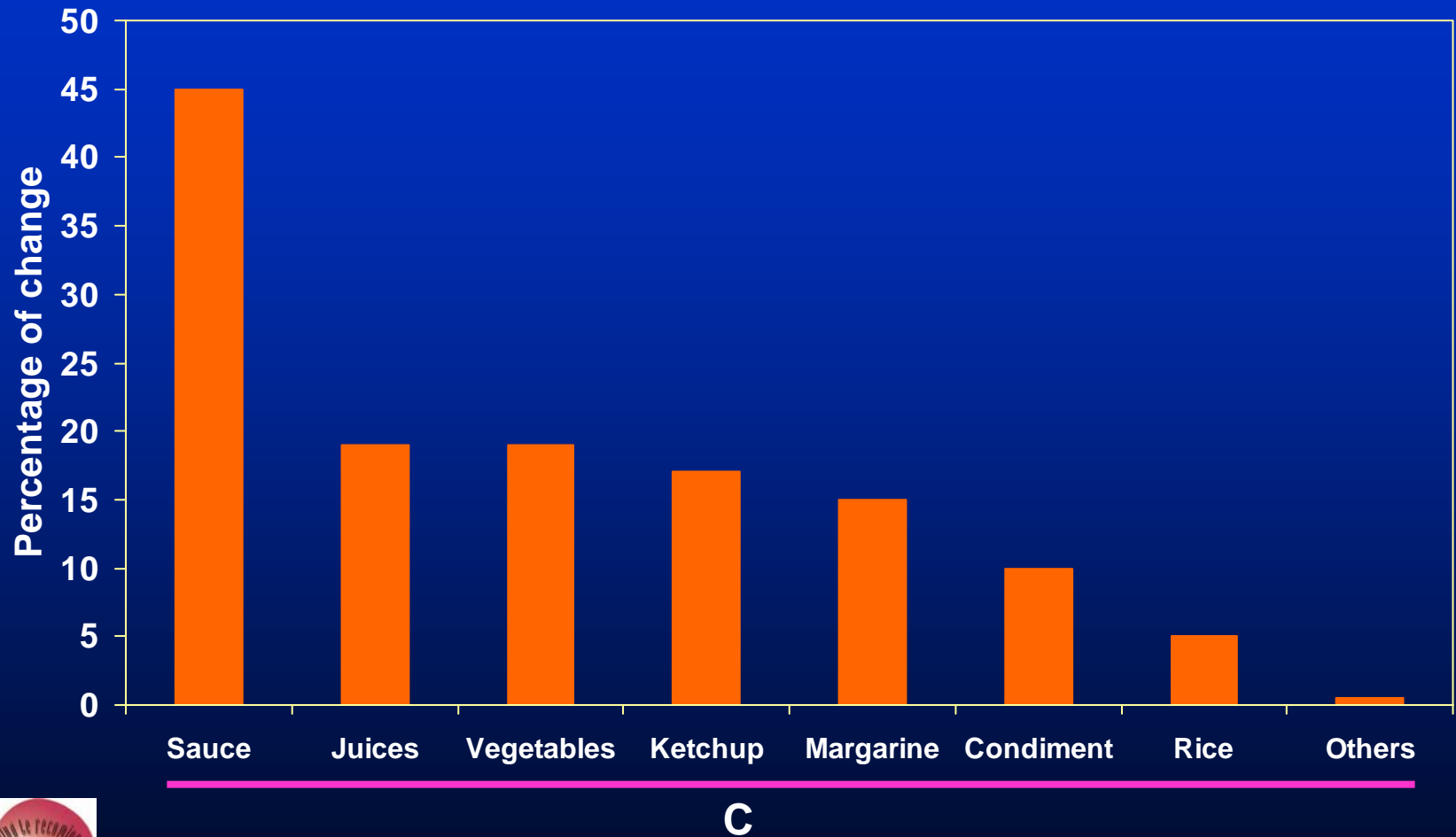
Preliminary Data



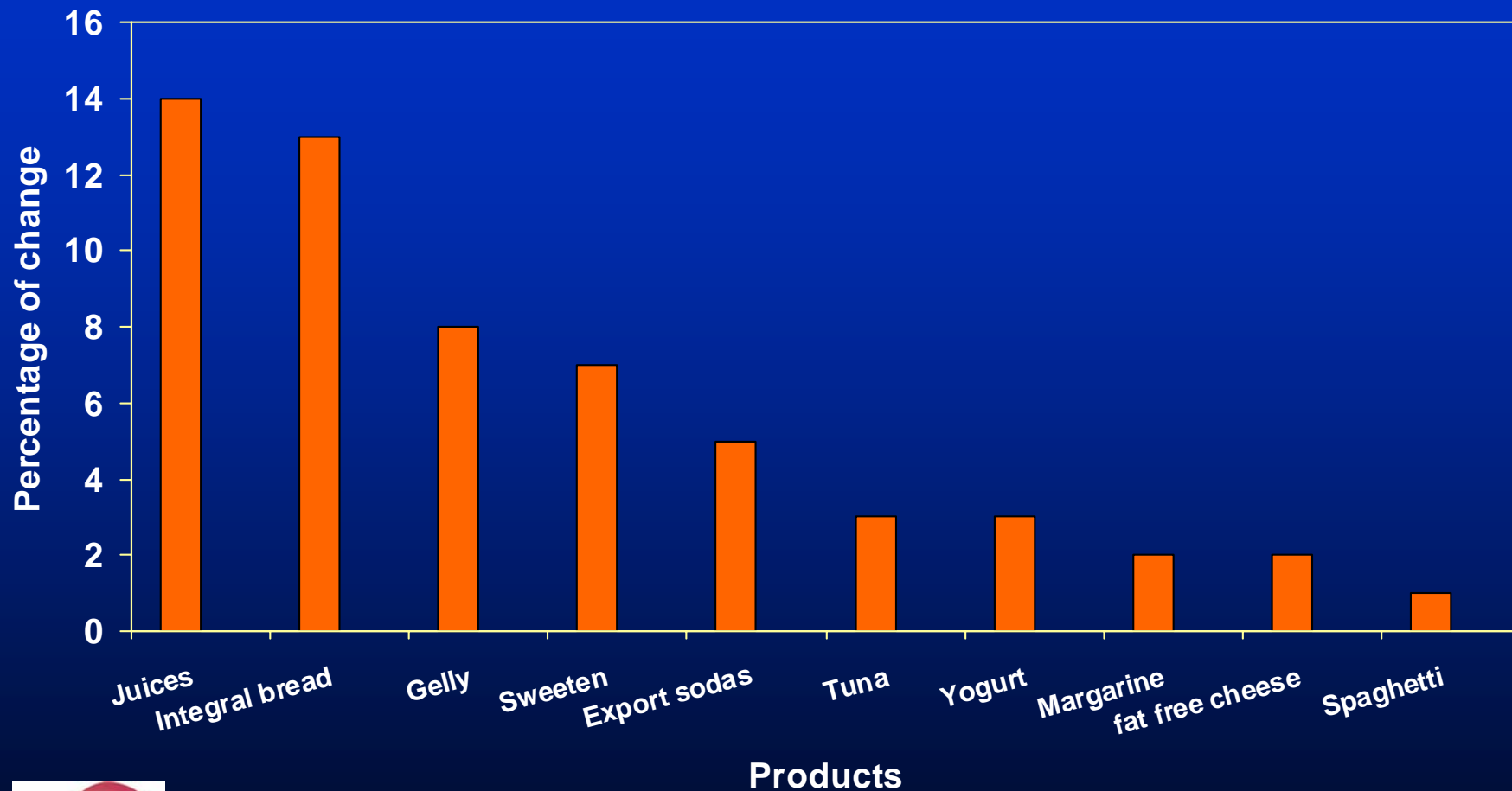
Preliminary data post intervention: supermarkets



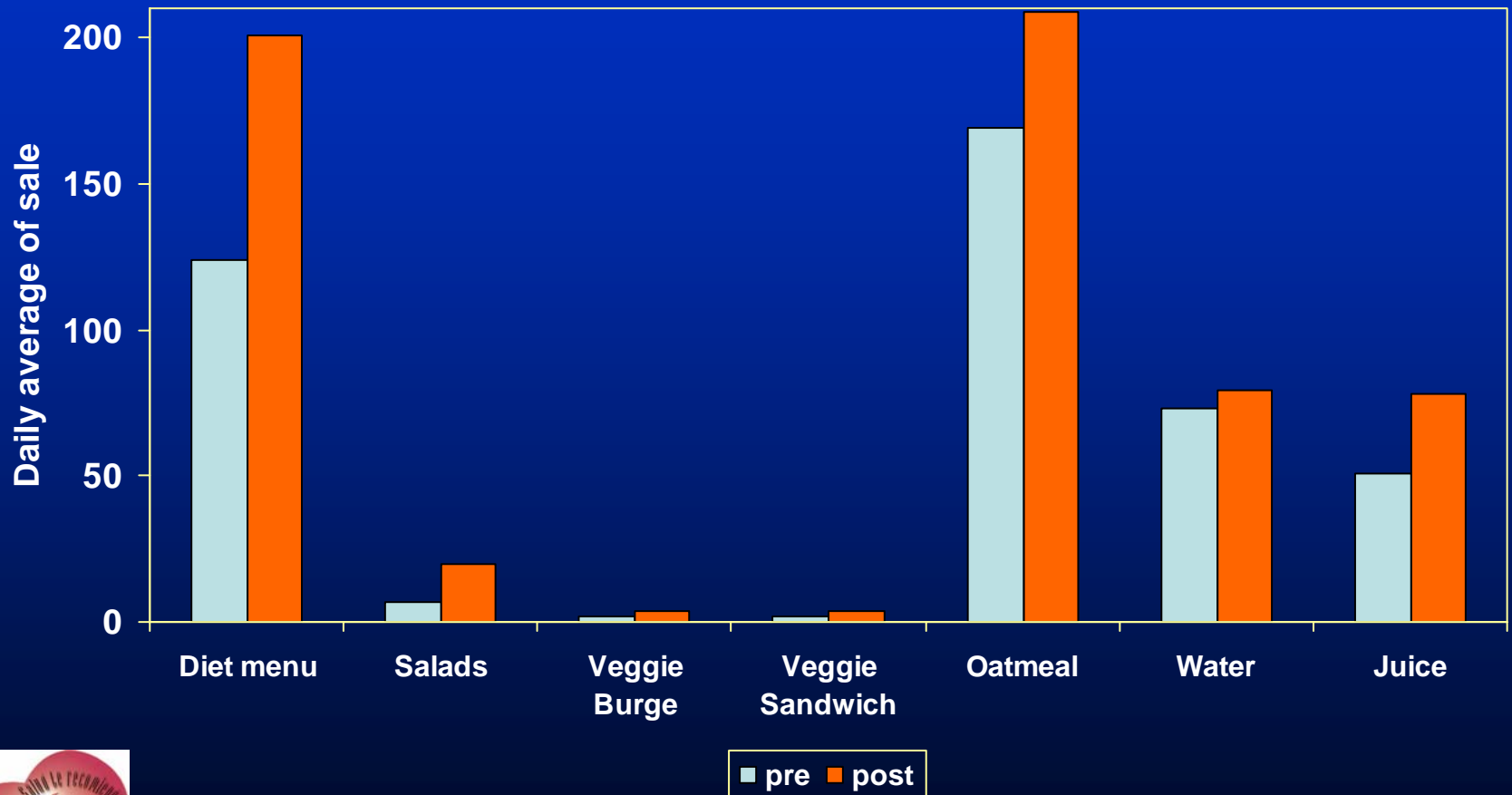
Preliminary data post intervention: supermarkets



Preliminary data post intervention: DSnielsen



Preliminary data post intervention: Hospital cafeteria



Preliminary data post intervention: fast foods

- Pilot sample:

- Taco Bell
- KFC
- Pizza Hut
- Hot Potato
- Top Potato
- Ponderosa
- El Meson



An average increase of 6 % in the sale of both foods and menu recommended by *Salud Te Recomienda*



General Comments

- The price of foods and menus not was changed.
-
- The sale of NOT recommended products was lower.
- The feedback from consumers was positive.
- The recommended products must be in the menu board.



Future Strategies

- Incorporate the heart symbol in all restaurant menus
- Expand the program to small businesses



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El Morro, San Juan, Puerto Rico
Fotografía por Elio Girón



Thank You