Low Income Families Rethink Their Drinks: Assessing Awareness and Effects of Media Campaigns

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Presentation Overview

Overview of Samuels Center
Santa Clara County SSB Media Campaigns
Evaluation Methods
Evaluation Findings
Conclusion and Questions
About the Samuels Center

EXPERTISE

- Public health evaluation & research
- Policy tracking & analysis
- Evaluation training & TA
- Nutrition, physical activity & tobacco initiatives
- Youth participatory research
- Focus on evaluation of efforts to improve environments through PSE change

Founded in 1994 by Dr. Sarah Samuels

Based in Oakland; Los Angeles

National Consulting Firm
The Sarah Samuels Center for Public Health Research & Evaluation works in collaboration with partners to identify effective strategies that promote healthy and equitable communities.
Santa Clara County
Santa Clara County Demographics

• Population: 1,894,605
• San Jose: 10th largest city in US
• Silicon Valley and rural South County
• 34.1% Asian, 33.9% White, 26.8% Latino
2010-2012

- Adopting county-level nutrition standards
- Adopting city-level nutrition standards
- Developing organizational-level obesity prevention strategies
- Initiating Let’s Move Businesses
- Developing and distributing media campaigns to decrease consumption of SSBs
### Percent overweight and obese adults by race/ethnicity, 2009

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>% overweight and obese</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Santa Clara County Residents</td>
<td>55%</td>
</tr>
<tr>
<td>African-American</td>
<td>63%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>39%</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td>68%</td>
</tr>
<tr>
<td>White</td>
<td>56%</td>
</tr>
</tbody>
</table>
### Percentage at risk for overweight or overweight among children ages 2-5 participating in WIC program, 2012

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>% Children at Risk for Overweight</th>
<th>% Children Overweight</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Santa Clara County Residents</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>African-American</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>White</td>
<td>19%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Number of cans/glasses of regular soda/SSBs consumed by Santa Clara County residents the day before the survey, by ethnicity
Number of cans/glasses of regular soda/SSBs consumed by Santa Clara County residents the day before the survey, by education level

- All Residents
- ≤ High School
- Some College
- Bachelor's Degree
- Professional Degree

<table>
<thead>
<tr>
<th># Cans/Glasses of Regular Soda/SSB Consumed</th>
<th>All Residents</th>
<th>≤ High School</th>
<th>Some College</th>
<th>Bachelor's Degree</th>
<th>Professional Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>77%</td>
<td>68%</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>14%</td>
<td>27%</td>
<td>9%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>≥2</td>
<td>29%</td>
<td>9%</td>
<td>5%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Our kids are drowning in sugar.

Protect kids from obesity and diabetes.
Give them water instead of sugary drinks.

Facebook.com/ChooseWaterNow
www.acphd.org

Samuels Center
Evaluation Methods
Evaluation Methods

Focus Groups
- March/April 2012
- 46 mothers
- English/Spanish/Vietnamese
- RYD, Be Sugar Savvy, Potter the Otter, Sugar Free Summer

Surveys
- Intercept in public places
- 1,341 Spanish and English surveys
- Parents with children under 11 yo
- Drowning in Sugar
Evaluation Findings
"I think Rethink Your Drink is good because it shows you and it tells you the sugar content, and not in grams. We don't think like that. We think tablespoons. It's very effective that it shows you in the way that we think. I wouldn't give 14 teaspoons of sugar to my kids, but why would I give them a soda?"

"Kids like to see visuals so having pictures of what is unhealthy and what you're putting in your body is helpful."
“She got Potter the Otter at school, and we read the book and we talked about it. Now she understood the importance of not drinking soda and saying yes to water and she won't even drink soda if I offer it to her at home. She talks about not wanting stains on her teeth and not wanting to be sick.”

“You've got paper instruction that you just read, but if you don't understand it, you won't get it. But if somebody is there showing you, then you get it better, 'cause then you can ask questions because they're showing you firsthand. It's the same thing with commercials and paper ads.”
Disseminating multilingual Rethink Your Drink Campaigns through television, radio, internet, and billboards was successful in gaining some recognition of and traction around the issue in Santa Clara County.

The targeted messaging was most effective in reaching Spanish-speaking Latinos in the County, which is the group at highest risk for obesity.

"I think that these messages are good. There is nothing bad about these messages. But it is whether people are aware of them and how widely disseminated they will be."
Survey Results: Demographics

- 1,341 surveys
- 83% female
- 75% English; 25% Spanish
- 45% less than $45,000
1,341 surveys in English & Spanish with parents/guardians of elementary age children

- 96% reported their children drink water every day
- 25% reported their children drink sugary drinks every day, 34% reported every week, 61% reported monthly or less
• 41% recalled the Drowning in Sugar campaign
  – Most commonly on billboards, bus shelter ads & posters
  – 48% said it decreased the sugary drinks they offer their children
  – 46% said it increased the amount of water they offer their children
Survey Results

- n=553
- 89% Female
- 72% Latino
- 55% <$45,000
Survey Results

Percent Respondents Who Changed Amount of SSBs & Water Offered to Own Child After Seeing Ad

- **SSBs**:
  - Decreased: 48%
  - No Change: 48%
  - Increased: 2%

- **Water**:
  - Decreased: 1%
  - No Change: 51%
  - Increased: 46%
Survey Results

Percent Respondents Who Changed # SSB’s Offered to Own Child After Seeing Ad, by Language Spoken During Survey

- English (n=374)
- Spanish (n=172)

- Decreased: 44% (English), 60% (Spanish)
- No Change: 53% (English), 39% (Spanish)
- Increased: 2% (English), 1% (Spanish)
- Don't Know: 1% (English), 0% (Spanish)
Survey Results

Percent Respondents Who Changed # SSBs Offered to Own Child After Seeing Ad, by Family Income Level

- ≤$40,000/Year (n=301)
- >$40,000/Year (n=223)

- Decreased: 55% (≤$40,000), 40% (> $40,000)
- No Change: 42% (≤$40,000), 58% (> $40,000)
- Increased: 2% (≤$40,000), 15% (> $40,000)
- Don't Know: 1% (≤$40,000), 13% (> $40,000)
Percent Respondents Who Changed Amount of Water Offered to Own Child After Seeing Ad, by Family Income Level

- ≤$40,000/Year (n=301)
- >$40,000/Year (n=223)

- Decreased
  - ≤$40,000/Year: 2%
  - >$40,000/Year: 1%

- No Change
  - ≤$40,000/Year: 46%
  - >$40,000/Year: 60%

- Increased
  - ≤$40,000/Year: 52%
  - >$40,000/Year: 39%

- Don't Know
  - ≤$40,000/Year: 1%
  - >$40,000/Year: 0%
Conclusion
Conclusions

• Of residents who reported seeing Drowning in Sugar, 50% ↓ SSBs & ↑ water offered to their children.

• Campaign successful in reaching target population who have high SSB consumption – low-income Latino residents.

• Findings show well-targeted SSB campaigns have potential to ↓ SSB consumption and contribute to growing body of knowledge about campaigns’ effectiveness to reduce SSB consumption.
• Continue using successful campaigns for children & adults
• Use venues such as billboards & bus shelters for most exposure
• Campaigns need to be combined with changes on the ground
• Continue to target Latinos
Questions?
Thank you!