



Obesity and Diabetes Campaign Guide Binational Health Week 2011

Objectives:

- Offer information to the Latino community on the dangers of being obese and diabetic.
- Offer ways of controlling delaying, or preventing diabetes.
- Promote healthy active life style in the Latino community through alternative cooking methods.

Background

- Currently there are 23.6 million people living with diabetes in the United States and only 17.9 million of them have been diagnosed.
- The Latino population in the U.S. is twice as likely to develop diabetes then the general non-Latino population.
- Diabetes is the 5th leading cause of death among Latinos.
- Low-income communities have a disproportionate amount of fast-food restaurants and convenience stores than grocery stores and produce vendors; it is not surprising that about 40% of Latino children between the ages of 10-17 are either overweight or obese.
- Studies show that the best treatment for diabetes, and prevention of type 2 diabetes, is maintaining a healthy diet, active lifestyle, and weight loss.

Guide for the Incorporation of this topic

- Train *Promotores* (Community Health Workers) to offer workshops at local community agencies, consulates, and schools
 - Workshops on Healthy Lifestyles (active life styles, eating habits, etc)
 - Diabetes risk factors (family history, being obese, gestational diabetes, high blood pressure, high cholesterol)
 - Availability of Farmers Markets and Produce Quality
- Contact local representative of the following programs and agencies to obtain material and ask for representatives to host workshops, talks, trainings for community members:
 - National Diabetes Education Program
 - Local WIC agency
 - Department of Public Health, areas of nutrition, obesity and diabetes
 - American Diabetes Association
 - Community Clinics
 - State Diabetes Programs
- Invite local food agencies and departments of health to join the planning committee and participate in health activities during binational health week
- Ask for donations of promotional materials, brochures, advertisements, etc.

Available Material for Planning Committee

The Health Initiative of the Americas provides the following material to help launch your Diabetes and Obesity Campaign. The following material can be located on the BHW website (www.binationalhealthweek.org)

- Radio spots
- Videos and PSAs
- Practical Guide for the Planning of Healthy Meals through the Tasty Meals for People with Diabetes Booklet
- Eating Right During Pregnancy
- Choosing Health Drinks
- Family Meals and Snacks
- Same Weight Loss
- Mi Pirámide Guide

Helpful Links:

- Diabetes Forecast: The Healthy Living Magazine (<http://forecast.diabetes.org/>)
- American Diabetes Association (http://www.diabetes.org/espanol/?utm_source=Homepage&utm_medium=MainNav&utm_campaign=ESPAÑOL)
- Latino Nutrition Coalition (http://www.latinonutrition.org/index_sp.html)
- Diabetes for Latinos (<http://extension.umd.edu/nutrition/efnep/diabeteseducation/websites.cfm>)
- United States Department of Agriculture (<http://www.fns.usda.gov/fns/sp-nutrition.htm>)