CAMPAIGN TO RAISE AWARENESS AND REDUCE CONSUMPTION OF SUGARY BEVERAGES

UTHealth | The University of Texas Health Science Center at Houston | School of Public Health Brownsville

UNIDOS CONTRA LA DIABETES

Presentation to Harlingen CISD

- ***Dept. of Public Relations & Community Engagement***
- ***Media Arts and Communication Academy (MACA)***
- ***Harlingen School of Health Professions (HSHP)***

Monday, April 15, 2019; 10 a.m.
Central Administration Building

PURPOSE OF CAMPAIGN

Soda Consumption Across Age Groups

- Soda consumption is detrimental to health and wellbeing
  - one soda per day associated with increased
    - risk of stroke and heart disease
    - diabetes and obesity risk

- Age: Consumption of soda decreases with age
  - 71% of individuals aged between 14 and 19 years drink soda
  - 50% of individuals aged over 31 years drink soda

https://academic.oup.com/ajcn/article/95/5/1190/4576855

PURPOSE OF CAMPAIGN

What About Consumption of the Rio Grande Valley Population?

- Need to ask Valley residents
  - By age
  - By gender
  - By geographic location

- Objective unbiased surveys and focus groups – critical in order to have reliable data
  - English and Spanish
  - Probing questions, not biased questions
  - Objective facilitators, note takers, and carefully written documents to gather data (e.g., survey)

WHY SHOULD WE CONDUCT THE CAMPAIGN?

UNIDOS CONTRA LA DIABETES

Action-oriented collaborative of over 40 Valley entities working toward common mission to reduce the prevalence of diabetes.

UTHealth | The University of Texas Health Science Center at Houston | School of Public Health Brownsville

Educational and Research leader and resource supporting community efforts to improve public health in the Rio Grande Valley and Texas.

BUT, WE NEEDED HELP!

HARLINGEN PUBLIC SCHOOLS

HARLINGEN SCHOOL OF HEALTH PROFESSIONS
Place yourself at the front of the line!

LUPE

ARISE

UTRGV School of Medicine

PROYECTO JUAN DIEGO
Educating, Engaging & Empowering Families for the Future.

PROYECTO AZTECA

Catholic Diocese of Brownsville

Valley Baptist Health System

HIDALGO COUNTY TEXAS

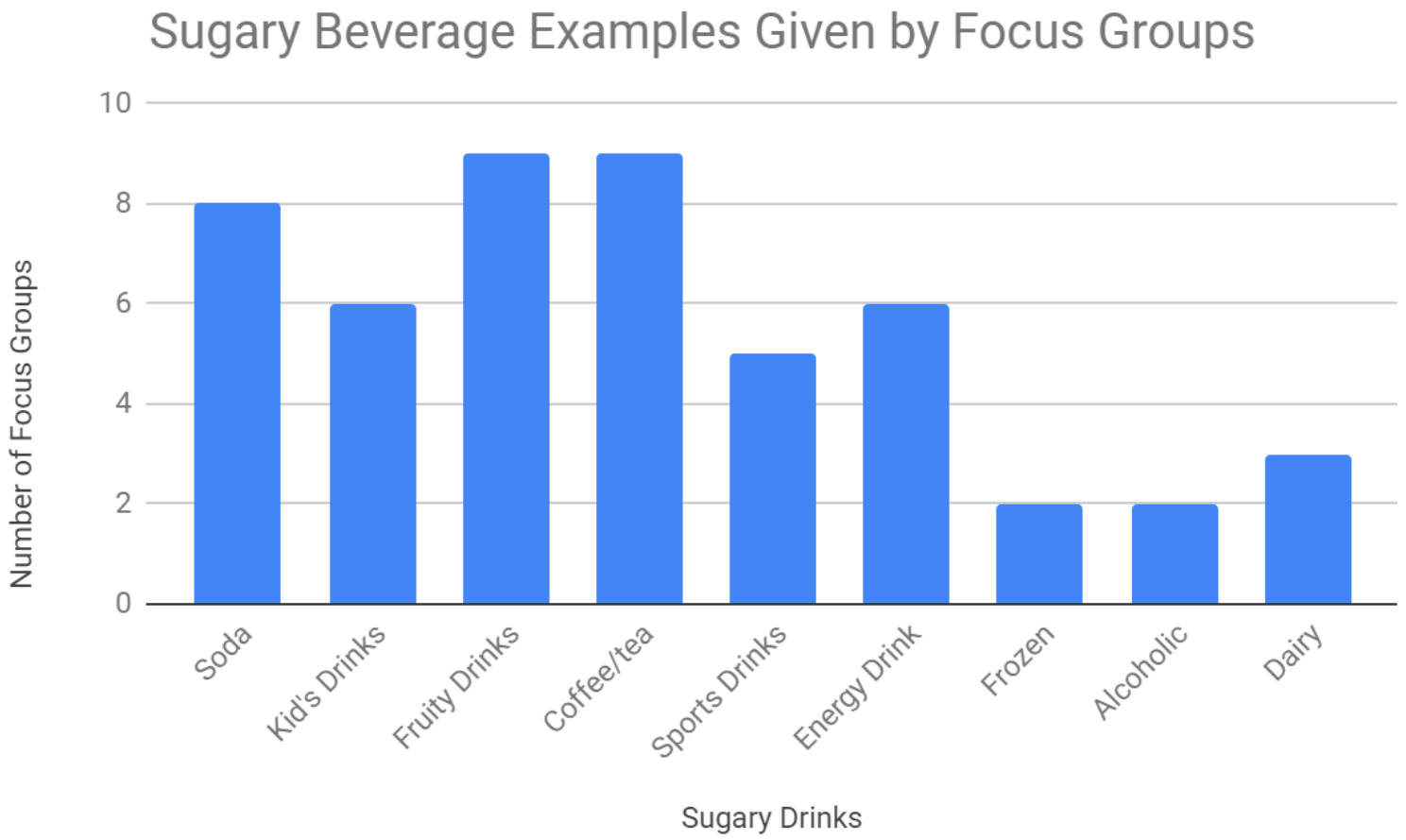
Su Clínica

10 Focus Groups Conducted by Partner Volunteers

Focus Groups	Gender			Age		Lang.			County		No. of Persons
	Male	Female	14-19	20-30	31-40	English	Spanish	Cameron	Hidalgo	Willacy	
Group 1	✓		✓			✓		✓			10
Group 2		✓	✓			✓		✓			10
Group 3	✓		✓				✓	✓			10
Group 4		✓	✓				✓	✓			12
Group 5	✓			✓		✓			✓		12
Group 6		✓		✓		✓		✓			10
Group 7	✓			✓			✓		✓		5
Group 8		✓		✓			✓		✓		9
Group 10		✓			✓	✓				✓	10
Group 12		✓			✓		✓		✓		12
TOTAL	4	6	4	4	2	5	5	5	5	1	100

Focus Group - Q1: Examples of Sugary Beverages

- Most examples were easily attainable and found in grocery stores
- (10/10) mentioned fruity drinks
- (10/10) mentioned coffee/tea
- (9/10) mentioned soda

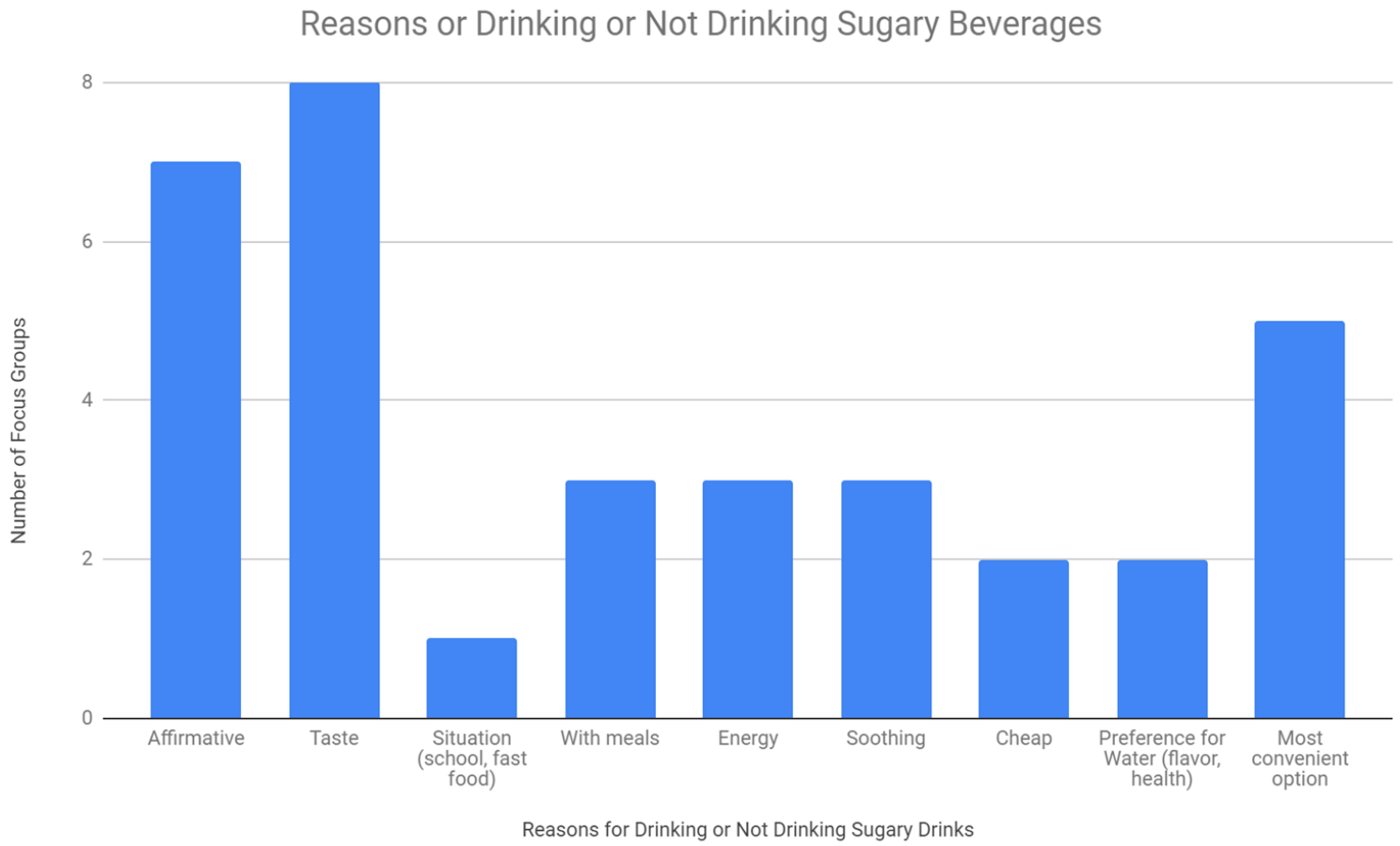


Focus Group-Q2: Reasons for Drinking Sugary Beverages

(9/10) mentioned taste

(8/10) replied with an affirmative

(6/10) mentioned most convenient option



Focus Group-Q3:How Sugary Drinks Affect Health

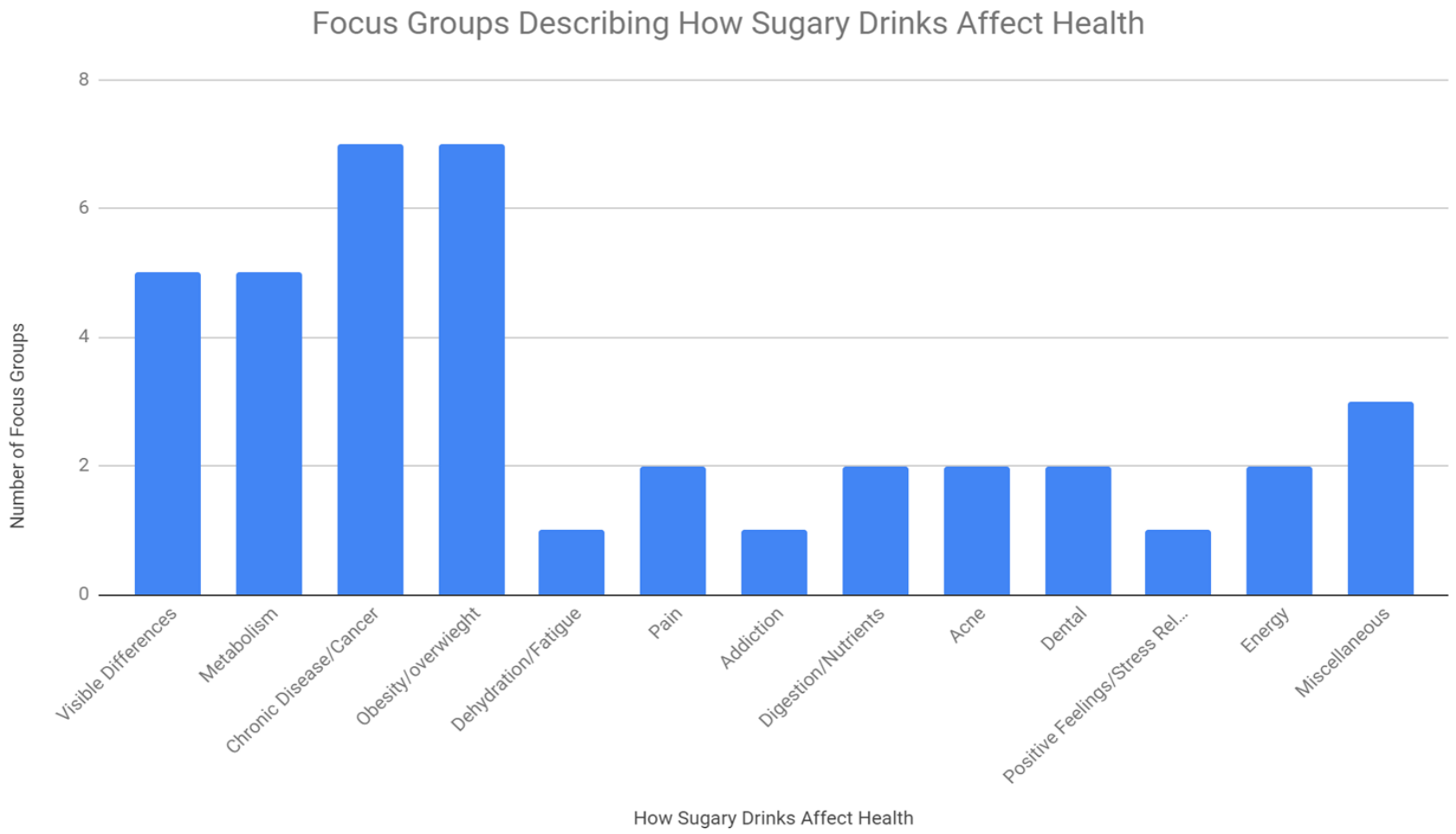
Miscellaneous included acid, UTI, and pregnancy health

(8/10) mentioned chronic disease/cancer

(7/10) mentioned obesity/overweight

(5/10) mentioned visible differences

(5/10) mentioned metabolism



Focus Group-Q4:Reasons Given for Drinking or Not Drinking Water

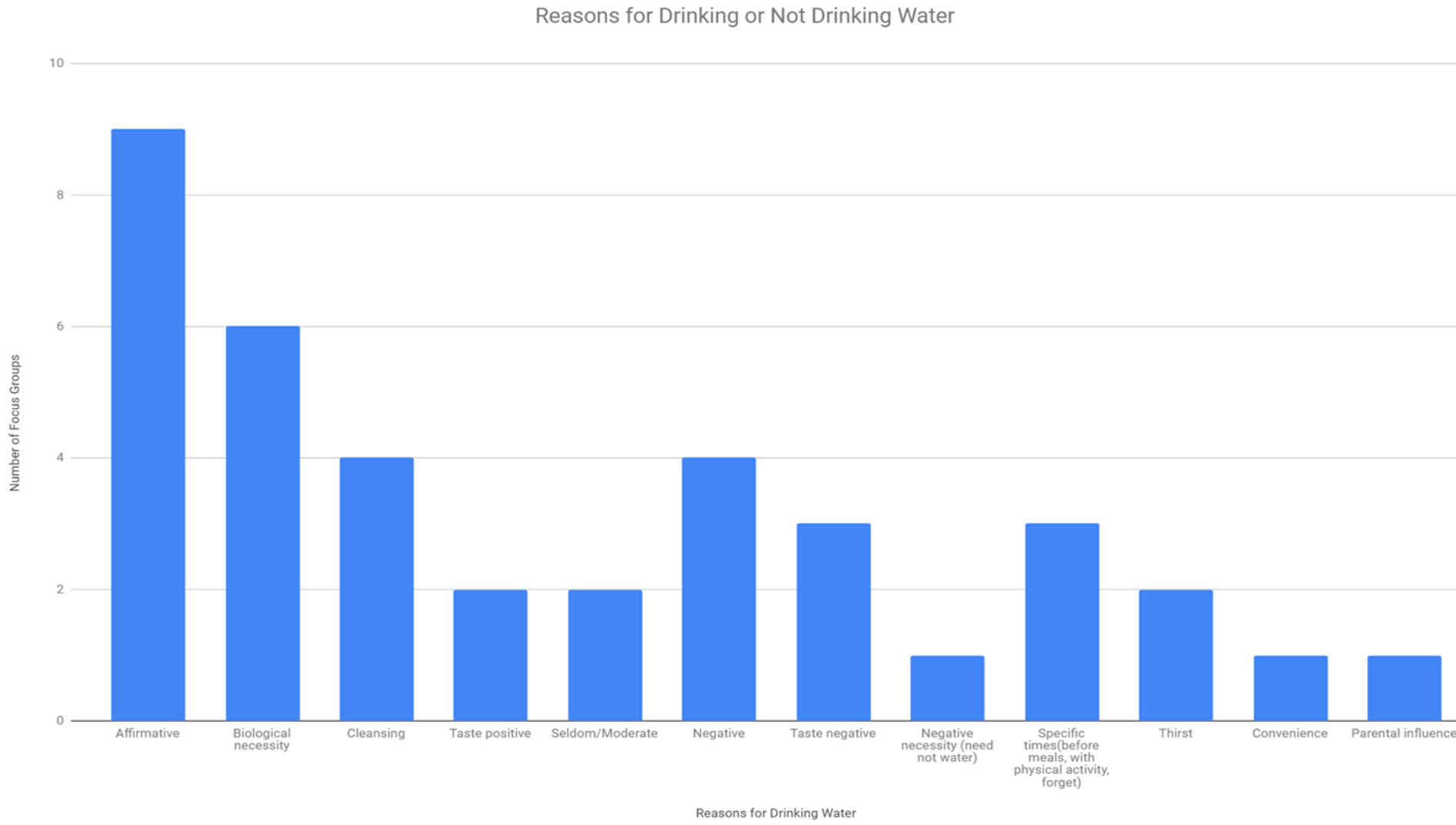
Negative response includes straightforward negative answers as well as aversion and urination

Specific times include before meals, physical activity, and forgetting

(10/10) mentioned affirmative

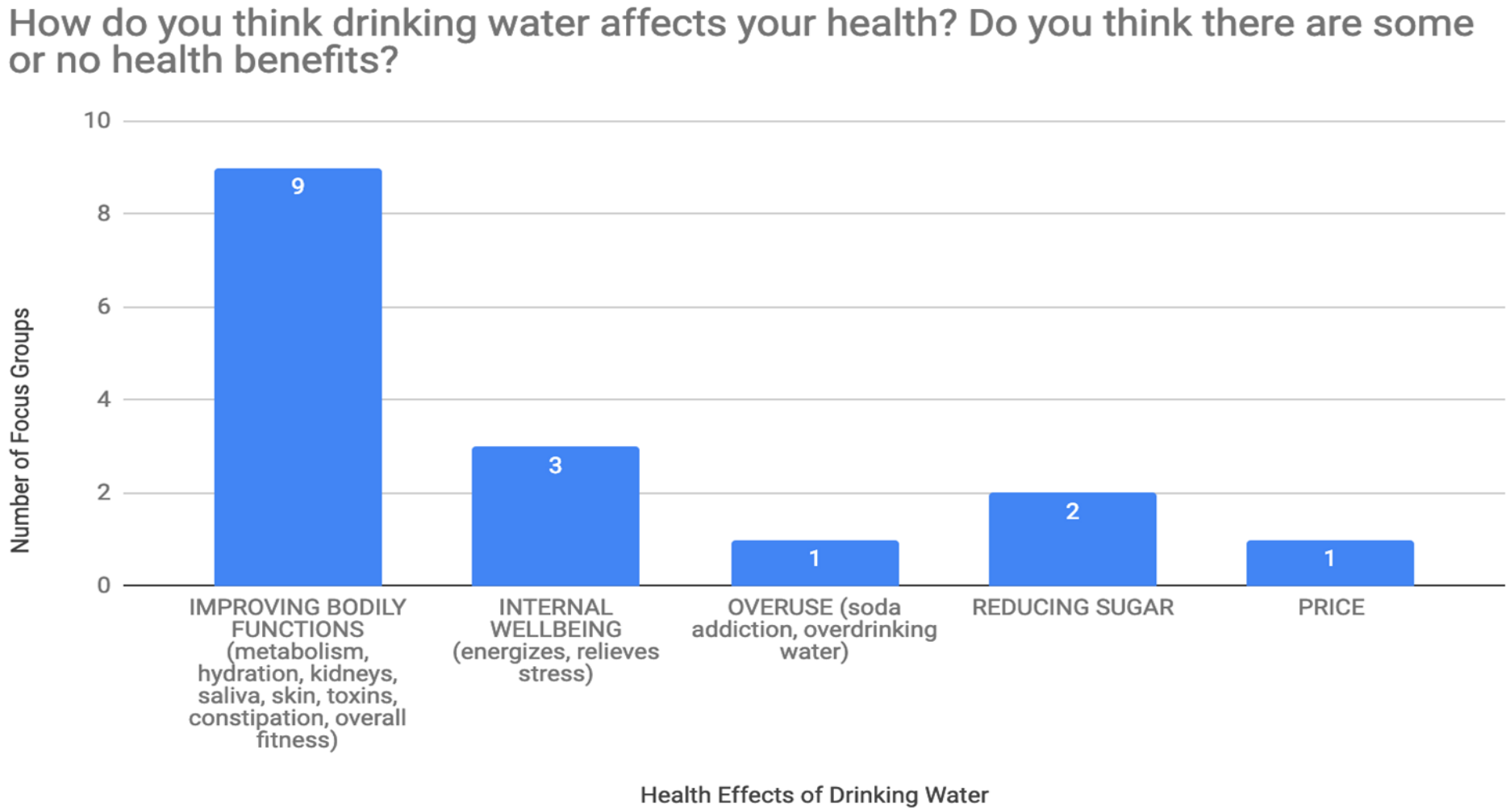
(6/10) mentioned biological necessity

(5/10) mentioned both negative and cleansing



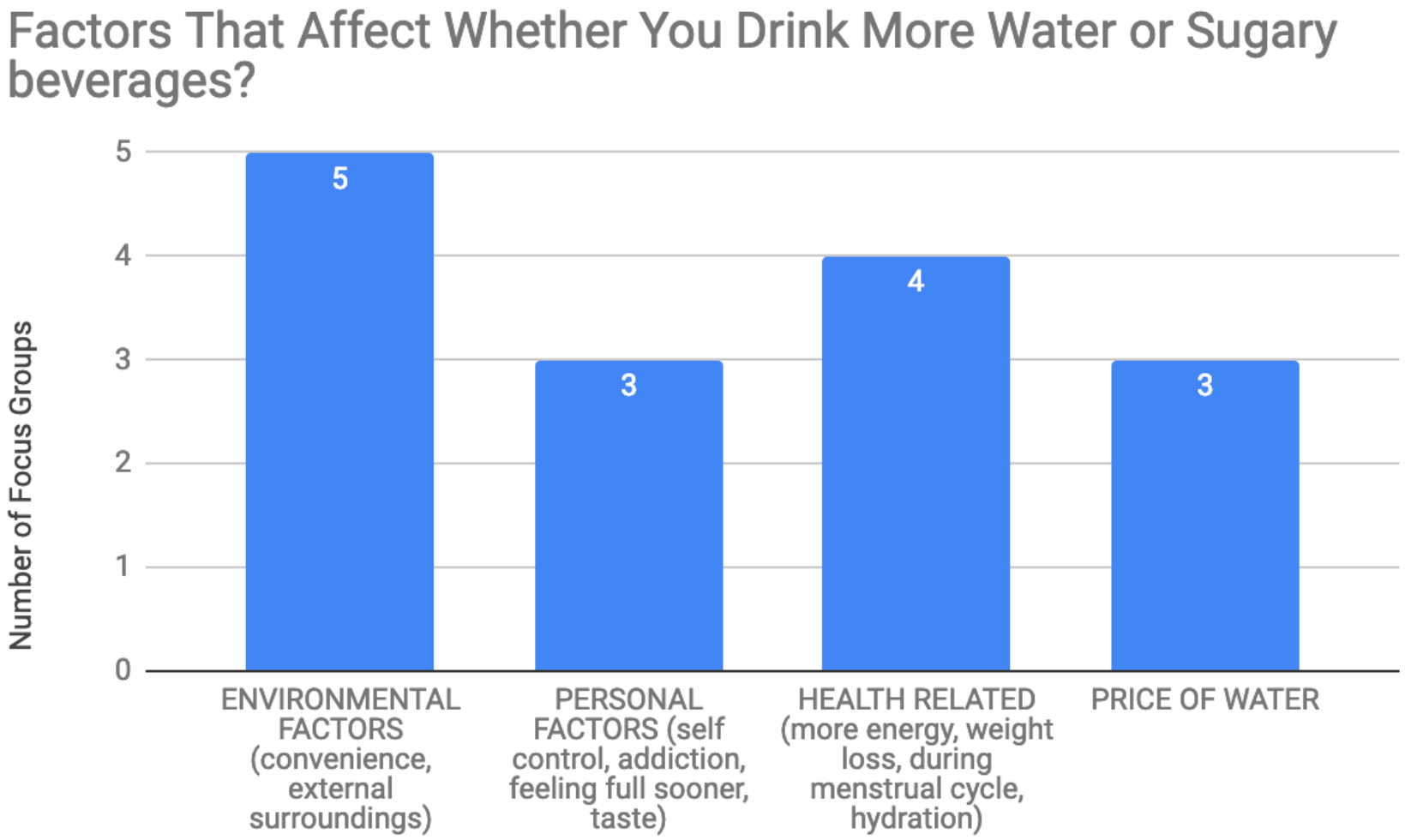
Focus Group- Q5: Health Effects/Benefits of Water

- (9/10) bodily functions
- (3/10) Focused on sugar



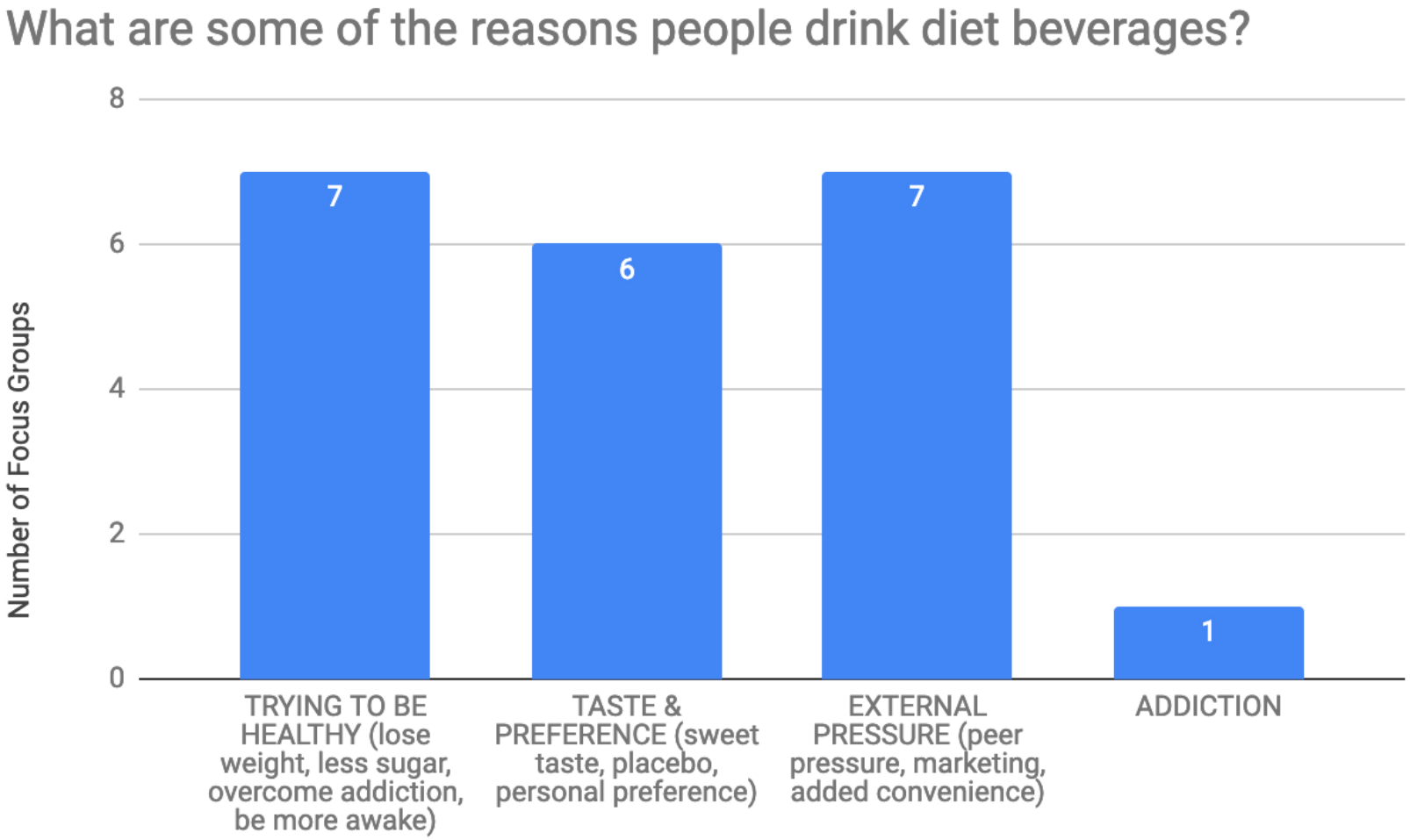
Focus Group- Q6: What Affects Drinking Water/Sugar Beverages

- #1 is Environmental
  - More convenient
  - Social gatherings
  - Proximity
- #2 Health related
  - Energy
  - Hydration
  - Weight loss
  - Improving menstrual cycle experience
- #3 = Price or Addiction/taste



Focus Group- Q7: Reasons People Drink Diet Beverages

- #1 (7/9) Health Consciousness
  - Less sugar
  - Overcome addiction
  - Lose Weight
- #1 (7/9) External Pressure
  - Marketing
  - Peer pressure:
    - Role models (teachers)
    - Drinking



Consumption Pattern of Sugary Beverages:

"In the last two years, have you been drinking more or less of sugary beverages?"

Response (n=97)	N (%)	Response Options N (%)	N (%)
	MORE	**LESS**	**THE SAME**
Group 1	2	5	3
Group 2	2	5	3
Group 3	1	4	5
Group 4	2	6	4
Group 5	1	6	4
Group 6	3	4	3
Group 7	2	2	1
Group 8	1	3	4
Group 10	1	5	4
Group 12	2	5	4
TOTAL	**17 (17.5%)**	**45 (46.3%)**	**35 (36%)**

Consumption Pattern of Sugary Beverages:

"In the last two years, have you been drinking more or less of sugary beverages?"

Response by Age Group (n=92)	N (%)	Response Options N (%)	N (%)
	MORE	**LESS**	**THE SAME**
14-19	8 (19.04%)	21 (50.0%)	13 (30.95%)
20-30	7 (20.6%)	15 (44.1%)	12 (35.3%)
31-40	3 (14.2%)	10 (47.6%)	8 (38.1%)
TOTAL	**18 (18.55%)**	**46 (47.42%)**	**33 (34.02%)**

Highlighted categories indicate groups that are worse than the average

Consumption of Water:

"About how many glasses (8 oz.) of WATER do you drink in a day?"

Response	0	1-3	4-6	Over 6
Group 1		4	4	2
Group 2	1	4	3	2
Group 3	1	4	2	3
Group 4		8		3
Group 5		5	2	4
Group 6	1	4	5	
Group 7		1	2	2
Group 8		4	3	1
Group 10	1	6	1	2
Group 12		4	4	4
TOTAL	4	44	26	23

LOGOS REVIEWED BY FOCUS GROUPS

Logo 1

Logo 2

Logo 3

Logo 4

Logo 5

Logo 6

Logo 7

Logo 8

POSITIVE ATTRIBUTES OF LOGOS NOT SELECTED (Focus Groups Feedback)

- Color – Attractive or Clean
- Inviting Font
- Simple, Brief, Concise Message
- Understandable
- Interesting Message
- Easy to Look At
- Stands Out
- Bold Message
- Order of Placement of Image & Text
- People Read Left to Right
- Subtitle Adds More Context
- Image Portray Message by Itself

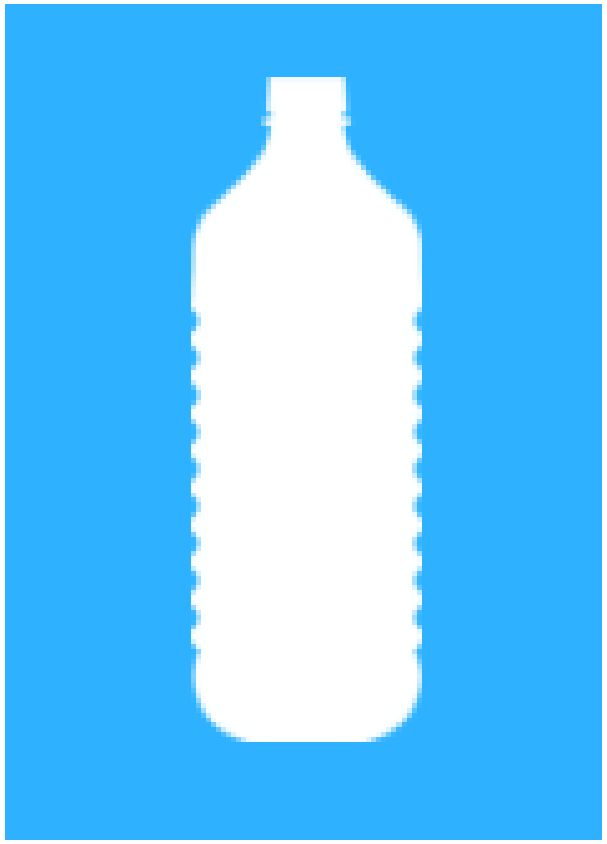
NEGATIVE ATTRIBUTES OF LOGOS NOT SELECTED (Focus Groups Feedback)

- Bland
- Boring
- Not eye-catching
- Too long message
- Bad background color
- Subtitle message hard to read
- Too much unused space
- Color too light
- Font too small
- Logo looks like McDonalds
- Image too big
- Letters on drinks not good
- Message lost in image
- Not good spacing in font
- Not enough color
- Box Outline too plain
- Color for bottle makes it look unhealthy
- Message does not match image
- Something missing from message or image
- Block letters not good
- Advertising drinks rather than message
- Message too lost in colors
- No emotion coming out of message
- Resembles H&R Block
- Resembles Salsa Valentina
- Color or image looks like Coca Cola
- Letters need to be brighter
- Color looks like Home Depot
- Wrong color for drinks

LOGO VOTE RESULTS

Focus Group	Logo 1	Logo 2	Logo 3	Logo 4	Logo 5	Logo 6	Logo 7	Logo 8
Group 1								✓
Group 2				✓				
Group 3 *Spanish*			✓					
Group 4 *Spanish*	✓							
Group 5				✓				
Group 6				✓				
Group 7 *Spanish*				✓				
Group 8 *Spanish*				✓				
Group 10				✓				
Group 12 *Spanish*								✓
TOTAL Votes	1		1	6				2

THE WINNER!



LIFE IS SWEET ENOUGH

OUR DRINKS DON'T HAVE TO BE.

ATTRIBUTES OF WINNER LOGO 4

("What do you like about this logo?")

- Stands out
- Inviting
- Easier to look at
- Font
- Image of water bottle
- Shape
- Words
- Blue color
- Simplicity
- Direct message
- Good focus on "enough" which is strong message
- Blue color is earthy
- Organic healthy colors
- Simple on point
- Easy to read
- Teaches water is healthier for us
- Message serious
- Advise regarding water

ATTRIBUTES OF WINNER LOGO 4

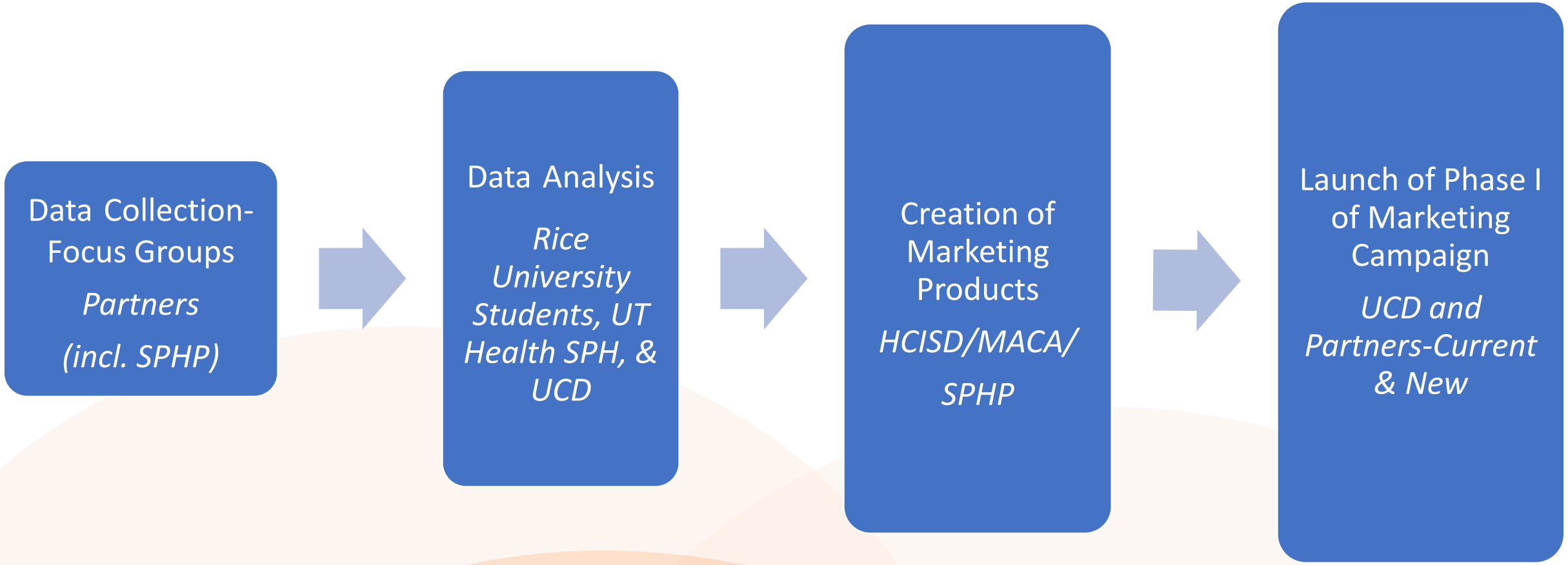
("How does this logo make you feel or think?")

- Includes everyone by use of "our"
- "Our" makes me feel part of the message
- Want to buy it
- Feel healthy
- Want to drink water
- Water is good
- Makes me want to recycle
- Something positive
- Makes me want a water
- Makes me think of cool water
- To stop drinking sweet drinks
- Sub phrase makes me feel entitled
- Example of what you should drink more
- Makes me feel water
- Pure
- Stop drinking caffeine
- Sad because I drink too much Coke
- More water less soda
- Am being educated
- Blue promotes water
- Drink more water

Other Take Away Points from Market Research

- Focus on under 30 age group for next steps in campaign
- Unfortunately most people didn’t see sports drinks as sugary
- Many did not understand that sugary beverages are related to obesity
- Many did not exclusively drink water, but when they do they feel “clean”
- Many did not make the connection between drinking water and sugar reduction.
- Myth persists that diet soda is a healthy option – it is not a healthy option.

CAMPAIGN DEVELOPMENT STAGES



CONTACTS

UNIDOS CONTRA LA DIABETES

UTHealth | The University of Texas Health Science Center at Houston | School of Public Health Brownsville

Salomon Torres
Program Manager, UCD

956-821-5005
Salomon.Torres@uth.tmc.edu

Dr. Belinda Reininger
Dean, UTHealth School of Public Health
UCD Steering Committee Member
Trustee, Harlingen CISD School Board

Belinda.M.Reininger@uth.tmc.edu