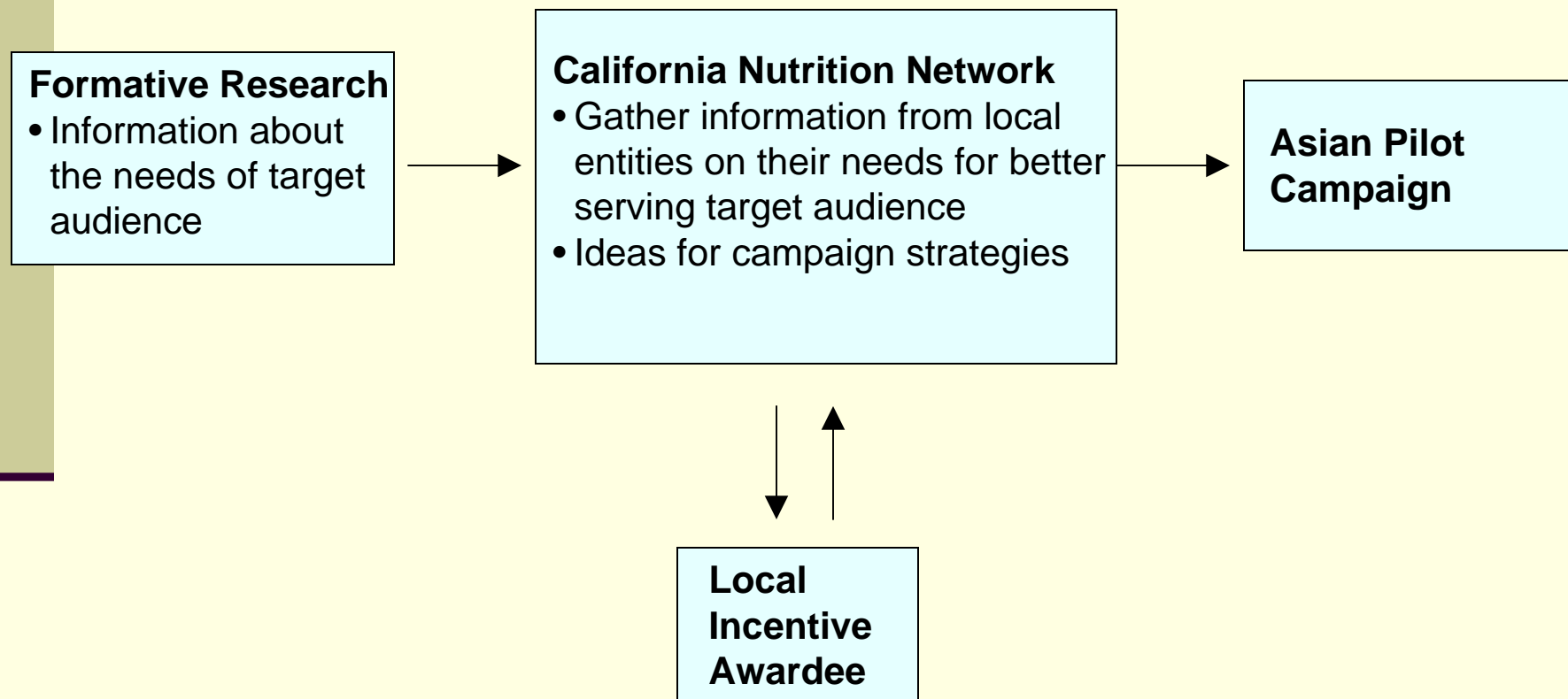

Asian American Nutrition and Physical Activity Pilot Campaign

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Campaign Development Overview



Methods for Campaign Development

- Obtaining information about the needs of LIAs
 - Gathering existing in-language materials, methods, and channels
 - Gather additional ideas for possible campaign media and materials

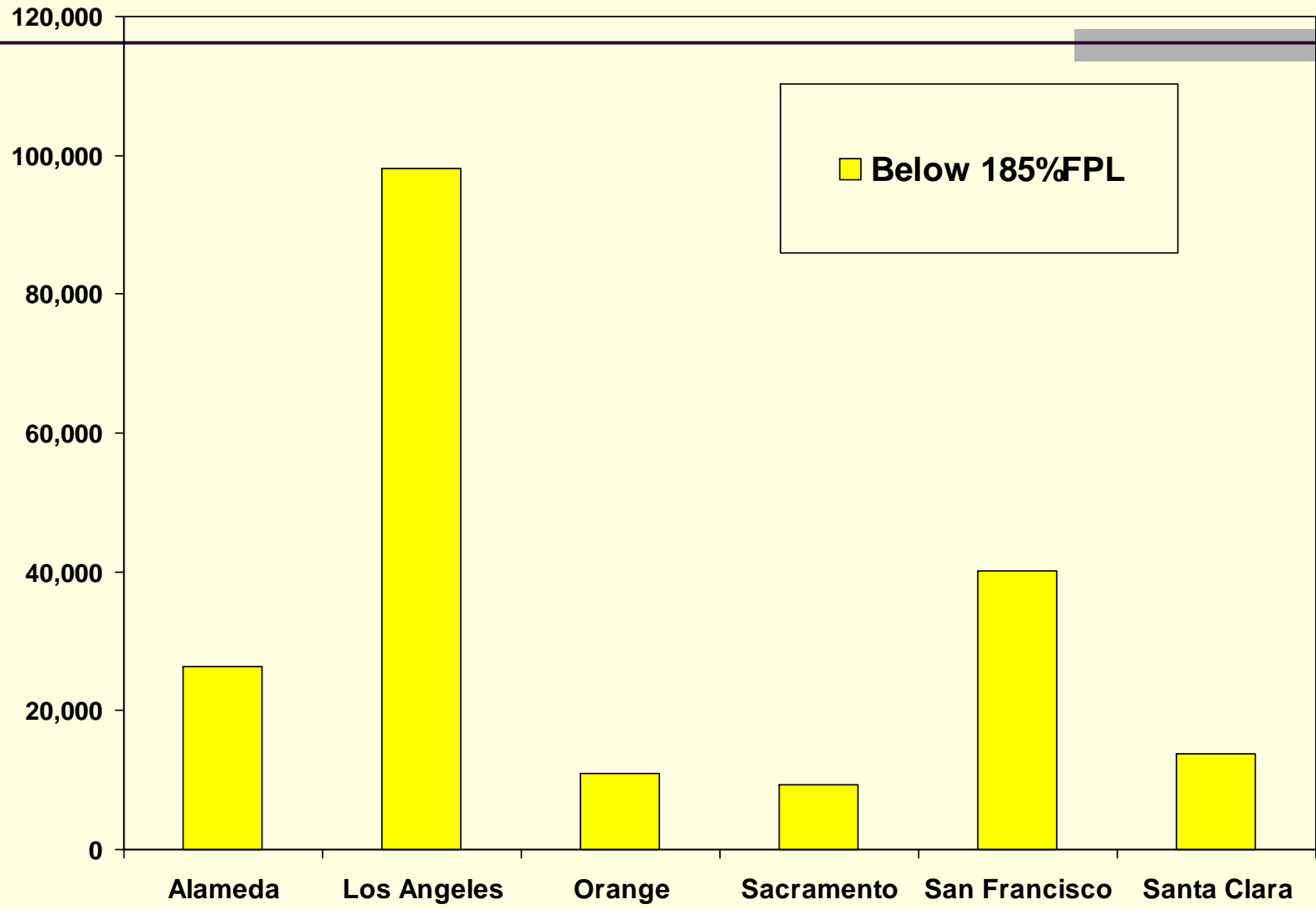
Potential Target Audience and Counties

- Target Audience
 - Chinese, Hmong, Vietnamese
 - Eligibility <185%FPL for each Asian subgroup

- Counties/Locations
 - Based on population density and poverty status

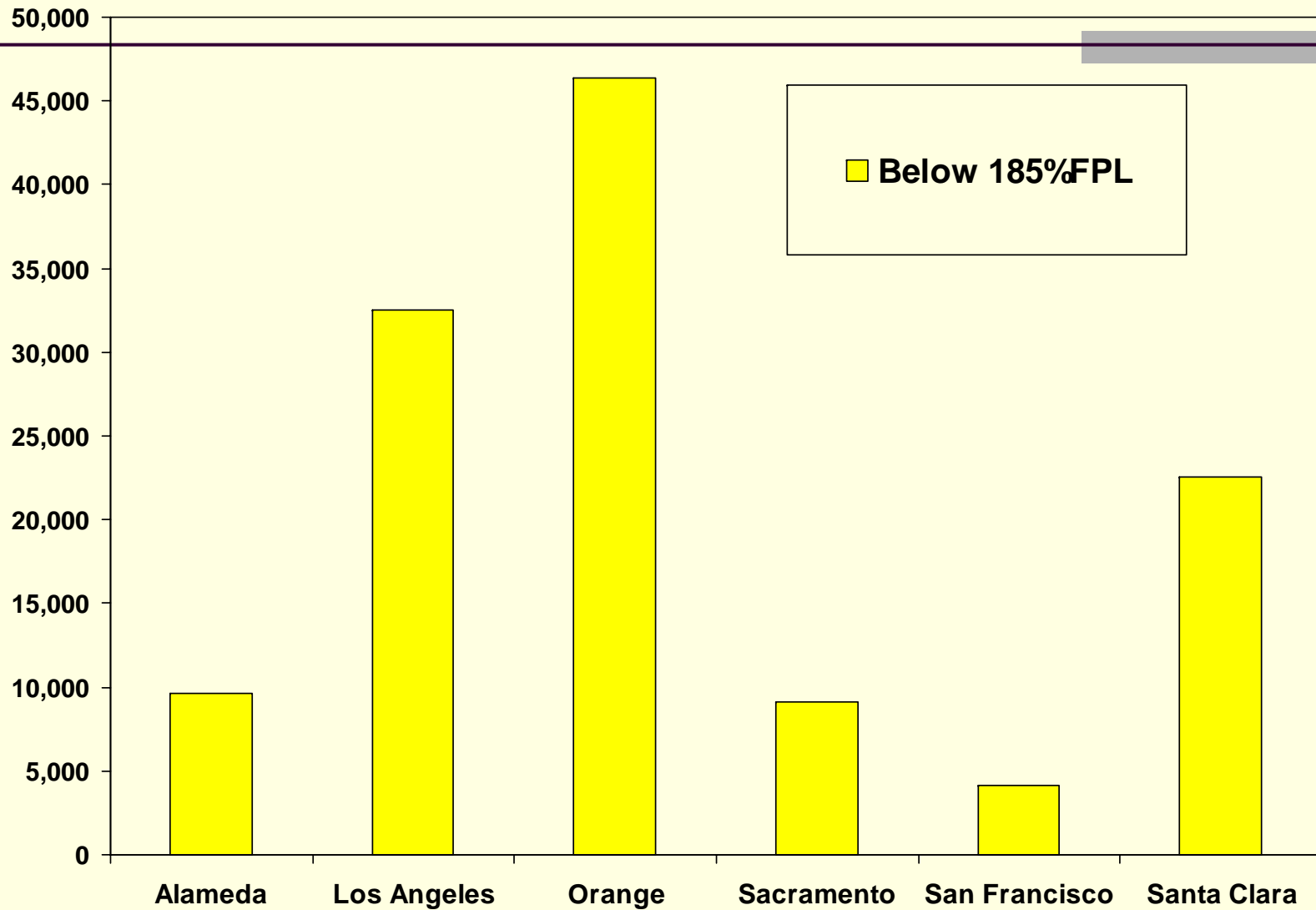
California Chinese Population by County

US Census 2000



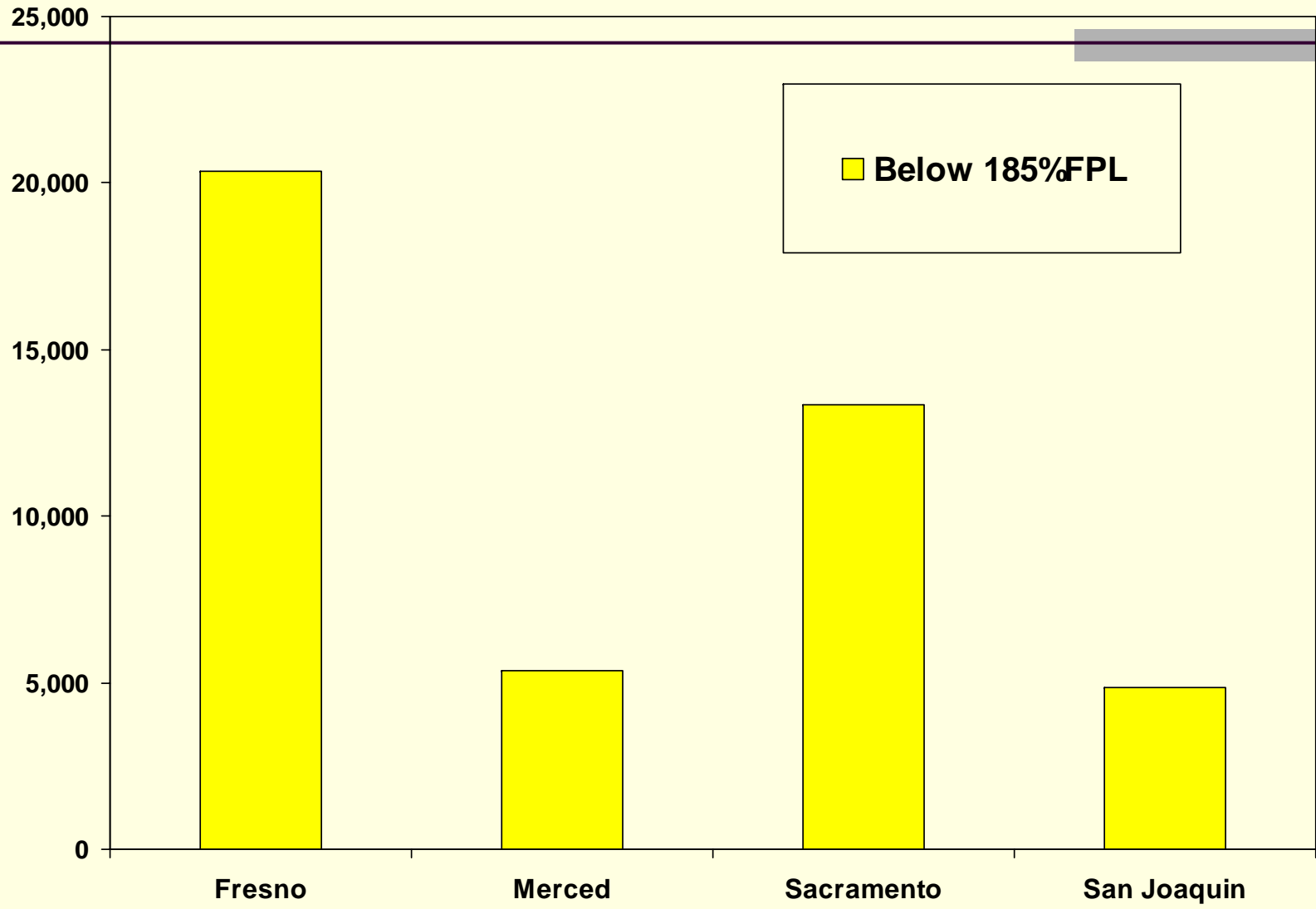
California Vietnamese Population by County

US Census 2000



California Hmong Population by County

US Census 2000



Shaping the Asian American Nutrition and Physical Activity Campaign

- Media Campaign with complementary educational materials
- Approach
 - Build on the successes of the *Latino 5 a Day* and make it culturally appropriate for the Asian audience
 - Mass media
 - Community based approaches

Proposed Outcome Measures

- Testing the most effective ways in reaching the Asian population
- Campaign Awareness, Attitudes, Intentions, Self-Efficacy, Knowledge, Beliefs, Opinions, etc.