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Using a Social Marketing Framework to Transform an Education Program: Lessons From the Hispanic Obesity Prevention and Education (PESO) Program

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Abstract

Programa de Educación Sobre la Obesidad (PESO) was a targeted intervention which intended to raise awareness about the obesity epidemic, reduce the proportion of overweight and obese adults, and promote the consumption of fruits and vegetables within the Hispanic community of Seminole County, Florida. It was funded through the Florida Department of Health statewide Hispanic Obesity and Prevention Program. The PESO program utilized a multidisciplinary design to implement and evaluate a nutrition education and obesity reduction program. The 4-month program was a collaborative effort of the Seminole County Health Department, University of Central Florida, and Iglesia Vida Nueva church in Seminole County. We used a social marketing framework to deliver the curriculum and structure some of the lessons. In addition, we utilized this framework to critique, redesign, and make recommendations for future programs.



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