

10th Conference on Health Care of the Chinese in North America

A Healthy Eating Campaign in the San Francisco Chinese Community

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The Healthy Eating Campaign is designed to improve the nutritional status of the Chinese in San Francisco. The goal of the campaign is to reduce the morbidity and mortality from heart disease, cancer, diabetes and obesity by inducing the public to adopt healthy eating practices via reduction of dietary fat and cholesterol intake; and an increase of the consumption of fruits and vegetables.

The campaign consists of 4 intervention levels:

Level 1: Enhancing individual knowledge and skills via the development of the following culturally appropriate nutrition resources:

1. an 80-page full-color bilingual eating guide/cookbook *Healthy & Delicious: Simple Ways to Low Fat Chinese Cooking* featuring a new Chinese Food Pyramid, meal plan and healthy recipes.
2. a trilingual video *Sic Yum Sic Sik* featuring a nutritionist and celebrity chef Martin Yan to illustrate ways to shop and cook lean.
3. an interactive brochure and a poster on *Eat Less Fat for a Healthier Family!*

Level 2: Promoting community education and outreach via different channels. Promoting the healthy eating message in the community via the Partners for Healthy Eating network, ranging from child care centers, head start programs, family associations, schools, ESL classes, churches, supermarkets, bookstores, video stores, pharmacies, senior centers, cultural clubs, restaurants, chef's cooking school and the Chinese media.

Level 3: Educating providers via ongoing training and technical support to all the Partners for Healthy Eating.

Level 4: Creating a healthy eating coalition with the members from the Partners for Healthy Eating. These are agencies or providers that are interested in promoting healthy eating messages to the clients that they serve or among their own staff. All partners receive Healthy Eating Campaign materials, ongoing training and technical assistance.

Currently, there are 44 Partners for Healthy Eating who have joined the campaign, and an estimated 50,000 are impacted by the campaign. The evaluation of the Healthy Eating workshops indicated remarkable behavior changes. After having attended the series of 4 classes, 90% participants ate more fruits and vegetables, 93% cut down on fat, and 72% made changes in their cooking and diets. These changes included using more soybean products, more grain products and adopting the use of stock in cooking.