



Mas SALud
Menos SALo
cu sabor di cas

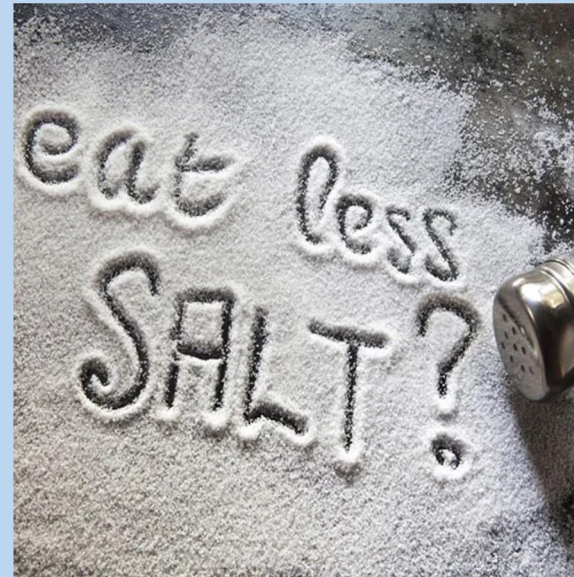
 IBISA  DVG

Wednesday August 30th, 2023

Team Aruba



Goal:



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- Working women within the hotel industry are not fully aware that their daily nutrition and meal choices are not healthy
- Their perception on health were purely based on guessing and thoughts without medical health checks conducted by the health care providers



Figure 1: #Sabonumber Campaign at the Costa Linda Resort, 2023



Figure 2: #Sabonumber Campaign at the Consul of Colombia, 2022

- Their choices may cause diseases such as high blood pressure
- High blood pressure male% female %

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What is the issue at hand?

Salt consumption is known to be a risk factor in developing high blood pressure (Non-Communicable Diseases). This results in a lower quality of life and work performance, and consequently higher health care costs.

Therefore, the Ministry of Health and the Ministry of Sports consistently collaborate towards educating the community of Aruba using Social Marketing as a health promotion tool in creating a better quality of health and adapting positive social environments.

Currently we just have guidelines regarding salt consumption, while there is a policy regarding the NCD's. Therefore this initiative aims to bring the necessary impact and consequently the development of policies on this topic.

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Segmentation audience

Primary - working women within the Hilton resorts between the ages of thirty-five (35) to forty-five (45).
Full time & part-time/contractor basis employment

Secondary - families and co-workers of the working women

Tertiary - collaborative hotels and management of the Hilton resorts

*the campaign will eventually be disseminated to the whole community

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Goal: To increase awareness and promote salt reduction measures for health benefits

Outcomes:

1. Understanding how much salt should be consumed for a better health
2. Recognizing the difference between salt and sodium
3. Understand how to read labels
4. Recognize what less than 5 gram of salt looks like
5. Understand how to analyze the amount of salt in processed food
6. Understand how alternative ingredients, such as spices and herbs can be used instead of salt

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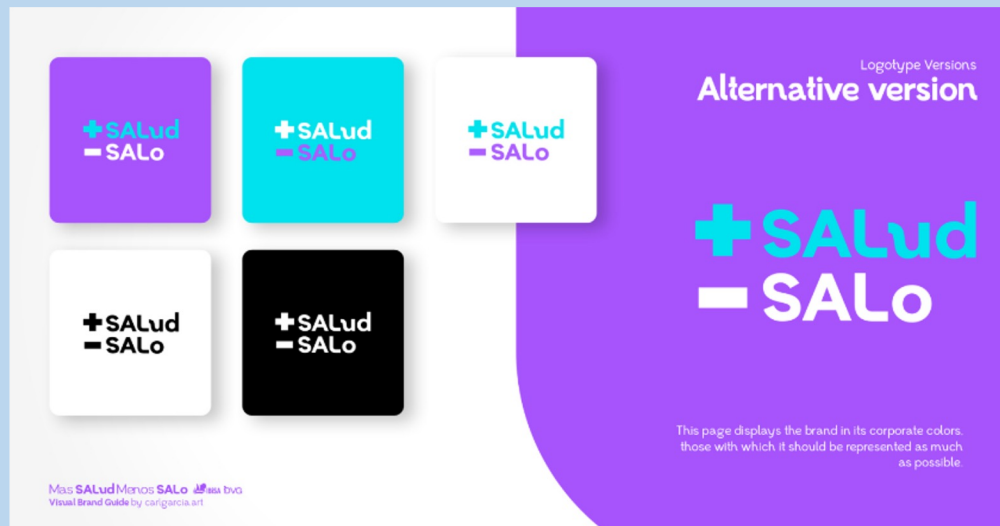
What have we learned?

- Theme 1: Life is Tough **'Good healthy food is too expensive and takes too long to prepare, so they take shortcuts using canned or processed food and packaged seasoning'**
- Theme 2: Convenience Saves Time
- Theme 3: Illusion of a Healthy Diet
- Theme 4: Limited Access to Fresh Ingredients
- Theme 5: Cooking for and with Family **'When they cook, they cook informal traditional recipes using traditional ingredients and traditional methods'**
- Theme 6: Responsibility for Healthy Ingredients
- Theme 7: Desire for a Healthy Lifestyle
- Theme 8: Trust in Social Media
- Theme 9: Salt is Bad
- Theme 10: Salt Reduction

Social Media Post



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Monitoring and evaluation - Ongoing

Intervention 1: Data collection/analysis knowledge survey

Intervention 2: Salt reduction awareness and reduction campaign aimed at working women aged 35 - 45

Intervention 3: For managers/purchasers to provide a wider variety of healthier options to their staff

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Learning outcomes of the course Social Marketing

- To recognize the benefits of social marketing as a health promotion tool within public health research
- To create programs of positive behavioral changes by highlighting its benefits and showcasing positive behavior outweighing the negative
- To increase knowledge on methods to make the healthy choice the **easy** choice using resources accessible by the community
- Creating communication plan and designing implementation plan using specified data according to target segmentation
- Understanding branding and implementation process and how it can be best monitored and evaluated



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Danki!



Thank you, all the way from Aruba!
The One Happy Island