Introduction
Cancer is the leading cause of morbidity and mortality among Hispanics, the fastest growing segment of the U.S. population. Compared to the general population, Hispanics have disproportionately high rates of two cancer risk factors: obesity and physical inactivity. Healthy weight and active lifestyle are critical to reducing cancer risk in the Hispanic community.

Program Background
“Y Living: A Healthy Lifestyle Program for Cancer Prevention and Risk Reduction” was designed by researchers with input from the YMCA of Greater San Antonio to use several methods to promote healthy lifestyles among Hispanics.

163 families (237 adults) enrolled in Y Living, a 12-week program to increase families’ physical activity, improve diet quality and prevent excess weight gain.

Text messaging enhanced the Y Living program. Messages included:

**YLiving4Health Texts**
Community-wide education and outreach campaign 2-3/week to promote awareness of cancer prevention and risk reduction.

**Y Living Program Texts**
Messages from program coordinators 2-3/week:
- Connect participants to free/low cost community events/resources
- Reinforce knowledge and skills
- Provide ongoing social support
- Assess participant knowledge

Methods

**Evaluation Design**
- Single group, pre- and post- surveys

**Data Collection**
- Self-administered surveys (diet, physical activity, health & behavior knowledge)
- Anthropometrics

<table>
<thead>
<tr>
<th>Adult Demographics</th>
<th>Gender</th>
<th>n</th>
<th>Mean ± SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>20% Male</td>
<td>47</td>
<td>80% Female</td>
<td>190</td>
</tr>
<tr>
<td>Age</td>
<td>Age range</td>
<td>18-71</td>
<td>42 ± 13.18</td>
</tr>
</tbody>
</table>

**MessageSpace** is a web-based text-messaging communication management system for health promotion campaigns. It has:
- Asynchronous message delivery
- Auto mass-message handling & scheduling
- Grouping by participant attributes for message tailoring

**Results**

### Changes From Baseline

<table>
<thead>
<tr>
<th>Anthropometrics</th>
<th>N</th>
<th>Baseline Mean ± SD</th>
<th>Mean Δ ± SD</th>
<th>p value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight (lbs)</td>
<td>148</td>
<td>200.35 ± 58.35</td>
<td>-2.38 ± 5.87</td>
<td>.00</td>
</tr>
<tr>
<td>BMI (kg/m²)</td>
<td>141</td>
<td>35.56 ± 9.25</td>
<td>-.39 ± 1.91</td>
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</tr>
<tr>
<td>Waist Circumference (in)</td>
<td>146</td>
<td>42.66 ± 14.59</td>
<td>-1.08 ± 2.32</td>
<td>.00</td>
</tr>
</tbody>
</table>

| Diet            |servings per day| 155 | 1.71 ± 2.60 | .71 ± 3.84 | .02 |

| Physical Activity|Moderate Minutes (minutes per week)| 157 | 60.86 ± 92.43 | 29.01 ± 111.89 | .01 |

**Conclusion**
Preliminary results among adult program completers improved body composition, diet, physical activity and health & behavior knowledge.

Text-messaging is a promising communication method for supporting health behavior change interventions for Latino families.

Developing a systematic messaging plan is essential to ensuring each message’s timing and content align with the intervention program and also meet the needs of participants.

**Implications**
Despite availability of this new communication tool, adoption by program implementers is challenging. Development of text messages to support the program requires planning, coordination, and training.