



University of New Hampshire

Bigornia Research Lab

We use epidemiological approaches to identify dietary risk factors of age and lifestyle-related health conditions.

These findings inform our development of programs to support healthy yet culturally appropriate ways of eating.



What are we working on?

- ❖ **FINE Study (Fish In Nutrition Education)**
 - Develop tailored nutrition education to increase fish consumption among Hispanic/Latino adults in NH
 - Recruitment for evaluation phase starts this summer
- ❖ **DAS Study (Dairy And Seafood)**
 - Understand barriers to dairy and seafood consumption among NH residents
 - Participation involves completing a survey and/or being in a focus group
 - Recruitment to begin soon
- ❖ **Connect with us for more information**
- ❖ **Hablamos español**

Contact information:

Sherman Bigornia, PhD
129 Main St, Kendall Hall
Durham, NH 03824
bigornia.lab@unh.edu
(603) 862-2982

<https://sites.usnh.edu/bigorniaresearchlab>



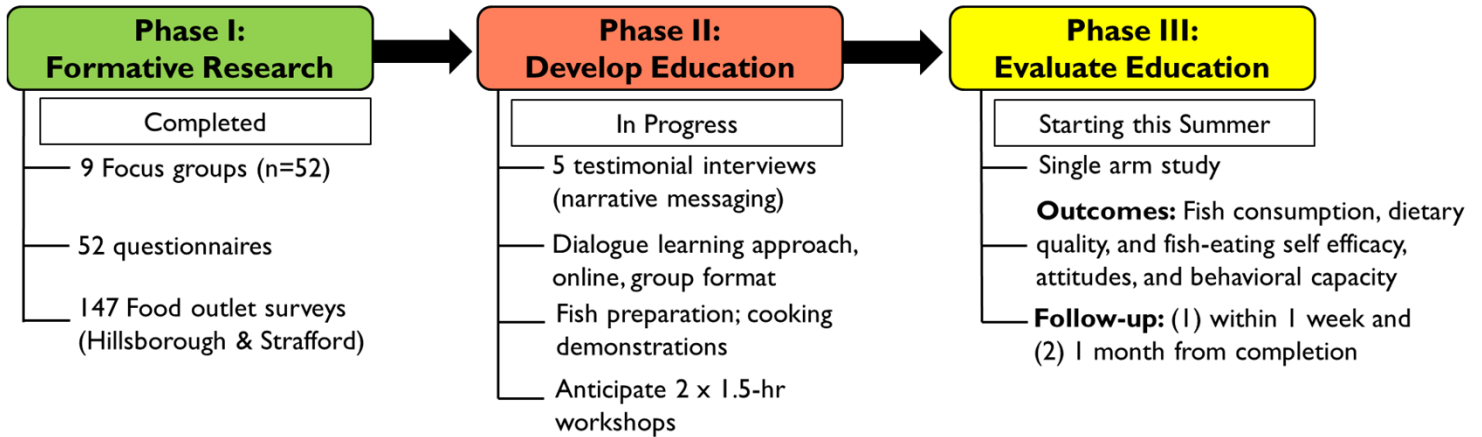
SCAN THIS QR CODE TO
KNOW MORE ABOUT US!

FINE (Fish In Nutrition Education) Study

Objectives

To develop and evaluate a culturally tailored nutrition education program to increase fish consumption among Hispanic/Latino adults residing in NH.

Methods



Preliminary Results (Focus Groups, Questionnaires, Food Outlet Surveys)

Consumption Barriers



Cost and time

Low availability of fresh & whole

- 79% prefer whole fish/90% fresh fish
- 43% report fresh fish not locally available
- 11% of surveyed stores have fresh whole fish, 30% had frozen whole fish
- 90% purchase fish at a supermarket or supercenter; 4% at a fish market

Low availability of local/wild-caught fish

- 71% prefer locally caught
- 76 % prefer wild-caught

Household/neighbor concerns

- Children dislike fish/fish not provided at school
- Neighbors may dislike odor

Confusing health/safety messaging

Unfamiliarity with US fish species

Consumption Promoters



Health benefits

- 100% thought fish is good for health

Shopping skills (lists, using specials/coupons, include fish in weekly meals)

Culinary skills and recipe knowledge

- Recipes using canned or frozen, 83% and 78% would eat canned or frozen fish if available, respectively

Spanish speaking staff

State or federal programs to offset the cost of fish (e.g., like Double Up Food Bucks)

- 95% of participants would consume more fish if it was government subsidized
- Only 3% of surveyed stores accept Double Up Food Bucks

Preferred Education Components



- **Expert speakers** (safety, nutrition)
- **Health and safety** differences of fresh vs frozen vs canned, farm vs wild, and sea vs river
- **Cooking demonstrations and recipes**
- Using **'influencers'** to make fish more appealing
- Most frequently reported fish to learn how to cook: **salmon**