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Phase I

Primary objective:  To determine weight loss in the hispanic male population is achievable after 12 weeks, by using a culturally adaptive weight loss intervention. The culturally adaptive weight loss intervention includes diet, physical activity, and behavior modification changes.

Secondary objective: To assess the feasibility, acceptability and efficacy as measured by recruitment and retention. Comparison of recruitment strategies to determine their relative efficacy and retention rates of each.

Phase II

Primary Objective:  To determine if a 10% weight loss in the hispanic male population is achievable after 24 weeks of intervention.

Secondary Objective:  To determine if the choice of technology modifies the rate of weight loss or retention..

To assess our primary objective from phase I and II we will estimate the average percent change among participants after 12 weeks and 24 weeks and give a 95% confidence interval around the estimate.  To assess the secondary objective from phase I we will use pairwise t-tests among the three recruitment efforts to determine if there are any differences.  To assess the secondary objective from phase II we will use a 1-way ANOVA with technology group.