

LEAD

Learning about Eating and Diet in Women of Mexican Origin



Behaviors of interest

Dieting, exercise, binge eating, diet pills, diet powders, diet teas, diet drinks, diet drops, vomiting, smoking to lose weight & drinking alcohol

Mexican American women have **high rates of obesity**. Lower-income, rural women have even higher rates, but **eating and weight control behaviors** in this population are **poorly understood**.



Using a user-centered design process, we designed **a mobile tracking tool** called **LEAD** to better understand this population's eating and weight control behaviors.

LEAD is currently undergoing a **feasibility study** with **57 women** using the application for two weeks to ensure the application collects the desired information before moving to **a clinical trial**.

Indiana University

Kay Connelly, Ph.D., connelly@indiana.edu

Beenish Chaudry

University of Rochester

Karen Stein, Ph.D., KarenF_Stein@urmc.rochester.edu

Nicole Trabold, Librada Paz, Wanda Perez-Dias