



1: Understand how culturally-informed communication can improve intervention effectiveness.

2: Explore how creative digital delivery methods can improve intervention delivery outcomes.

- **Transdisciplinary team science:** Combining best practices of multiple areas of study to solve a common problem
- **Community-based participatory research**
- **Mixed-methods:** quantitative and qualitative

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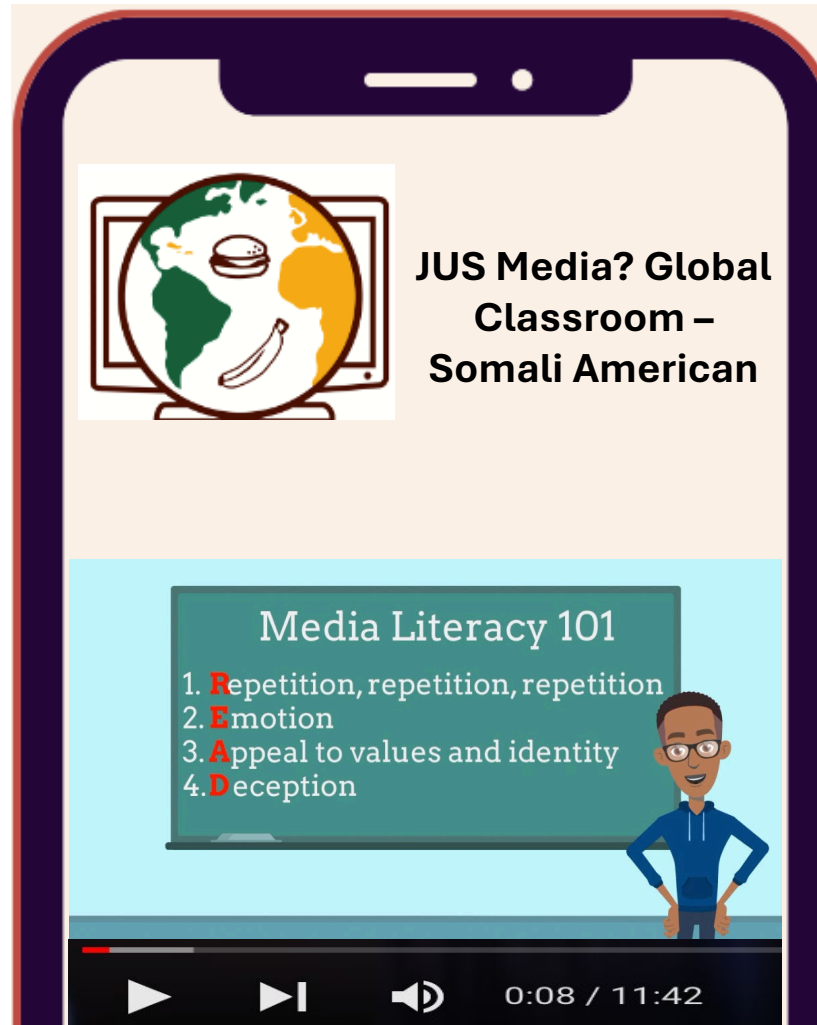
# Cultural Adaptation and Marketing of a Transdisciplinary Healthy Eating Intervention for Black Immigrant/Refugee Adolescents

## Problem

Black U.S. youth are **disproportionately exposed to ads featuring unhealthy foods**, both on television and social media (e.g., 50% of Somali American immigrants/refugees in the U.S. are affected by overconsumption).

## Solution

Fight fire with fire using a culturally- and developmentally-tailored **digital food-focused media literacy education** delivered directly to Somali American youth.



## Impact

- Designing and testing culturally tailored intervention materials local Somali American teens will **improve community nutritional intake**.
- Marking of the the online intervention will **multiply the short- and long-term impact** in MN.
- We **share findings with participating communities** through community-facing products.

# Transdisciplinary Team Science

## Content Experts



Dr. Gail Ferguson  
- Program Developer



Dr. Michelle Nelson  
- Media



Dr. Lisa Harnack  
- Nutrition



Dr. Roli Dwivedi  
- Family Health

## Somali American Cultural Advisors



Salma Ibrahim  
- Incoming Graduate  
Student



Dr. Saida Abdi  
- Cultural Expert

## Teen Advisors



## Undergraduate Research Assistants

