Abstract

Based on the program "Yo quiero, yo puedo... mejorar mi salud y ejercer mis derechos" [I want to, I can...improve my health and exercise my rights], a pilot model was designed and implemented in three States of Mexico. This model aims to change nutrition and hygiene behaviors in the inhabitants of marginalized communities, through knowledge and psychosocial skills development facilitating personal agency and intrinsic empowerment. Evaluation of the program showed an effect on knowledge, assertive communication, personal agency and gender equity among the personnel in charge of the warehouses that provide the rural stores, and on knowledge, assertive communication, decision making and personal agency in the target population. Life skills training, knowledge and personal agency promotion enhance opportunities for poverty reduction.

Keywords