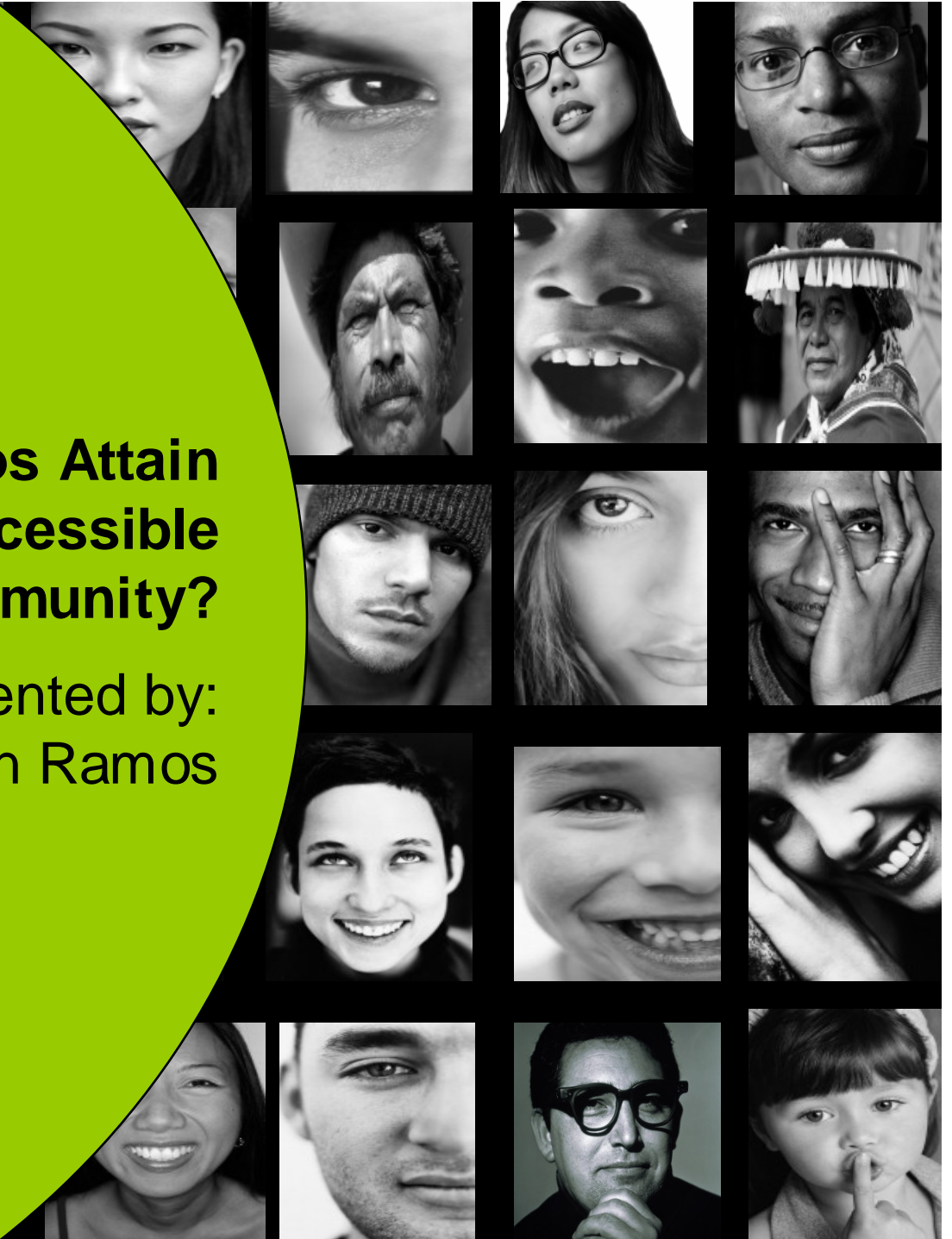


How do we Help Latinos Attain Ownership of Accessible Resources in Their Community?

Presented by:
Carmen Ramos





Learning Objectives

- Develop outreach partnerships that address the community's health disparities
- Identify communication tools that lead to behavioral change
- Apply community demands to your message and product

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Leadership for

Vida Con Salud

Healthier Communities



What is Celebra La Vida Con Salud?

A national health campaign dedicated to educating Hispanics.

- Reaches Hispanics via:
 - 1) Health festivals,
 - 2) Educational radio shows and vignettes
 - 3) A web site.
- Creates networks of national and local partners in the private and public sectors, community-based organizations and media

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Participant Demographics

Average Age: 38

89% Spanish dominant

38% Have less than an 8th grade education

57% Female

43% Male

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Prepared by QMRI, Washington, DC (Fall 2006 – Spring 2007)

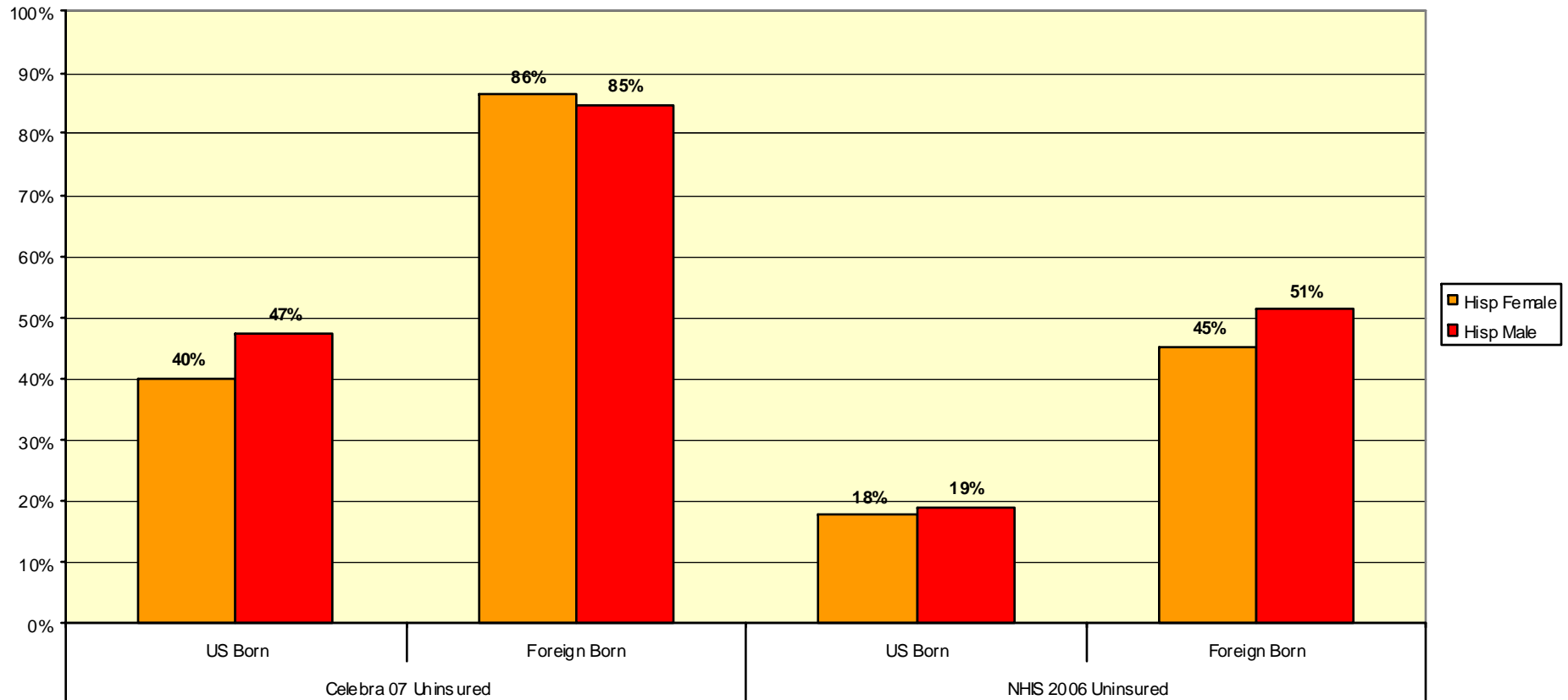
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US and Foreign Born Uninsured



Celebra 2007 Participants & NHIS 2006 Respondents.



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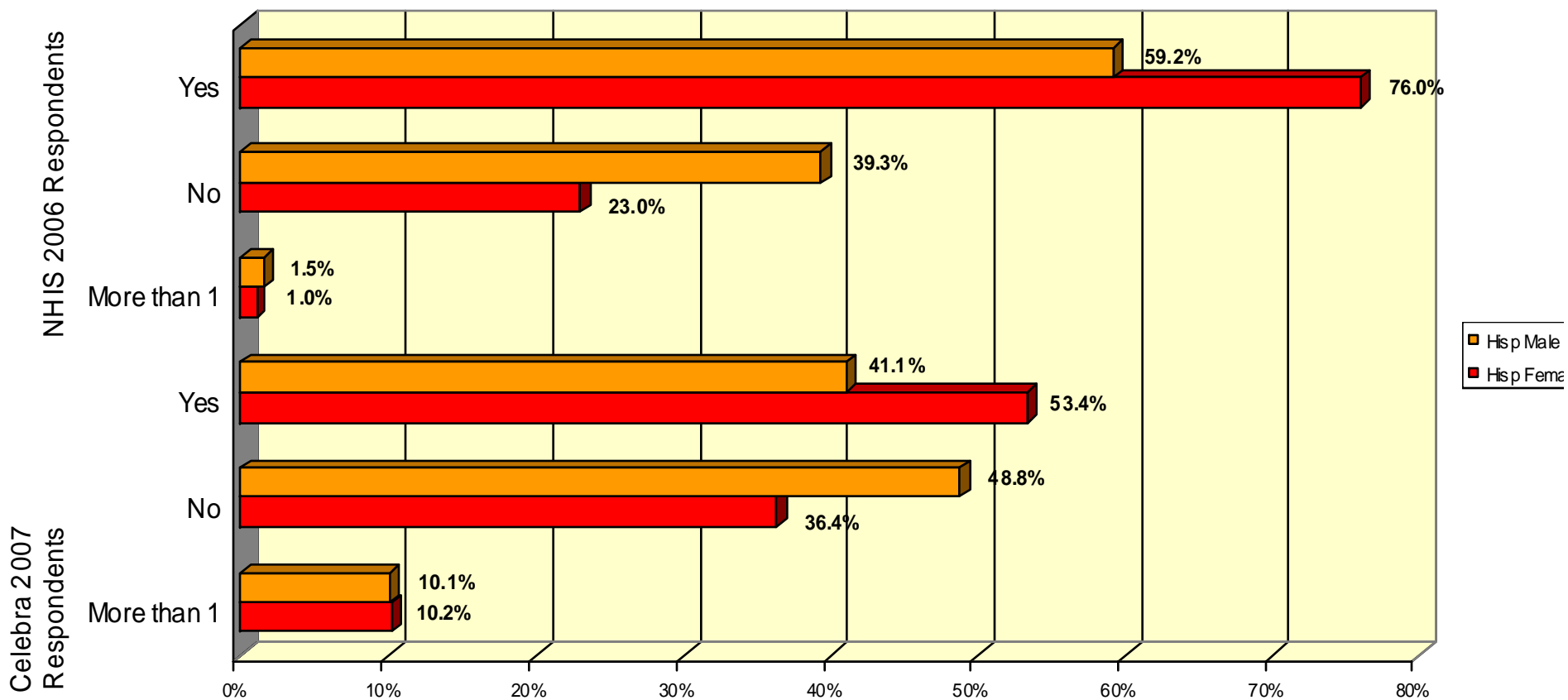
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Usual Place for Care



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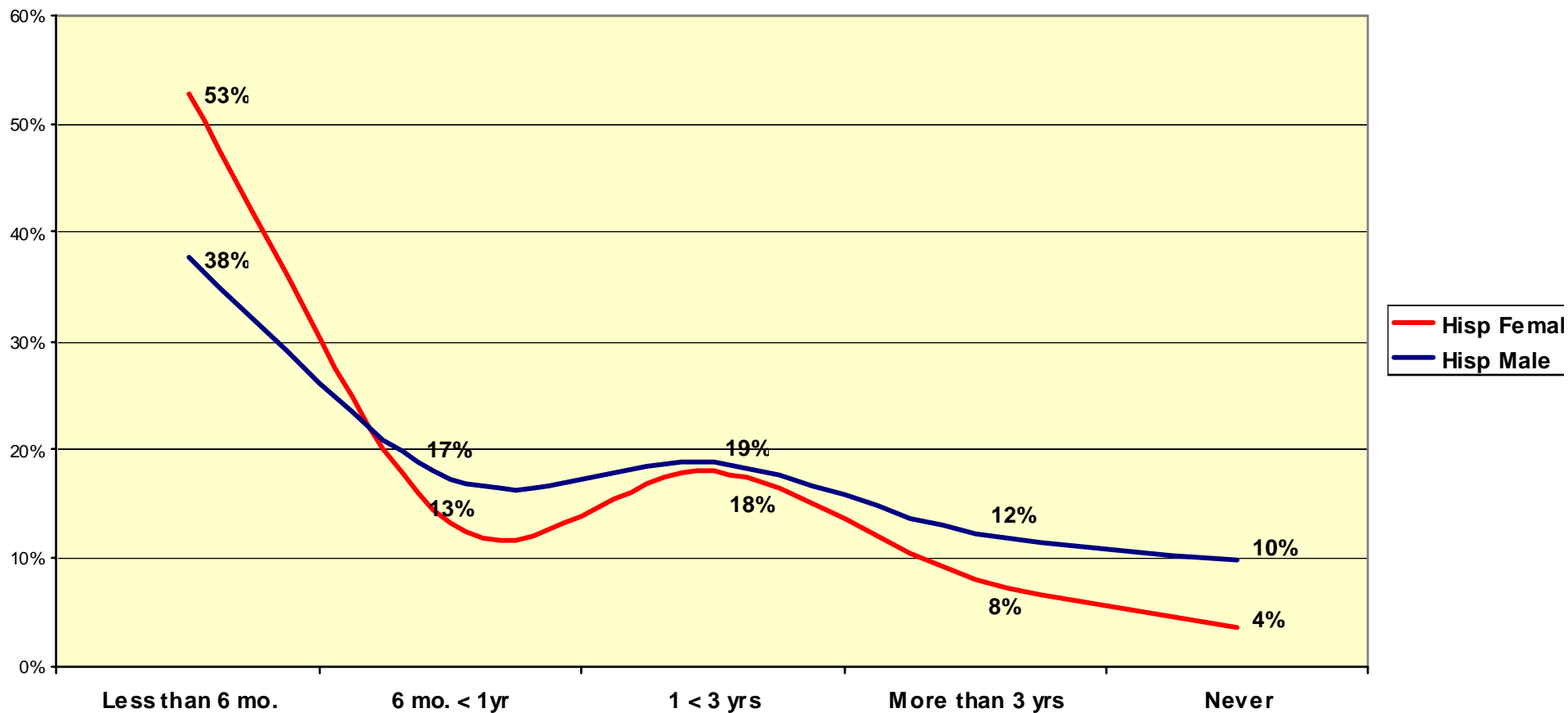
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Time Since Last Medical Visit



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Self Reported Health Status (Exit Survey)

- 8% Were told they have asthma
- 36% Are overweight or obese
- 31% High blood pressure
- 11% Smoke
- 68% Bad or poor dental conditions
- 64% Exercise at least 10 minutes daily

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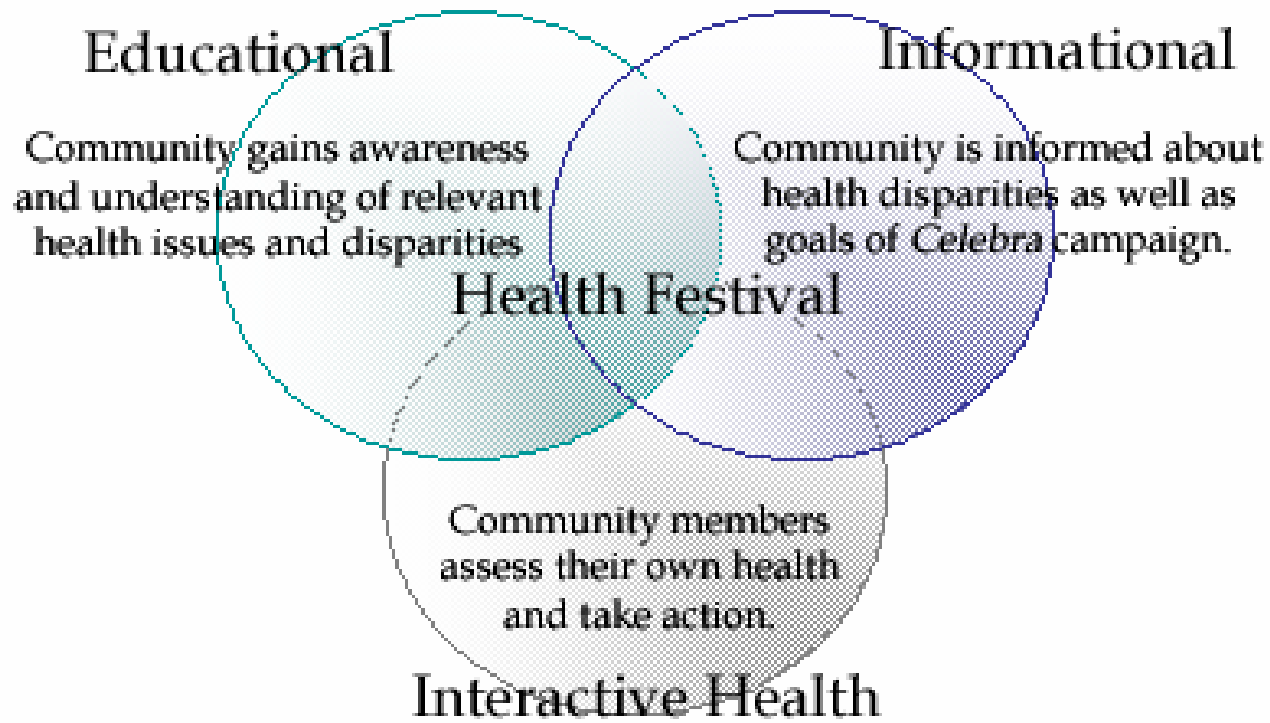
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Celebra Model



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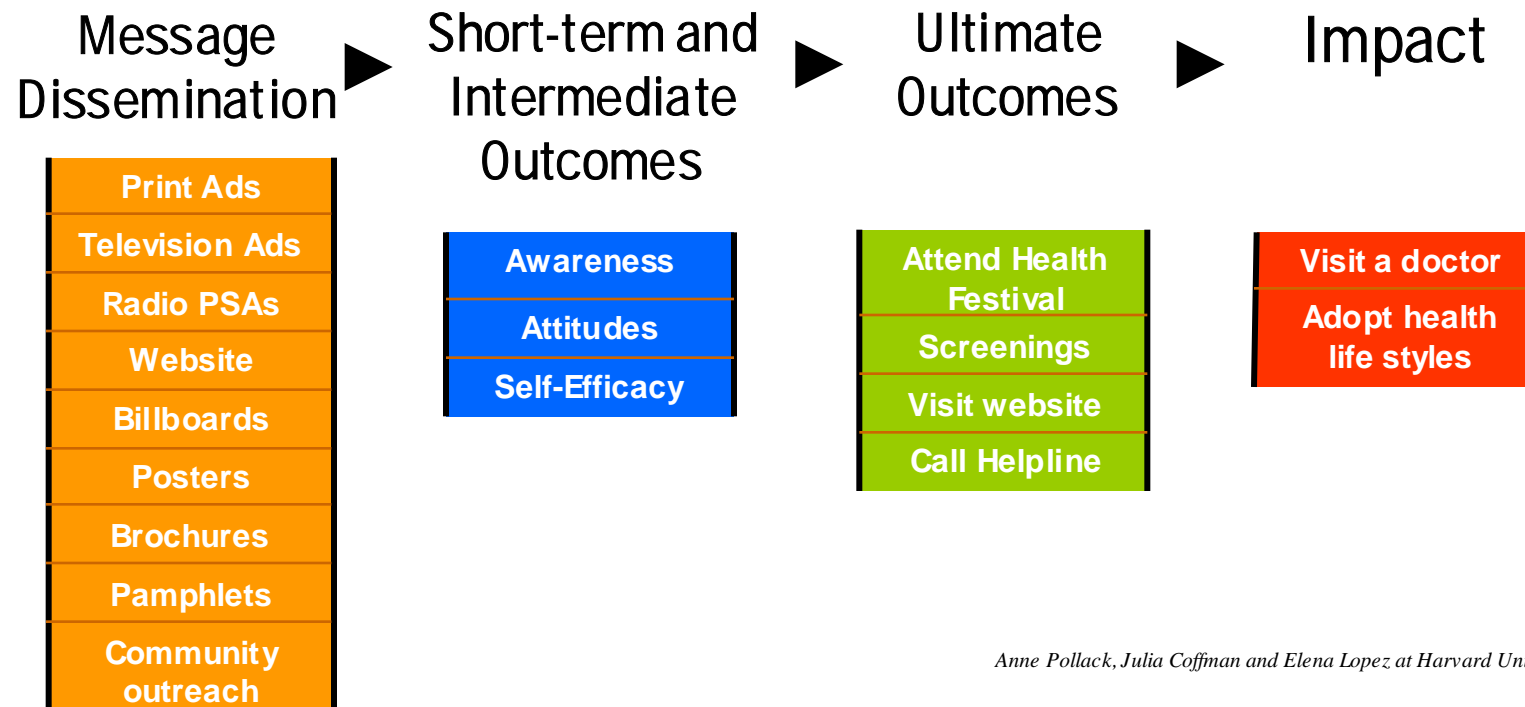
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Theory of Behavioral Change

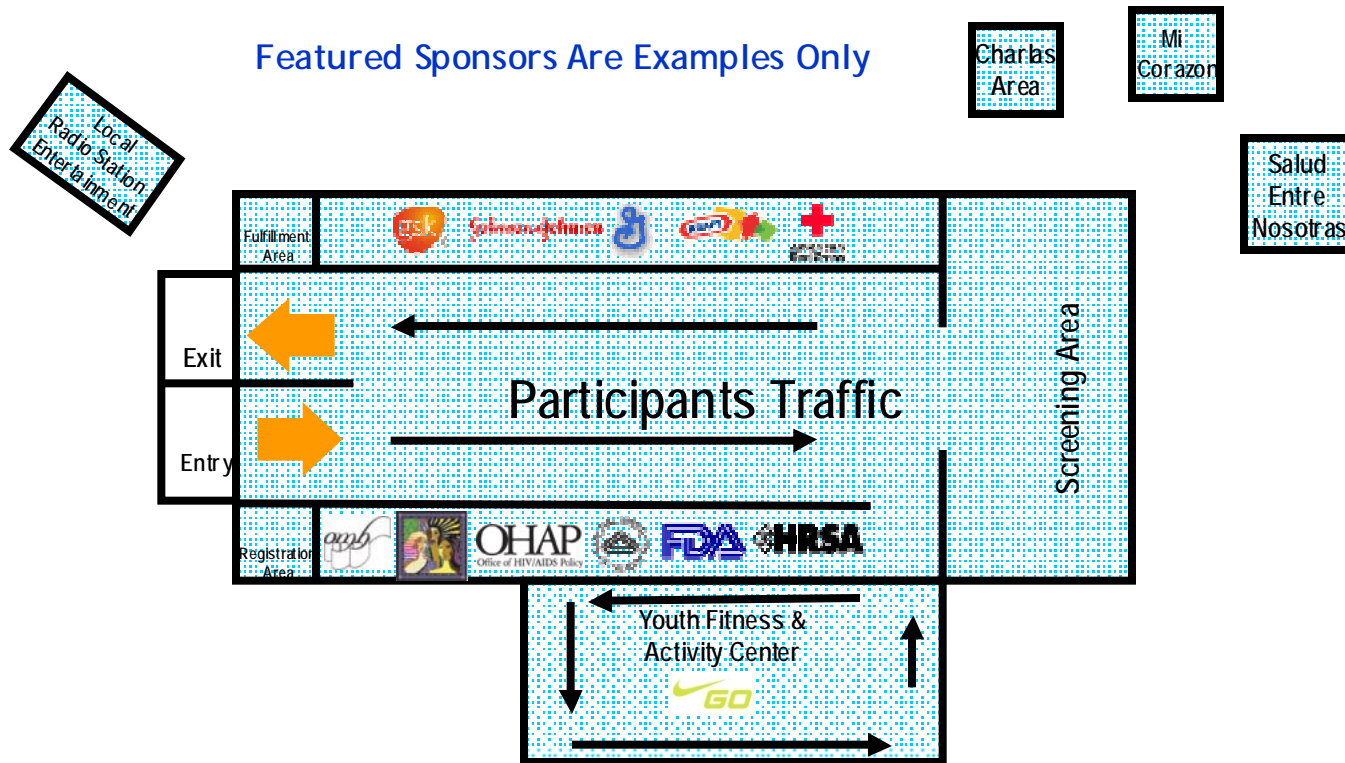


Anne Pollack, Julia Coffman and Elena Lopez at Harvard University

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Celebra Festival Layout



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Result On-The-Ground:

Celebra 2006 - 2007 Health Festival Milestones	
Health Festival Attendance (12 cities)	36,840
Unique Health Screenings Offered	23
Number of Medical Screenings Performed	99,890
Participants Received at Least One Health screening	25,992
Health Professionals Involved	394
Healthcare Partners (i.e. clinics, hospitals, health agencies)	89

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Health Behavior Change (intentions):

- 97% Said they would call government funded 800 number
- 81% Plan on visiting a doctor or clinic within 30 days
- 92% Intend on sharing the information with others

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Short-term outcomes

93% Found festival very helpful (5 point scale)

70% shared (hard copy) material with:

- 21% Spouse
- 27% Sons or daughters
- 52% Friends or coworkers
- 13% Brothers or sisters
- 6% Parents
- 19% Other individuals

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Short-term outcomes

83% Took steps to improve their health after the festival.

53% Visited a medical clinic or doctor since the festival

- 70% said Celebra helped them make this decision

Primary factor for not visiting a medical clinic:

- 90% responded-- lack of health insurance

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¡infórmate · aprende · actúa!

CELEBRATE A HEALTHY LIFE · Be informed · Learn · Act!



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