



APHA 2007  
Conference

*Politics, Policy and  
Public Health*



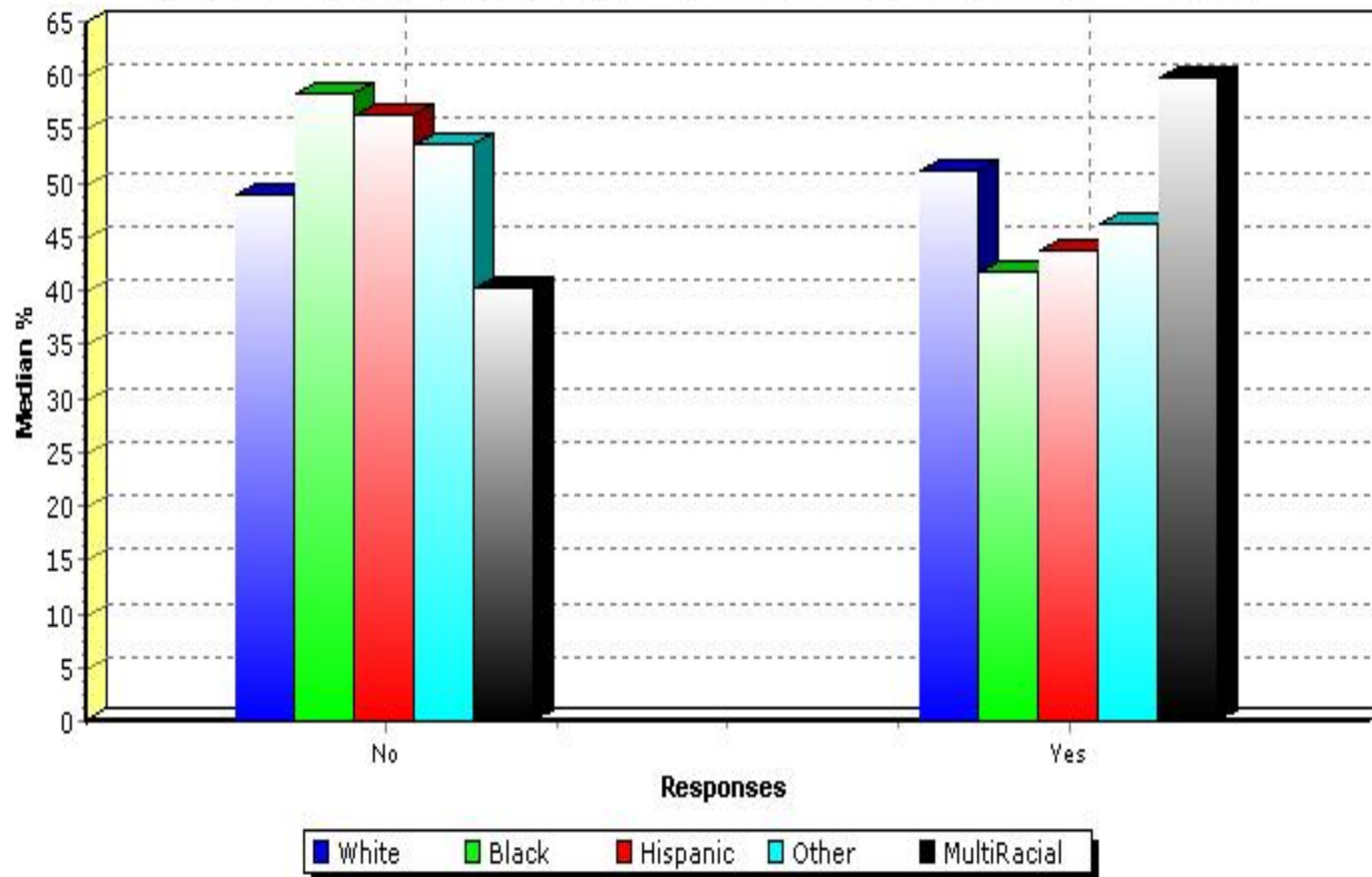
# ***Tailoring Evidence-based Physical Activity Strategies in Minority Communities: One Size does not fit All***



Mary Ann S. Van Duyn, PhD, MPH, RD  
*Center to Reduce Cancer Health Disparities, NCI/NIH*

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## Moderate physical activity Nationwide (States, DC, and Territories) - 2005



# Evidence-based Intervention Strategies to Increase Physical Activity (PA)

## *Strategy*

- Mount community-wide PA campaigns
- Change individual PA behavior
- Improve social support for PA
- Increase access to places for PA
- Place point-of-decision prompts at strategic locations

## *Objective*

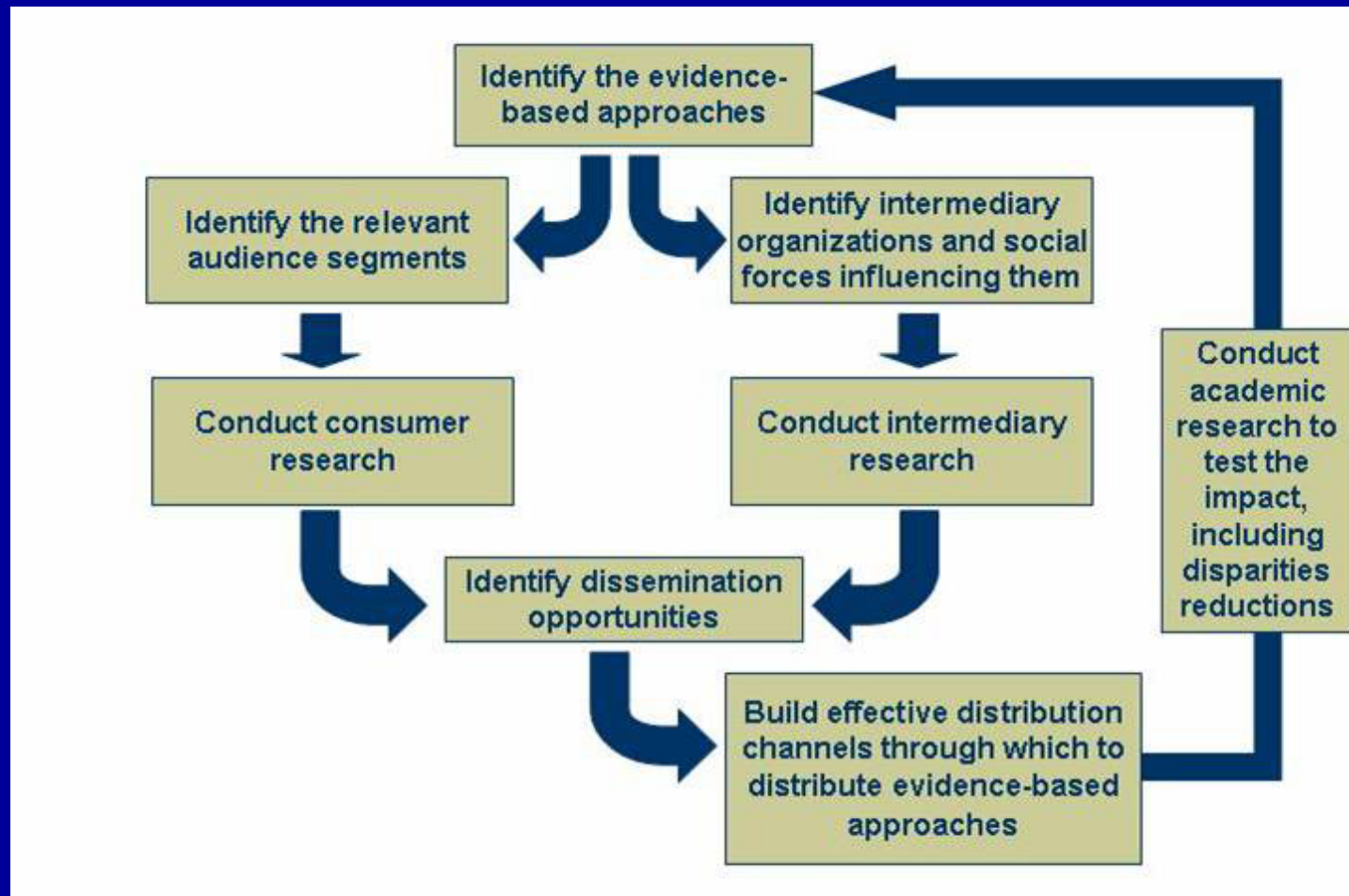
- Reach large groups of people with information about the benefits of PA
- Strengthen individual intention to incorporate moderate levels of PA into daily routines.
- Build or strengthen social networks that support people's participation in PA
- Increase number of places where people can participate in PA and to improve access to those places.
- Remind people of the health benefits of walking short distances instead of riding

Source: Adapted from the *Guide to Clinical Preventive Services*

# Study Question

Using a social marketing approach,  
how do we best adapt proven,  
evidence-based strategies to increase  
physical activity for use with  
underserved racial or ethnic groups?

# Framework for Adapting Evidence-based Public Health Strategies to Appeal to Specific Populations



# Focus Group Participants

## -Four Special Population Network (SPN) Projects-

### *Project*

- Redes en Accion
- Imi Hale
- Asian American Network for Cancer Awareness, Research, and Training (AANCART)
- Deep South Network for Cancer Control

### *Participants*

- Low income Latina women (40-65 y.o.)
- Native Hawaiian college students (18-25 y.o.)
- Hmong parents (25-80 y.o.) and children (11-14 y.o.)
- Low income African American women (19-79 y.o.)

**Total 292 Participants** (204 Adults; 40 Children; 48 Intermediaries)

# Interviewees

## -Four Special Population Network (SPN) Projects-

### *Project*

- Redes en Accion
- Imi Hale
- Asian American Network for Cancer Awareness, Research, and Training (AANCART)
- Deep South Network for Cancer Control

### *Intermediaries*

- 15 Latino church leaders in TX
- 10 Community elders in Hawaii
- Family social worker, church leader, teacher, and leader from community organization in California (n=5)
- 18 Community Health Advisors trained as Research Partners (CHARPS) in Mississippi

**Total 292 Participants** (204 Adults; 40 Children; 48 Intermediaries)



# Discussion Topics

- Benefits of Engaging in PA
- Proposed Evidence-based Strategies to Increase PA
  - Mounting PA community campaigns
  - Change individual PA behavior
  - Improve social support for PA
  - Increase access to places for PA
  - Place point-of-decision prompts at strategic locations
- Benefits/Barriers to following the Proposed Strategies for Increasing PA



# Summary of Findings

## *High Appeal*

- Social Support in Community Settings
- Increasing Access to Places for PA

## *Potential Appeal*

- PA Community-wide campaigns

## *Little relevance*

- Individual Behavior Change

## *No Relevance*

- Point-of-Decision Prompts

# Common Themes/Implications for PA Strategy Adaptation

Within these 4 communities...

- PA is valued/important
  - Stress that recommended levels of PA can be achieved through culturally relevant activities
  - Stress need to purposefully set aside time for PA
- Desire for culturally relevant activities
  - Activities should be group-focused, hands-on, purposeful, and inclusive
  - Engage not only families and friends, but also extended families, church, and community (powerful social forces)



# Common Themes/Implications for PA Strategy Adaptation con't

Within these 4  
communities...

Barriers: Practicalities  
“trumped” Culture

- PA needs to be easy to get to, accommodate family and work schedules, and available at low or no cost







# Opportunities to Enhance Social and Physical Environments for PA

- Incorporate existing facilities, but consider modification
- Partner with diverse groups to address barriers
  - Community leaders can help overcome barriers
  - Consider health- and nonhealth-related groups (e.g. offices of transportation, education, commerce)
  - Mobilize relevant individuals/organizations to advocate for PA outlets



# Conclusions

- Adaptation for cultural relevance important
  - Social marketing useful approach
    - Engages community early
    - Participant and intermediary input
- High Appeal PA strategies
  - Increase social support
  - Improve access
- Further research to test implementation

# Acknowledgements

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- Consultants
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# Reference

## **Adapting Evidence-Based Strategies to Increase Physical Activity Among African Americans, Hispanics, Hmong, and Native Hawaiians: A Social Marketing Approach**

Van Duyn MAS, McCrae T, Wingrove BK, Henderson KM, Boyd JK, Kagawa-Singer M, et al. Adapting evidence-based strategies to increase physical activity among African Americans, Hispanics, Hmong, and Native Hawaiians: a social marketing approach. *Prev Chronic Dis* 2007;4(4).

View at [http://www.cdc.gov/pcd/issues/2007/oct/07\\_0025.htm](http://www.cdc.gov/pcd/issues/2007/oct/07_0025.htm).