



Lessons Learned: Developing and Implementing a Community-Based Participatory Training of Trainers Intervention to Promote Physical Activity among Latinos

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Contributors

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San Diego Prevention Research Center: A University-Community Partnership

- One of 33 CDC-funded PRC's in the US dedicated to health promotion research among underserved populations
- Collaboration between San Diego State University, University of California, San Diego, and San Ysidro Health Center



Familias Sanas y Activas

Healthy and Active Families

- Promote physical activity among Latinos living along the US-Mexico border town of San Ysidro, CA
- Build capacity of community partner organizations to promote physical activity by training in program development, advocacy, and evaluation.



Socio-Geographic Context: San Ysidro

- Most trafficked border in the world with 50,000 crossings per year
- Southern most community: politically and geographically isolated from San Diego
- Incorporated into the US in 1957
- Binational lifestyle
- Population size of 28,000
 - Predominantly low-income, monolingual Spanish-speakers



Community Partners

- Casa Familiar - A large, multi-service agency in San Ysidro.
- San Ysidro Health Center – A large, health clinic with multiple facilities, including a health education center and a research department.
- Villa Nueva Apartments – 200 units, 4,000 individuals.



Community Advisory Board

Keeps the SDPRC informed about issues affecting the Latino community in San Ysidro and helps make decisions about research activities. Meets monthly.

- Casa Familiar
- MAAC Project
- San Ysidro Health Center
- County of San Diego Health & Human Services, South Region
- San Ysidro School District
- St. Charles Catechetical Center
- Willow Elementary School



Needs assessment Community survey, N=672

- Prevalence of various chronic conditions:
 - 24% high blood pressure
 - 11% diabetes
 - 20% arthritis
- 41% no health insurance
- Barriers to physical activity
 - Crime
 - Traffic safety
- 3 local parks used by only 50% of respondents



Multi-level approach to activity promotion

- Individual Behavior Change
- Social Support Mechanisms
- Community advocacy to address environmental disparities
- Mass media to recruit and change social norms



Training of Trainers and Promotores

- Bilingual curriculum
- Written at a 6th-grade literacy level
- Content:
 - Physical activity program development & implementation
 - Behavior change
 - Nutrition & stress management
 - Community organizing & advocacy

For Trainers

- Adult education methodology
- Program evaluation



Physical Activity Toolkit

- Water Bottle, Pedometer, & Stretch Band
- Guides:
 - Community Resource Guide with GIS map of physical activity locations
 - Walking Guide of 3 San Ysidro Parks
 - Exercise guides
- Calendar/Map



Illustrated by Chicano Artist: Salvador Barajas



Descubriendo lo Activo y Divertido en San Ysidro

San Ysidro Active Routes
 To see a list of Active Routes
 To see a list of Active Routes
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Program Implementation: Structure and Activities

- Trained 6 agency representatives as Trainers (12-session curriculum; 2 hours/session).
- Trainers recruited & trained 12-18 Promotores (8-session curriculum; 2-hours/session).
- Incentives: Modest monthly incentives plus funds to support additional training and certification. Graduate ceremony and certificate.
- Trainers & Promotores together are:
 1. Recruiting participants
 2. Working with participants to set behavior change goals
 3. Developing and implementing physical activity programs



Program Implementation: Evaluation Activities

Process evaluation

- Promotor logs dose delivered
- Promotor surveys (baseline, 6-months, 1-year), plus interviews for newspaper
- Trainer interviews (baseline and 1 year later)

Outcome evaluation with promotor and participants

1. Fitness: cardiovascular, strength, flexibility
2. Self-reported physical activity
3. SOPARC: Systematic observations of park usage

Alma Sandoval

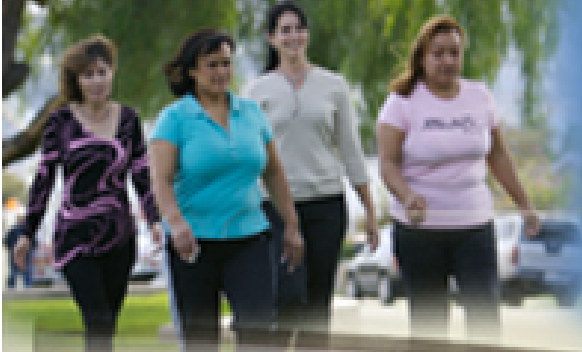


Martha Grijalva



Jeanette Rivera, Octavio Escalante, Elsa Escalante

Silvia Mercado, Ester Mendoza
Sandy Cordova, Lorena Godinez



Berta Torres



Clase de Aerobics en Villa Nueva



Lorena Godinez



Ana Maria Renteria





Results to-date

- 6 trainers recruited
- 15 promotores trained
- 151 participants completed baseline



Lessons Learned

Socio-geographic influence on implementation

- No events Friday afternoon through Sunday
- Trips to Mexico in the summer and holidays
- Walking groups versus Aerobics
- Spanish-language an imperative



Lessons Learned

Importance of Social in Socio-Ecologic framework

- *Haz Ejercicio, Haz Amigos*
 - Seeking friendships is an important motivation to participate
- Social gatherings important
- More SDPRC presence in the community



Lessons Learned

Issues of program sustainability

- More frequent fitness evaluations
 - Finding a home in the community where the benefits of physical activity are integral to the agency
- Volunteering
 - Paid vs. unpaid (subsidized housing)
 - Attrition



Next Steps

- Additional recruitment and training of trainers and promotores
- Continued recruitment of participants
- Advocacy efforts
 - Home Zones
 - Collaborations – schools, parks, worksites
 - PhotoVoice results