

**Culturally Appropriate Nutrition
and Physical Activity Programs:
Using Lay Health Workers as Agents of Change in
Latino Communities**

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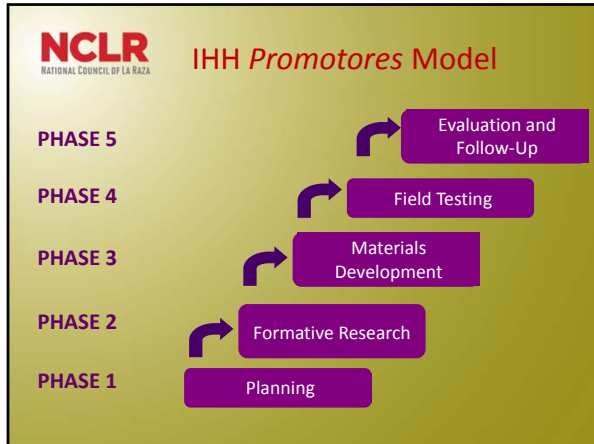
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- The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

NCLR Introduction
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- Healthy eating and physical activity have received increased attention as a vital disease prevention strategy. However, research is needed to develop education initiatives that reach underserved populations and present information in an understandable and practical form.
- The present study is a partnership between the National Council of La Raza's (NCLR) Institute for Hispanic Health (IHH) and the ConAgra Foods Foundation.
- IHH tested and evaluated a culturally tailored intervention administered by lay health workers and designed to equip Latinos with resources needed to improve nutrition and undertake physical activity.



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Project Background

- NCLR and ConAgra Foods Foundation partnered in two distinct, but interrelated, projects. Both projects focused on increasing the access of Latino communities to healthy foods.
- The first component of the project tested and evaluated an intervention to better equip low-income, Spanish-speaking Latinos with the resources necessary to improve their food choices and engage in physical activity. This project used one of NCLR's existing *promotores de Salud* (lay health educators)-driven heart disease prevention programs—*Salud para su Corazón* (SPSC).
- The second component of the project focused on shaping policy through advocacy work to address hunger in the Latino community.

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Objectives

- Train *promotores* in three sites on how to conduct an environmental scan and how families can integrate better nutrition into their lives.
- Conduct an environmental scan of health food choices and places to do physical activity in the community served.
- Integrate nutrition concepts during cardiovascular disease *charlas* (small educational sessions) with community members.
- Conduct cooking demonstrations with community members.
- Educate policymakers and leaders about Latino nutrition issues, engage with key coalitions to protect and expand access to healthy foods, and advocate for the inclusion of services in health care reform to eliminate health disparities and address nutritional issues.

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Methodology

- **Affiliate partner sites**—Using a request for proposals process, with 12 existing SPSC sites, NCLR selected three sites that met established criteria.
- **Training**—NCLR conducted two “train the trainers” sessions with representatives from the selected organizations. Subsequently, the three partners conducted training sessions for the *promotores de salud* at their own sites.

NCLR Methodology (cont.,)
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Environmental Scan

- In collaboration with its partners, NCLR developed a tool for conducting an environmental scan in the organizations’ communities.
- Information gathered included types of products available locally, quality and price of products, restaurants that offer healthy options, and locations to engage in physical activity.

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IDENTIFICANDO Y RECOLECTANDO INFORMACION SOBRE LOS RECURSOS DISPONIBLES EN SU COMUNIDAD PARA UNA MEJOR NUTRICION Y ACTIVIDAD FISICA

A medida que vaya identificando y recolectando la información de su comunidad, complete los siguientes espacios. Marque con una X o escriba la respuesta, donde correspondiera.

Acceso para comprar comestibles

1. ¿Qué tiendas o mercados de comestibles existen en la comunidad latina de su área?
(Marque todas las que correspondan.)

- Supermercados (Chedokey, Stop and Shop, Giant, Pathmark, etc.)
- Super Bodega o Hipercorredores (Cinco, Sam's Club, BJ's)
- Bodega (tienda de barrio o mercados pequeños en su vecindario)
- Tiendas de conveniencia (7-11, Walgreens, CVS, etc.)
- Otro (escriba específicamente):

2. En su opinión, ¿En cuáles de estas tiendas compra comestibles la mayoría de la comunidad latina en su área?

- Supermercados
- Super Bodega's o Hipercorredores
- Bodega's
- Tiendas de conveniencia
- Otro (escriba específicamente):

3. En su opinión, ¿Qué tan lejos de su casa queda la tienda de comestibles en donde compra la mayoría de la comunidad latina en su área?

Tipos de tienda	A 1/2 milla o menos del hogar	Entre 1/2 milla y 1 milla del hogar	Entre 1 milla y 2 millas del hogar	Más de 2 millas del hogar
Supermercados				
Super Bodega's/Hipercorredores				
Bodega's				
Tiendas de conveniencia				
Otro (escriba específicamente)				

* Tiempo aproximado que le toma manejarlo su carro.

NCLR Methodology (cont.,)
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Resource List

- Based on the results of the environmental scan, each partner developed a resource list that was distributed to 1,916 community members through SPSC *charlas*, cooking demonstrations, and community events such as health fairs.

NCLR **CASA DE MARILYN**

LISTO DE RECURSOS EN LA COMUNIDAD PARA UNA MEJOR NUTRICION Y ACTIVIDAD FISICA

I. Supermercados donde usted puede comprar alimentos saludables.

Según la información recopilada por el personal de Salud del CCDC de Maryland, en las siguientes direcciones usted puede encontrar una gran variedad de frutas, verduras y otros productos de alimentos saludables en el área de salud.

Nombre Supermercado	Dirección	Horario
Montgomery Supermercado	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm
Supermercado Casa de Marilyn	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm

MISCELANEA	LACTEOS	FRUTAS Y VERDURAS	CARNES	OTROS
Par integral	Leche, Yogurt, Queso	Frutas frescas	Pechuga de pollo	Tortitas
Supermercado Casa de Marilyn	Leche, Yogurt, Queso	Frutas frescas	Pechuga de pollo	Tortitas
Montgomery	Leche, Yogurt, Queso	Frutas frescas	Pechuga de pollo	Tortitas
Supermercado Casa de Marilyn	Leche, Yogurt, Queso	Frutas frescas	Pechuga de pollo	Tortitas
Supermercado Casa de Marilyn	Leche, Yogurt, Queso	Frutas frescas	Pechuga de pollo	Tortitas

Nota: Supermercados como Super Bodega's y Stop and Shop tienen varias localizaciones, así como todos los supermercados en Maryland.

II. Puestos de frutas y verduras.

Nombre Puesto	Dirección	Horario
Longfellow Park	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm
Supermercado Casa de Marilyn	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm
Montgomery	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm
Supermercado Casa de Marilyn	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm
Supermercado Casa de Marilyn	10000 Rte. 202, Silver Spring, MD 20903	9:00 am - 7:00 pm

NCLR Methodology (cont.,)
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Cooking Demonstrations

- The three partners held cooking demonstrations in their respective communities.
- Partners, with NCLR technical assistance, selected traditional Latino recipes to prepare, using healthy products available in the community.
- The *promotores* then advertised their demonstrations and recruited participants.



NCLR Demographics
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- The primary language for 93% of *promotores* was Spanish.
- The majority of *promotores* were women (57%), born in Central America (36%) or South America (29%), and married (50%) or single (36%).
- More than two out of five (43%) *promotores* had a university degree or licensure, followed by those with a high school diploma (14%), technical or vocational school education (14%), or other type of education (14%).
- 43% of *promotores* reported having two children, followed by those with one child (29%).

NCLR Evaluation Results
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PROMOTORES TRAINING

- The *promotores* felt either “extremely” (86%) or “very well” (14%) prepared to carry out their responsibilities for the project.
- All *promotores* agreed that the educational materials helped, with 50% finding it “very useful,” 43% “extremely useful,” and 7% “useful.”
- 36% of the *promotores* reported that the environmental scan tool was culturally competent, followed by 29% who reported that the tool was more or less appropriate but needed some tweaking.

NCLR Evaluation Results (cont.)
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ENVIRONMENTAL SCAN

- The *promotores* viewed the environmental scan as either "extremely useful" (73%) or "useful" (27%).
- The vast majority (63%) of the *promotores* indicated that the format of the environmental scan was either "good", "simple, clear, and easy to use", or a "good complement to their role as a *promotor*." The remaining *promotores* (36%) found the environmental scan "a little difficult", "a little too long and confusing", or "a little disorganized".
- The vast majority (91%) of the *promotores* reported that the experience gained while identifying the resources available in the community was "very good," and the remaining 9% thought the experience was "good."

NCLR Evaluation Results (cont.)
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COOKING DEMONSTRATION

- The vast majority (98%) of participants found the cooking demonstration "extremely useful", "very useful", or "useful."
- Of those who found the cooking demonstration useful 43% said that it was because it was "nutritional" and "low in fats" or "quick", "inexpensive", "versatile" and/or "delicious" (12%).
- The majority of the participants (97%) reported that they intended on changing their cooking practices after attending the cooking demonstration.

NCLR Policy Activities
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- NCLR efforts concentrated to maximize Latino access to federal health and nutrition programs that help low-income families afford food.
- NCLR also worked to preserve access to culturally appropriate foods and elevate the Latino stake in the childhood obesity conversation.
- With health care reform at the forefront of public policy discussions, NCLR also sought to leverage this debate to include provisions in reform proposals that would tackle Latino nutrition challenges and resulting co-morbidities.

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Discussion

- Study results suggest that people's desire to be healthy, coupled with knowledge of how to be healthy with one's community resources, will go a long way in improving a community's health.
- *Promotores de salud* is an effective model to educate low-income Latinos about accessing healthy foods and identifying locations for physical activity.
- There is a need to design more culturally and linguistically appropriate health education programs for Latinos to reduce risk factors associated with chronic diseases.
- Future programs must take into account the barriers that Latinos face to accessing healthy food and engaging in regular physical activity.
- Advance federal policies that proactively improve nutritional outcomes for Latinos and other Americans.

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Next Steps

- NCLR is developing a tool kit that *promotores* will use to train community members on how to carry out an environmental scan.
- As the *promotores* model is strengthened and programs are more rigorously evaluated, it will become important to seek funding to implement and evaluate nationwide demonstration projects.
- A large-scale demonstration project could serve to establish *promotores* as an important piece of the health care system for underserved Latinos and communities of color nationwide.
- NCLR will continue efforts to advance the public policy dialogue.



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Questions / Answers

¡Gracias!

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