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Background

- Ottumwa has a population of 26,000 and has seen an increase in Latino and other immigrant populations in recent years
- Current physical activity (PA) programming, Active Ottumwa (AO) is a community-based participatory research aimed to increase PA and park usage within adults
- Programming lacks culturally relevant programming for Latinas within the community
- An estimated 45% of Latinas over the age of 20 are considered obese¹
- Latinas are at an increased risk of health conditions due to obesity such as diabetes, high blood pressure, heart disease, and cancers²

Project Purpose

The aim of this program is to create a culture change to increase the physical activity levels of Latinas within a faith-based setting.

Ottumwa Activa Programming

Increase community participation in PA

Reduce obesity and improve health

Methods

- Adapted evidence-based intervention called the Faith, Activity, and Nutrition (FAN) Program implemented in African American Methodist Episcopal churches in South Carolina³
- Utilized a Community-based participatory research (CBPR) and trained lay-health advisors (LHA) on Motivational & Support strategies
- Provide free physical activities by coordinating with church leaders, PALs, and community partners
- Create a network of social support to then increase PA participation
- Focused on faith-based setting and created culturally relevant materials
 - Monthly Newsletters, Spanish activity calendars



Results

- Developed Manual of Operations
- Program Development with Church Leaders and members
- Programming initiated in February of 2018
- Held trainings for 3 Physical Activity Leaders on the following competencies:
 - Identifying individual needs of participants
 - Using positive reinforcement
 - Establishing "buddy" contracts
 - Reasonable goal setting with participants
 - Creating an active lifestyle mindset
 - Reducing or removing barriers blocking physical activity
 - Providing valuable health education

Materials

¡Únase a Ottumwa Activa hoy!

Baila con el Corazón es una clase basada en baile destinada a mantenerle en movimiento.

¡Traiga a sus amigas y familiares los jueves de 5-6pm en el Crisis Center!

No olvide su:

- ✓ Agua
- ✓ Movimientos de baile
- ✓ Ropa de gimnasio y zapatos atléticos

¿Preguntas?
Llame: (641) 684-6151
Oficina: 205 E Main St. Ottumwa, IA 52501
www.activeottumwa.org

¡Únete a Baila y Vive hoy con Ottumwa Activa!

¡Esta gratuita y divertida actividad física se llevará a cabo en el sótano de St. Mary's los lunes de 5-6PM! Los miembros de la congregación de habla hispana liderarán la clase

Que esperar en clase:

- ✓ Movimientos corporales
- ✓ Socializar
- ✓ Divertirse

Traiga:

- ✓ Ropa y zapatos atléticos
- ✓ Agua
- ✓ Movimientos de baile

¿Preguntas?
Llame: (641)684-6151 Oficina: 205 E Main St. www.activeottumwa.org

Results

- Dissemination of paper media through church and PALs
- 3 PALs leading activities twice a week
- 2 locations:
 - Church
 - Local community organization identified by PALs
- 2 types of activities offered:
 - Baila y Vive – Relaxation and stretching activities
 - Baila con el Corazón – Cardiovascular activities (e.g. dance or Zumba®)
- 16 activities opportunities to date
- 10 unique participants
- 78 total points of participation

Discussion

Lessons Learned

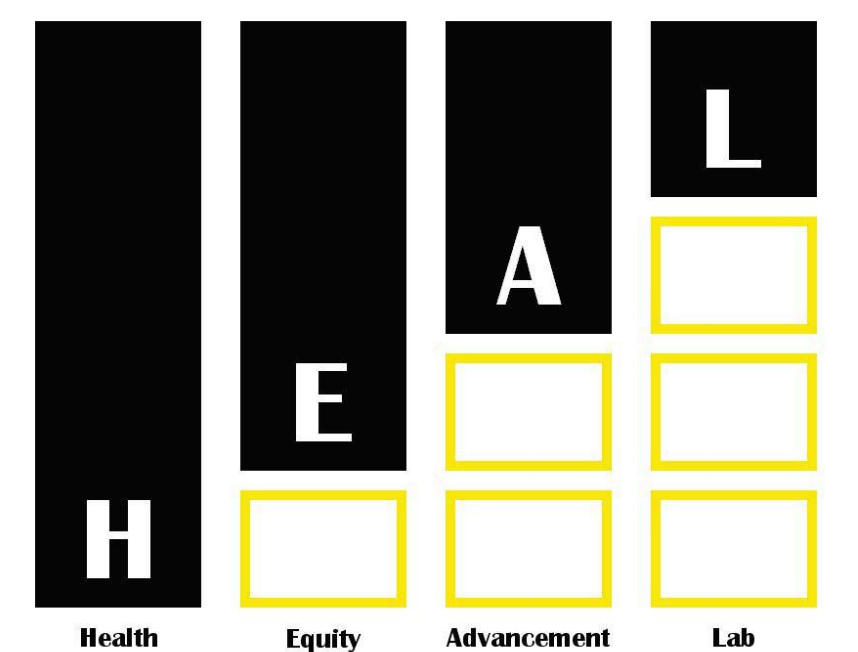
- Must learn what the population values in order to understand what strategies will be most fitting and produce effective results
- Communication between all members is key

Implications

- Vital in understanding the value of utilizing faith-based setting for physical activity programming in Iowa

Limitations

- Generalizability
- Limited evaluation measures
- Short timeline
- No cohort or comparison group

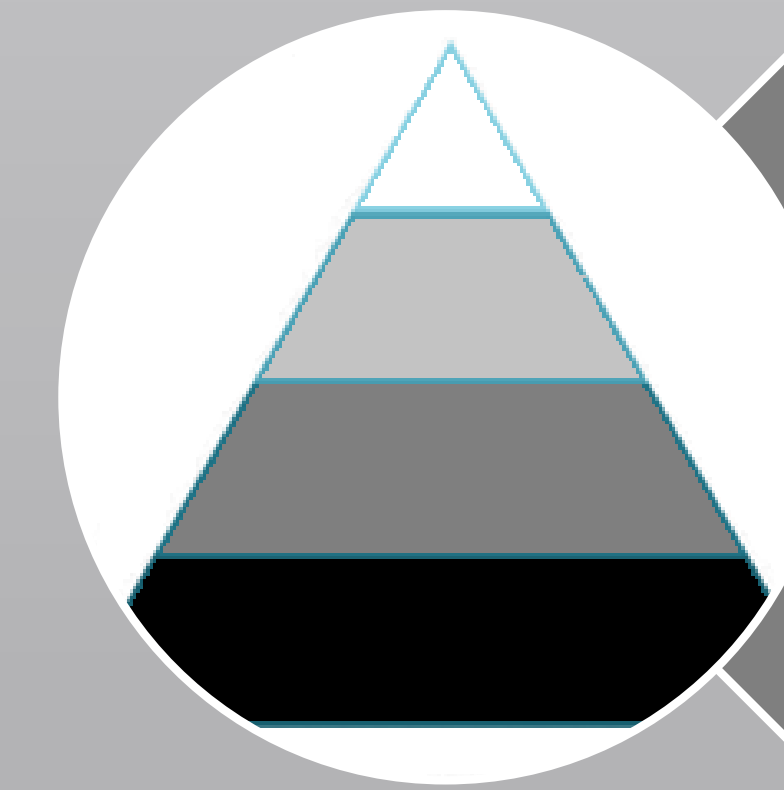


HEAL Principles



Cultural Humility

Maintain openness to other cultures and incorporate input from community leaders with diverse backgrounds on how to develop AO to be mutually beneficial.



Systems Thinking

Include individual community members, local organizations/ businesses, & area government when developing AO programming



Community-Based Research

Recruit PALs & participants from community, applying their feedback and utilize their strengths. Training lay persons to increase individual skill set and exposure to research.

Intervention Components

Target	Intervention Component	Intervention Component	Intervention Component	Intervention Component
Increase PA opportunities	Establish guidelines and practices	Promote messages through church	Ensure messages are culturally & spiritually appropriate	
PA Example	Offer walking/ other activities at the church	Include 10-min PA break into church meetings	Ask the Father to talk about the importance of PA from the pulpit	Offer calendars & materials that are designed for Latinas

References & Acknowledgments

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