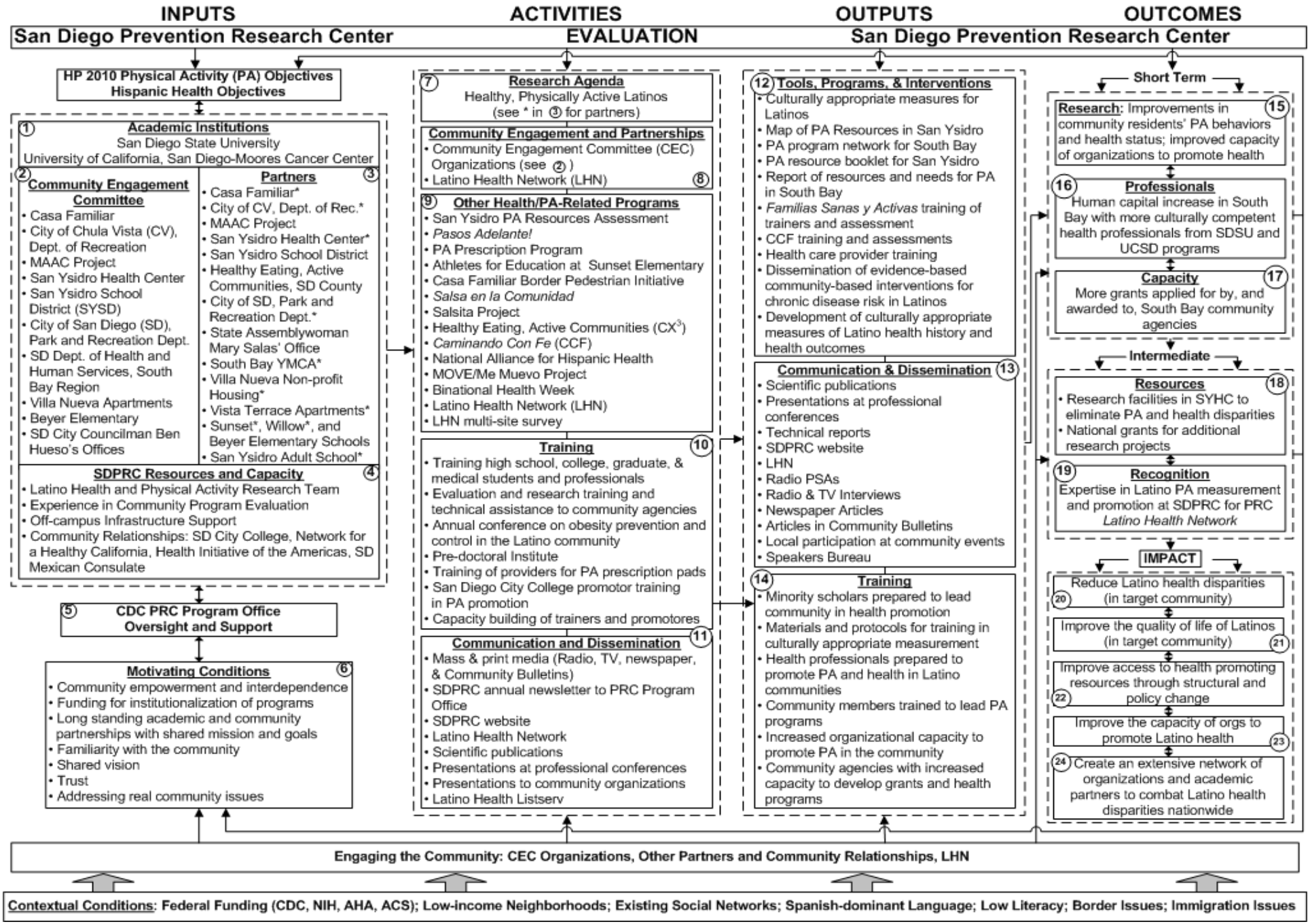
INPUTS
ACTIVITIES
OUTPUTS
OUTCOMES
San Diego Prevention Research Center
EVALUATION
San Diego Prevention Research Center
HP 2010 Physical Activity (PA) Objectives
Hispanic Health Objectives
1 Academic Institutions
San Diego State University
University of California, San Diego-Moores Cancer Center
2 Community Engagement Committee
• Casa Familiar
• City of Chula Vista (CV), Dept. of Recreation
• MAAC Project
• San Ysidro Health Center
• San Ysidro School District (SYSD)
• City of San Diego (SD), Park and Recreation Dept.
• SD Dept. of Health and Human Services, South Bay Region
• Villa Nueva Apartments
• Beyer Elementary
• SD City Councilman Ben Hueso's Offices
3 Partners
• Casa Familiar*
• City of CV, Dept. of Rec.*
• MAAC Project
• San Ysidro Health Center*
• San Ysidro School District
• Healthy Eating, Active Communities, SD County
• City of SD, Park and Recreation Dept.*
• State Assemblywoman Mary Salas' Office
• South Bay YMCA*
• Villa Nueva Non-profit Housing*
• Vista Terrace Apartments*
• Sunset*, Willow*, and Beyer Elementary Schools
• San Ysidro Adult School*
4 SDPRC Resources and Capacity
• Latino Health and Physical Activity Research Team
• Experience in Community Program Evaluation
• Off-campus Infrastructure Support
• Community Relationships: SD City College, Network for a Healthy California, Health Initiative of the Americas, SD Mexican Consulate
5 CDC PRC Program Office Oversight and Support
6 Motivating Conditions
• Community empowerment and interdependence
• Funding for institutionalization of programs
• Long standing academic and community partnerships with shared mission and goals
• Familiarity with the community
• Shared vision
• Trust
• Addressing real community issues
7 Research Agenda
Healthy, Physically Active Latinos
(see * in 3 for partners)
Community Engagement and Partnerships
• Community Engagement Committee (CEC) Organizations (see 2)
• Latino Health Network (LHN)
8
9 Other Health/PA-Related Programs
• San Ysidro PA Resources Assessment
• Pasos Adelante!
• PA Prescription Program
• Athletes for Education at Sunset Elementary
• Casa Familiar Border Pedestrian Initiative
• Salsa en la Comunidad
• Salsita Project
• Healthy Eating, Active Communities (CX3)
• Caminando Con Fe (CCF)
• National Alliance for Hispanic Health
• MOVE/Me Muevo Project
• Binational Health Week
• Latino Health Network (LHN)
• LHN multi-site survey
10 Training
• Training high school, college, graduate, & medical students and professionals
• Evaluation and research training and technical assistance to community agencies
• Annual conference on obesity prevention and control in the Latino community
• Pre-doctoral Institute
• Training of providers for PA prescription pads
• San Diego City College promotor training in PA promotion
• Capacity building of trainers and promotores
11 Communication and Dissemination
• Mass & print media (Radio, TV, newspaper, & Community Bulletins)
• SDPRC annual newsletter to PRC Program Office
• SDPRC website
• Latino Health Network
• Scientific publications
• Presentations at professional conferences
• Presentations to community organizations
• Latino Health Listserv
12 Tools, Programs, & Interventions
• Culturally appropriate measures for Latinos
• Map of PA Resources in San Ysidro
• PA program network for South Bay
• PA resource booklet for San Ysidro
• Report of resources and needs for PA in South Bay
• Familias Sanas y Activas training of trainers and assessment
• CCF training and assessments
• Health care provider training
• Dissemination of evidence-based community-based interventions for chronic disease risk in Latinos
• Development of culturally appropriate measures of Latino health history and health outcomes
13 Communication & Dissemination
• Scientific publications
• Presentations at professional conferences
• Technical reports
• SDPRC website
• LHN
• Radio PSAs
• Radio & TV Interviews
• Newspaper Articles
• Articles in Community Bulletins
• Local participation at community events
• Speakers Bureau
14 Training
• Minority scholars prepared to lead community in health promotion
• Materials and protocols for training in culturally appropriate measurement
• Health professionals prepared to promote PA and health in Latino communities
• Community members trained to lead PA programs
• Increased organizational capacity to promote PA in the community
• Community agencies with increased capacity to develop grants and health programs
Short Term
15 Research: Improvements in community residents' PA behaviors and health status; improved capacity of organizations to promote health
16 Professionals
Human capital increase in South Bay with more culturally competent health professionals from SDSU and UCSD programs
17 Capacity
More grants applied for by, and awarded to, South Bay community agencies
Intermediate
18 Resources
• Research facilities in SYHC to eliminate PA and health disparities
• National grants for additional research projects
19 Recognition
Expertise in Latino PA measurement and promotion at SDPRC for PRC Latino Health Network
IMPACT
20 Reduce Latino health disparities (in target community)
21 Improve the quality of life of Latinos (in target community)
22 Improve access to health promoting resources through structural and policy change
23 Improve the capacity of orgs to promote Latino health
24 Create an extensive network of organizations and academic partners to combat Latino health disparities nationwide
Engaging the Community: CEC Organizations, Other Partners and Community Relationships, LHN
Contextual Conditions: Federal Funding (CDC, NIH, AHA, ACS); Low-income Neighborhoods; Existing Social Networks; Spanish-dominant Language; Low Literacy; Border Issues; Immigration Issues