

CRECIENDO EN SALUD

Systems change to support physical activity among Latino youth in a rural community

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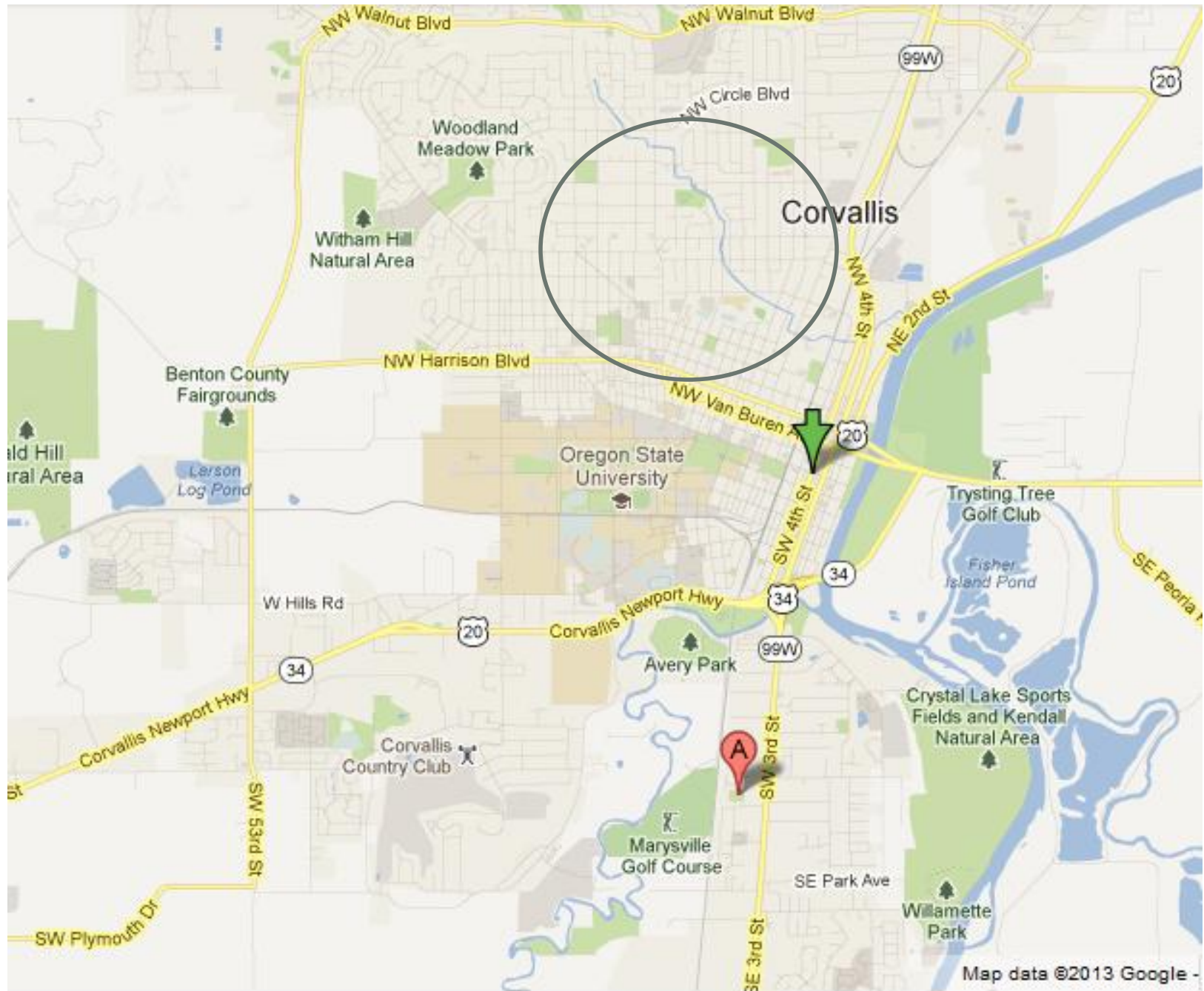


Benton County *Creciendo en Salud* Strategy Map



Project Area

	South Corvallis Characteristics	Corvallis Characteristics
Total Population	7,045	65,485
White	6,357 (90.2%)	56,507 (86.3%)
Hispanic/Latino	733 (10.4%)	4,852 (7.4%)
Aged 0-17	1,434 (20.4%)	10,993 (16.8%)
Aged 65+	459 (6.5%)	6,941 (10.6%)
Per Capita Income	\$20,210	\$24,446
Households with incomes below 185% of the poverty level	2,939 (41.7%)	23,648 (36.1%)
Proportion of Carless Housing Units	4.5%	9.6%



Assessment Activities

- Literature Review
 - Active Living Research and Healthy Eating Research
 - NPLAN- ChangeLab Solutions
 - PolicyLink
- Key Informant Interviews with City/County staff
 - Interviewed 10 City/County staff in May-June 2010
 - Identified key issues for *Creciendo en Salud* Partnership
- Focus Groups
 - Conducted 5 community forums/discussions with 30-45 Latina women in April-May, 2010
- Mail Survey to Community Residents in S. Corvallis
 - Survey sent to 320 families living west of Hwy 99 in June 2010
 - 131 returned the survey (41% response rate)
 - 33 households indicated children living in household



Creciendo en Salud
Healthy Kids, Healthy Communities

“Less loitering at Tunison Park.”



“Las banquetas no son muy anchas para un carrito y los niños.”
The sidewalks are not wide enough for a stroller and children.



Creciendo en Salud
Healthy Kids, Healthy Communities

Resident survey, South Corvallis

Promoting After-School Physical Activity

Families' concerns:

- Lack of culturally appropriate recreational programming within walking-distance of neighborhood

Creciendo en Salud Goal:

- Increase bilingual and bicultural programming within neighborhood at local elementary, neighborhood parks & community room

Systems Change: Collaboration & Communication

- Collaboration with Community Partners
 - Lincoln Elementary Administration
 - Lincoln Parent Teacher Association
 - Benton County Health
 - Oregon State University Extension
 - 509J Food Service
- Mode of communication with families
 - Personal communication via:
 - Post Cards sent to families
 - Fliers distributed through school, church, non-profits
 - Phone calls to families
 - Utilize social networks
 - Activity Guide features Spanish language



After-School Programming Enrollment

Year	Enrollment @ Lincoln
2006-07	45
2007-08	54
2008-09	235
2010-11	130
2011-12	372



Improving Access to Parks & Recreation Family Programming

Families' concerns:

- Financial cost of participating in programs too much for families, especially with multiple children
- Preference to register “in-person” rather than on-line

Creciendo en Salud Goal:

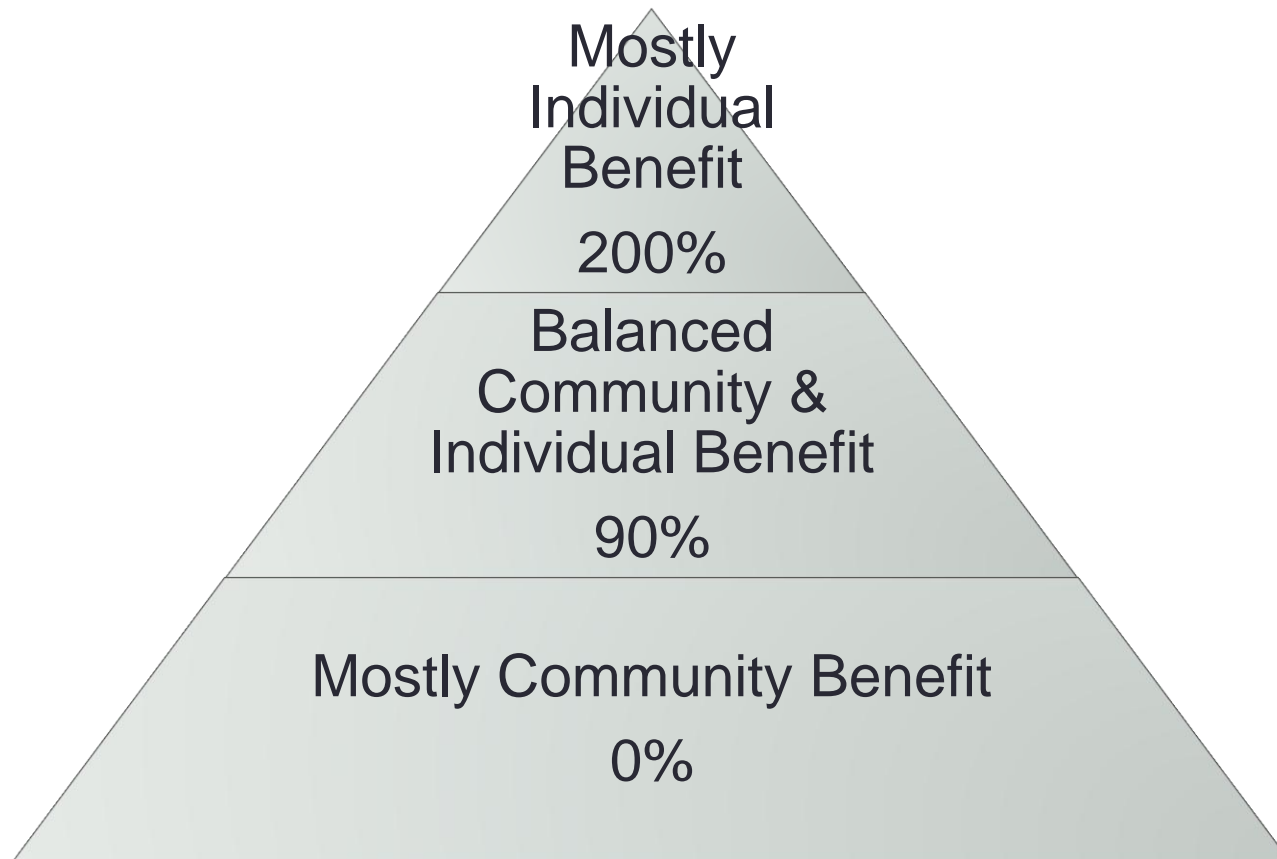
- Ensure that all families, regardless of income, language and educational background have access to programming opportunities.

Systems Change: Family Assistance Program

- Increased utilization from 15% to 43% in two years
- Restructured program to no cost sharing
- Eligibility verified by School District, Health Department or WIC program
- Restructured award from family to individual
 - \$150 per individual
 - No limit on family size
- Increased eligibility up to 200 percent federal poverty level (FPL)
 - 100%-150% of FPL there is no cost share
 - 151%-200% of FPL individual pay half of program fee

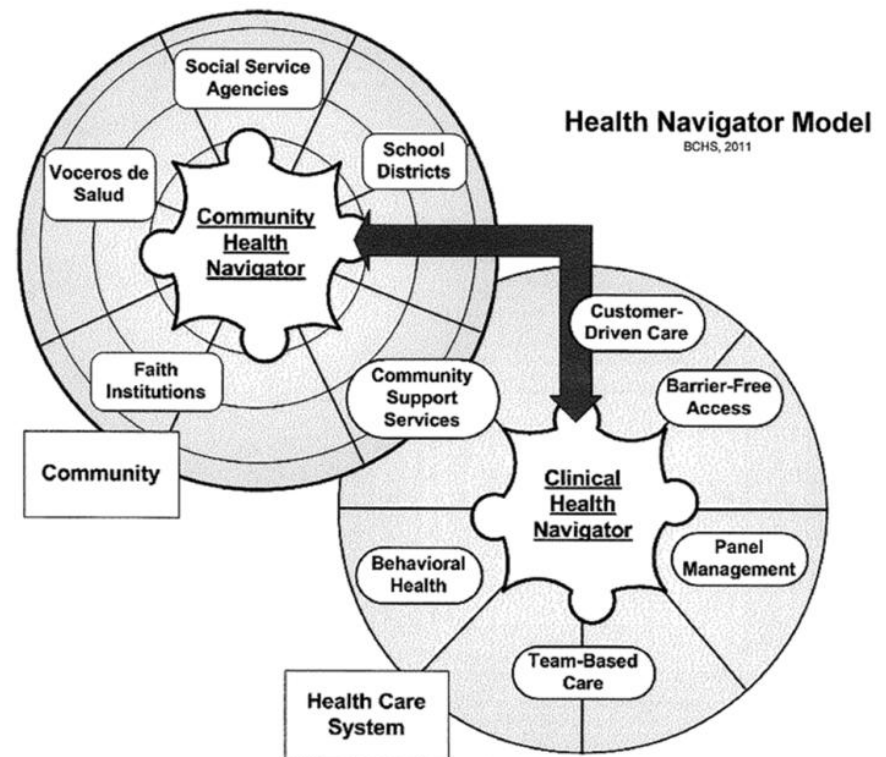
Systems Change: Cost Recovery

- Restructure fees based on type of activity to support family and entry level programming



Systems Change: Recreation Navigators

- Connect P&R with local families, schools and other organizations.
- Provide language and culturally appropriate communication
- Relay family concerns and questions to P&R staff.
- Increase TRUST



Increase Multiple Use of Neighborhood Park in Project Area

- Families' concerns:

- Local neighborhood park with community room did not meet the needs of families with young children.
- Playground equipment seemed unsafe
- Lack of variety for families with several children ages 0-15.
- Perception of loitering

- Creciendo en Salud Goal:

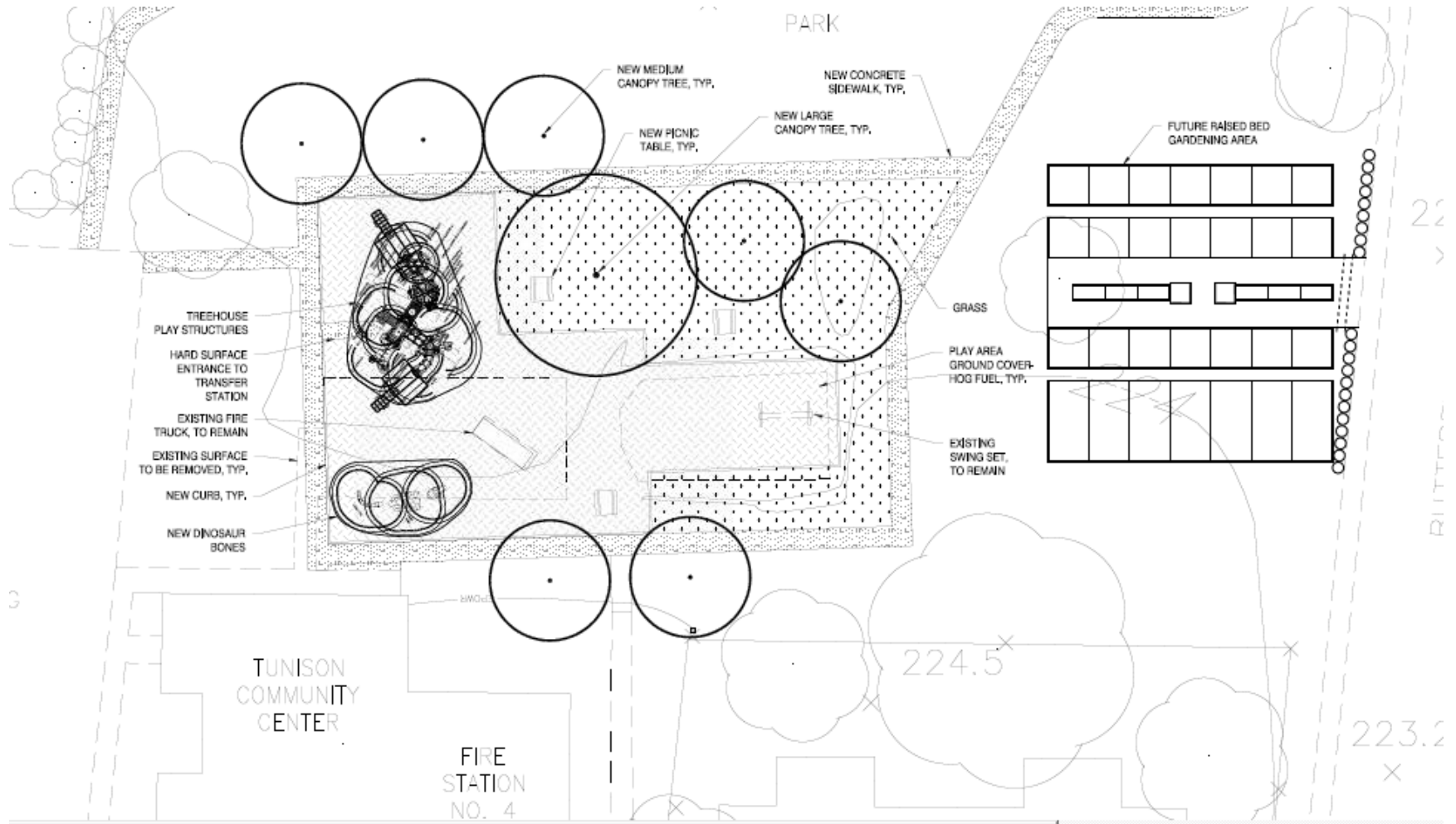
- Enhance neighborhood park to support positive and healthy multiple uses among family members and local residents.

Systems Change: Community Engagement in Park & Programs

- Intentional outreach to low income and Spanish speaking residents.
- Alternative methods of engagement
 - Tunison Block Party
 - Evening meetings with childcare and dinner
 - Postcards instead of newspaper advertisement
- Maximize community networks



Tunison Re-Design



Partnership

- Benton County Health Department
- Corvallis Parks & Recreation
- Benton County Public Works
- Corvallis Department of Public Works
- Corvallis 509J School District
- Lincoln Elementary
- Lincoln Parent Teacher Association
- Greenbelt Land Trust
- Corvallis Bicycle Collective
- Oregon State University-Ethnic Studies
- Oregon State University-Extension Services
- Casa Latinos Unidos de Benton County
- Funders:
- RWJF- HKHC,
- Northwest Health Foundation,
- We Can! NHLB,
- Oregon State Parks
- CDC- REACH

¡Gracias!

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