Implementing a physical activity program for adult Latinas: Challenges and solutions

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Team

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Overview

- Conceptual approach to promoting physical activity—Focus on Latina women

- Intervening with Mexican-American women
  - Fe en Accíon/Faith with Action

- Implementation challenges and solutions
  - *Promotora*
  - Faith based
  - Participants

Conceptual approach

Communities
(e.g., access to parks, grocery stores)

Interpersonal
(Families, Neighbors, Friends)

Intrapersonal
(e.g., Physical activity, diet)

Acculturation and socio-economic status

Faith in Action
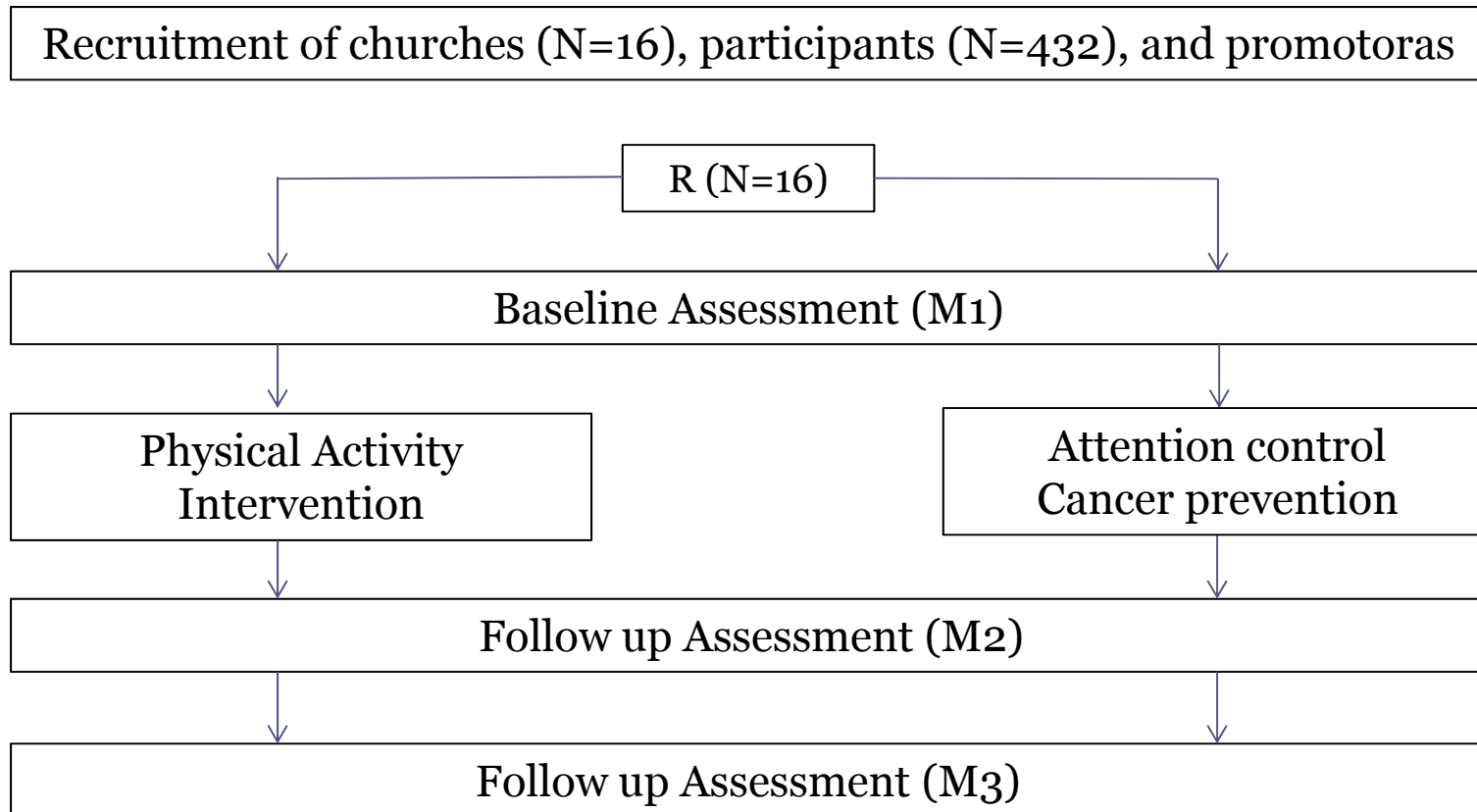# Fe en Acción

NCI: 1R01CA138894-01

Faith in Action

- Faith in Action (*Fe en Acción*) is a randomized controlled community trial designed to increase physical activity (and healthy eating) among adult Latinas.

- Church members (*promotoras*) are trained to provide education and support to fellow parishioners to improve the health of their community.

- Two year intervention (6 year study)

Design of intervention trial

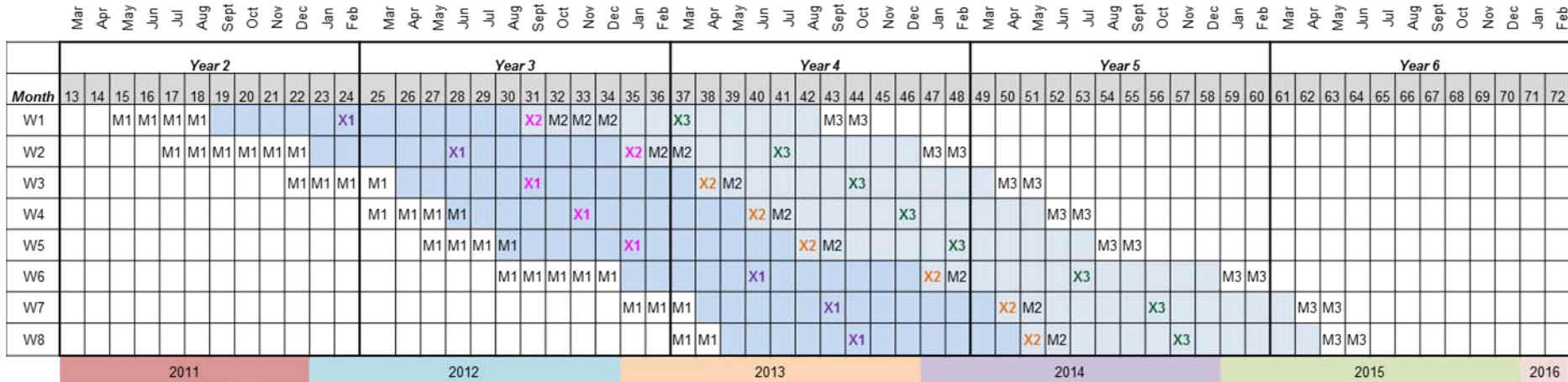Recruitment of churches (N=16), participants (N=432), and promotoras

R (N=16)

Baseline Assessment (M1)

Physical Activity Intervention

Attention control Cancer prevention

Follow up Assessment (M2)

Follow up Assessment (M3)

Map of intervention region

US-Mexico Border

Study timeline

Month	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72
W1		M1	M1	M1	M1							X1							X2	M2	M2	M2		X3					M3	M3																													
W2			M1	M1	M1	M1	M1	M1								X1					X2	M2	M2			X3					M3	M3																										
W3				M1	M1	M1	M1					X1						X2	M2				X3					M3	M3																												
W4					M1	M1	M1	M1				X1							X2	M2				X3					M3	M3																												
W5						M1	M1	M1	M1			X1							X2	M2				X3					M3	M3																												
W6							M1	M1	M1	M1	M1					X1					X2	M2				X3					M3	M3																										
W7								M1	M1	M1					X1					X2	M2				X3					M3	M3																											
W8									M1	M1						X1					X2	M2				X3					M3	M3																										

Years: Year 2 · Year 3 · Year 4 · Year 5 · Year 6

2011 · 2012 · 2013 · 2014 · 2015 · 2016

M1	baseline measures
M2	follow-up measures; 12 months post Ix start
M3	follow-up measures; 24 months post Ix start
X1	6 month SOFIT-X assessments of PA classes- Ix team
X2	12 month SOFIT-X assessments of PA classes- Ix team
X3	18 month SOFIT-X assessments of PA classes- Ix team
X_	Delayed SOFIT-X assessments

Target audience

- Latinas ages 18-65
- Being inactive
- Committing to living in the region for 2 years
- Attending the church at least once a week
- Passing the Physical Activity Readiness Questionnaire (PAR-Q)

Promotoras (community lay health worker)

- Lay health advisors recruited from the faith community
- Recruitment process
- Selection- two types of *promotoras*

Promotora training- physical activity

- Six weeks of training to become group fitness instructors

- Topics include:
    1) Warm up and class instruction
    2) Cool down and injury prevention
    3) Developing walking groups
    4) Strategies for healthy eating
    5) Cardio dance
    6) Strength training
    7) Healthy weight
    8) Motivational interviewing

- Supported and supervised by a physical activity specialist

physical activity

- **Intervention:**
  - ▫ Each promotora teaches 6 classes a week (2 walking groups and 4 group fitness classes)

- Health education sheets provided during the PA classes

Promotora interventions

Challenge	Solution
Finding *promotoras* in the community to implement PA program	Provide intensive training and support; weekly/monthly meetings
Not having job skills	Provide training on job skills (e.g., time management, speaking in front of group); have staff follow up with *promotoras*
Collecting process evaluation data	Pay *promotoras* (vs. volunteer); strong relationship with staff

Ayala, Vaz, Earp, et al., (2010)
Cherrington, Ayala, Elder, Arredondo, et al., (2010)

Faith-based organizations

Challenge	Solution
Not wanting to be assigned to a specific study condition	Emphasize the advantages of each condition
Church leaders having limited time	Plan in advance
Availability of rooms and other resources differs by church size	PA in local parks, recreation centers, libraries
Social cohesion	Implement activities that facilitate social cohesion (e.g., raffles, buddy program, etc.)

Participants

Challenge	Solution
Attending other churches	Screen and assess
Crossing the border frequently	Screen and assess
Involving inactive women	Offer raffles, high quality classes, offer low impact classes/walking groups, group approach, MI calls
Attending PA classes throughout the year	Change meeting times during day light savings time

Thank you!   ¡Gracias!