

**Communities Creating Healthy Environments to Combat Obesity:
Preliminary Evaluation Findings from Two Case Studies**

Erualdo Gonzalez, Ph.D.*
Sandra Villanueva, Ph.D.
Cheryl Grills, Ph.D.

Active Living Research
10th Annual Conference
San Diego

*Grant support from RWJF New Connections program

Why?

Living environments

Access, quality, availability of safe parks and other open spaces



A Different "Move"

"Move" to examine links between activism and policy outcomes.
How do people organize?
When they do, do policies emerge or change?

Research Questions

What are the commonalities and differences in organizing between two organizations?
To what extent is community organizing an effective strategy for impacting public policy?

Methods and Procedures

- A subset of two organizations from CCHE
- Content and discursive analysis of 1 year of newsletters, website
- Organizations selected most active organizers to interview
- 4 interviews, 3 mo. apart (8 total in 2011)
- Quantitative and qualitative questions
- Focused on CCHH change & evaluation frame

Organizations and Select Findings



Policy Goals
Locales and Members
Strategies and Tactics
Policy Outcomes

It is Established

There is a national epidemic in childhood obesity
Latino children are the highest (38%), and are also the largest, youngest, and fastest growing
They have low physical activity

Policy research

The lack of formal evaluation, coupled with the failure of many of those engaged in community organizing projects to write up and publish their results, have made it difficult to amass a literature of successful and unsuccessful organizing efforts and the hallmarks of each (Minister and Wallerstein, 2006).

Limitations

- 1 year of data
- Purposive sample, highly skilled
- Links, vs. prescription

Implications

- Adapt study framework for policy research
- Frame organizing campaigns around obesity

Article Available

Gonzalez, E.R. and Villanueva, S. Grills, C. Californian Journal of Health Communities, 88-98
<http://www.cjhc.org/issue88/issue88.html>

Acknowledgement

LUPE
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Thank you for your attendance!

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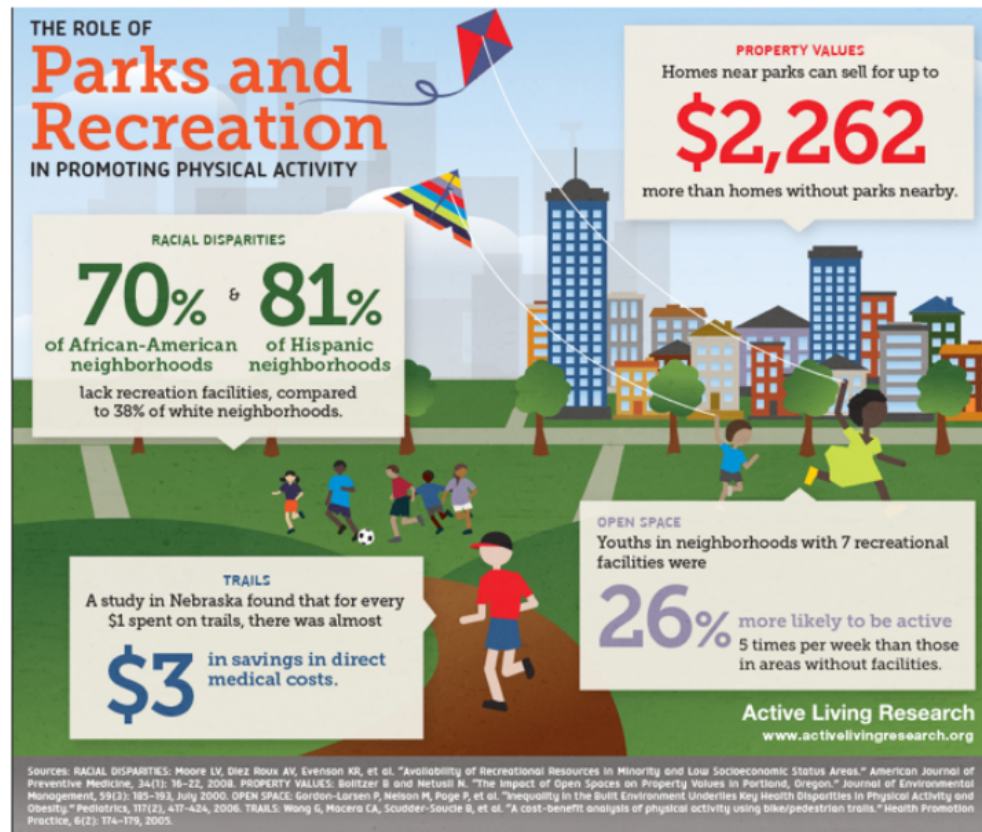
Policy research

"The lack of formal evaluation, coupled with the failure of many of those engaged in community organizing projects to write up and publish their results, have made it difficult to amass a literature of successful and unsuccessful organizing efforts and the hallmarks of each" (Minkler and Wallerstein, 2006).

Why?

Living environments

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A Different "Move"

"Move!" to examine links between activism and policy outcomes:

How do people organize?

When they do, do policies emerge or change?

Research Questions

What are the commonalities and differences in organizing between two organizations?

To what extent is community organizing an effective strategy for impacting public policy?

Methods and Procedures

- A sub-set of two organizations from CCHE
- Content and discursive analysis of 1 year of evaluation quarterly interview reports; grants; newsletters; website.
- Organizations selected most active organizers to interview
- 4 interviews, 3 mo. apart (8 total in 2011)
- Quantitative and qualitative questions
- Focused on CCHE change & evaluation frame

Organizations and Select Findings



COMMUNITY COALITION
people. power. progress.

Community Coalition believes people are the engines of social change. We are a leader in smart and effective community organizing. We involve thousands of everyday people in bold action campaigns to change public policy to improve health, education and public safety in South Los Angeles.

SEARCH

ENGLISH SPANISH

HOME WHO WE ARE WHAT WE DO WHAT YOU CAN DO HUNGRY FOR JUSTICE MEDIA/PUBLICATIONS

BE THE CHANGE

BUILD
a mass-based
community institution

DONATE NOW

Stay Connected

f t+ g+ y+ v+

THIS WEEK AT CoCo **TAKE ACTION NOW** **Read The Movement**



Summer Night Lights Kickoff!



**Wednesday
July 6, 2011
7pm - 12am**

Martin Luther King Park
3916 South Western Ave., Los Angeles, CA 90062

SNL is back at King Park! Join your neighbors for the start of an exciting summer filled with fun and safe activities for the whole family.



Policy
Goals

Locales and
Members

Strategies
and Tactics



LUPE La Unión Del Pueblo Entero
Inspired to believe * Organized to act * Engaged in social change

Home About Us Organizing Get Involved Blog Resources Contact

En Español Deferred Action

Support LUPE's Work!

\$10 a month could help LUPE provide an hour of English classes for immigrants trying to make a better life for their family.

Petition: Turn on the lights in Valley colonias!

Today, over 1,200 colonias in the Valley lack public streetlights and residents live with the stark consequences. Click here to join your name to our campaign to get streetlights in every Valley colonia by 2023. [Read the rest of this entry >](#)

Year in the State of the Union address tonight

the President will reiterate the importance of this nation. We hope that he also addresses the



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Outcomes

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González, E.R. and Villanueva, S. Grills, C. Californian Journal of Health Promotion 2012, Volume 10, Special Issue: Health Disparities in Latino Communities, 88-98.

http://www.cjhp.org/SpecialIssue2_2012/spissue_issue2.htm

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