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

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Overview

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

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

- Implementation challenges and solutions
  - Promotora
  - Faith based
  - Participants
Acculturation and socio-economic status

**Conceptual approach**

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

- **Interpersonal**
  (Families, Neighbors, Friends)

- **Intrapersonal**
  (e.g., Physical activity, diet)
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
# Study timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
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<tbody>
<tr>
<td>M1</td>
<td>X1</td>
<td>X2</td>
<td>X3</td>
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M1: baseline measures  
M2: follow-up measures, 12 months post tx start  
M3: follow-up measures, 24 months post tx start  
X1: 6 month SOFIT-X assessments of PA classes- tx team  
X2: 12 month SOFIT-X assessments of PA classes- tx team  
X3: 18 month SOFIT-X assessments of PA classes- tx 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**

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

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

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