



*Strategies, Techniques
and Best Practices for
Building a Multinational
Collaboration to Promote
Physical Activity*

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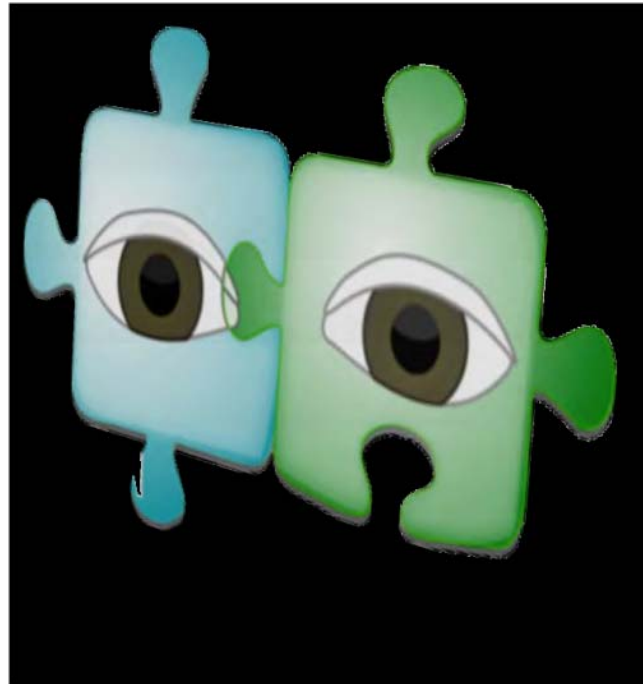
Multinational research from only one cultural perspective is problematic

Researcher unfamiliarity with local history, traditions, politics and practices

- Poor understanding of research priorities
- Misallocation of resources
- Uneven distribution of responsibility
- Inaccurate representation of research findings
- Lack of sustainability of research outcomes

Two-Eyed Seeing

learning to see from one eye with the strengths of Indigenous ways of knowing



and from the other eye with the strengths of Western/Mainstream ways of knowing

..., and using both eyes together, for the benefit of all

Mexican worldview

- Family oriented
- Strongly faith-based
- Strong hierarchical system
- Patriarchal
- Fluidity time



Canada/US worldview

- Individualistic
- Egalitarian
- Hierarchical system
- Structured time



Community-based Participatory Research (CBPR)

“ A collaborative approach to research that equitably involves all partners in the research process and **recognizes the unique strengths that each brings**. CBPR begins with a research topic of importance to the community and has the aim of **combining knowledge with action** and achieving social change . . . ”

W.K. Kellogg Community Health Scholars Program

Principles of CBPR

- Builds on local strengths and resources
- Facilitates partnerships in all research phases
- Promotes co-learning and capacity building
- Seeks balance between research and action
- Emphasizes local relevance and an ecological perspective
- Involves a cyclical and iterative process
- Involves long-term engagement and commitment

Motivational Interviewing

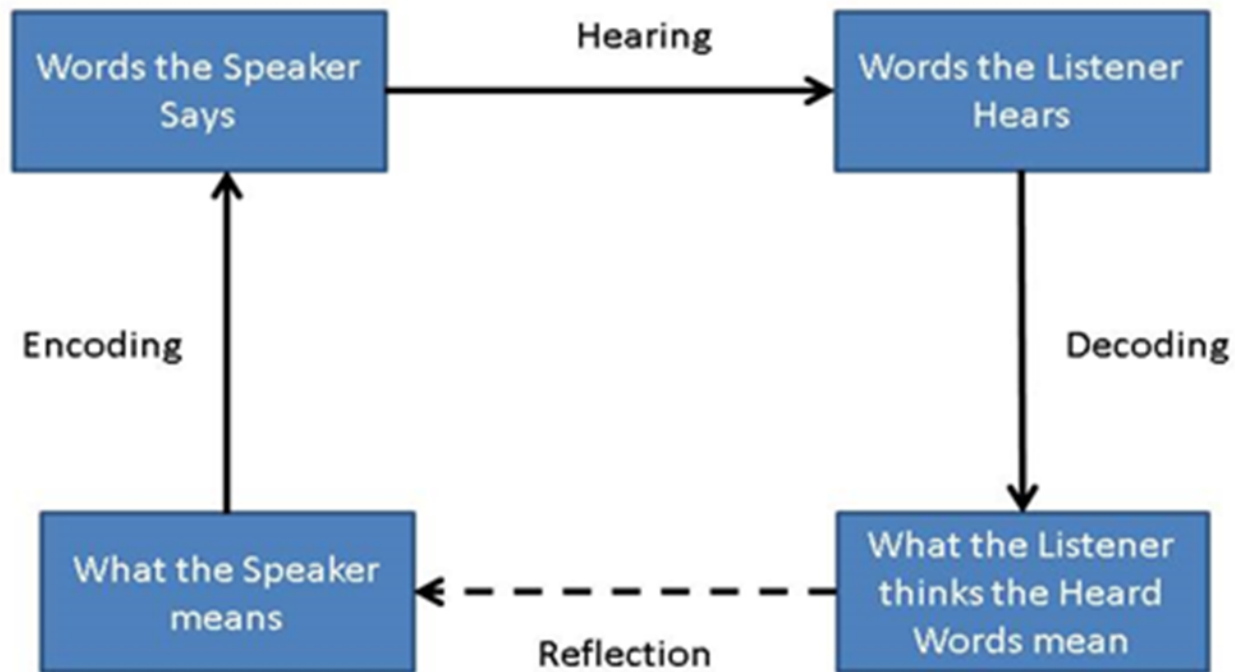
- A **collaborative, goal-oriented style of communication**
- **Designed to strengthen personal motivation and commitment** to a specific goal
- Set within an **atmosphere of acceptance and compassion**

ENGAGEMENT

Establishment of a mutually helping relationship relies on:

- Respect
- Trust
- Feeling listened to and understood
- Active participation by both parties
- Meaningfulness/relevance of exchange
- Negotiation

Process of Communication



Reflective Listening

- *The skill of active listening whereby one person seeks to understand another person's subjective experience, offering reflections as guesses about the person's meaning.*

Miller & Rollnick, 2012

Juan Ricardo López y Taylor

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- Médico ,Cirujano y Partero. Universidad de Guadalajara, México
- Especialidad en Medicina del Deporte, Universidad de los Estudios de Roma e Instituto de Medicina del Deporte, CONI, Italia.
- Maestría en Ciencias de Salud, Orientación en Medicina del Deporte U de Guadalajara
- Co-lider Programa CAMBIO “Combatiendo la obesidad infantil” U. Queen’s, Canada – U. d Guadalajara , México , Teasdale – Corti Foundation --- IDRC - Canada
- Profesor Investigador de tiempo completo titular “C”, Universidad de Guadalajara
- Director Instituto de Ciencias Aplicadas a la Actividad Física y Deporte, U d G.
- Miembro Colegio Americano de Medicina del Deporte
- Colaborador para A.F. en diversos programas, instituciones y asociaciones (Secretaria de Salud; Exercise is Medicine)

*Strategies, Techniques and Best Practices for Building a
Multinational Collaboration to to Promote Physical Activity*

Lessons Learned from Multinational Collaborations to Promote Physical Activity

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Rebecca Lee Arizona State University , USA
Juan R. López y Taylor — University of Guadalajara

Our gratitude to Donna Ivimey — Adminstrador, Queen´s University

Active Living Research Conference,
February 22, 2015, San Diego, USA

**Canada – México Combatiendo la
Obesidad Infantil**



Universidad de Guadalajara



**Canada – México Battling
Infant Obesity**



Queen's University

CAMBIO was a five year, international capacity enhancing program (2007-2011) funded by a Teasdale-Corti Grant from the Global Health Research Initiative (GHRI), led by researchers at the University of Guadalajara and Queen's University.

Total Funding: \$1.6 million CDN





Purpose of CAMBIO

To develop an international, multi-disciplinary team of researchers with the combined expertise required to address the complex nature of obesity in Mexico.



Four main action areas proposed

3. Student and Researcher Exchanges

4. Alliances and Networks

3. Student and Researcher Exchanges

4. Alliances and Networks



1er.- Curso anual corto de obesidad



P Katzmarzy --- I Janssen--- S Matsudo



Bob Malina ---María Eugenia Peña



E.Jauregui- P Katzmarzyk- R. Malina



Mark Tremblay – L. Levesque



3th.- Short Annual Obesity Course/ Participation at the Annual Congress of the Hospitales Civiles



1er.- Curso anual corto de obesidad / Participation at the Annual Congress of the Hospitales Civiles

Review of evidence to inform the development a Report Card on Physical Activity of Mexican Children and Youth



Strengthening CAMBIO & KIDS-CAN collaboration to fight childhood obesity in Canada, Mexico and Kenya



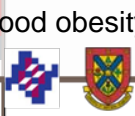
Components of the malnutrition syndrome among children from Arandas and INADEJ, Jalisco



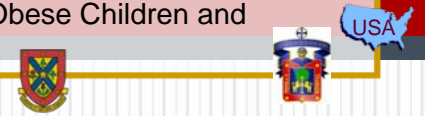
The physical activity transition in Mexican school children – Rural schools in Jalisco



Ecological mapping of the school-based intervention to prevent childhood obesity



Program for Physical Activity and Health in Overweight and Obese Children and Adolescents.



Lifestyle, physical condition and physical activity in high school students



Validity of BMI for the diagnosis of obesity in school aged children and adolescents



Intervention to reduce sweetened beverage consumption in Mexican school children: a social marketing approach



Formative assessment to inform obesity prevention in child care



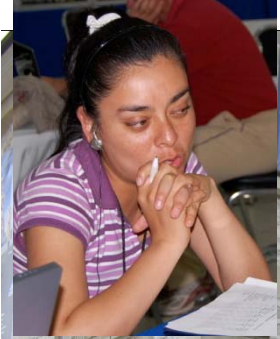
Association of exercise intensity, BMI and physical condition with blood pressure response in adolescent women in an urban school in Mexico City



2. Collaborative Program of Research



3. Student and Research Exchanges



Citlali Rodriguez



Catalina Medina



Lucie Lévesque, Margarita Safdie, Edtna Jauregui, Ian Janssen, Karla Galaviz



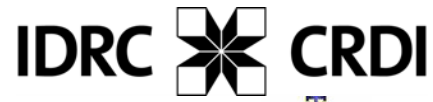
**Pilar Rodriguez
Mark Tremblay**



**Ian Janssen
Antonio Jimenez
Peter Katzmarzyk**



4. Alliances and Networking



Whose problem is it?	What do they have to gain?	What do they have to lose/what are the risks?
Patients		
Family of Patients		
Physician		
Clinic Staff		
Public Health Department		

Example for the workshop



Assumptions – project inception

Assumption: A Definition

- A thing that is accepted as true or as certain to happen, with no particular proof.

Source: Oxford on-line dictionary

- Assumptions in project planning are conditions necessary to achieve desired results.



Assumption # 1

That the commitment made by the University of Guadalajara, the State Ministries of Health and Education, the National Institute for Public Health, the Federal Ministry of Health, and other Universities involved, to work collaboratively to advance the goals of the research program and develop a Center of Excellence would remain intact.



Reality

- ✓ Ministry Education – facilitated short course field work
- ✗ MoE representative on RAC did not participate.
- ✗ Delay in negotiating and signing agreements
- ✗ Delay to establish research accounts for UdeG
- ✗ Challenges importing research equipment
- ✓ Support at UdeG for new master's program



Lessons Learned

- Language is a challenge when negotiating agreements. Budget for official translations
- Mandate and functioning of RAC & Governance model needs to be addressed.
- Inter-institutional administrative practices need to be understood and barriers considered.
- Prepare to be patient.
- Understanding cultural differences and good communication are essential
- History of working together helps (e.g. template agreements)



Assumption # 2

If you have a good project, things will come by chance, you only have to be lucky enough to be with the right people, at the right place.
at the right moment.

Lesson Learned

To build confidence on the partners takes a long time.
Sincerety and clarity of the purpose of the relation is a must.
Nothing comes by chance.

**IV CURSO
INTERNACIONAL DE
ACTIVIDAD FÍSICA Y
SALUD PÚBLICA ---
AGITA MUNDO---**

Hospitales Civiles de Gld
Universidad de Gld ,
CDC Atlanta, IHUPE ,
CELAFISCS , Brazil
Puerto Vallarta , Jal., Mexico
Enero 2006



Mike Pratt, Lopez Taylor, Victor Matsudo, Bill Kohl, Sandra Matsudo, Bauman, Jim Sallis, Tim Owen, Diana Prado



Edtna Jauregui-Peter Katzmarzyk-Robert Malina-J Lopez Taylor-Elena Zubirats-Nati Rivera-Miguel Angel Rivera
Congreso Hospitales Civiles, Guadalajara, Jal., Foto Tequila Jalisco 2006



Researches



Ian Janssen, Co-líder



Peter Katzmarzyk



Lucie Lévesque



Robert Ross



Elaine Power



Mark Tremblay



Art Salmon

Juan López, Co-líder

Edtna Jáuregui

Edgar Vásquez

María Eugenia Peña

Juan Rivera

Agustín Lara





Assumption # 3

Everyone is willing to participate and help to the success of the project(s).

Lesson Learned

Yes, as far as they get something. Institutions and persons will NOT participate if they only see enhancing knowledge and academics, they have to have other type of revenues or incentives.

It seems that in academics there is not such thing as a win – win situation.



Assumption # 4

Publications are not important, the important thing is to develop community well being.

Lesson Learned

- Completely false.
- At this moment, from an academic stand or point of view, the only thing important and by which you are going to be evaluated is the number of scientific publications that the Project generates.
 - You better have a good scientific skillfull writer



Assumption # 5

At the end we will have develop an international, multi-disciplinary team of researchers with the combined expertise required to address the complex nature of obesity (and inactivity) in Mexico.

E-CAMBIO Network

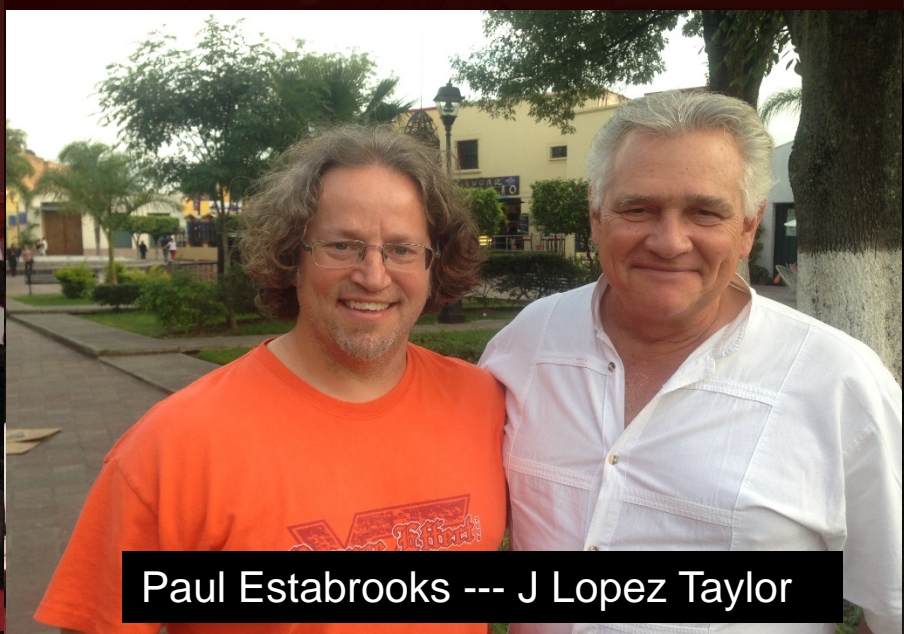
**Europe, Canada, América, México, Battling
Inactivity and Obesity**



SO FAR....



P Katzmarzy --- I Janssen--- S Matsudo



Paul Estabrooks --- J Lopez Taylor



E.Jauregui- P Katzmarzyk- R. Malina



Mark Tremblay – L. Luvesque



Rebecca Lee – Lucie Levesque

Whose problem is it?	What do they have to gain?	What do they have to lose/what are the risks?
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Family of Patients		
Physician		
Clinic Staff		
Public Health Department		



Activity:

Assessing Assumptions and Risks

e.g., Assumption: the Secretaries of Health and Education will facilitate research in schools

Risk: teachers at the schools might be on strike

Contingency Plan: recruit children through medical clinics



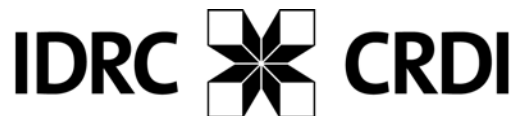
Canadá – México Combatiendo la Obesidad Infantil



Universidad de Guadalajara



Queen's University



Active Living Research 2015: Strategies, Techniques and Best Practices for Building a Multinational Collaboration to Promote Physical Activity

Influence Quiz

1. Upon first entering the office of the purchasing manager of a company with whom you would like to do business, you notice a picture of the team mascot of your alma mater on the wall. You should:
 - a. Mention that you went to the same university prior to discussing business.
 - b. Mention that you went to the same university after discussing business.
 - c. Not mention this personal similarity in a business meeting.
 - d. Discuss the fact that you went to the same university only if the client brings up the topic.
2. You are attempting to persuade the Board of Directors of your company that it is in your company's best interest to implement a costly revision to your back-office functions. You know that the Board is very concerned about costs, so you have also formulated two alternate plans that are less costly and less comprehensive. When it comes time for your presentation, which of the following strategies should you use to obtain the optimal results (the greatest degree of change the Board will support)?
 - a. Describe the least expensive revision first.
 - b. Describe the mid-range revision first, and then ask the Chair if s/he would like to hear the alternate plans.
 - c. Describe the most expensive revision first, then the mid-range, and then the least costly plan.
 - d. Ask the Chair which plan s/he is most interested in and then describe that plan only.
3. Your company is launching a new product and your boss asks you to make a marketing decision. Your boss is considering two options to generate initial interest from the public: offering a price reduction on the product for a "limited-time" or offering a price reduction for a "limited number" of the product. Which approach should you recommend to get the greatest interest from the public?
 - a. "limited-time"
 - b. "limited-number"
 - c. Either option will produce the same positive results
 - d. Neither option will produce positive results
4. You have an important meeting with a prospective client later today. You know from your previous discussions that the prospect is impressed with your proposal, but does not believe that implementing your ideas at this particular time is a top priority. Which of the following approaches to the meeting would provide you with the greatest chance of persuading the prospect to approve your proposal in the shortest period of time?
 - a. Emphasize what the prospect will lose if he does not implement your ideas at the present time.
 - b. Emphasize the positive features and benefits of your proposal.
 - c. Ask the prospect to outline his objections to your proposal.
 - d. Begin with a request for a commitment and then try to close the sale.

5. Imagine you are the (unlucky) campaign manager of a political candidate who has recently lost the public's trust. Now imagine that the candidate wants to rebuild his reputation through profiling himself as a tough crime fighter. Even though his opponent has a credible track record in this regard. Of the following choices, which represents the best way for your candidate to start his next ad?

- a. "My opponent has not gone far enough in fighting crime..."
- b. "Many have supported my ability and willingness to fight crime..."
- c. "Although my opponent has a good record of fighting crime..."
- d. "Fighting crime is a critical issue..."

6. Imagine you are a financial advisor, and you believe that a young client of yours is invested too conservatively. In order to persuade her to invest in riskier, high-return investments, you should concentrate on describing:

- a. How others like her have made similar mistakes. (appeal to consensus)
- b. What she stands to gain if she invests in riskier options (appeal to greed)
- c. What she stands to lose if she does not invest in riskier options (appeal to loss)
- d. The importance of the two of you working as a team on this issue

7. You are attempting to sell your professional services to a medium-sized software company. They have never done business with you before and are uncertain as to whether they should select your company as the service provider. You will increase your persuasiveness the most by:

- a. Providing them with a testimonial from Microsoft, who utilizes your services currently.
- b. Providing them with a master list of all of your clients.
- c. Talking about other clients' experiences with your company in general ways, without providing any specific testimonials.
- d. Providing them with several testimonials from other medium-sized software companies who are your current clients.

8. If you have a new piece of information, when should you mention that it is new?

- a. before you present the information
- b. in the middle of the presentation of the information
- c. after the presentation of the information
- d. you should not mention that it is new information

9. You have responsibility for motivating your company's sales force to increase its annual performance. You were told by your supervisor to set goals for the sales people and hold them accountable. Which of the following strategies would be the most effective?

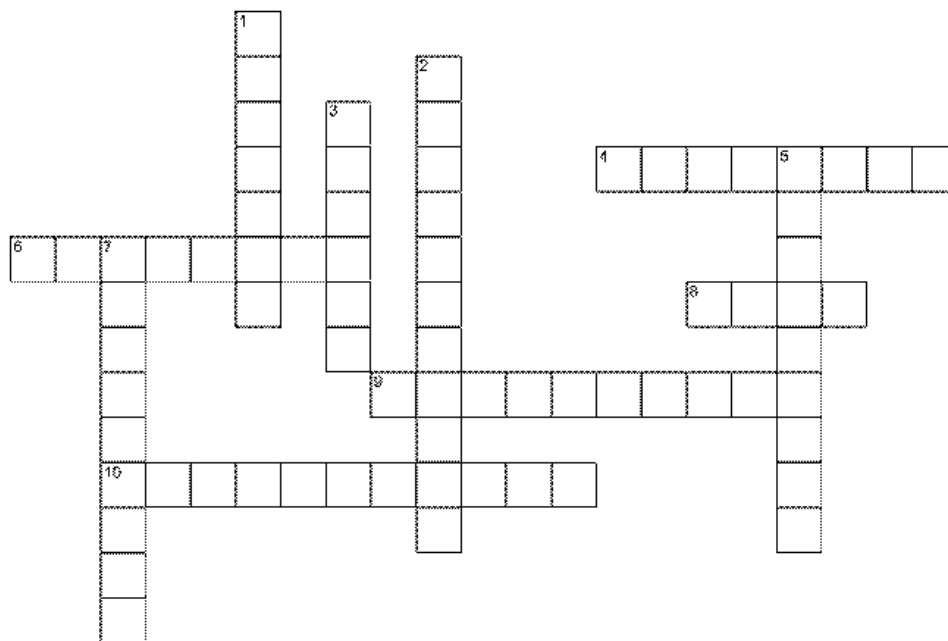
- a. Set a goal for each employee based on his or her prior year's performance and inform each of the goal.
- b. Have each employee set a reasonable private goal for themselves.
- c. Have each employee publicly state a reasonable goal for the year.
- d. Have each employee set an unrealistically high personal goal, and keep it private.

10. You are having difficulty with employee attrition, so you organize a retreat for your office to energize your employees. You want to give each a gift for attending that will enhance the employee's commitment to give back to the organization. Which of the following strategies is likely to produce the best results?

- a. Give them all the same, expensive gift with your company's name engraved on it.
- b. Give them no gifts, but thank them for attending.
- c. Give each employee a personalized gift that is meaningful, even if it is not expensive.
- d. Give gifts only to those employees who complete the evaluation forms for the retreat.

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Six Principles of Persuasion Crossword Puzzle



ACROSS

- 4 There is perceived value in rare things.
- 6 Six Principles innovator.
- 8 Perceived disadvantage.
- 9 Getting a yes.
- 10 People tend to return favors.

DOWN

- 1 Perceived value.
- 2 If people make a public commitment, they will probably keep it.
- 3 If people like you they are more likely to say yes.
- 5 People will tend to do what they see others doing.

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Small group activity—identifying which strategy works best with which ally

Ally	Liking	Scarcity	Consensus	Reciprocity	Commitment	Authority