

Visión y Compromiso™



Keck School of
Medicine of USC

Su Corazón, Su Vida



Partnerships



A collaboration between:

- **Visión y Compromiso**
- **Keck School of Medicine of USC**
- **Southern California Clinical and Translational Science Institute**

Visión y Compromiso



Visión y Compromiso (VyC) is a statewide organization that is dedicated to improving outcomes associated with underrepresented communities through the support, enhancement, and advocacy for Promotoras and Community Health Workers (P/CHW).

- **The P/CHW Network represents more than 4,000 Promotoras and community health workers from urban, semi-urban, suburban, and rural areas throughout California**
- **VyC convenes a number of regional committees which are active in 14 California regions.**

Project team: Melinda Cordero-Barzaga, Victoria Avila and Maria Lemus

Keck School Of Medicine of USC



Lourdes Baezconde-Garbanati – Principal Investigator

Professor at the Institute for Health Promotion and Disease Prevention Research (IPR) in the Department of Preventive Medicine in the Keck School of Medicine of USC.

- **Over 20 years of experience working on community based participatory initiatives and has been responsible for training and technical assistance programs, development and testing of interventions, and worked on community based evaluations in the Hispanic community throughout California.**

Rosa Barahona - Project Manager in the evaluation team

1 IDENTIFY COMMUNITY RESEARCH PRIORITIES

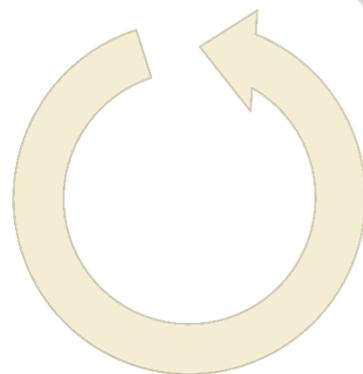


2 FOSTER NEW ACADEMIC PARTNERSHIPS

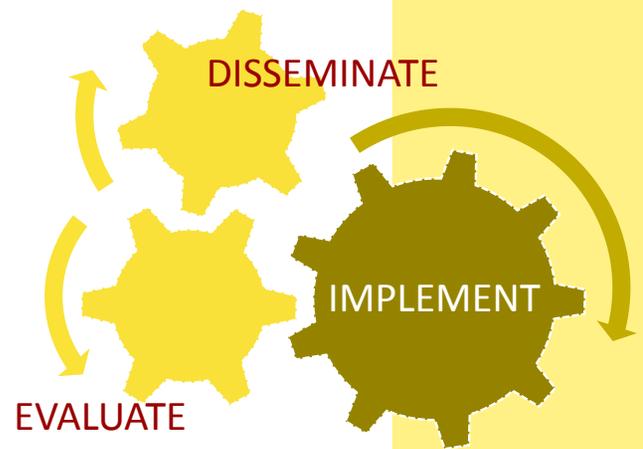
CONSULTATION

TRAINING

TEAM BUILDING



4 HEALTH IMPACT IN COMMUNITY SETTINGS



3 PROVIDE PROGRAM SUPPORT

National Heart Lung and Blood Institute and Altarum



One of 10 organizations across the country to receive funding.
Others included:

Atlanta, GA

Holyoke, MA

Birmingham, AL

San Diego, CA

Colorado Springs, CO

San Francisco, CA

Columbia, SC

Worcester, MA

Denver, CO

Arizona

New Jersey

Navajo Nation

The purpose of this project was to reduce health disparities by implementing an NHLBI science-based educational program (Su Corazón Su Vida) delivered by *Promotoras* in underserved and minority communities.



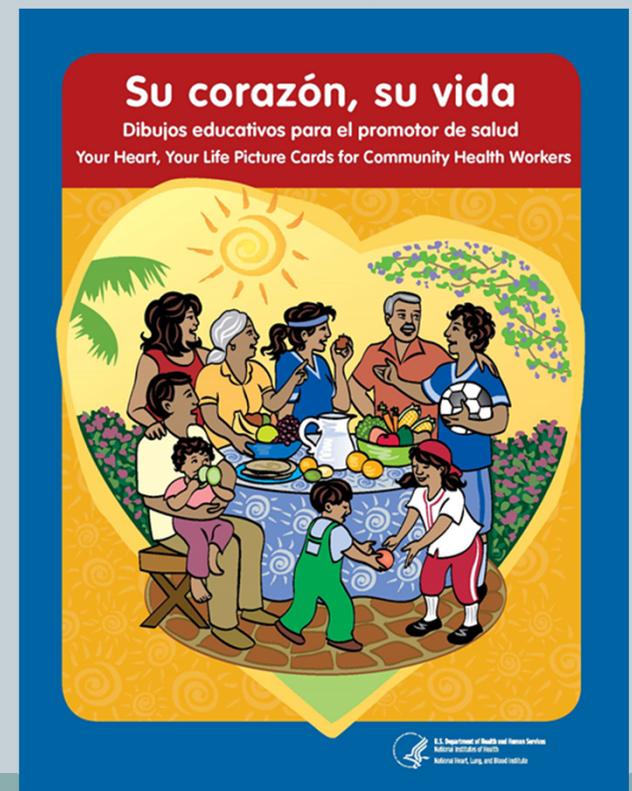
SYSTEMS RESEARCH FOR BETTER HEALTH



Community Health Worker Health Disparities Initiative

The initiative partners with community health workers (CHWs), promotoras, health educators, and others to promote heart health among underserved and minority populations.

Four sets of materials have been tailored and tested for Latino, African American, American Indian and Alaska Native, and Filipino American populations.



Who are Promotoras



Promotoras are community members who act as natural helpers and liaisons to their neighbors and local neighborhoods; they may or may not be affiliated with community institutions.



Promotora In-person Training



Train Promotoras on the NHLBI curriculum – Your Heart Your Life: A Community Health Educator’s Manual for the Hispanic Community (Su Corazon Su Vida)

- **Twenty-five Promotoras (13 in Los Angeles and 12 in Kern County)**
- **During a seven-day intensive training session, Promotoras obtained:**
 - **human subjects certification**
 - **reviewed the full curriculum**
 - **trained on research protocols**
 - **completed pre and post test and 30 day post survey**
- **Each Promotora was expected to teach two series of the 11-session workshops to community members and participated in the evaluation activities which included obtaining informed consent and collecting de-identified pre and post data from community participants.**

Promotora Webinar training



In addition to the 25 Promotoras trained in person 33 received the training via webinar.

- Training on the NHLBI curriculum was done so through a 7 day webinar, offered once a week for 3 hours each day.
 - 99 people registered
 - 60 completed the pretest
 - 33 completed the attendance requirements and the posttest
 - 20 completed the 30 day post survey

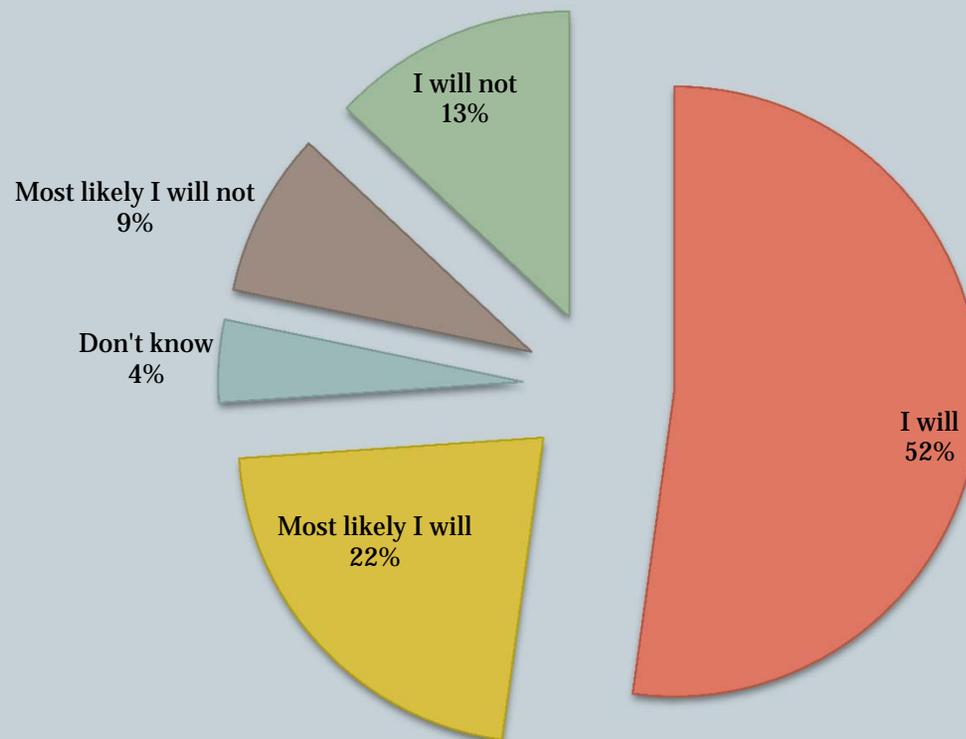
Promotora Demographics (N=25)

	N (%) / Mean (SD)
Gender - Female	25 (100)
Age (range 35-56)	47.1 (7.21)
Preferred Language	
English and Spanish	7 (28)
Spanish	18 (72)
Education Level	
Less than high school	1 (5)
High school/GED	2 (8)
Technical/Vocational School	9 (36)
Some college	4 (16)
College/Graduate school	9 (36)
Previously worked as a promotora	22 (88)
How long have you worked as a promotora (range 2-20 years)	7.97 (4.87)
Other health topics taught	
Asthma	6 (24)
Diabetes	8 (32)
Cancer	8 (32)
HIV/AIDS	10 (40)
Cardiovascular	10 (40)
First time using Su corazon, su vida?	21 (84)

Promotora Training Results



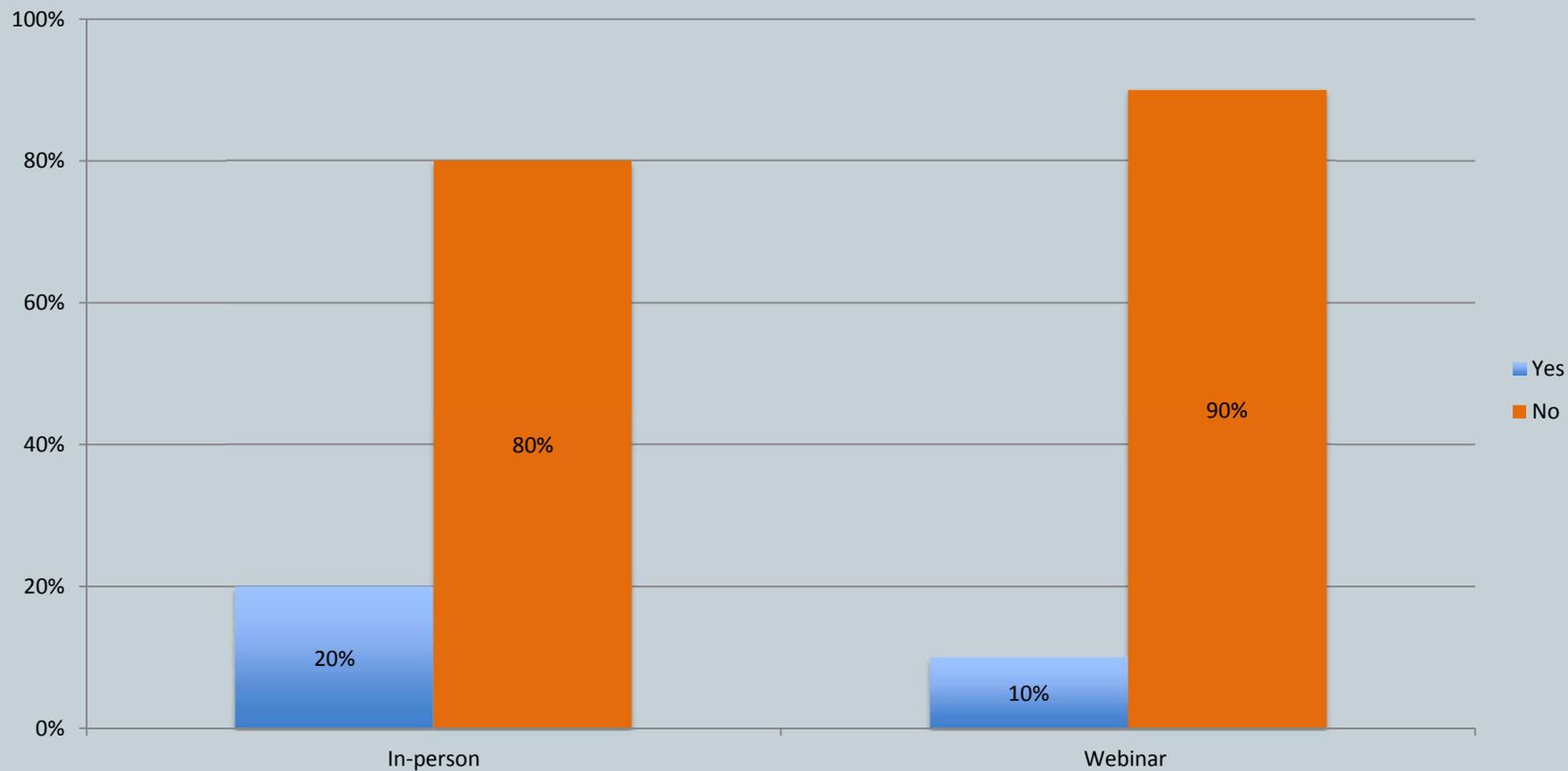
Will You Change Your Health Habits(N=25)



Promotora Training Results Continued



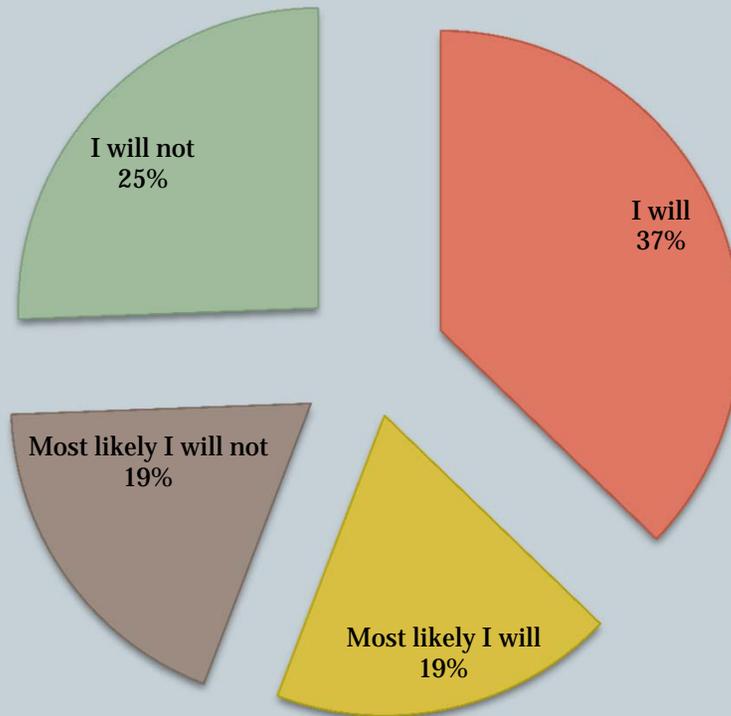
Thirty Day Follow-up: Have You Taught the NHLBI Curriculum to Community Members?



Promotora Training Results Continued



Will You Change Your Health Habits: Webinar Participants (N=36)



Promotora Advisory Board



The purpose of the Promotora Advisory Board was to guide and inform the Su Corazón, Su Vida project.

The goals of the advisory board included:

- **Identify community needs and concerns about heart health**
 - Discuss the communities' knowledge and experience with heart health education and treatment.
- **Assist in the review and interpretation of the data collected through this study**
- **Review curriculum and develop a set of recommendations and next steps**

Community Outreach and Education



Workshops were conducted in group settings at churches, schools, community centers, parks, homes and other local venues.

- **730 community members reached**
 - 730 pretests
 - 534 posttest
 - 521 matched pre/post tests
- **49 community workshops conducted**
 - 30 workshops in LA
 - 19 workshop in Kern

Community Participant Demographics (N=521)



	N (%) / Mean (SD)
Gender	
Female	451 (92)
Male	40 (8)
Age (range 19-78)	43.4 (10.79)
Household Size (range 1-12)	4.65 (1.59)
Latino/Hispanic Ethnicity	506 (99)
Spanish Spoken at Home	517 (99)
Education Level	
Less than high school	250 (58)
High school/GED	129 (30)
Some college	32 (7)
College/Graduate school	19 (4)
Employment	
Full time	71 (14)
Part-time	89 (18)
Unemployed	89 (18)
Homemaker	233 (46)
Retired	20 (4)

Community Participant Demographics Continued



	N (%) / Mean (SD)
Ever told by a doctor you have diabetes	
Yes	41 (8)
Yes, Borderline/prediabetes	40 (8)
Yes, but only when pregnant	29 (6)
No	342 (68)
Don't know	49 (10)
Told by doctor you have heart disease	
Yes	53 (11)
No	399 (80)
Don't know	49 (10)
Family history of heart disease	
Yes	160 (32)
No	278 (55)
Don't know	67 (13)
Shared information from classes with family	452 (99)

Community Education Results

Knowledge Changes



Knowledge Subscale	Pre	Post
	Mean (SD)	Mean (SD)
What raises risk for heart disease (5-items)	3.53 (1.7)	4.07 (1.6)***
What affects cholesterol level (3 items)	1.95 (1.1)	2.28 (.99)**
What raises risk for diabetes (4 items)	2.60 (1.33)	2.60 (1.33)
Symptoms of Diabetes (3 items)	2.18 (1.15)	2.67 (.87)***
Signs of a Stroke (5 items)	3.06 (2.01)	4.11 (1.57)
Signs of a Heart Attack (4 items)	2.27 (1.52)	3.27 (1.24)***
Heart Attack Knowledge (3 items)	1.83 (.71)	2.30 (.80)
Ways to Lower Risk for Heart Disease (5 items)	3.86 (1.73)	4.61 (1.04)***
Risks of Smoking Cigarettes (4 items)	2.72 (1.47)	3.52 (1.01)**
How to Lose Weight (4 items)	3.18 (1.39)	3.70 (.89)
Benefits of Physical Activity (4 items)	3.17 (1.42)	3.68 (.96)**

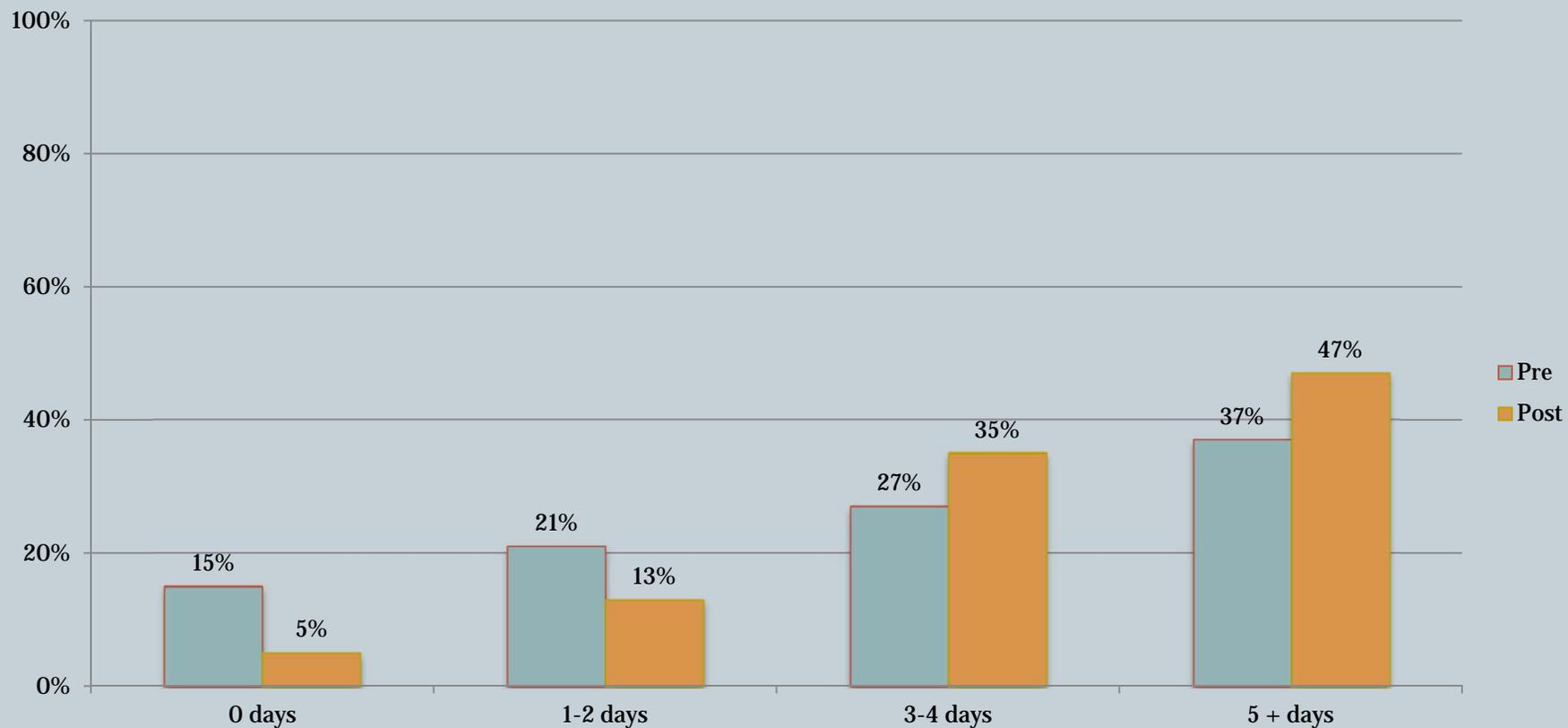
** Significant at .01 level

*** Significant at .001 level

Community Education Results Continued



How Many Days a Week Do You Exercise for 30 Minutes or More *

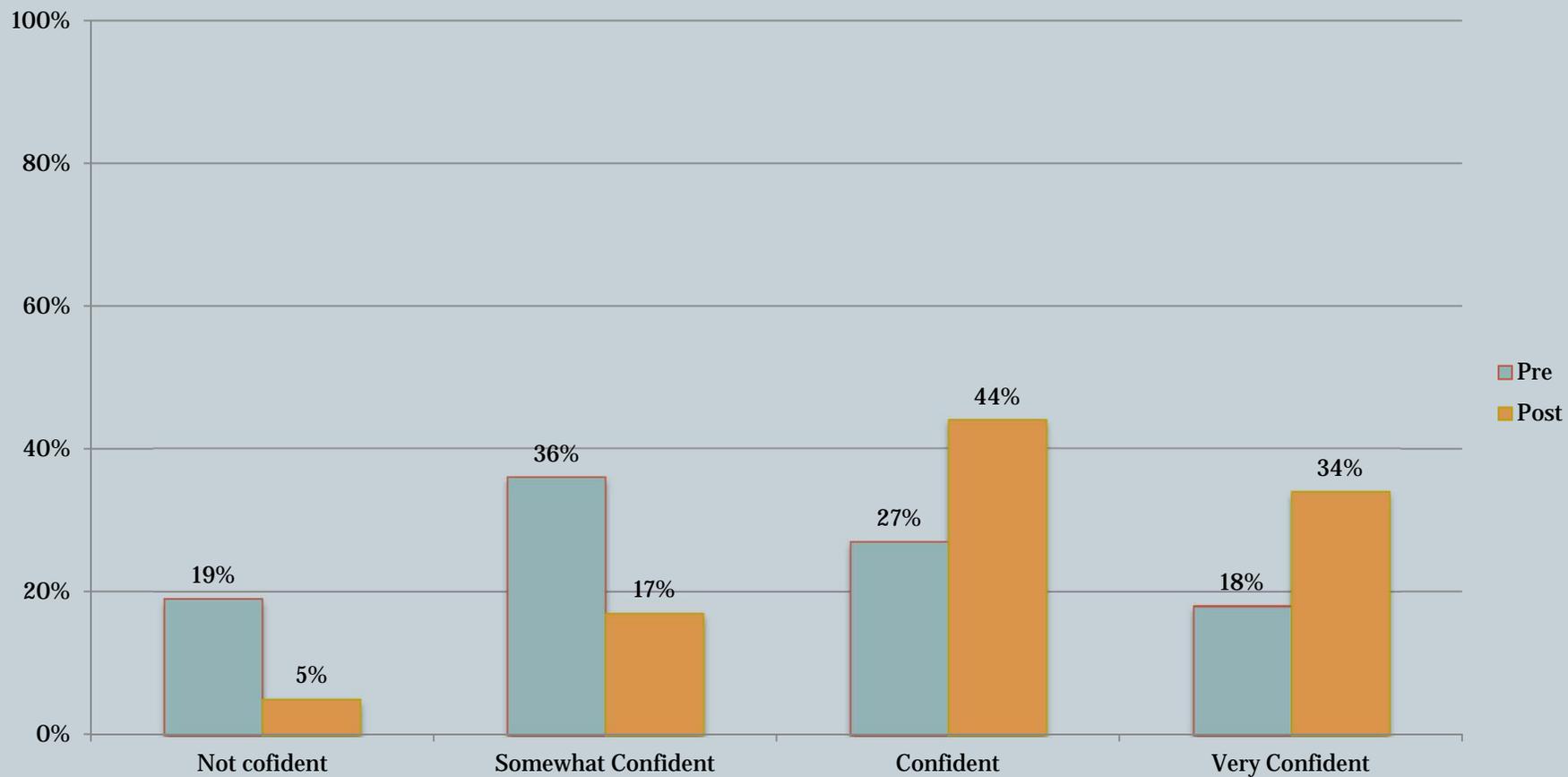


*** Difference is significant at > .001**

Community Education Results Continued



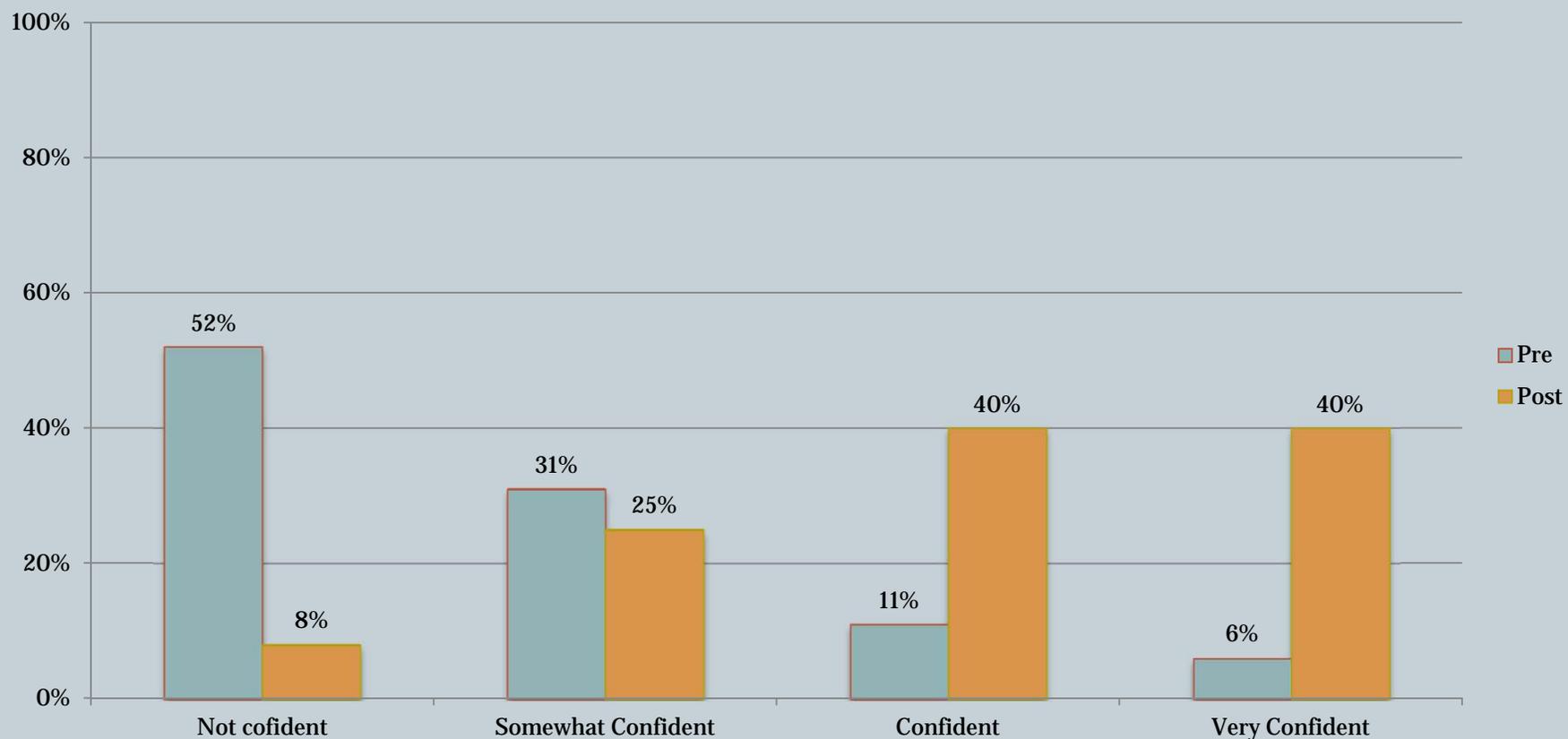
How Confident Do You Feel in Your Ability to Cook Healthy



Community Education Results Continued



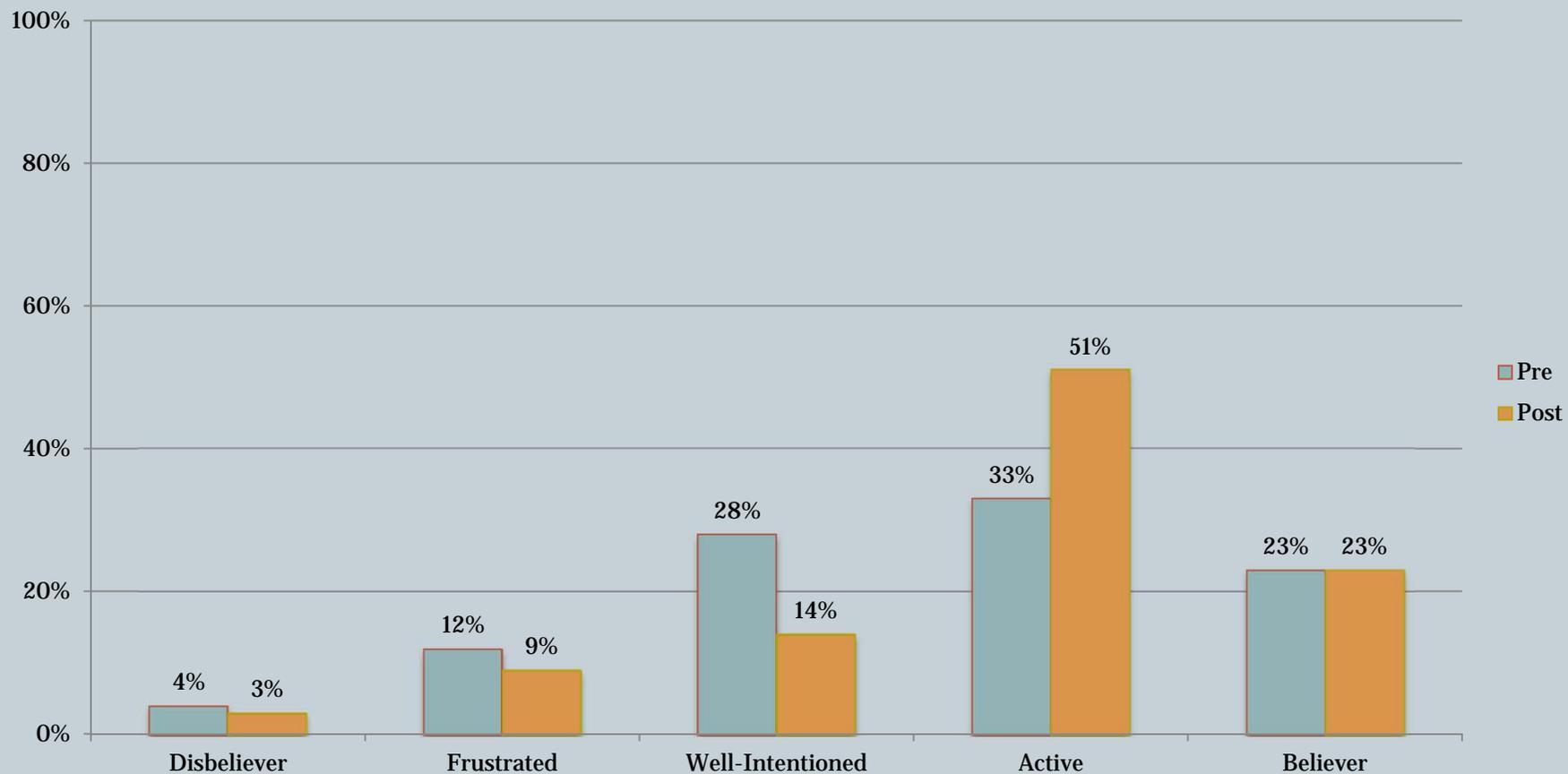
How Confident Do You Feel in Your Ability to Recognize Signs of a Heart Attack



Community Education Results Continued



Participants' Self-Reported Replacement in Stages of Change



Summary



- **Trained 25 Promotoras (13 in Los Angeles and 12 in Kern County) via in-person training**
- **Trained 33 Promotoras via a 7 day webinar**
- **730 Community member reached through the facilitation of 49 community workshops.**