Promotoras Cultural Practices in Community-Based Research

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Outline

• Niños Sanos, Familia Sana (NSFS) Overview
• Community Partners
• Literature Review
• Study Framework
• Promotoras Cultural Practices
• Conclusions
• Implications and Next Steps
Niños Sanos, Familia Sana

- The project aims to deliver a multi-faceted behavioral intervention developed by a university-community/school-based collaborative.
- This project aims to provide new knowledge about the effectiveness of interventions designed specifically to achieve successful weight management among Mexican-origin children ages 3-7, and identify associated mediating factors.
Study Location

- Central Valley
  - Intervention site: Firebaugh, CA
  - Comparison site: San Joaquin, CA
Poder Popular: Promotoras

• Poder Popular: a community-based volunteer leadership program
  – Engaging and mobilizing agricultural workers to improve overall health and well-being

• Promotores work out of San Joaquin, Mendota, and Firebaugh with over 80 volunteers

Promotores de salud/Community health workers as cultural brokers (WestRAsmus, Pineda-Reyes, Tamez & Westfall, 2012)
  – Approach to culturally competent health care delivery
Literature

• Effective health education and outreach (Elder et al, 2006; Ingram, Gallegos & Elenes, 2005; Staten et al., 2005)

• Participants/patients value social interactions and cultural competency (Teufel-Shone, Drummond, & Rawiel, 2005; Hansen et al., 2005)
  – More likely to trust and acceptability which lead to reduce barriers to outreach and retain participants
Research Questions

• What motivates promotoras to engage in community-based work/research?

• How do the promotoras implement their cultural assets to engage and retain study participants?
Community Cultural Wealth

- Aspirational Capital
- Familial Capital
- Social Capital
- Navigational Capital
- Resistance Capital
- Linguistic Capital
- Cultural Capital

Source: Yosso (2005)
Methods

• Two focus groups and individual interviews with NSFS promotoras
  – Conducted by bilingual and bicultural researcher and a project coordinator
  – Transcribed verbatim and reviewed by a second researcher

• Focus group/interview themes:
  – Overall experience recruiting and engaging participants
  – Challenges and success with the project
Findings

• What motivates promotoras to engage in community-based work/research?
  – *Recreating Culture*: Many *aspire* to recreate traditions and artistic forms of cultural representation as a way to build community
  – *Responsibility for Action (Resistance)*: Awareness of the needs and disparities in their community
Findings

• How do the promotoras implement their cultural assets to engage and retain study participants?

  – **Linguistic**: Pairing promotoras with participants who speak the same language

  – **Familial/Social**: Using their own networks facilitates the engagement and recruitment, but can also create a barrier

  – **Navigational**: Being flexible and their ability to adapt to demands of the project and participants
Conclusion

• Empowerment and capacity building
  – Delivering a family-based intervention
  – New skill development-data collection
  – Active in other projects in the community

• Greater community participation and visibility

• Key in ensuring culturally-appropriate modifications
Implications and Next Steps

• Learning more about the successful strategies and characteristics promotoras implement can be useful for future community-based projects and training development.

• Quantitative approach:
  – Acculturation scale
  – Household demographics
Questions

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