

Promotoras Cultural Practices in Community-Based Research

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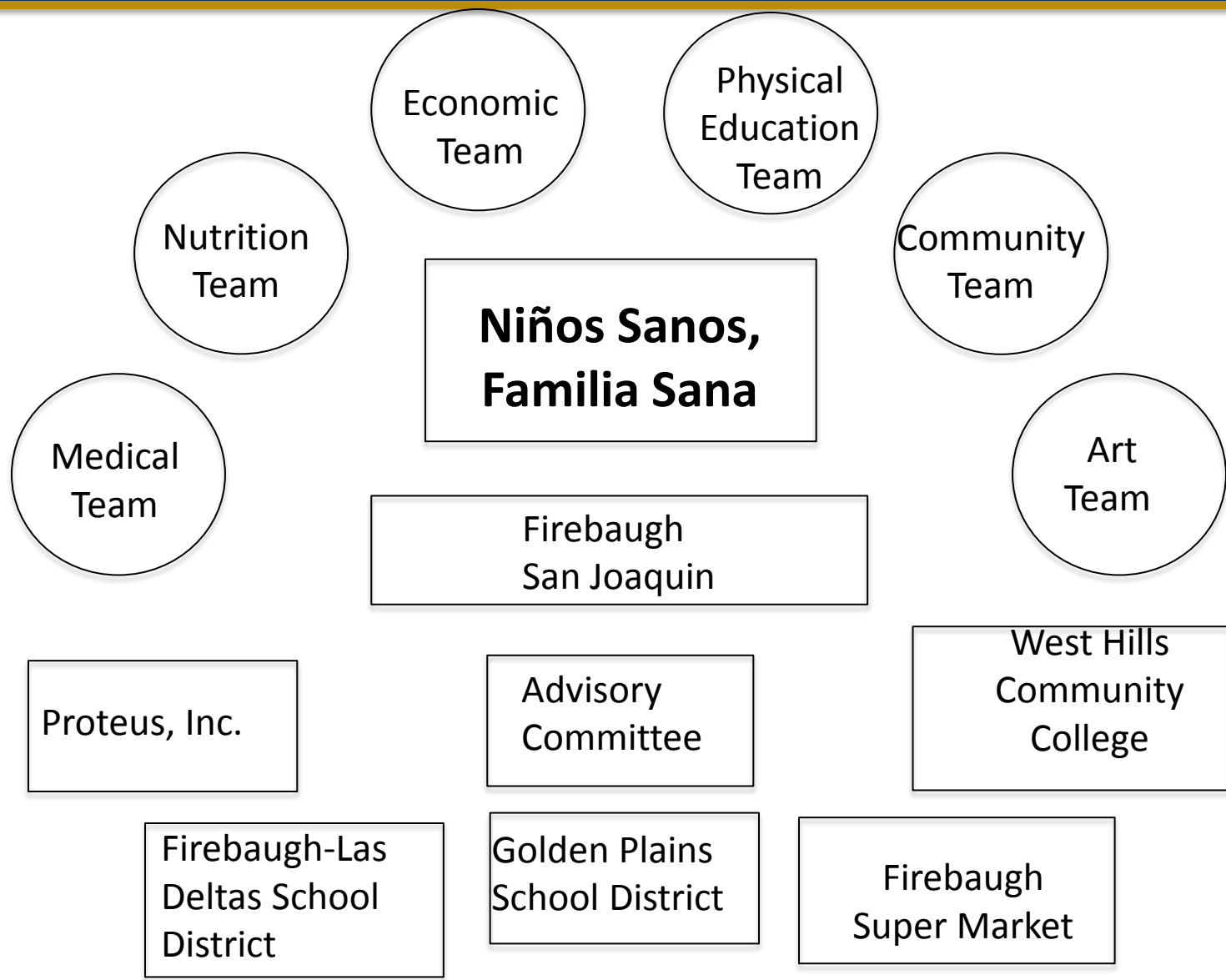
Outline

- 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



Literature

- Community-based approach as “best practice” for reducing health disparities in underserved communities (Smedley, Stith & Nelson, 2003; Brownstein, et al., 2005).
- Promotores de salud/Community health workers as cultural brokers (WestRasmus, Pineda-Reyes, Tamez & Westfall, 2012)
 - Approach to culturally competent health care delivery



Literature

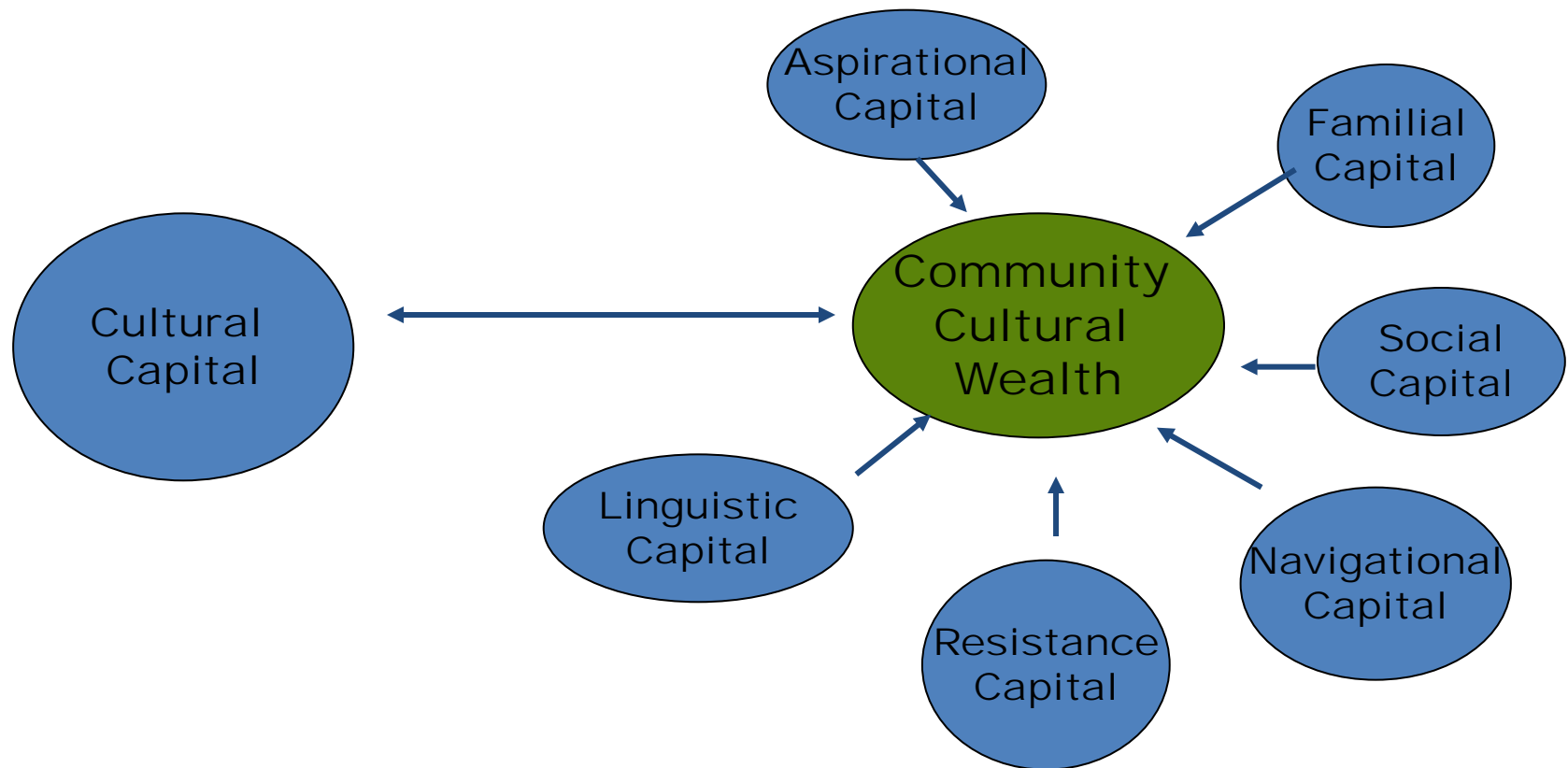
- Effective health education and outreach (Elder et al, 2006; Ingram, Gallegos & Elenes, 2005; Staten et al., 2005)
- Participants/patients value social interactions and cultural competency (Teufel-Shone, Drummond, & Rawiel, 2005; Hansen et al., 2005)
 - More likely to trust and acceptability which lead 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





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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