



**Physical, Activity, Nutrition, and Obesity
Community Perspectives
June 7, 2024**

Objectives

- Highlight La Red CHWs' roles in promoting health equity through a PANO lens
- Analyze community-led initiatives' impact on addressing health disparities
- Introduce culturally appropriate approaches used by La Red in health program design
- Explore strategies to engage communities physically and culturally
- Identify barriers to program evaluation at the community level
- Discuss collaboration best practices for systemic change





La Red
HEALTH CENTER
Rooted in Community

CHW Roles in Promoting Health Equity at FQHCs

- **Advocate for health equity** by addressing social determinants of health related to physical activity, nutrition, and obesity (PANO).
- **Educate community members** on healthy lifestyle choices, including diet and exercise, tailored to their cultural backgrounds.
- **Serve as liaisons** between healthcare providers and communities, bridging gaps in communication and understanding.
- **Collaborate** with interdisciplinary teams to develop and implement culturally appropriate health programs targeting PANO disparities.
- **Empower individuals** to make informed decisions about their health, promoting self-efficacy and long-term behavior change.



Community-Led Impact on Health Disparities

- Factors contributing to disparities: socioeconomic, access, culture, environment.
- Disease burden in marginalized groups, especially PANO-related issues.
- Access barriers: insurance, transport, language, health literacy.
- Community initiatives: cultural care, education, empowerment.
- Evaluation: outcomes, equity promotion.



Culturally Tailored Health Promotion

- CHW and Ambassador Programming
- We hire from the communities we serve.
- We host listening sessions.
- We invite the community to be a participant in their own activities.
- Bilingual community health outreach workers (100%).
- Over 75% of our staff are bilingual.
- The majority of our providers and administration speak multiple languages .
- La Red also has medical interpreters on staff, versus relying on technology which can sometimes pose a barrier.



La Red Community-Based Solutions

Produce Prescription Program: Through an Advancing Healthy Lifestyles mini-grant La Red has partnered with Dittmar Family Farms in Felton to offer select pediatric patients fresh produce each week. The program runs through May 31st, but we are seeking additional partners and plan to expand.

Free Self-Defense Training: Through an Advancing Healthy Lifestyles mini-grant we offered free martial arts self-defense training classes at La Red Health Center's Georgetown campus. It has been well received by our staff and community and addresses the need for exercise and self-protection.

Live to the Beat: Our staff has partnered the Million Hearts program to educate, engage and enlist the help of the community in lowering the rates of heart disease and stroke among African American Sussex County residents. This is ambassador-driven. We have offered blood pressure screenings, access to educational materials, produce and offered chances to win free personal training sessions at African American churches in Sussex County. We plan to continue and expand this ambassador program, which not only educates but connects people to care.



Barriers to Program Evaluation at the Community Level

- **Evaluation challenges:** measuring outcomes, assessing effectiveness, identifying community-level improvements.
- **Stakeholder engagement:** diverse input for meaningful feedback.
- **Hurdles:** resource constraints, time limitations, expertise needs.
- Impact **demonstration hindered** by weak evaluation processes.



How do we make a difference?

- Foster collaboration among FQHCs, providers, academia, community orgs, and policymakers.
- Amplify community voices, address systemic barriers for health equity.
- **Engage community in decision-making.**
- Advocate for policy change.
- Showcase successful partnerships' outcomes and innovative approaches.

Aschbrenner, K. A., Cruz, J. L., Kruse, G. R., Nguyen, H., Huebner Torres, C., Celli, M., Sarcione, C., Singh, D., & Emmons, K. M. (2024). Leveraging an implementation science partnership network to understand how Federally Qualified Health Centers operationalize and address health equity. *Translational behavioral medicine*, 14(1), 23–33. <https://doi.org/10.1093/tbm/ibad046>

How to Reach Rachel



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A stylized illustration of a tree where the trunk is a hand with fingers spread, holding a small pink heart. The foliage consists of many light green leaves. The text "Thank you!" is centered over the heart and hand.

Thank you!