

## Health Disparities Grant Program Grantee Description

### American Diabetes Association

#### *Por Tu Familia*

### About the Program

*Por Tu Familia* (For Your Family) is the Latino health promotion and disease prevention program of the American Diabetes Association-Colorado Area. The program targets underserved and uninsured, Latinos at high-moderate risk for cardiovascular diseases and type 2 diabetes with a special emphasis on those with low incomes and the uninsured, since poverty is one of the strongest risk factors for ill health. *Por Tu Familia* is the product of a model process of participatory community health planning and represents input from over one hundred stakeholders, about half of whom are low-income Latino community members. To ensure cultural appropriateness, any intervention that *Por Tu Familia* conducts is first planned, prioritized, promoted, and evaluated with the participation of the affected communities. This broad-based community participation has helped to more faithfully address the needs of the Latino community. As a general operating principle, any activity of *Por Tu Familia* is done in consultation with stakeholders and the community.

Since 1940 the American Diabetes Association (ADA) has been excelling as an effective health organization that uses the best available science to improve health. ADA is committed to a public health agenda that balances prevention and treatment on one hand, and individual choices, health-promoting policies and environmental change on the other. We also remain committed to the *Healthy People 2010* overarching goal of eliminating health disparities. The American Diabetes Association is the leading authoritative source of information for people with diabetes and their families. Through a variety of cultural events focused on reaching those at high risk for diabetes, *Por Tu Familia* works to achieve its mission. Through the *Por Tu Familia* Program, ADA provides valuable diabetes information in English and Spanish to a community that is disproportionately affected by this disease. *Por Tu Familia's* goal is to represent, involve and impact the Latino community with culturally relevant materials and strategies in the Association's primary and secondary prevention efforts. ADA-Colorado Area also uses exhibits to promote *Por Tu Familia's* messages directly in the Latino community at health fairs, Latino festivals, parades, and other celebrations such as the *Dia de los Ninos* at St. Cajetan's Church and *Ninos Seguros-Seguro Que Si*. ADA Colorado Area also distributes materials at health fairs such as Diabetes Expo and other community based events. In 2009 over 4,000 Latinos attended Diabetes Expo. The program

director also sits on numerous community-based committees designed to reach underserved and uninsured Latinos.

The goal of *Por Tu Familia* is to increase awareness about the risks of cardiovascular disease and diabetes and promote healthier lifestyles and behavior change for underserved and uninsured Latinos across Colorado by July 31, 2010.

- **Objective 1:** Educate 4,000 Latinos on the seriousness of cardiovascular disease and other precursors (such as diabetes, physical inactivity, nutrition, high blood cholesterol, and obesity) and the need for healthier lifestyles by June 30, 2010.
- **Objective 2:** In collaboration with 6 recreational centers, provide culturally competent Zumba classes to 200 underserved and uninsured Latinos by June 30, 2010.
- **Objective 3:** In collaboration with 41 medical clinics conduct free cholesterol, blood pressure, and global CVD risk score screenings for 2,000 underserved and uninsured Latinos by June 30, 2010.
- **Objective 4:** In collaboration with 41 medical clinics conduct follow-up for those “at risk” individuals (uncontrolled risk factors, diabetes, or a global CVD risk score > 10%) no later than 2 weeks after their initial test.
- **Objective 5:** Evaluate the effectiveness of the *Por Tu Familia: Soluciones para la Salud de Corazon* project by June 30, 2010.

The expected benefit is that underserved and uninsured Latinos will understand how to reduce their risk for CVD and diabetes and those needing medical care will be appropriately linked to treatment with our community clinic partners. As a result of this project over 20,000 underserved and uninsured Latinos will benefit from community outreach services, 4,000 underserved and uninsured Latinos will benefit from the lifestyle change curriculum, 200 participants will benefit from physical activity classes, and 2,000 underserved and uninsured Latinos will receive blood pressure and cholesterol screenings over a two year period.

## Project Personnel

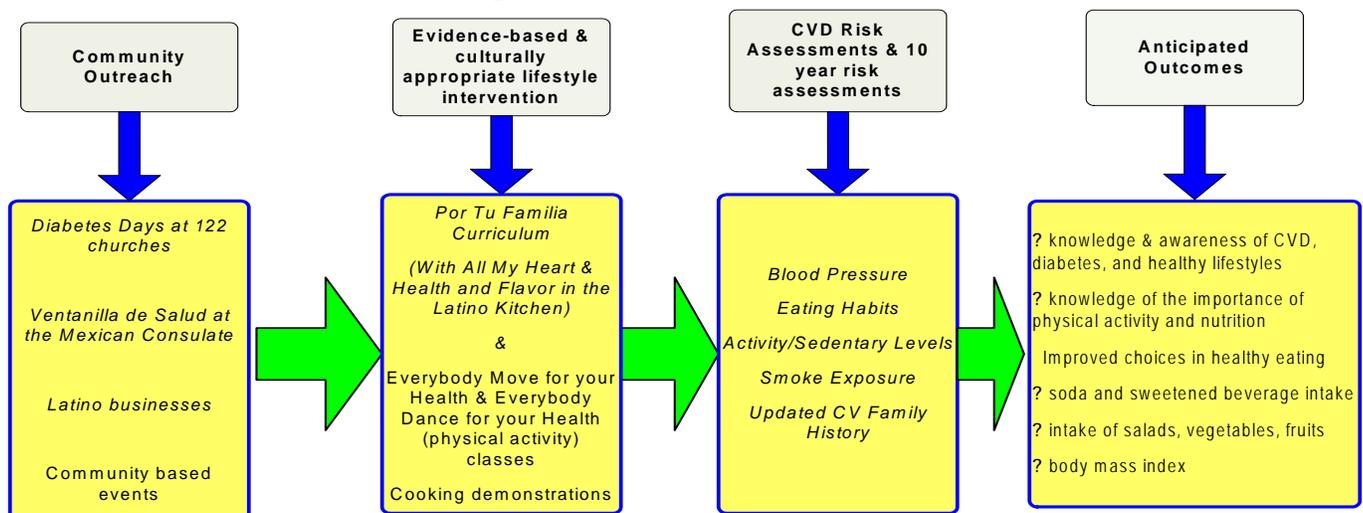
*Por Tu Familia* is managed by Julissa Molina Soto. The program coordinator is Monica Chavez. The lifestyle change classes are conducted by registered dietitians, nurses, nutritionists, certified diabetes educators (CDE), and other certified health care professionals at the medical clinics. (Inner City Health Clinic, 5 MCPN Clinics, Salud Family Clinics, Clinica Tepeyac, Marillac Medical Clinic, CPN Potomac in Denver, Clinica Comunitaria in Frisco, People’s Clinic, San Luis Valley Regional Medical Center, Clinica Rocky Mountain Family Practice in Leadville, Mountain Family Health Center in Glenwood Springs, People’s Clinic Sunrise Community Health Center, Denver Health Clinics, San Juan Public Health, and Valley Wide Health Systems (41 total clinics in 26 counties across Colorado). Outreach is done by 4 community

health workers, or *promotoras de salud*. The *promotoras* are recruited from within the community using existing networks that ADA has access to, and they serve as community experts. All of the *promotoras* are bilingual in English and Spanish. The six core functions of the *promotoras* are cultural mediation, providing culturally appropriate and accessible health education, assurance of services, informal counseling and social support, advocacy of individuals and communities, and building individual and community capacity. The physical activity classes, *Everybody Dance for Your Health* and *Everybody Move for Your Health*, are taught by certified instructors. The evaluation will be conducted by Dr. Diego Osuna of Kaiser Permanente’s Institute for Health Research.

The program targets underserved and uninsured, Latinos at high-moderate risk for cardiovascular diseases and type 2 diabetes with a special emphasis on those with low incomes and the uninsured, since poverty is one of the strongest risk factors for ill health.

The program consists of four key components: (1) culturally competent, linguistically appropriate outreach into the Latino community via partnering churches and community based events, (2) a culturally competent, linguistically appropriate lifestyle change curriculum, (3) CVD Risk assessments, and (4) Facilitation of participants with CVD and diabetes risk (age > 40, overweight, CVD and diabetes risk factors) into clinic early detection and screening events. Those with confirmed hypertension, dyslipidemia, diabetes or a Framingham risk score > 10% (moderate and high risk), will be referred for treatment services after generating a tailored medical and lifestyle prescription based upon current guidelines (ADA, NCEP, JNC-7) using a program developed by the Colorado Prevention Center. This prescription is geared to both the participant and potential health care providers. It includes evidence-based lifestyle changes as well as guideline-based drug recommendations (specifically whether or not the individual should receive cholesterol-lowering drugs, blood pressure medication, and aspirin). It also outlines established treatment targets to facilitate care among those Latinos in need of pharmacologic risk factor lowering therapy.

### Program Model of Por Tu Familia



### **(1) Community Outreach**

The first major component of this program is culturally competent, linguistically appropriate community in-reach services at churches. Outreach is conducted through presentations addressing CVD and diabetes, modifiable risk factors, and the need for healthier lifestyles. Churches provide an excellent setting for a comprehensive grassroots chronic disease awareness program. Churches also offer strong leadership within the Latino community; they have a genuine concern about the health of Latinos and serve as a vital link for reaching low income, uninsured and underserved Latinos. The outreach is conducted in Spanish and English with sensitivity to cultural nuances such as traditional health practices. The promotoras are trained to provide information and referral to community resources. The promotoras also receive training in evidence-based CVD risk factor control including risk assessments. The promotoras will then identify individuals at moderate-high risk, those who are overweight, or have established CVD and diabetes risk factor histories for participation in the lifestyle change sessions and to receive free screenings. The outreach also provides churches with an opportunity to assist by integrating health promotion and CVD and diabetes risk factor control messages and healthy living tips into the life of the family and church (described below). Community partnerships are required for the outreach to work and have been shown to enhance the cultural relevance of Por Tu Familia thus improving attendance at the lifestyle change sessions and the willingness of participants to go the clinics. The desired outcome of this intervention is that participants will feel empowered with information and understand how to take necessary steps to reduce their risk of CVD and diabetes, including making healthy lifestyle changes and developing heart-healthy habits. The other outcome is the high and moderate risk Latinos understand their risk and attend the two lifestyle change sessions at the clinics or physical activity class.

### **(2) Evidence-based & Culturally Competent Lifestyle Change Curriculum**

The second component of Por Tu Familia is participation in an evidence-based, culturally competent lifestyle change curriculum modeled after the National Blood Heart Lung Institute (NHLBI)'s *Salud Para Su Corazon* program. The curriculum features two one-hour classes that are taught by certified, bilingual health care professionals in Spanish and English and one physical activity class. By conducting these classes in medical clinics there is increased potential for linking the target population to the health care system because the classes are taught at the clinics. Again, the use of the *promotoras* and the health care professionals working within established community partnerships increases the cultural appropriateness of the classes in addition to creating greater access to the target population.

The first lifestyle change class *Health and Flavor in the Latino Kitchen* (Salud y sabor en la cocina latino) is a structured nutrition class. This highly interactive lifestyle change session informs Latinos about how what they eat can affect their risk factors for CVD and diabetes and how to reduce atherogenic (e.g., high-fat diet, low intake of fruits and vegetables) dietary behaviors. It also teaches Latinos ways to prepare foods in a healthier way, daily recommended servings, provides guidance for weight loss, how to eat at restaurants, fast food places, etc. still stay on plan, and how to identify correct portion sizes for preparing healthy meals. Latinos also learn how to keep the flavor in their favorite recipes while reducing fat and carbohydrate content. Participants learn about the DASH diet, how to organize their kitchen for healthier living, how to read food labels to make good choices, and how to add exercise and other lifestyle changes to their life. Participants also learn how to design their own personal "Diet Action Plan" using the NHLBI's *An Ounce of Prevention* workbook. Individuals are screened by the community clinics for hypertension and high blood cholesterol after the sessions. In addition to the free screenings, Latinos also receive free information on topics including signs and symptoms of CVD, modifiable risk factors, eating tips, log books, and food pyramid information.

The other comprehensive lifestyle change class is *With All My Heart (De Todo Corazon)*. This evidence-based, best-practice session teaches Latinos the four key behaviors that, collectively dramatically improves their chances of living a long, healthy life: eating right to maintain a healthy weight, increasing physical activity, avoiding smoking, and seeing a health care provider on a regular basis. With All My Heart shows participants how to take necessary steps to reduce their risk of diabetes, heart disease and stroke, including making healthy lifestyle changes and developing heart-healthy habits. Participants learn that risk includes factors they can control, such as exercising and smoking, and discusses the importance on understanding those that are out of their control, like age and family history. It also teaches Latinos how to manage their blood pressure and their cholesterol and how to reduce their chance for heart attacks and strokes. As a result of participating in *With All My Heart*, participants learn culturally-appropriate activities that can be readily incorporated into their family lives to increase heart healthy behaviors.

Each participant also develops an individual action plan identifying modest changes they will make to increase their activity levels. Individuals who are at high-risk for developing CVD and diabetes are screened by the community clinics for hypertension and blood cholesterol after the sessions. The clinics are responsible for screening and following up with the participants. In addition to the free screenings, Latinos also receive free information on topics including understanding CVD, healthy eating tips, log books, and physical activity information. Those with elevated levels are connected with appropriate health care providers for treatment services.

### **Physical Activity Class**

*Everybody Dance for Your Health* is a one-hour, fun, and unique cardio physical activity class, using Zumba music & Zumba dancing steps and styling. Zumba is a fusion of Latin and International music - dance themes that create a dynamic, exciting, effective fitness system! The routines feature aerobic/fitness interval training with a combination of fast and slow rhythms that tone and sculpt the body. Zumba utilizes the principles of fitness interval training and resistance training to maximize caloric output, fat burning and total body toning. It is a mixture of body sculpting movements with easy to follow dance steps. This class gives Latinos the help and the inspiration they need to build a healthy, balanced routine for the months and years ahead using Zumba. It is not only good for participants heart in terms of a great cardio workout, but the class goes beyond that because it also teaches participants fun activities that can be readily incorporated into their family lives to increase physical activity to at least 150 minutes per week and reduce their risk of heart disease, stroke, and diabetes. The focus is on helping participants build more physical activity into their existing routine, not creating new routines that are hard to fit into the day. The key objective for this dance class -- exercising can be fun!

### **(3) Early Detection/Screening Services and Global Assessment of CVD and Diabetes Risk**

The above screening values and sociodemographic variables will be incorporated into a software program. We use the Health-e-Solutions a powerful risk assessment and intervention tool developed by the Colorado Prevention Center. This assessment provides an individualized CVD risk score as well as customized prescription that includes diabetes recommendations in under 3 minutes and is facilitated by a promotora. The assessment is based upon the National Cholesterol Education Program (NCEP), American Diabetes Association (ADA), Joint National Committee (JNC-7), and the American Heart Association guidelines and provides tailored information to improve heart health. This prescription is geared to both the participant and potential health care providers. It includes evidence-based lifestyle changes. It also outlines established treatment targets to facilitate care among those in need. The program is visually interactive: by changing certain variables in a participants' profile, like stopping smoking or lowering cholesterol participants will be visually cued to how making these changes will impact their future risk. The software program will be in

Spanish and will accommodate the cultural and data management needs of the *Por Tu Familia* program and then loaded into laptops for use in the screening process.

**(4) Linking at risk participants into treatment**

Participants are referred for medical follow-up within two weeks through the partnerships with the clinics and the help of the promotoras. The following criteria will be used to identify those in need of treatment: 1) Hypertension (blood pressure > 140/90 mm Hg) 2) Hyperlipidemia (Total cholesterol > 240 mg/dL) 3) Diabetes 4) Framingham Risk score > 10%. The participating clinics assume responsibility for providing treatment services. We anticipate a total of 800 Latinos will need treatment services. These individuals will be given their customized risk assessment (which summarizes their exact blood pressure and lipid values along with treatment recommendations). Our partners will ensure that participants receive treatment services.

The program is currently in the following communities: Adams, Alamosa, Arapahoe, Boulder, Clear Creek, Denver, Douglas, Eagle, El Paso, Garfield, Jefferson, Lake, La Plata, Larimer, Montrose, Mesa, Montezuma, Niwot, Ouray, Park, Pueblo, Saquache, San Juan, San Miguel, Summit, & Weld.

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