

The ¡Sí Se Puede! (Yes We Can!) Diabetes Project: Community Activities in Action

María Rodríguez-Sánchez, M.Ed
Nerida M. Bérrios
Susan R. Levy, PhD

Latino Organization of the Southwest
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¡Sí Se Puede! (Yes We Can!) Diabetes Project!

¡Sí Se Puede! Diabetes Project is a community-based health research project led by the UIC/IPRC and the Latino Organization of the Southwest funded by the Centers for Disease Control and Prevention.

Project Goal

To develop, implement, and evaluate a program of activities designed to enhance the ability of community members to reduce the burden of diabetes and promote healthy lifestyles for Latino families

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Project Activities

- Nutrition Workshops
- Walking Clubs
- Diabetes Awareness Workshops
- Community Health Fairs
- Media Campaign
- Community Outreach

Community Based Activities

Greater Lawn Community:

- Latino Organization of the Southwest
- Chicago Public Schools
- Health care provider agencies
- Chicago Public Libraries
- Faith-based communities
- Chicago Park District
- Other Community-based organizations

Nutrition Workshops



Co-Sponsored by Operation Frontline, a Share Our Strength Program

- Intended for Greater Lawn adult community residents
- Schools, churches, parks, libraries, community organizations/ agencies
- Workshop topics:
 - How to save money when grocery shopping
 - Reading food labels & understanding food pyramid

Nutrition/Cooking Workshops



- Bilingual education on components of food pyramid
- Learn how to make a weekly meal plan for their family
- Learn healthier ways of preparing and cooking meals

Walking Clubs



- Collaborative with Greater Lawn public schools
- young community with families
 - schools established collaboration with project
 - schools have access to many families

Walking Clubs

- ✓ Four participating schools :

- Marquette
- Hurley
- Eberhart
- Morrill



- ✓ Monthly Newsletter (over 250 circulation)
- ✓ Certificates of Achievement for all walking club members
- ✓ Celebration and recognition at end of each Walking Club session

Walking Club Program Design

- ✓ Modeled after *Sisters Together: Move More, Eat Better*
- ✓ Walking Club model:
 - Motivate sedentary adults to increase physical activity
 - Identify perceived barriers to participation and overcome them
 - Educate participants about the benefits of physical activity
 - Serve as role models

International Walk Our Children to School Day



- A international event held annually in the United States and the around the world
- Led by the Partnership for a Walkable America and its members
- Promotes walking among children and parents

International Walk Our Children to School Day



- Locally, the ¡Si Se Puede! staff used the international momentum to further motivate Greater Lawn residents to stay healthy
- In 2004, four schools participated with over 400 students, parents and teachers walking to school from a designated meeting place

**International Walk Our
Children to School Day**

- No other public schools in Chicago participated in this event
- Over 1,000 children & parents since 2000
- Incentives to participants for taking part in activity
- ☉ Pizza party
- ☉ Balloons
- ☉ Posters



Diabetes Awareness



- One-hour workshops based on Diabetes Today: *La Comunidad en Acción - La Acción es la Esencia de la Vida*
- Workshops began in May 2000

Diabetes Awareness



- Delivered in local community agencies, schools, libraries
- Participants are Latino and African American Men & Women ages 18-65
- To date, workshops have educated over 1000 individuals

Health and Wellness Fair



- As with all the *Si Se Puede!* Program activities, the annual Health and Wellness Fair is intended to increase family and community awareness of the burden of diabetes as well as general awareness of other chronic diseases.

Health and Wellness Fair

Services Provided:

- ✓ Diabetes,
- ✓ Cholesterol
- ✓ Blood Pressure screenings
- ✓ Feet and Vision check-ups
- ✓ Flu vaccinations
- ✓ School immunizations
- ✓ Health information
- ✓ Information on nutrition, and physical activity and other local social service programs.



Health and Wellness Fair

In 2003, over 62 health providers administered these services:

- ✓ 231 Blood Pressure screenings
- ✓ 301 Diabetes/Blood Glucose screenings
- ✓ 159 Cholesterol screenings
- ✓ 59 Vision Screenings
- ✓ 30 School Immunizations
- ✓ 215 Influenza vaccines
- ✓ 95 Panel C Blood tests
- ✓ 70 Foot Exams
- ✓ 20 Lead Screenings



Media Campaign

- ¡Exito!
 - Total distribution about 94,000
 - Target area distribution including postal zip code 60629




Media Campaign

- WOJO 105.1 FM ← 80% of Hispanics 18-54
- WLXX 1200 AM ← 170,000 listeners
- WIND 560 AM ← 170,000 listeners

¡Sí Se Puede! Brochure

- In Spanish and English
- Includes information about:
 - Diabetes prevention and control
 - Increased risk among Latinos
 - Project's education programs and activities



Accomplishments

- Organized and presented the first Greater Lawn Community Health Fair, which is now an annual event. Over 800 community members participated in the 2003 Fair.
 - A variety of health and social services are provided free of charge, including: blood pressure and cholesterol screenings, flu shots, diabetes/blood glucose testing, eye exams and foot exams.
- Greater Lawn community and schools the only community in Chicago to participate in International Walk to School Day. More than 500 people from 4 elementary schools participated in the event.
 - Collaboration with Chicago Police Department, community representatives, Chicago Park District, Latino Organization of the Southwest, and Hurley, Eberhart, Marquette and Morrill schools

Accomplishments

- Collaborated with Home Depot and other employers to offer diabetes and health education on site.
- Developed and distributed a Community Resource Guide for Greater Lawn (include photo of cover)
 - Access information for key health and social services available to Greater Lawn residents within and outside of the community

Accomplishments

- Forged close working relationships with Holy Cross Hospital and Mt. Sinai and offered diabetes workshops in the community (at least 5 per year).
- Collaboratively developed and produced the LOS website with our Community Advisory Board and UIC staff. (show photo of webpage, web address, etc. as available)
- Over 25,000 students in 4 schools have received the award winning Building Your Life (BYL) risk reduction and health promotion curriculum.

Accomplishments

- Over 350 adults have participated in walking clubs and nutrition classes.
- Developed working relationships with local Spanish-language media outlets, including: *Acento* magazine, LaLey radio (107.9 FM), *¡Conitgo!*, and *¡Hoy! ¡Exito!* newspaper.
- Ability for LOS to sustain and to apply for new grant funding for continuation of health intervention programs

Lessons Learned

- Health is important to the residents of Greater Lawn
- Flexible time and locations allow for better program implementation
- Health Fairs bring much needed access to health screenings and community services
- Other ethnic and cultural groups in the community want health intervention programs
- Local organizations need to get more involved in community health

¡Sí Se Puede! (Yes We Can!) Diabetes Project!

Together we could and we did!

www.los-healthylife.org

