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THE POWER OF PARTNERSHIPS

# The Connection

Connecting the UNM PRC and Community since 2002

Winter 2011 - Volume 7, Issue 3



PREVENTION RESEARCH CENTER  
Prevention & Population Sciences



Photo credit: Shari Smoker / Cuba Farmers' Market

## Update on the UNM Prevention Research Center's **Healthy Kids, Healthy Cuba** Project

By Shari Smoker, BA and Susan DeFrancesco, JD, MPH



Healthy Kids ♥ Healthy Cuba

Cuba Farmers' Market Vendor Ron Jamison

As reported previously in The Connection, the PRC's *Healthy Kids, Healthy Cuba* project, funded by the Robert Wood Johnson Foundation, focuses on changing policies and community environments to support active living and healthy eating among children and their families in Cuba and the surrounding communities. PRC staff work with community members in Cuba on various projects including the Cuba Farmers' Market and Community Garden which help

to increase access to fresh, healthy foods. They also work on collaborative efforts with the Step Into Cuba Alliance to make the community more walkable and pedestrian-friendly.

### HEALTHY EATING-CUBA FARMERS MARKET AND COMMUNITY GARDEN

In the summer of 2011, the Cuba Farmers' Market began its second

year of operation offering the residents of Cuba and the surrounding areas a place to buy and sell locally grown fresh foods, learn about healthy eating, and socialize with neighbors. The Market's second season was successful – more vendors participated and its average customer base doubled! Also, during this season, two high school-aged Market

“interns” worked with and learned from the growers, vendors and

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**HKHC UPDATE**

*Continued from page 1*



Photo credits: Shari Smoker

**Photos top and bottom:** Cuba Farmers' Market Interns Danielle Montoya and Elias Deshond work in local gardens

Market managers.

Young people from the Cuba community are also involved in the Cuba Community Garden which continues to expand with new garden beds built, additional plantings and more members. Young people involved in these projects are increasing their skills to successfully grow healthy food and recognizing their ability to contribute to community efforts that improve health.

**MAKING FAIR FOODS HEALTHIER**

Another *Healthy Kids, Healthy Cuba* project launched this summer at the Sandoval County Fair, in collaboration with the Sandoval County Fair

Board, provided support to participating food vendors to buy, prepare, and sell healthier foods. Some of the food and drinks served were new, while some were healthier twists on classic Fair favorites, such as hamburgers on whole wheat buns instead of white buns served with baked chips, salad or a fruit cup as a side, rather than french fries. A survey showed that fairgoers enjoyed having more food options at the fair and thought the healthier choices were tasty ones!

**SAFE AND ACTIVE LIVING**

Through a collaborative effort of the Village of Cuba, the Step Into Cuba Alliance, the PRC, and the New Mexico Department of Transportation (NMDOT)

work began in September on a new

sidewalk construction project in Cuba to make the Village more walkable and safe along U.S. 550. Sidewalks and buffer areas that separate the pedestrian from traffic along U.S. 550 are being constructed from the intersection of NM 197 northeast to Cordova Avenue. A Health Impact Assessment (HIA)

report prepared by PRC staff, with input from the community, and that describes the positive health effects of improved pedestrian safety along U.S. 550 for Cuba residents, was included in the NMDOT's Environmental Assessment for the sidewalk project.

**CONGRESSMAN BEN RAY LUJAN VISITS CUBA**

On August 22nd, Congressman Ben Ray Lujan visited Cuba. He toured the Nacimiento Community Foundation and Public Health offices, the Cuba Food Pantry, and then walked to the Cuba Community Garden. At the garden, the Congressman was met by local community members, garden members, and local youth who had written to the Congressman asking him to visit. The Congressman spoke to the children about the importance of growing and eating healthy foods, and congratulated them on their involvement in community projects. He praised the Cuba Community Garden for a job well done in getting

the community together in such a great place to grow!

The Congressman also experienced firsthand the challenges of a pedestrian attempting to cross U.S. 550 and learned about the efforts to make Cuba's Main Street more pedestrian friendly. He also hiked part of the new Fisher Trail. The Congressman was impressed with and supportive of all of the efforts the Village and



Fair vendors Marla Rafael and daughter Alyssa participated in the healthy vending project at the Fair





Photo credits: Shari Smoker

U.S. 550 sidewalk construction in Cuba, New Mexico in late summer 2011

community residents and the UNM Prevention Research Center put forth to improve the health and safety of community residents. Congressman Lujan's visit was a follow-up to a trip made to Washington D.C. by Susan DeFrancesco, HKHC Project Director, and Dr. Richard Kozoll, Step Into Cuba Volunteer Coordinator, in March 2011 sponsored by the Robert Wood Johnson Foundation Healthy Kids Healthy Communities project. During their trip, Ms. DeFrancesco and Dr. Kozoll visited all of the New Mexico Congressmen's offices and talked about the efforts of Step Into Cuba and *Healthy Kids Healthy Cuba* to encourage healthy lifestyles among families in Cuba. They had invited Congressman Lujan to visit Cuba to learn more about all the exciting healthy eating and active living projects!

**Right Photo:**

Congressman Lujan visits the Cuba Community Garden. L/R: Cuba Community Co-Director Jill Mumford, Congressman Lujan, Rufina Cowboy, Tamara Lewis, Lisa Cowboy



**Bottom Photo:**

Congressman Lujan and Dr. Dick Kozoll walk along U.S. Hwy 550





# UNM PRC CONDUCTS VIVA SURVEYS

By Theresa Cruz, PhD and Shari Smoker, BA



Alexandra Borosova, MS conducted surveys in Cuba, New Mexico for the VIVA project

The University of New Mexico Prevention Research Center (PRC) conducted surveys throughout the community of Cuba, NM in late August and early September for the Center's Core Research Project, VIVA (Village Interventions and Venues for Activity). Data were collected to examine the implementation of evidence-based strategies to increase physical activity at the community level. The strategies are detailed in the CDC's Community Guide for Promoting Physical Activity (<http://www.thecommunityguide.org/pa/index.html>) and include access to places for physical activity, an individual health-behavior change program, social support, a community-wide campaign, and point-of-decision prompts.

Over 300 people were invited to take the survey; among those eligible 58% completed the survey. The interviewees that participated were interested in learning more about the study, and were eager to provide input about physical activity in Cuba and in their lives. After the data are analyzed, the results will be provided to the community, to other professionals, and to other communities interested in the project. We hope to see an increase in the amount of walking and other physical activity in the Village over time, and also on the various trails that have been established within and around the community.

The PRC is excited to be working collaboratively with the community-based Step into Cuba program on this project and is looking forward to our continued partnership. We appreciate all of the organizations and businesses who allowed VIVA staff to set up on their property to conduct the surveys including the Village of Cuba, Mickey's Saveway, Subway, El Bruno's, and the Nacimiento Community Foundation. This article also was supported in part by Cooperative Agreement Number 5U48DP001931 from the Centers for Disease Control and Prevention, Prevention Research Centers Program.

*For more information on the VIVA project please call Shari Smoker, UNM PRC Community Coordinator at (575) 289-0244 or Sally Davis, UNM PRC Director and Principal Investigator of this study, at (505) 272-4462.*



# UNM PRC Receives Community Partnership Engagement Award 2011

By Linda Beltan, MS

Frieda Gonzales, (CAC) Committee Advisory Council member and National Community Committee (NCC) member, participated in the 2011 NCC Annual Meeting in Rochester, New York. At the NCC meeting, Frieda received the 2nd Annual Community Partnership Engagement Award on behalf of the University of New Mexico Prevention Research Center (UNM PRC) and the UNM PRC CAC.

The Annual Community Partnership Engagement Award recognizes and acknowledges the outstanding efforts of PRCs that are setting NCC recommendations into practice. The NCC recommendations include an active CAC membership with regularly scheduled meetings that fosters close collaboration and relationships between PRC researchers and community partners.



This award is the first step in eligibility for a Community-Based Participatory Research (CBPR) Best Practice Award, to be awarded in 2012. The CBPR Best Practice Award supports and recognizes PRCs that have adopted CBPR as integral to their practice. The long-term goal is to build PRCs' success in CBPR practice and share the findings with other Centers for Disease Control and Prevention programs and research entities.

Thank you Frieda, for your time and commitment to represent UNM PRC and CAC on the NCC. Frieda



**Above:** Frieda Gonzales UNM PRC CAC member & NCC Representative (center) receiving the 2011 Annual Community Partnership Engagement Award.

**Lower Left:** Frieda Gonzales UNM PRC CAC member & NCC Representative (third row from the bottom against the left hand rail) with all 2011 Annual Community Partnership Engagement Award recipients.

Gonzales has been a CAC member since 2009. Frieda is a Health Educator for the New Mexico Department of Health, Santa Fe, New Mexico.

For more information about the UNM PRC's involvement with NCC activities, contact Frieda at [bernfrieda.brady@state.nm.us](mailto:bernfrieda.brady@state.nm.us).

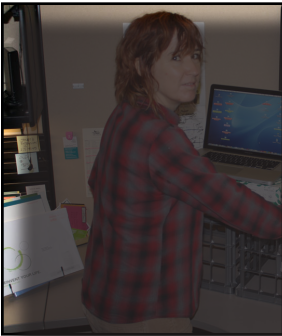
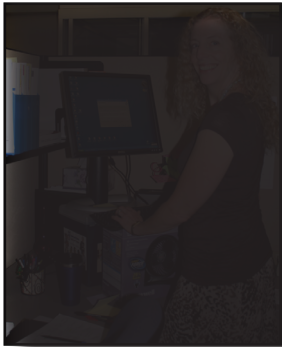


The National Community Committee (NCC) is a national network of community representatives engaged in equitable partnerships with researchers to define local health priorities, drive prevention research agendas, and develop solutions to improve the overall health and quality of life of all communities. Each PRC community committee (UNM PRC CAC) sends a representative to the NCC, which makes recommendations about how community committees can share information and serve the individual PRC Centers and the national PRC Program. The NCC is one of seven committees that help guide the CDC PRC Program.

For more information about the NCC, please go to <http://www.cdc.gov/prc/community-voice>

# SITTING ALL DAY? STAND UP FOR YOUR HEALTH!

By Sarah Sanders, MA and Mary Hanrahan, BFA



These days “standing desks” are becoming a popular trend in places like the Pentagon and Silicon Valley, but the shift to standing at work is historically much older than you might think. The first reports of standing desks were in 19th century industrial and state legislature journals. Standing desks were popular at the time in offices, banks, architectural firms, and newspapers and instead of individual desks there were communal areas where employees would stand or lean with stools over banks of large communal tables. In 1889, Dr. Ludwig Wilhelm Johannes Kotelmann describes in his book, ‘School Hygiene,’ the importance of

standing desks: “too much sitting is liable to injure the abdominal organs and the circulation,” he states. The most popular use of standing desks by famous people throughout history were: Thomas Jefferson, Charles Dickens, Winston Churchill and Earnest Hemingway to name a few. What is old is now new again and today schools and businesses are experimenting with giving their students and employees adjustable height desks that allow them the options to stand or sit.

For many of us, “working” means sitting in front of a computer for eight hours a day, five days a week (or more). Add to that driving to and from work, sitting for meals, relaxing in front of the television or with a book, and suddenly you realize that most of your awake time is spent sitting, or rather, in the most recent jargon, you spend most of the day being sedentary. Even if you exercise religiously for 1 or even 2 hours each day, you may still be considered a “couch potato” given the total amount of time that you sit, because the amount of time that you spend being sedentary affects your health.

Sitting for long periods brings health risks which are separate from the risks attributed to not exercising. Recent studies have shown that sitting for 6 hours or more each day has serious deleterious health effects.

## SITTING TOO MUCH CAN:

- increase your risk of diabetes, heart disease and obesity
- shorten your life
- negatively impact waist circumference, blood sugar, and cholesterol

All of these health risks are increased if you are female or overweight.

In addition to long-term health effects, sitting for too long can lead to multiple acute discomforts such as low back pain, and swelling, tingling or numbness of the lower legs or feet caused by restricted blood flow. Are you ready to jump out of your chair yet? When you do, remember to change position frequently. In addition to low back pain and restricted blood flow, those who stand for extended amounts of time complain of foot and leg pain, bunions, corns, heel spurs, plantar fasciitis, Achilles tendonitis, and varicose veins. Prolonged standing is not encouraged any more than prolonged sitting. The idea is having the option to stand, which provides and encourages change of position throughout the work day. The benefits of incorporating more standing during the day are numerous. Standing more during the day can have the following positive health effects:

- increased metabolism and calorie burning
- increased blood flow
- improved muscle tone
- increased energy and concentration
- improved posture

*If you're interested in burning extra calories, a standing desk can help you burn about 150 to 200 extra calories over a sitting one. Check out [www.juststand.org](http://www.juststand.org) and use their calculator to see how many calories you can burn in a day of standing.*

*To learn more about getting started, better posture, desk modifications options, ergonomics, and a list of vendors view the PowerPoint presented by Sarah Sanders and Mary Hanrahan at: [http://hsc.unm.edu/som/prc/\\_images/pdfs/standing%20desks\\_history.pdf](http://hsc.unm.edu/som/prc/_images/pdfs/standing%20desks_history.pdf)*

**Photos:** Top left: Exercise Scientist, Sarah Sanders  
Bottom left: Communications Coordinator, Mary Hanrahan



Photo credit: Dorothy Lane website



By Patricia Keane, MS, RD, LD

## Savory Roasted Root Vegetables

Serves 4 | Prep time: 10 minutes | Cook time: 35 minutes

- 1 whole pumpkin, sliced, peeled and cut into chunks
- 6 fingerling potatoes, unpeeled, cut into chunks
- 2 small yellow onions, cut into wedges
- 2 fennel bulbs, sliced
- 2 beet roots, diced
- 4 garlic cloves, peeled and minced
- 1 teaspoon ground cumin
- 1 teaspoon fresh rosemary, finely chopped
- 3 Tablespoons extra virgin olive oil
- 3 Tablespoons lemon juice
- ½ teaspoon paprika
- Salt and black pepper, to taste

### Nutrition Facts per serving

Serving size: ½ cup  
 Calories: 353  
 Total Fat: 11g  
 Saturated fat: 1.5g  
 Carbohydrate: 70g  
 Fiber: 12g  
 Protein: 7g  
 Sodium: 233 mg

1. Preheat the oven to 400°F. Spread the pumpkin, potatoes, onion, and fennel on a baking sheet. Put the beets on a smaller, separate baking sheet so they don't color the other vegetables.
2. In a small bowl, whisk the garlic, cumin, rosemary, olive oil, lemon juice, paprika, salt and pepper. Drizzle on top of vegetables and toss to coat.
3. Roast for 25-35 minutes, until vegetables are soft but not mushy. Allow vegetables to cool before adding the beets.

*Recipe adapted from "The Essential Guide to Healthy Healing Foods" by Victoria Shanta Retelny, RD*

## WALK AND ROLL TO SCHOOL DAY 2011

By Leona Woelk, MA

Photo credit: Cornell Magdalena



Head Start students at the Pueblo de Jemez on WRTSD

Walk and Roll to School Day (WRTSD) is New Mexico's version of International Walk to School Day. Its purpose is to promote walking and bicycling to school as a way to increase physical activity among students, reduce traffic congestion and air pollution caused by traffic emissions around schools, and raise awareness of the need for routes to school that are safe for non-motorized travel.

WRTSD, held the first Wednesday of October, took place on October 5th this year. Sixty-nine schools from across the state and around 10,000 students participated. Each school decides how to celebrate WRTSD, but typical events include WRTSD parades, school assemblies, pedestrian safety classes, bicycle rodeos, poster contests, Walking School Buses, Bicycle Trains, WRTSD proclamations, guest speakers and local media coverage. Helmet giveaways and fittings are also often used to promote helmet use, in keeping with the NM Child Helmet Safety Act.

The NM Safe Routes to School (NM SRTS) program collaborates with the PRC each year to track the number of schools and students participating, encourage schools and communities to get involved, and provide technical assistance. The program helps to distribute incentive items like reflective zipper pulls and NM SRTS pencils to schools to give to students that walk or "roll" (on bicycles, skateboards, roller skates, wheelchairs and scooters) to school that day.

Some of the WRTSD highlights this year included seniors from the Senior Center walking with Head Start students at the Pueblo de Jemez, giant puppets escorting the WRTSD parade in Silver City, and the entire student body at Valley View Elementary in Las Cruces walking and dancing around the playing field to a tune from the movie Madagascar – "You got to move it, MOVE IT."

For more information please contact Leona Woelk at (505) 272-4462 or email at [LWoelk@salud.unm.edu](mailto:LWoelk@salud.unm.edu).





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# The Connection – Winter 2011

Connecting the UNM PRC and Community since 2002. Visit <http://hsc.unm.edu/som/prc>

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**The Connection Newsletter** features programs, updates, and reports on program activities and announces upcoming events for the University of New Mexico Prevention Research Center and the Community Advisory Council.

*Please direct all inquiries and correspondence to Mary Hanrahan at (505) 272-4462 or via email at [mhanrahan@salud.unm.edu](mailto:mhanrahan@salud.unm.edu).*

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The University of New Mexico Prevention Research Center (UNM PRC) is one of 37 Prevention Research Centers funded by the Centers for Disease Control and Prevention (CDC). The CDC develops and carries out scientifically-based innovation chronic disease prevention to improve the health of Americans. The mission of the (UNM) Prevention Research Center (PRC) is to address the health promotion and disease prevention needs of New Mexican communities through participatory, science-based, health promotion and disease prevention research. We fulfill this mission through collaboration, training, dissemination and evaluation activities. The Connection is a joint effort of the PRC and the Community Advisory Council (CAC), which connects the Center and the Community. Grant #: 5U48DP001931-03.

*Newsletter Design and Production by Mary Hanrahan.*