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Winter 12-1-2013

The Connection, Volume 8, Issue 01, Winter 2013

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Sally Davis, Linda Beltran, and Mary Hanrahan. "The Connection, Volume 8, Issue 01, Winter 2013." (2013). $https://digitalrepository.unm.edu/hsc_prc_newsletters/26$

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The Connection

COMMUNITY ADVISORY COUNCIL (CAC) AND THE UNM PREVENTION RESEARCH CENTER (PRC)

WINTER 2013 - Volume 8, Issue 1

The PRC receives the Community-Based Participatory Research Best Practices Award from the Centers for Disease Control Linda Beltran, MS



Photo (left to right): Linda Beltran, Science Research Administrator, Frieda Gonzales, CAC Member/NCC Representative, Sally Davis, PRC Director and Shiraz Mishra, Associate Director.

In October 2012, the University of New Mexico Prevention Research Center (UNM PRC) received the Community-Based Participatory Research Best Practices Award from the Centers for Disease Control (CDC) National Community Committee.

The National Community Committee (NCC) is one of seven committees that help guide the CDC National PRC Program. The NCC represents the people

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in communities and partner organizations that work with local PRCs across the nation that do community-based participatory research

(CBPR) in chronic disease prevention and control. Each local PRC has their own Community Advisory Council (CAC) and selects a CAC member to serve as their representative to the NCC. The CAC Member/NCC Representative for UNM PRC is Frieda Gonzales from the New Mexico Department of Health (recently retired, congratulations Frieda).

The NCC as a national network of community representatives seeks to sustain health and prevent disease in communities by supporting the PRC Program and its use of the communitybased participatory research (CBPR) model. The committee helps NCC

members through advocacy training, resource sharing, capacity building, and promoting CBPR with their local Prevention Research Center.

The NCC has developed a Community-Based Participatory Research Best Practices Award to

recognize the outstanding efforts of local Prevention Research Centers that are effectively utilizing CBPR practices in the work of their PRCs.

UNM PRC submitted our application that shared how as our partnership between community and university investigators contribute expertise and share ownership in the process and products of research collaboration. At the 2012 NCC Annual Meeting, UNM PRC was one of six PRC that received the Community-Based Participatory Research Best Practices Award. Thank you from the UNM PRC for the 2012 NCC's Community-Based Participatory Research Best Practices Award. It is a beautiful piece that has been added to our Center's display area and serves as a reminder of our partnerships and collaborations that promote positive change with and within communities in New Mexico.

White House honors **PRC Community Partner**

2012 Community **Advisory Council** (CAC) meeting

CHILE Plus Program, and Healthy Kids, Healthy Cuba update

W.K. Kellogg **Foundation Grant** awarded to Dr. Linda Peñaloza

Cuba's Fisher Trail, and Rural Populations and Health Book

Walking School **Buses Get Kids** Walking

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White House Honors PRC Community Partner

Abbreviated from an article originally published in www.CDC.gov (April 2012)



"We want you to share your ideas — we want you to share your stories," First Lady Michelle Obama said, as she congratulated Richard Kozoll, MD, MPH, and 12 other physical activity advocates honored by the White House for their work to get the nation's young people moving.

Dr. Kozoll, a community partner of the University of New Mexico PRC, was recognized for having developed Step Into Cuba, a program to increase walking, hiking, and other physical activity in the rural community of Cuba, New Mexico. PRC Director Sally Davis, PhD, joined Dr. Kozoll at a White House event March 22, 2012, that gave the honorees an opportunity to share experiences, lessons learned, and ideas for reducing youth obesity. The PRC works with Step Into Cuba to adapt and evaluate evidencebased strategies recommended in The Guide to Community Preventive Services (The Community Guide).

The recognition was part of the two following White House initiatives: President Barack Obama's Champions of Change: Winning the Future Across America, which recognizes Americans, businesses, and organizations who help the nation innovate, educate, and build for the future; and Let's Move!, launched by Mrs. Obama to reduce childhood obesity. The honorees, selected from more than 600 nominees, included teachers, volunteer coaches, parks and recreation coordinators, and a disabled Iraqi war veteran who works with athletes with disabilities. Mrs. Obama personally thanked the guests of honor, saying she wanted to show them and other physical activity advocates

across the country that they have the support of the White House.

"We are making progress and we are doing it because of the work that you do,"

Mrs. Obama said.



Sam Kass, a White House chef and senior policy advisor on food initiatives, introduced a panel discussion with the honorees. He explained the importance of stemming the rise in youth obesity, which now affects 17% of children and adolescents in the United States—triple the rate from just one generation ago.

"When you step back and think about the implications that obesity has on our nation, our economy, and our health care system, it's pretty significant," said Mr. Kass. "We're already spending \$150 billion a year treating obesity-related conditions," said Mr. Kass. "Children don't learn well when they don't get enough physical activity. Obesity also is the number one reason young people are disqualified from military service. The stakes are really, really high."

The honorees were asked to describe their physical activity programs for the approximately 200 administration officials and invited guests, including representatives from national governmental and non-governmental offices, as well as people watching the event via a live Web stream on the White House Internet site. Dr. Kozoll, a practitioner of family and preventive medicine, described Cuba as a small, isolated community in northwest New Mexico that has limited resources and infrastructure to support physical activity.

"But one thing that we do have, and it is a significant asset, is our public lands,"

he said. "Our city, county, national forest, and the BLM [Bureau of Land Management] lands surround us, and are easily accessible. And that has been complemented by a donation of open space land."

Dr. Kozoll believes these open spaces can contribute to creating a community

culture of activity. "It's difficult for children and youth to be active unless the community is active," he noted.

For more information please contact Sally Davis at (505) 272-4462.

Top Photo: Michelle Obama addressing the awardees. **Bottom Photo:** Sally Davis and Richard Kozoll.

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The Community Advisory Council (CAC) & Step the Into Cuba Alliance

October 19, 2012

Linda Beltran, MS



2012 UNM PRC CAC, the Step Into Cuba Alliance and PRC Staff.



Ice breaker activity (left to right): Nat Cobb, Theresa Cruz and Dick Kozoll.

The Community Advisory Council (CAC) and the Step Into Cuba Alliance October 19, 2012 Meeting was hosted by the University of New Mexico (UNM) Prevention Research Center (PRC) at the Bernalillo County Bachechi Open Space Environmental Education Building. The Bachechi Open Space property is located at 9521 Rio Grande Boulevard, NW. Albuquerque, New Mexico. For more information about reserving the building, contact Open Space Coordinator Colleen McRoberts at (505) 314-0398 (calanga@bernco.gov).

Community Advisory Council CAC Members: Lonnie Barraza, Theresa Clay, Sarah Cobb, Nat Cobb, Denece Kesler, Anna Rose Jones (guest sister Rena Bates), Nat Cobb, Marjorie Werito (guest Arlene Arviso & Eli Bigthumb), and Beth Pinkerton (as guest for Gena Love). Step Into Cuba Alliance Members: Dick Kozoll, Anna Hargreaves, Betty Gunn, Donna Lovato, Karolyn Schaefer,

Emily Wolf PRC Center Staff: Sally Davis, Shiraz Mishra, Linda Beltran, Theresa Cruz, Patty Keane, Elena O'Donald, Alejandro Ortega, Alicia Rodriguez, Leslie Trickey, and Leona Woelk.

PRC Director Sally Davis gave the welcome and introduction to all attendees with an ice breaker

activity as an opportunity to network with each other and share community activities. The group watched and discussed The Weight of the Nation (WON): Confronting America's Obesity Epidemic http:// theweightofthenation.hbo.com/inspire/ video#./choose-action-path. The WON is a powerful HBO documentary with four excellent videos: "Consequences" & "Choices" & "Children in Crisis" & "Challenges". The documentary is a public awareness campaign regarding the obesity epidemic and intents to spark conversation in the community about how to combat obesity at the local level. The group viewed and discussed Film Four: Challenges – that examines the severity and origins of the obesity epidemic, explores the major challenges confronting people who struggle with overweight and obesity, and looks at opportunities for communities to fight the epidemic.

The Step Into Cuba Alliance shared their work and activities in Cuba New Mexico. Step Into Cuba is a community initiative of the Nacimiento Community

Foundation (Cuba, NM) with the goal of reducing chronic disease and improving health and health-related quality of life by increasing physical activity and access to natural environments in Cuba.

The UNM PRC's Core
Research Project - Village
Interventions and Venues

for Activity (VIVA) project

provides technical assistance, education, training, assessment and evaluation to the Step Into Cuba project. Together, VIVA-Step Into Cuba will develop, implement, and investigate the dissemination and implementation of five effective population-level strategies to promote physical activity that are recommended by the Guide to Community Preventive Services. For more information about this project, please see http://stepintocuba.org/. Dick Kozoll gave power point slide presentations with demonstration videos regarding:

- Access to Places for Physical Activity with Informational Outreach
- Street-Scale Design and Land Use Policy
- Campaigns, Behavioral and Social Approaches and Prompts

All attendees were given the opportunity to share updates and announcements about their projects and program activities. The next UNM PRC CAC meeting has not been scheduled but will probably occur in Spring 2013. **Stay tuned!**

From Research to Practice: The CHILE Plus Program

We are thrilled to announce that as of January 2012, the original



Child Health Initiative for Lifelong Eating & Exercise

Child Heath Initiative for Lifelong Eating and Exercise (CHILE) intervention, previously funded by the NIH as a randomized controlled trial, is being disseminated as the CHILE Plus program at Head Start Centers

in rural New Mexico. The PRC is funded by the New Mexico Human Services Department as one of USDA's Supplemental Nutrition Assistance Program Education (SNAP-Ed) implementing agencies to deliver SNAP-Ed. The goal of CHILE Plus is to increase the likelihood that Head Start families will make healthy food choices within a limited budget and choose physically active lifestyles in alignment with the 2010 Dietary Guidelines for Americans. This is accomplished through the multi-component CHILE intervention, with an enhanced family component. This evidence-based intervention is currently in place at 13 Head Start centers in New Mexico, serving approximately 1100 low-income preschool age children and their families, with plans to expand to additional Head Start clusters every two years.

The UNM PRC welcomes Francesca Tobias as the new Project Coordinator for CHILE Plus. Francesca graduated with a



Masters Degree in Community and Regional Planning from UNM, where she concentrated in community development and organizing, specifically in regard to community food systems and children's food and nutrition education. She looks forward to sharing her enthusiasm with CHILE Plus.

For more information please contact Patty Keane at (505) 272-4462 or pkeane@salud.unm.edu.

Healthy Kids, Healthy **Cuba Update: Moving** Forward into 2013



Patty Keane, MS, RD, LD

The Healthy Kids, Healthy Cuba (HKHC) initiative, funded by the Robert Wood Johnson Foundation, has seen much progress toward the goals of increasing access to fresh

healthy foods and safe places to walk and play in Cuba and outlying areas through policy, system and environmental change. We have also had some changes on the HKHC team, as I assumed the role of project director in October 2011, after having worked on the healthy vending component of HKHC. Then, in September 2012, Alejandro Ortega assumed the role of Project Coordinator for HKHC and works out of the PRC field office in Cuba.

ACCESS TO FRESH, HEALTHY FOODS

Despite a challenging growing season, The Cuba Farmers' Market has had an abundance of fruits and vegetables in its third year. In the spring, the Market held a fundraiser to move toward greater sustainability. Attendees were treated to incredible food, fantastic music and wonderful silent auction items. Enough funds were raised to support hiring a (very) part time manager, which helps the Market accept Supplemental Nutrition Assistance

Program (SNAP) benefits, in addition to WIC and Senior Farmers' Market Nutrition Program benefits. The administrative requirements of these nutrition assistance programs can be burdensome for such a small market, but creates greater access to fresh healthy foods, which is the mission of the Market as well as HKHC, so kudos to the Market for making this happen!

The Cuba Community Garden is thriving, with plans to expand with a "sister" garden on the grounds at the Cuba Independent Schools, accessible for both students and community members. Also in the works is the development of an after school Agriculture Club to prepare students to grow their own food and to develop a new generation of community growers, all while providing a wonderful after-school activity.

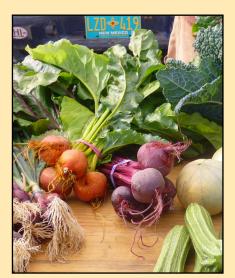
With the support of the Sandoval County Fair Board and participating Fair Vendors this year, bottled water was sold at a lower price than soda. Vendors observed that children and adults bought more soda than water, although they were skeptical at first about the effect of the pricing policy. "I didn't believe that children would buy water instead of soda," said one vendor, who runs the snack bar for the Cuba Coyotes 4-H group, "but I was wrong!" She noted that children were buying two bottles of water for \$1.00 rather than one soda for \$1.00.

We continue to provide technical assistance to Cuba's outlying Native communities, particularly with backyard gardening and planting fruit trees. In December 2011, HKHC supported a trip for several community partners to travel to the Leupp Family

HEALTHY KIDS CONTINUED ON NEXT PAGE

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HEALTHY KIDS CONTINUED



A bountiful harvest for sale at the Cuba Farmers' Market.

Farm in Arizona in order to explore ways that the farm has been successful with their agricultural efforts in a similarly challenging climate. Our partners felt that the trip was extremely valuable, and have been applying what they learned from that experience.

ACCESS TO SAFE PLACES TO WALK AND PLAY

Along with Step into Cuba and the Village of Cuba, HKHC helped with the installation of sidewalks on U.S. Highway 550 in Cuba, allowing for greater pedestrian safety and walkability. Improvements to the Village of Cuba St. Francis of Assisi Park are still undergoing a community input phase, and HKHC facilitated another public input process at the request of the Village of Cuba. A three panel display unit with the proposed changes "toured" Cuba, with two to three week at a time placements around the village. Surveys were available for community members to rate the proposed ideas, as well as to provide their own ideas and comments for what they would like to see at their park, and we will report those results back to the Village Council this fall.

For more information please contact Patty Keane at (505) 272-4462 or pkeane@salud.unm.edu.



W.K. Kellogg Foundation grant puts health data in the hands of students

Linda Peñaloza, PhD

Dr. Linda J. Peñaloza of the UNM Prevention Research Center has been awarded \$140,000 from the W.K. Kellogg Foundation to pilot a Positive Youth Development (PYD) project in two New Mexico high schools. The project, called the Risk/Resiliency Assessment Project for Students (RAPS), will put public health data from the New Mexico Youth Risk and Resiliency Survey (NM-YRRS) into the hands of students at Bernalillo and Los Lunas High Schools. Students will evaluate the NM-YRRS data from their school to identify strengths and areas of concern, then present their findings - and what they think needs to be done - to the school and community.

"To date, students have been involved with important health surveys only as respondents," says Dr. Peñaloza, the principal investigator. "We are looking forward to having the students become actively involved in understanding and interpreting these data and having a voice in positively addressing adolescent health in their communities."

The NM-YRRS data are used by schools, districts, state agencies and nonprofit organizations to make decisions about policy and programs that affect students. Including students' voices in program and

policy development will lead to improved health outcomes for the schools and communities. Other expected outcomes for the students involved in this pilot project will be improved health literacy, self-efficacy and community engagement, as the students learn how to understand health risks and present their ideas to their school, community, parents, teachers and decision-makers.

The W.K. Kellogg Foundation has a long history of working with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life. They have a commitment to civic engagement and racial equity in their grant program, a commitment that is reflected in the RAPS pilot project.

Positive Youth Development (PYD) is a strengths-based framework that outlines the supports that young people need in order to be successful. PYD programs are an effective way to engage youth in policy planning and program development to improve health by providing them with opportunities for civic engagement. The data collected as part of this pilot project will further our understanding of the best ways to engage youth in surveillance data analysis and program development, and

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Alejandro Ortega, Alejandro Ortega, a Cuba resident and UNM alumnus was recently hired to serve as Project Coordinator for both PRC projects in Cuba: Healthy Kids, Healthy Cuba and VIVA. Alejandro graduated with a degree in statistics and has experience working in public schools in northern New Mexico. Alejandro is a regular user of the Village of Cuba St Francis of Assisi Park, the walking trails and the Farmers' Market in Cuba. He is excited to be involved in projects that support healthy lifestyles in Cuba where he lives with his wife and daughter.

First Phase of Cuba, NM Fisher Trailhead Completed

Article from the August issue of the Cuba News 2012.

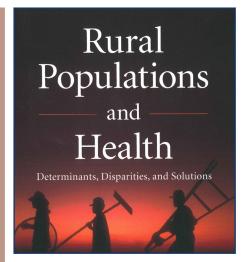


Sandoval County has been an important partner in Step Into Cuba. With support of the Sandoval County Commission, and help from County Manager Phil Rios, County Attorney Patrick Trujillo, County Public Works Director Ricardo Campos, and staff of the Cuba County Road Department, the first phase of the FIsher trailhead has been completed. A generous parking area has been graded on the west side of the Cubita Road, providing access to the newly constructed Fisher Community Trail and Rito San Jose Trail. The trailhead lies approximately threequarter mile from the NM Highway 197 junction, just past the second cattleguard in the Cubita Road.

The next phase of construction will consist of surfacing in the parking area. Following completion of an all-weather surface, a low fence and trailhead kiosk will be constructed. The Fisher trail is complete and can be followed for approximately a half mile to two small loop

trails along the Rito San Jose.

Both trails are located on open space land donated by the Fisher family and managed by Nacimiento Community Foundation. The trails are currently constructed for walkers and hikers. They are open to the public. Dogs on leashes are welcome, but the trails are not designed for use on horseback. Discussion has begun with the Santa Fe National Forest about future hiking trails on the top of Cuba Mesa that could be accessed from our new trailhead. Adventuresome hikers can follow flags on the top of Cuba Mesa where great views of our town can be found.



Rural Populations and Health

The Director of the PRC, Sally M. Davis, PhD and PRC community partner, Richard L. Kozoll, MD, MPH have published a chapter, Physical Activity in Rural America (pages 287-301) in the newly released book Rural Populations and Health --Determinants, Disparities and Solutions. Editors of the book, Richard A. Crosby, Monica L. Wendel, Robin C. Vanderpool, Baretta R. Casey, and other contributors are members of the network of Prevention Research Centers. Rural Populations and Health, published by Jossey-Bass, is an important resource for students, faculty, and researchers in public health, preventive medicine, public health nursing, social work, and sociology.

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inform the dissemination of the project to other New Mexico High Schools in the future.

CTSC Supplemental Grant: In August, 2012, UNM's Clinical & Translational Sciences Center (CTSC) awarded Dr. Peñaloza's research team an additional \$21,000 to enhance the RAPS program. The supplemental grant allows RAPS researchers to include a Photovoice component. Photovoice is a community-based participatory research method that has gained popularity in recent years in health, education, and related fields. This supplemental project is being undertaken to help students critically evaluate NM-

YRRS data by taking photographs in their community that illustrate their perceived strengths and areas of concern. Because Photovoice provides a way for underrepresented and disenfranchised people (including children and youth) to connect with policy makers, it has been successfully utilized as part of PYD programs. Results of the project will be used to determine whether a Photovoice component should be disseminated to other schools throughout New Mexico that use RAPS during future years.

RAPS began this fall, and will span the entire 2012-2013 school year. Project activities include: working with the pilot

schools to finalize the training events; training a core group of students to be student leaders in the RAPS project; a student-led health data retreat; a community dialogue night, where students discuss the health data and their ideas for addressing the issues with their school and community; and action planning in partnership with community stakeholders. The project will wrap up with a photo exhibit of the student photos, which will be professionally curated on the UNM HSC campus in May/June 2013.

For more information contact Dr. Linda Peñaloza at (505) 272-4462 or email at LPenaloza@salud.unm.edu. The Connection - WINTER 2013



Leslie Trickey nominated by faculty at PRC and chosen by the HSC Staff Award Selection Committee

We are pleased to announce that Leslie Trickey received one of the University of New Mexico Health Science's Center's prestigious Staff Awards on August 7, 2012. This also happened to be the anniversary of 21 years at the Prevention Research Center (PRC). Leslie was nominated by faculty at the PRC and chosen by the Staff Award Selection Committee. In their nomination letter, faculty pointed out many of the qualities that made Leslie so deserving of the award. In the past 21 years Leslie never ever lost the enthusiasm and positive "can do" attitude that makes her such a wonderful employee. Leslie has demonstrated outstanding professional and personal growth as she has advanced through the system from clerk specialist to her current position as Unit Administrator 2. Her commitment and dedication to the Center, the Department, the University and especially to the communities we serve has always been outstanding. We count on her to assist us with grant submissions, implementation of numerous projects and contracts, coordination of events and communication with our community partners. She has proved to be an excellent liaison with all departments and units at the university, especially Human Resources, Maintenance, University Services, Fiscal Management, Information Technology and Payroll. She fulfills this role with professionalism and a great sense of humor. Leslie, we appreciate you! All of us at the PRC.

WALKING SCHOOL BUSES GET KIDS WALKING TO SCHOOL

Leona Woelk, MA and Theresa Cruz, PhD



The PRC has been working with the New Mexico Department of Transportation to provide technical assistance to New Mexico Safe Routes to School (SRTS). NM SRTS promotes Walking School Bus (WSB) programs as an effective way to increase the number of children walking to school in a safe and supervised environment. Last year, the PRC and NM SRTS organized WSB trainings around the state conducted by PedNet, a Missouri-based coalition dedicated to helping people shift to non-motorized transportation. We also developed and adapted WSB materials, in English and Spanish, for schools interested in starting WSB programs.

Several communities in New Mexico now have WSB programs, including one at Mesilla Elementary in Mesilla. It is coordinated by the SRTS Local Champion, Ashleigh Curry, who has led the program for the past few years. The WSB meets once a week on "Walking Wednesdays" at a park about half a mile from the school. Parents drop their children off at the park, or those who live close enough walk from their homes. Participants start gathering at 7:30 a.m. and while waiting for others to arrive, children have a few minutes to play at the park, collect incentive charms, and get reward cards punched. At 7:40 a.m. sharp Ashleigh whistles, the group

gathers together, and the walk to school is under way.

The size of the group fluctuates; recently 30-40 kids participated but during the colder months 25-30 participate. Several parents join the WSB, often with younger siblings in strollers. Ashleigh leads the group of students and a local community member and retired employee from the Town of Mesilla acts as the "caboose" waiting for children dropped off at the last minute and ensuring that no child is left behind during the walk. Several Mesilla teachers join the WSB by parking at the school and walking towards the WSB as it comes from the park.

Mesilla Elementary is located in a rural community, with the student population coming from a large geographic area. Ashleigh mapped residences of all students at the school and learned that less than 50 of the 355 students live within a half mile of the school. One of Ashleigh's challenges is convincing some of the parents (and even some staff!) who live within a few blocks of school that it's feasible to walk to school at such a close distance. She encourages parents to let their children walk with other families routinely walking, but so far has not been able to persuade everyone to participate. Rather than being discouraged about those who don't walk, Ashleigh chooses to focus on those who are interested in and excited about the WSB and those children who are walking and bicycling to school independently.

This is just one example of the successful work occurring around the state to get our children more physically active!

For more information about the SRTS project, please contact Leona Woelk or Theresa Cruz at (505) 272-4462.

Photo: Mesilla WSB Kids.



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http://hsc.unm.edu/som/prc

The Connection Newsletter (since 2002)

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.

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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.