

**Background:** The Healthy Frio study is a community-based participatory research project with many collaborators: the Frio Translational Advisory Board (TAB), the YMCA of Greater San Antonio, the Latino Research Institute at UT Austin, UT Health San Antonio, and UTSA. Healthy Frio compares the effectiveness of two healthy lifestyle program approaches to a control group (usual care) on weight and weight-related behaviors (i.e., physical activity and diet). The goal is to recruit 270 parent-child pairs and randomize them to 1 of 3 groups: in-person, remote technology, or usual care.

**Significance:** The Frio TAB is an integral part of the research team and contributes to all aspects of the study, including recruitment. While the initial plan was to recruit participants from clinics, we experienced challenges meeting recruitment goals using this limited strategy.

**Methods:** With guidance from the Frio TAB, Healthy Frio staff implemented new recruitment strategies: 1) recruit community-wide, 2) provide incentives for completing screenings (e.g., “goodie bags” containing recipe and activity cards, water bottles, jump ropes), and 3) increase monetary incentives for study participation. This analysis compares recruitment before and after implementation of new recruitment strategies.

**Findings:** On average, Healthy Frio staff attended 7 community-based events every month, post-modification. Screening increased exponentially: 21 people per month to 65 individuals per month, an increase of over 300%. Only 12% of people screened eligible during clinic-only recruitment vs. XX% after adopting new strategies and community recruitment.

**Conclusions:** With support from the Frio TAB, recruitment for the Healthy Frio study increased by more than threefold. For future implementation research, we will evaluate the impact of the latest suggestion by the Frio TAB to increase Healthy Frio’s web presence, which led to the development of a website that includes testimonials from Healthy Frio participants.



# Healthy Frio

## Community-Based Participatory Research Partnership

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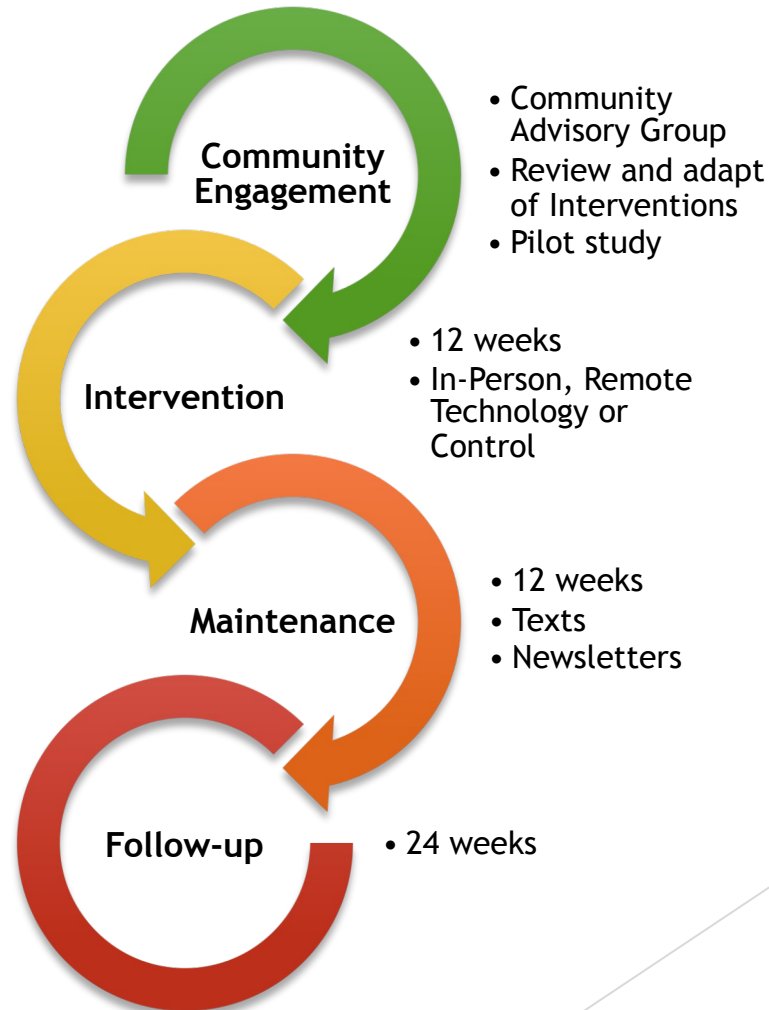
# What is Healthy Frio?

- ▶ A randomized controlled trial that compares the effectiveness of two healthy lifestyle intervention (Y Living) approaches to a usual care control group.
- ▶ Two versions of the program will be offered:
  - ▶ in-person in a group setting at a community setting;
  - ▶ remote technology using digital media and cell-phone technology.
- ▶ Each intervention group will participate in the 12-week holistic Y Living program designed to engage the entire family in lifestyle changes by:
  - ▶ improving knowledge and skills in physical activity and healthy eating, building goal-setting and self-monitoring skills; and fostering a supportive home environment.

# Healthy Frio Logistics

- ▶ 5-year study (September 2016- August 2021)
- ▶ Recruitment of participants will occur at 3 rural primary care practices in Frio County
- ▶ Community participants will be rural Latino adults identified as being obese and a child ages 8-16
- ▶ Each of the 3 groups will consist of 90 adult/child pairs
- ▶ Although adult/child pairs will be the research participants, all family members will be invited to participate in the program

# What does the research study look like?



# What is community-based participatory research (CBPR)?

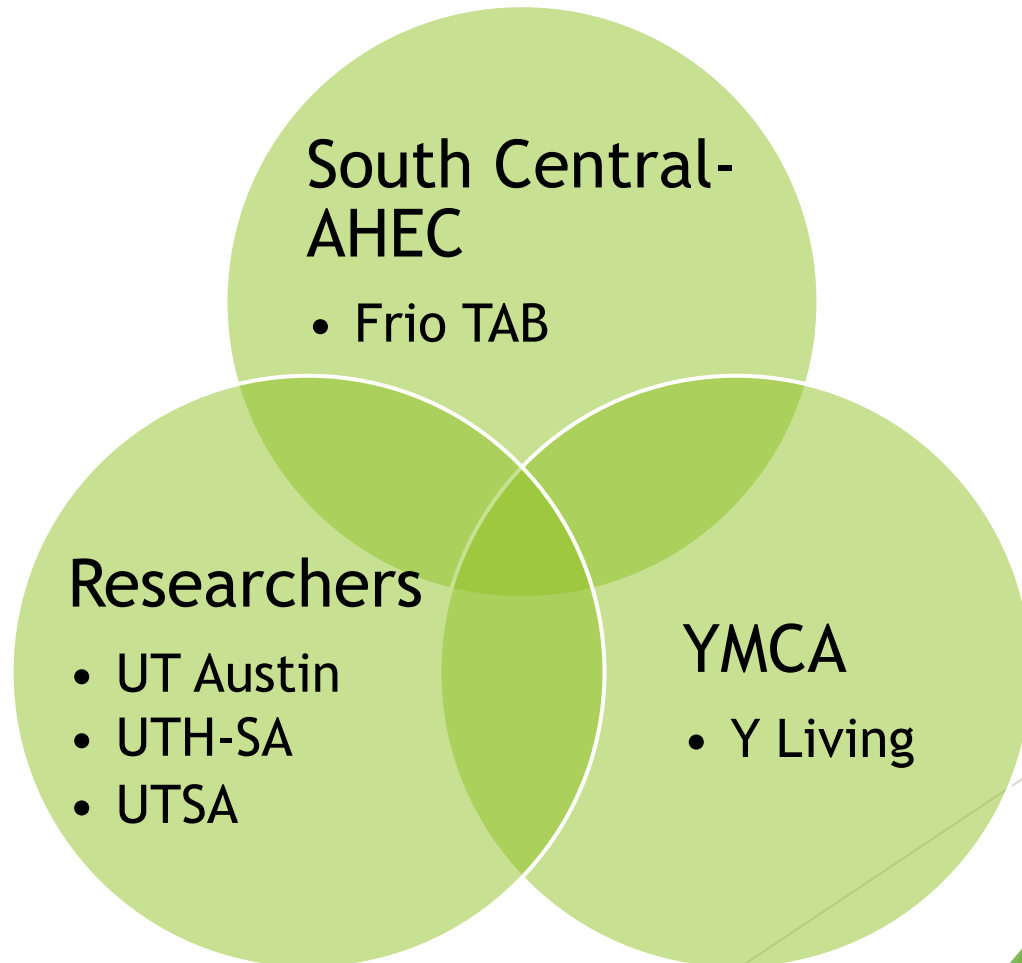
- ▶ “A collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings”.

W.K. Kellogg Foundation, 2001

# Characteristics of CBPR

- ▶ Participatory - community is involved in decision-making with the research team
- ▶ Cooperative - community members and researchers engage in a joint process mutual ownership of the process and products
- ▶ Co-learning & reciprocal transfer of expertise - researchers and community members learn from each other, not just a one way street
- ▶ Empowering - Community members learn new skills, increase self-determination and capacity for future projects
- ▶ Seeking balance between research and action
- ▶ Building on existing community strengths and assets

# How did this CBPR partnership form?





# How the Frio TAB is involved?

- ▶ Support local logistical needs (meeting space, scheduling, coordination with primary care providers for referrals, identify community content experts, distribute program information to the community).
- ▶ Participate in workgroups.
- ▶ Represent the research team at local meetings and official gatherings.
- ▶ Identify sustaining resources for post-project.

# How the YMCA is involved?

- ▶ Implementing the in-person Y Living program
- ▶ Sharing curriculum to develop the remote technology Y Living program



# Healthy Frio Successes

- ▶ Successes
  - ▶ Enthusiasm
- ▶ Communication
- ▶ Acknowledgement



# Healthy Frio Challenges

- ▶ Attendance
- ▶ Time
- ▶ Distance
- ▶ Responsibilities



# Healthy Frio Sustainability

- ▶ Communication
- ▶ Early in the project

