

Utilizing Process Evaluation to Identify Implementation Barriers and Solutions for a Physical Activity Program for Latinas

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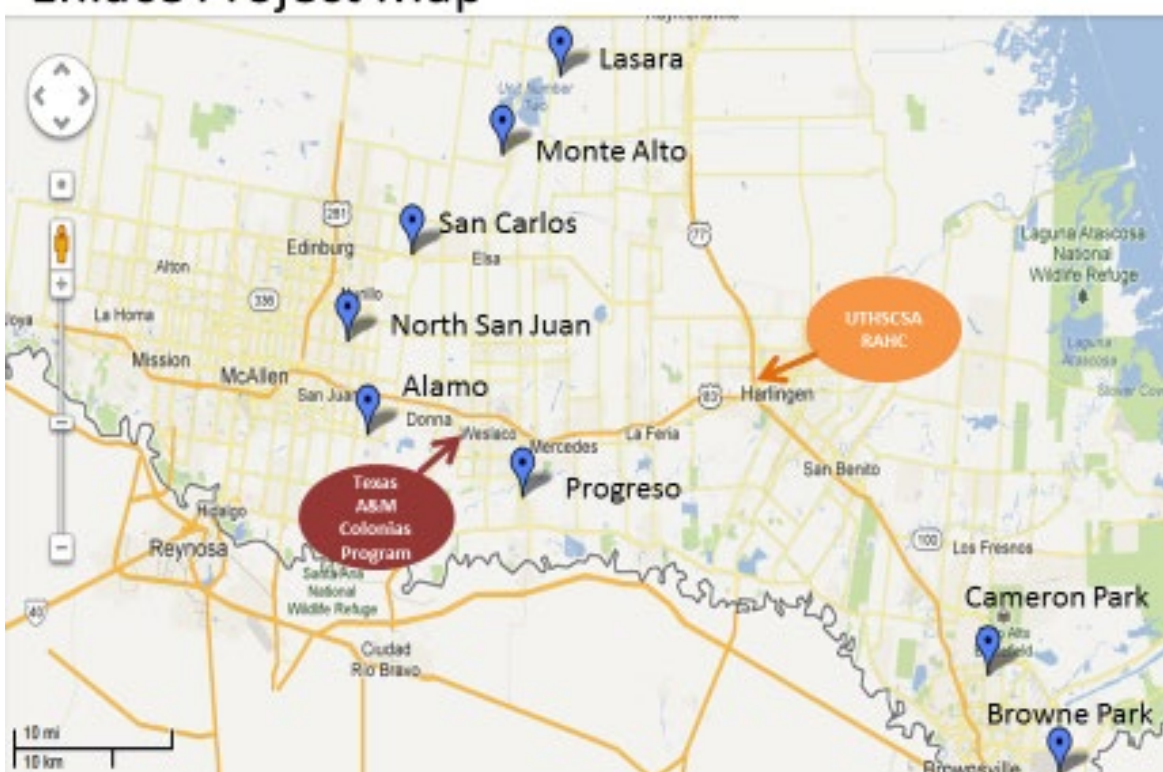
Introduction

Latinas have disproportionately higher rates of physical inactivity than the general population, putting them at risk for obesity and chronic disease. Increasing Latinas' participation in physical activity (PA) is critical to improving health outcomes and reversing current health disparities.



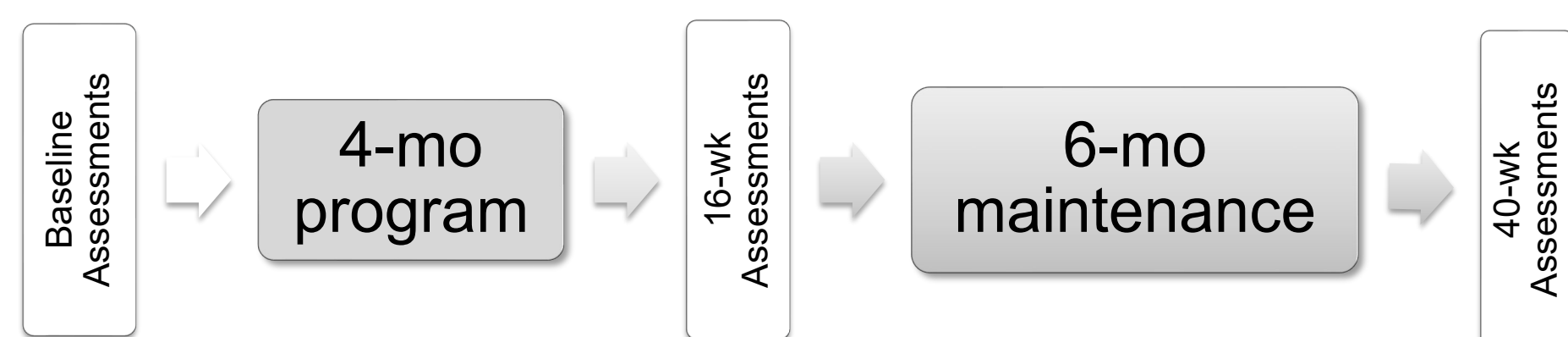
Enlace: A Promotora-Led Physical Activity Trial for Latinas in Texas (“Enlace”) uses *promotoras*—trained community health workers—to lead culturally appropriate group education and exercise sessions for Latinas enrolled in the physical activity intervention.

Enlace Project Map



- 8 Community Resource Centers (CRCs)
- 3 South Texas counties
- CRCs randomly assigned:
 - Physical activity intervention
 - Community health & safety program

Enlace = 16 promotora-led weekly sessions + 6-month maintenance



Promotoras lead group activities

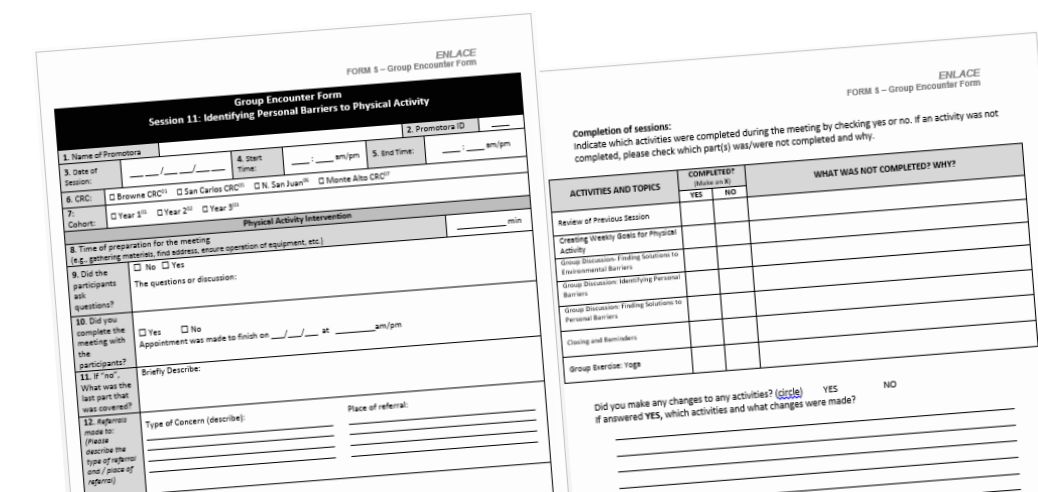


Methods

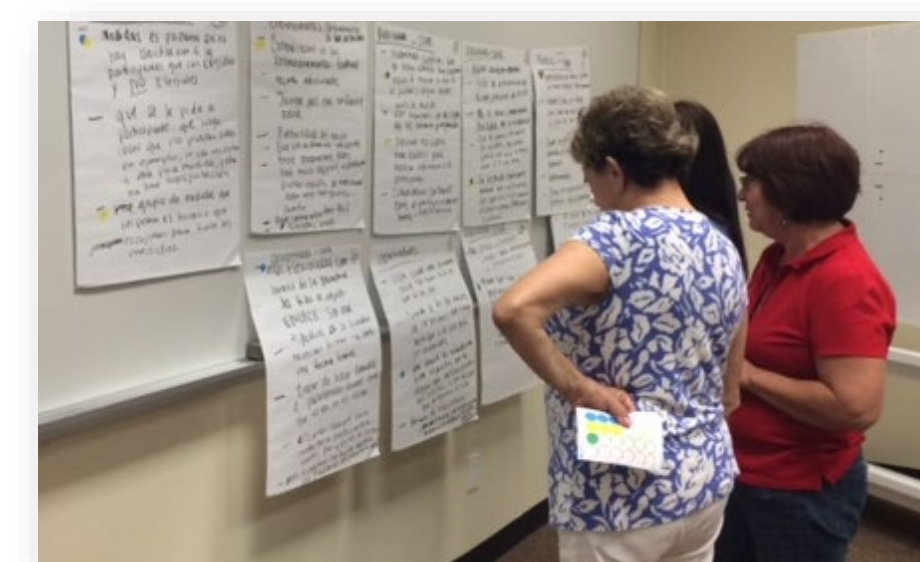
We structured a process evaluation to identify issues relevant to implementation of the PA intervention in our randomized controlled trial. After the 4-month intervention and 6-month maintenance program, data were triangulated to identify issues in program content, delivery, infrastructure, and environmental context.

Sources of Process Data

Site observations	Program implementation checklists & logs	Promotora weekly reports	Promotora debriefings
<ul style="list-style-type: none"> • Staff observed promotoras delivering intervention 	<ul style="list-style-type: none"> • Attendance logs • Assessment and feedback from promotoras on each session 	<ul style="list-style-type: none"> • Experiences • Impressions • Activities 	<ul style="list-style-type: none"> • SWOT analysis of curriculum, IHPR, TAMU, support of CRC directors • Strengths • Weaknesses • Opportunities • Threats



(above) Health education session encounter forms
 (right) Promotoras conduct SWOT analysis

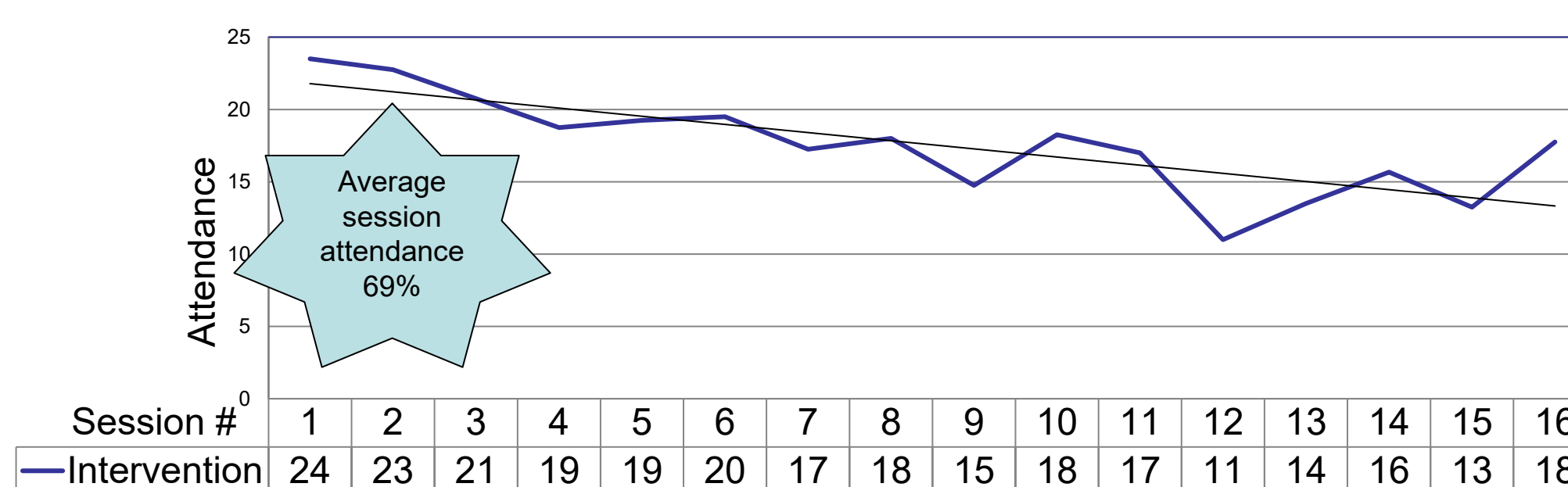


Results

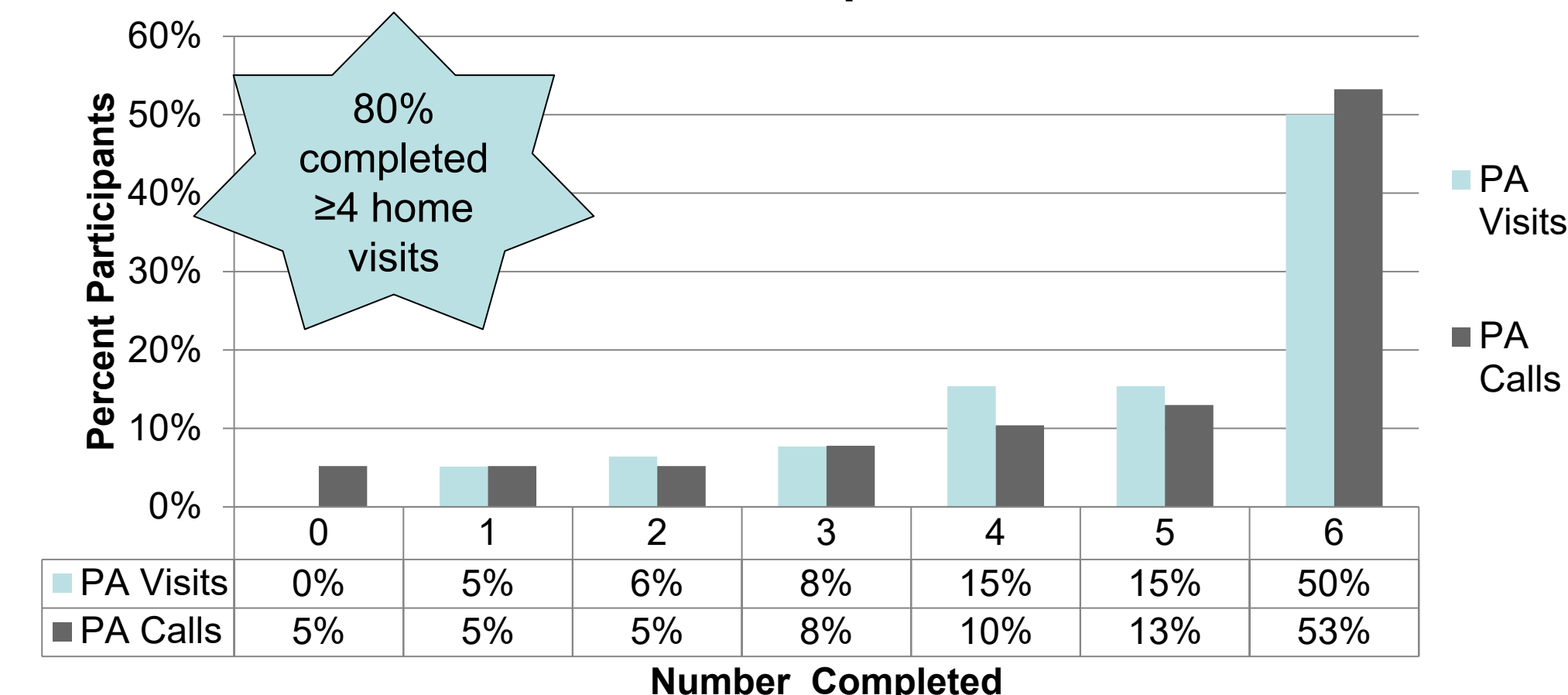
Cohort 1 Participant Characteristics

	Intervention (1) Mean (SD)	Control (0) Mean (SD)	P-Value
Age	40.0 (9.2)	41.0 (9.5)	.472
Education	10.0 (3.1)	9.3 (3.3)	.141
	Intervention N (%)	Control N (%)	P-Value
Nationality: foreign born	94 (84.7)	75 (78.9)	.285
Married/common law	91 (82)	78 (82.1)	.984
Baseline Body Mass Index (BMI)	31.8 (6.8)	31.8 (6.3)	.972
Moderate to Vigorous PA (min/day)	20.2 (13.1)	18.3 (13.8)	.316

Intervention: Mean Attendance per Session



Maintenance: % Completed Visits & Calls



Implementation Barriers at Multiple Levels

Level	Barriers
Individual	<ul style="list-style-type: none"> ➤ Health literacy ➤ Motivation ➤ Depression ➤ Varying levels of fitness and exercise skills
Interpersonal	<ul style="list-style-type: none"> ➤ Childcare ➤ Spousal support ➤ Other family responsibilities
Organizational	<ul style="list-style-type: none"> ➤ Adequate meeting space and equipment ➤ Community relations ➤ Promotora capacities
Environmental	<ul style="list-style-type: none"> ➤ Border patrol ➤ Parks and public places for physical activity ➤ Stray dogs, poverty, violence

Conclusions

Strategies to address implementation barriers:

- Revised curriculum to simplify content.
- Provided additional training and support for *promotoras*:
 - Group facilitation, organization and computer skills
 - Curriculum revisions and practice delivering health education and group exercise
 - Managing stress related to communities' social health issues
- Implemented strategic communications with CRC directors.
- Enhanced rewards/recognitions system to increase program identity and participation, including self-monitoring.
- Clarified communication and coordination procedures between UTHSCSA and TAMU staff working with *promotoras*.
- Revised maintenance program strategies:
 - Home visits → Face-to-face visits
 - Self-directed group exercise → *Promotora*-led group exercise

Successful programs must engage in continual quality improvement to address factors at many levels that contribute to Latinas' ability to participate in PA.