

# ***Salud America!***

## **Pilot Investigator Project Results**

PI: Miriam Y. Vega, PhD  
Presenter: Bethsy Morales Reid  
Latino Commission on AIDS



# Project Summary

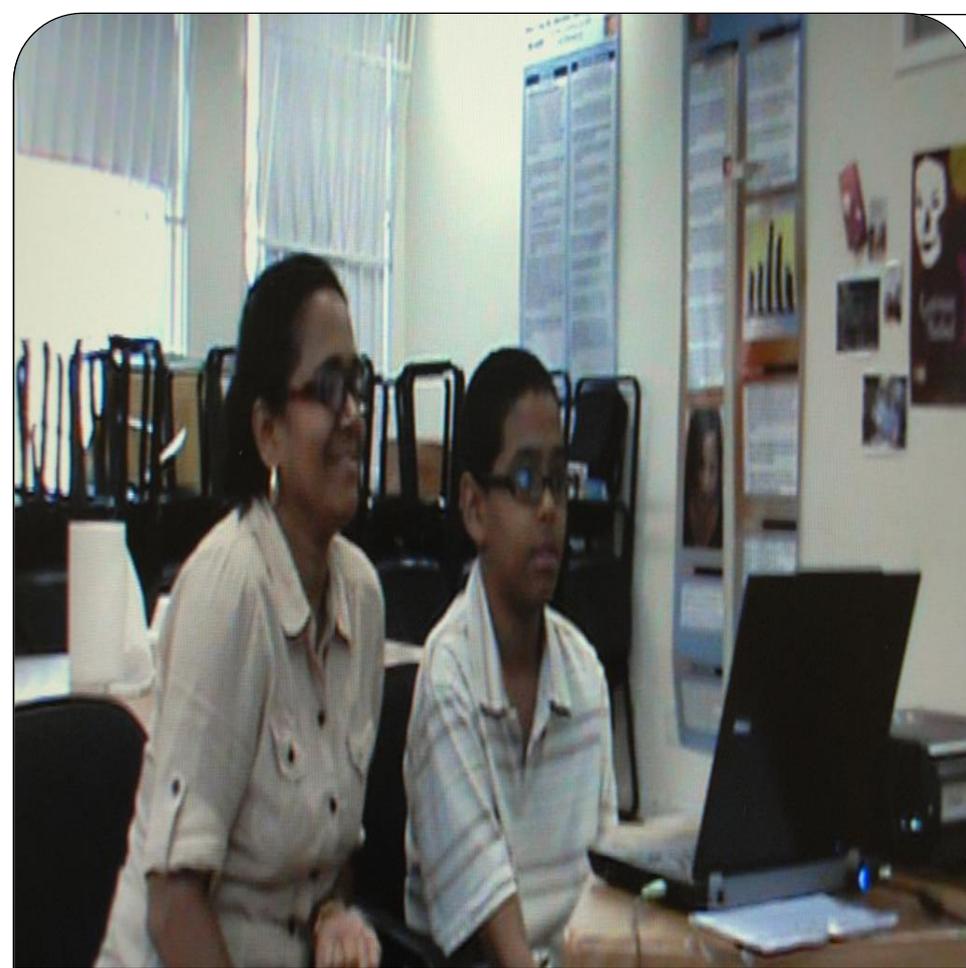
- La Familia en la Cocina (the family in the kitchen)
- To provide descriptive information on the content and framing of health communication (i.e. nutrition), utilizing a small sample of recent Latina immigrants and their children.
- To highlight the methodological use of dyads in research to more accurately reflect the dynamic nature of parent-child communication.
- To highlight an innovative CBPR model.



# METHODOLOGY

- Participants:
  - 20 Hispanic, recent immigrant, Mother-Child (11-12 years old) dyads.
- Procedures
  - Unobtrusive observation of snack intake
  - Individual interviews
  - Dyadic interview: non-directed & movie clip response
- Measures
  - Psychosocial (acculturation, norms, attachment, communication styles) & self-reported behavior (exercise, fruit consumption, etc.)
  - BMI
  - Coded interactions (physical and verbal)





Two sets of mother child dyads shopping in the virtual supermarket

# Project Results to Date: The Participants

- Mothers:
  - 63% made less than an annual salary of \$15,000
  - 42% were employed part-time.
  - The majority have stable housing
  - 42% were married.
  - A plurality (46%) are Dominican.
  - Only one reported having just one child.
  - Only 4 of the 20, have lived in another state than NY.
  - Only 21% reported viewing only Spanish language television.
  - 100% of the women did report that the word “immigrant” applied to them.
  - Over 53% reported receiving Medicaid.
  - 42% rated their health as average.
  - Four (21%) of the women have been diagnosed with diabetes and 5 (26%) with high cholesterol.



# Project Results to Date: Calories

- Mothers:
  - 60% said that they never or sometimes restrict food access to their kids
  - 84% reported knowing what calories are
  - Yet 81% said they didn't know what was the recommended calorie amount for children.
    - Interestingly, only 56% reported not knowing what the recommended calorie count is for women.
  - 26% noted that never read the calorie amounts on menus; while 32% reported that they always do



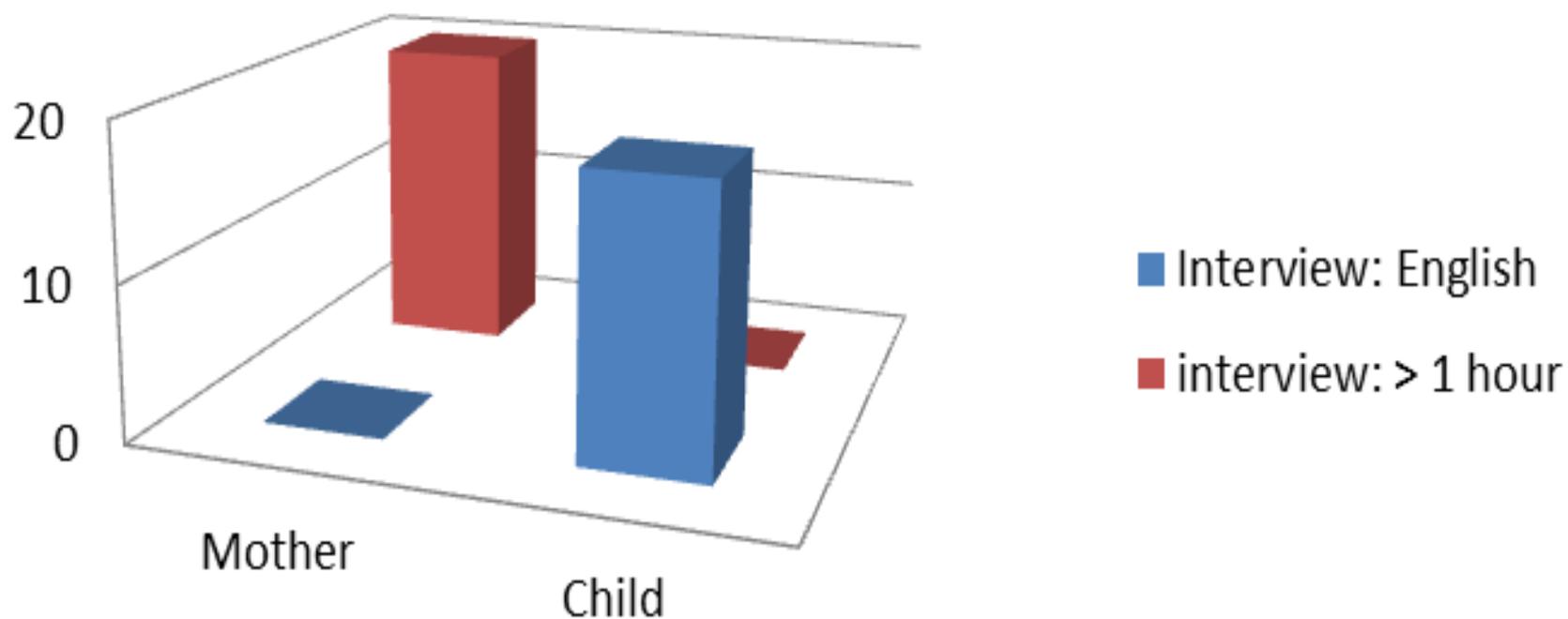
# Project Results to Date: Calories

- Children:
  - 71% reported knowing what calories are
  - 65% reported seeing calories on menus
  - 29% reported not knowing what the recommended calorie count is for children
  - 43% reported that it was 1000 calories.
  - 31% reported that they never read the calorie amounts on menus.
  - 30% said that they go to supermarkets alone.



# Blended Families

## Differences between Latina Mother and her Child



# The Videotaped Interactions

- We proposed to code the videotaped interactions
- We are still in the process of coding the videotapes.
- Each interaction was on average 15 minutes long
- We developed a coding scheme that codes for:
  - static behaviors;
  - dynamic behaviors;
  - content of conversation;
  - emotional reactions;
  - attachment styles and
  - parenting styles.



# Implications To Date

- If interested in acculturation and acculturative stress, we as researchers need to create better scales.
- Funding of research with Hispanic/Latino parents and children need to be funded to take into account additional resource needs (i.e. interviewers able to conduct interviews in multiple languages and length of interviews).
- Interventions, including social marketing campaigns, targeting families need to consider the possible language disconnect between parent and child.

# Project Policy Implications to Date

## Organizational Level

- Workforce enhancement for graduate students on health disparities
- Disease integration is a challenge
- Infrastructure development is needed to fully implement a research project at a CBO
- Sustained funding to make a real impact



# Project Policy Implications to Date

## Community Level

- Blended families – Languages and values differ even within the home
- Implications for educational material and social marketing development
- Health concerns – like with obesity and nutrition – have to be understood in their social, community and personal contexts
- People need interventions, not just assessment
- Engagement between community leaders and local HD for educational programs on healthy food
- Engagement between stake holders, schools and policy makers to respond to funding cuts at local programs that promote physical activities for low income families
- Engagement between local farmers, stake holders, community leaders, CBO and policy makers to discuss economic incentives for promoting more options to fresh and nutritious food



# Project Activity Changes

- We had originally proposed 50 dyads
- We had originally proposed to recruit Latina immigrant mothers in the Bronx
- We had originally proposed 11-12 year olds
- We had originally proposed having the videotapes coded by the end of the second year



# Project Presentations

- Presented the framework of our study and preliminary cognitive interview data at the Tobacco and Obesity Prevention Summit in Dorado, Puerto Rico, March 2010.
- Presented the study and its implications at the City Wide Religious Leadership Conference in New York, June 2011



# Career Development

- The project impacted the Latino Commission on AIDS by enhancing awareness of staff of the Latino obesity epidemic.
- The pilot enabled us to start applying for other types of grants that do not focus solely on HIV / AIDS
  - We just applied for an asthma coalition grant
  - We just applied for a grant focused on diabetes in the Bronx
- The pilot also helped us further expand our religious leadership program to start addressing obesity and nutrition



# FUTURE CONSIDERATIONS

- What parents say & how children respond could be used to design health education interventions
  - school and family based.
  - communication strategies for parents to encourage children to make healthy food choices.
  - nutrition education activities children can share with their families.
- Future research:
  - Enhanced interest in dyadic interaction methodology to better understand nutrition health behaviors.
  - Peer to peer communication
  - Family mealtime discussions (siblings, fathers)
  - The role of the father

# Future Plans

- Continue analyzing data from pilot study results.
  - Code the videotapes
- Prepare manuscripts for publication.
- Apply for larger, competing grants that uses the data and/or experience gained during the SA! pilot project study.
- Create a simple finding factsheet for the community.
- Create a newsletter article to be distributed to over 3000 health providers



# Acknowledgements & Contact Information

## Acknowledgements

- Research Team
  - Miriam Y. Vega, Ph.D
  - Andrew Spieldenner, Ph.D
  - Bethsy Morales, MA
  - Yanira Arias, B.A.
  - Bertha Ramos, BA

## For more information:

Miriam Y. Vega, PhD

Director of Research &  
Evaluation

[mvega@latinoaidso.org](mailto:mvega@latinoaidso.org)

Latino Commission on AIDS