

Lessons Learned from Adapting and Implementing the Community Guide Recommendations for Physical Activity to a Rural Micropolitan City in the Midwest USA

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Background

- Micropolitan city in Wapello County
- Population of ~25,000 in 2010 U.S. Census¹
- New destination location for Latino and Refugee populations
- Main industries include meat processing & agricultural machine manufacturing²

Areas of opportunity:

- Low average annual income
- Job and population loss since the Recession

Areas of strength:

- Elaborate trail system
- Abundance of recreational facilities
- Many resources & services for entire county
- Established local businesses & strong sense of community

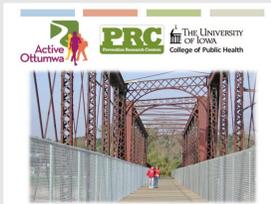
Goals of Active Ottumwa (AO)

Encourage community members to use Ottumwa's parks and recreational facilities

Increase the number of adults in the Ottumwa community who are physically active

Approach

- Applied a Community-based Participatory Research (CBPR) approach to engage the community in all phases of research
- Adapted strategies from the Community Guide's Preventive Taskforce (CGPTF) to create an evidence-based, multi-pronged intervention
- Conducted community-wide needs assessment where physical inactivity was identified as a health issue
- Used a social network analysis to recruit Lay Health Advisors or Physical Activity Leaders (PALs) with strong social connections
- Used a Hybrid Trial Type I study design to determine the effectiveness of the intervention to promote physical activity (PA) minutes and examined the contextual factors associated with adaptation and implementation of the PA recommendations



Community Guide Intervention Strategies



Behavioral & Social Support

Teach skills to change behaviors and provide the support needed to adopt and/or maintain healthy behaviors



Environmental & Policy

Create environments that provide opportunities for and support of physical activity



Campaign & Informational

Promote physical activity through mass media campaigns and community level programs

Contextual Factors

Geographic Context

- Seasonality
- Community size
- Community resources (i.e. trails & organizations)

Cultural Context

- New destination city
- Community identity

Social Context

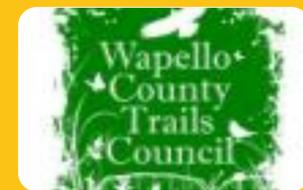
- Existing social networks
- Use of social media

AO Adapted Intervention Strategies

- Physical Activity Leaders (PALs)
- Monthly newsletters
- PAL training manual development

- Trail Markers
- Advocate for policy change and sustainability
- Joint-use agreements

- Community-wide social marketing campaign
- News coverage and web exposure
- Facebook post engagement and reach



Results

- 45 PALs trained in behavior change skills
- 30 have led > 1 activity
- 475 unique participants
- 318 women & 55 men
- > 20 community organizations have been engaged in order to conduct intervention activities
- Social marketing campaign resulted in 200,000 points of contact
- Activities have been led in 11 locations with a current community grant proposal submitted for trail changes



Lessons Learned

Motivational & Social Support

- Allowing PALs to select their own activities was difficult to manage. We moved our focus to walking because of ease, sustainability, and low risk of injury.
- Communication between staff members, stakeholders, and community is key.
- Developing an online space for PALs to communicate with one another and with staff ensures quick assistance and provides an opportunity for trust building among community members involved.

Environmental

- Long-term planning is required to gain community members' and stakeholders' input and to identify the resources that are needed to implement changes at the environmental and policy levels.

Informational

- Working with the community to identify the best media channels for promotion of programming is imperative to success.
- Establishing a strong presence on social media can generate increased program interest as well as a sense of community.

Implications

- The Community Advisory Board (CAB) played a critical role in adapting the CGPTF recommendations to their community.
- Capturing contextual factors that were meaningful for the community experience and capacity is critical for success.
- Identifying leaders within the community and establishing strong relationships with stakeholders and organizations were fundamental to program implementation.
- Advancing dissemination and implementation science was possible using community-engaged methods to the adaptation of interventions in rural communities.

References

1. U.S Census Bureau, 2010. <https://www.census.gov/2010census/popmap/ipmtext.php?fl=19:1960465:19179>
2. City of Ottumwa, Iowa, 2016. Department of Finance. Comprehensive Annual Financial Report. Graphics courtesy of Piktochart

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Knowledge to Action Framework

