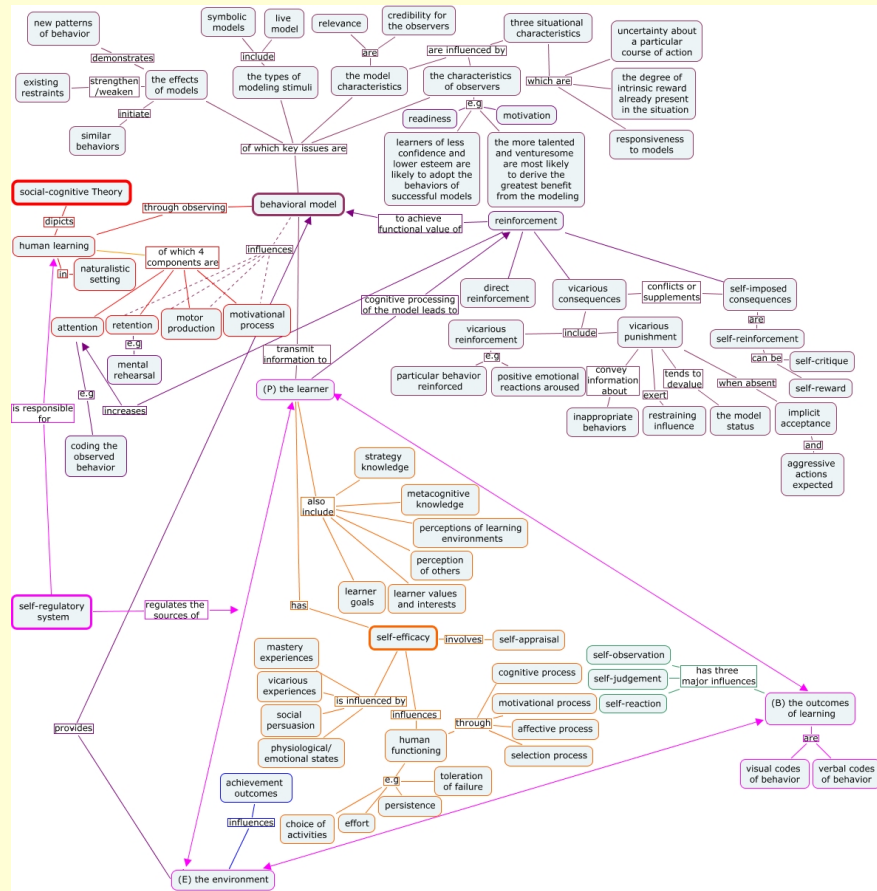


WE 
BROWNSVILLE

Brandi Burke
Jenny Dolan
Christina Hanna
Lauren Johnson



HEALTH BEHAVIOR THEORY

Transtheoretical Model

Stages of Change:

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance

Processes of Change:

- Consciousness Raising
- Dramatic Relief
- Self-Liberation
- Contingency Management
- Counter Conditioning
- Stimulus Control



Social Cognitive Theory

Constructs:

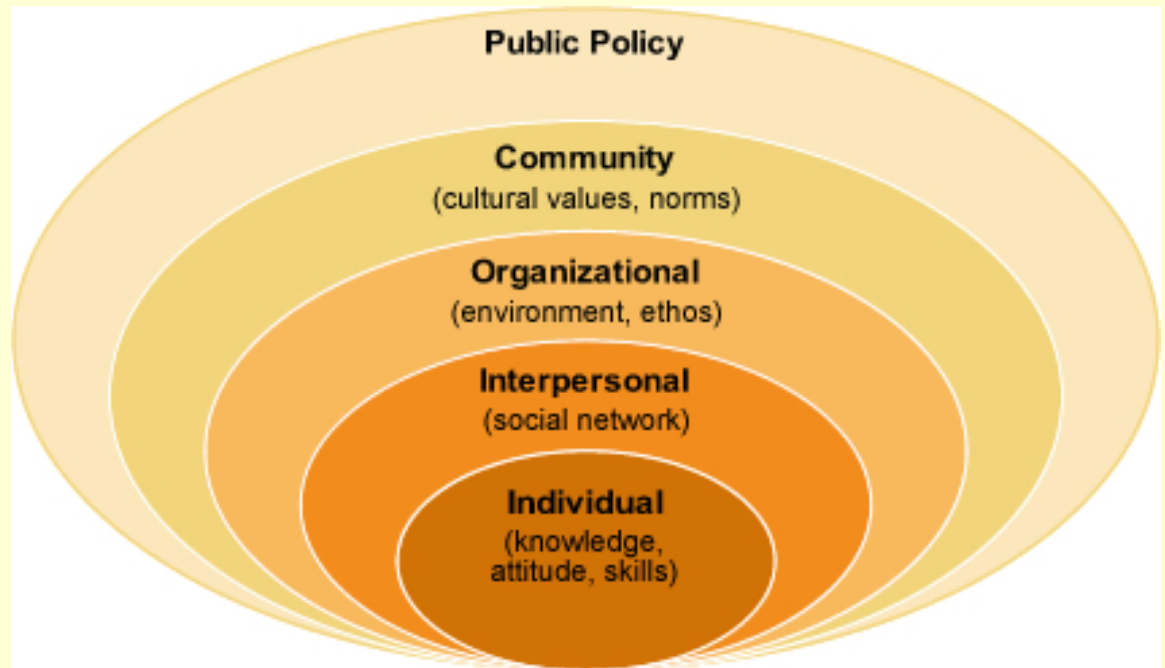
- Behavioral Capability: Step 1
- Behavioral Capability: Step 2
- Outcome Expectations
- Reinforcement
- Self-Efficacy
- Self-Control



Social-Ecological Model

Factors:

- Individual
- Interpersonal
- Organizational
- Community
- Policy



NEWSPAPER ARTICLE & NEWSLETTER ANALYSIS

Methods

- Read article or newsletter
- Identified constructs that we believed to be present
- Compared our results with a second reader's results
- Transferred the agreed upon results to a 'Theory Chart for TSSC Content' packet
- Data analysis performed using SAS 9.2 and Microsoft Excel

Inter-Rater Reliability

- Disagreed on generally 1-2 constructs per packet (out of 17 total)
- Primarily, this was due to disagreements on whether something had to be stated explicitly or could be implied
 - Counter Conditioning, Outcome Expectations, Reinforcement, and Self-Liberation had this issue
- Resolved by providing evidence for our individual determinations and deciding who had the stronger case, which was usually clear

Newsletter Example

Lose Weight Win the Challenge Stay Healthy

- 1 Slowly increase moderate exercise in daily routine to a minimum of 30 minutes five days a week. Using 10 minute bouts of exercise three times a day is an acceptable way to achieve the 30 minutes.
- 2 Eat a minimum of 5 fruits and vegetables each day.
- 3 Eat whole grain breads, pasta and cereals.
- 4 Reduce portion sizes.
- 5 Avoid fast food and soda by packing lunches, eating at home and drinking water.
- 6 Do not go on a "fad" diet – most people end up gaining all the weight back. Instead change your life for the long term through exercise and healthy foods.
- 7 Change up your exercise routine to include a variety of activities. It will keep your interest and promote overall fitness. For example include walking, aerobics and weight-lifting in your routine.

Follow the Campaign

ON TV! Every Thursday Televisa Channel 7 at 8:00 AM	ON THE RADIO! Time—Station 10:50AM—1450am 6:45AM—105.9 fm 5:45AM—1490am	BY INTERNET! www.tusaludsicuenta.info
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From the Hispanic Health Science Center, funded by: NIH NCMHD P20 MD000170 (998) 882-6161

Volumen 55- Social Support/ Challenge February 2010

Tu Salud ¡Si Cuenta!

Your Health Matters!

Content:

Page 1
 Challenge Information

Page 2
 What is the challenge about...

Page 3
 Losing weight as a team

Page 4
 Win the Contest Stay Healthy

Brownsville's Biggest Loser

Weight Loss Challenge

REGISTRATION & WEIGH-IN DATES:

Pick one date:

February 12
5:00pm-8:00pm
At the New Rec Center (old Boys & Girls Club)
1338 E. 8th St.

or

February 13
9:00am-12:00pm
Kick-off event and Family activities
At Linear Park Harrison between E. 6th and 7th

Free t-shirts!
for the first 500 participants

PRIZES & CATEGORIES:

Large group 11-26 people...\$1,200.00
 Small group 2-10 people.....\$600.00
 Family up to 5 people.....\$300.00
 Individual female.....\$200.00
 Individual male.....\$200.00

*Do not participate if you're pregnant or if weight loss is not appropriate for you. Always contact your doctor before starting any weight loss program. Even if some weight loss is appropriate for you, please do not engage in excessive weight loss.

BASIC INFORMATION & REQUIREMENTS:

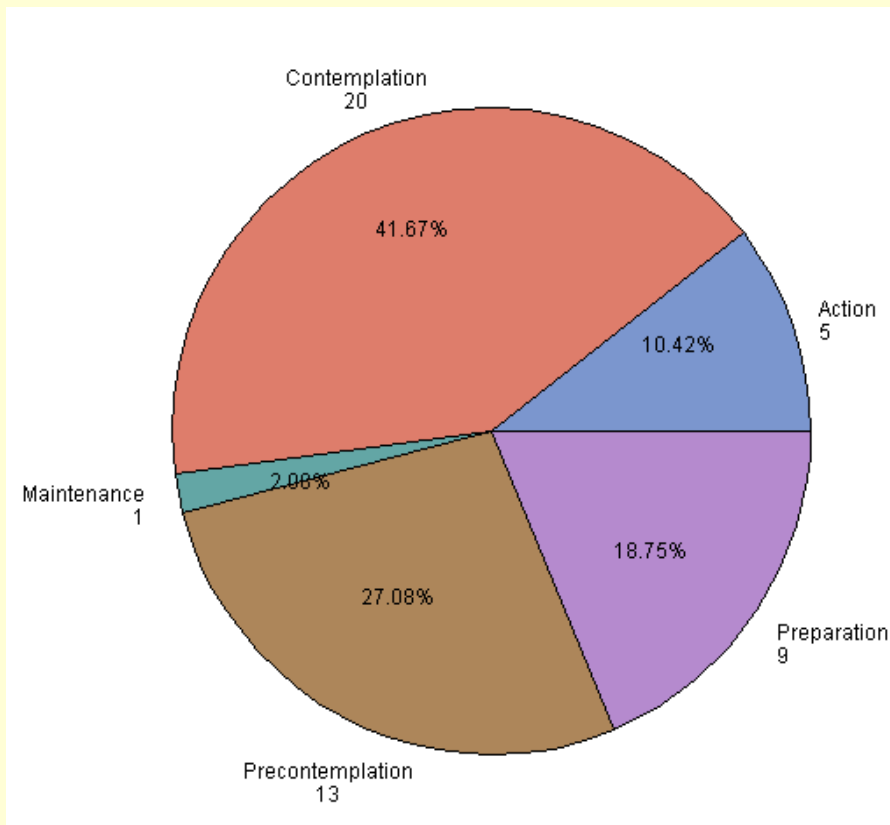
- ✓ A 3 month challenge
- ✓ It's free!
- ✓ 18 years or older
- ✓ All participants must be present three times to weigh-in—kick-off, one midpoint event, and final event.
- ✓ All participants must complete registration form.
- ✓ Questions? Contact us at, 956-882-5183 o 956-882-6755

Stage of Change Frequencies

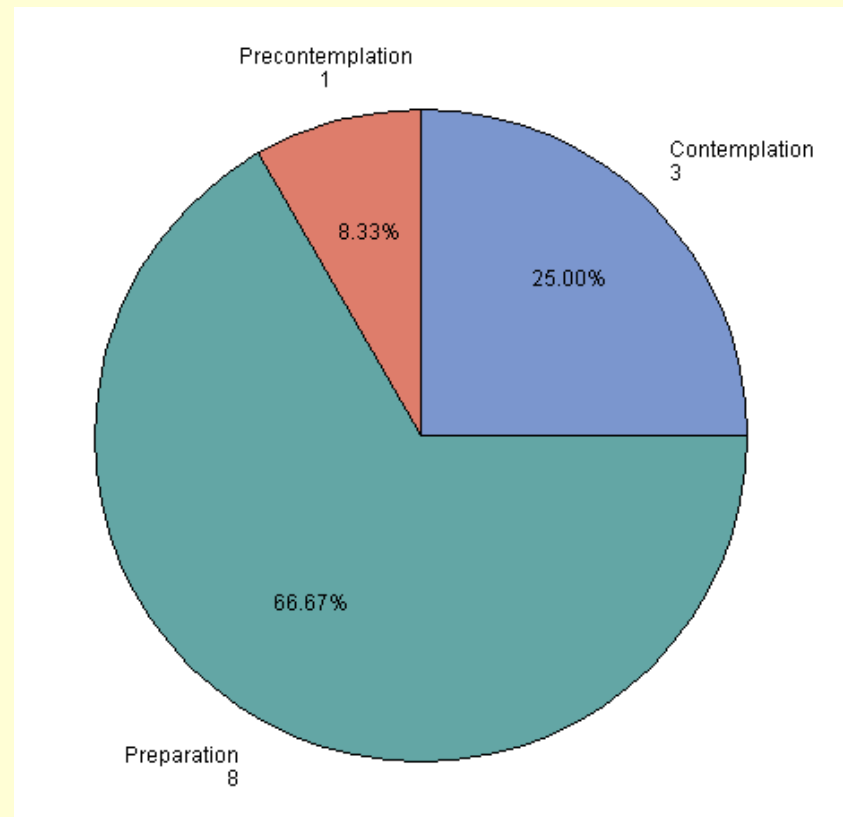
	Newspaper Articles		Newsletters	
Stage	Frequency (n=48)	Percentage (%)	Frequency (n=12)	Percentage (%)
Precontemplation	13	27.08	1	8.33
Contemplation	20	41.67	3	25.00
Preparation	9	18.75	8	66.67
Action	5	10.42	0	0.00
Maintenance	1	2.08	0	0.00

Newspaper Articles vs. Newsletters

Stage of Change in Newspaper Articles



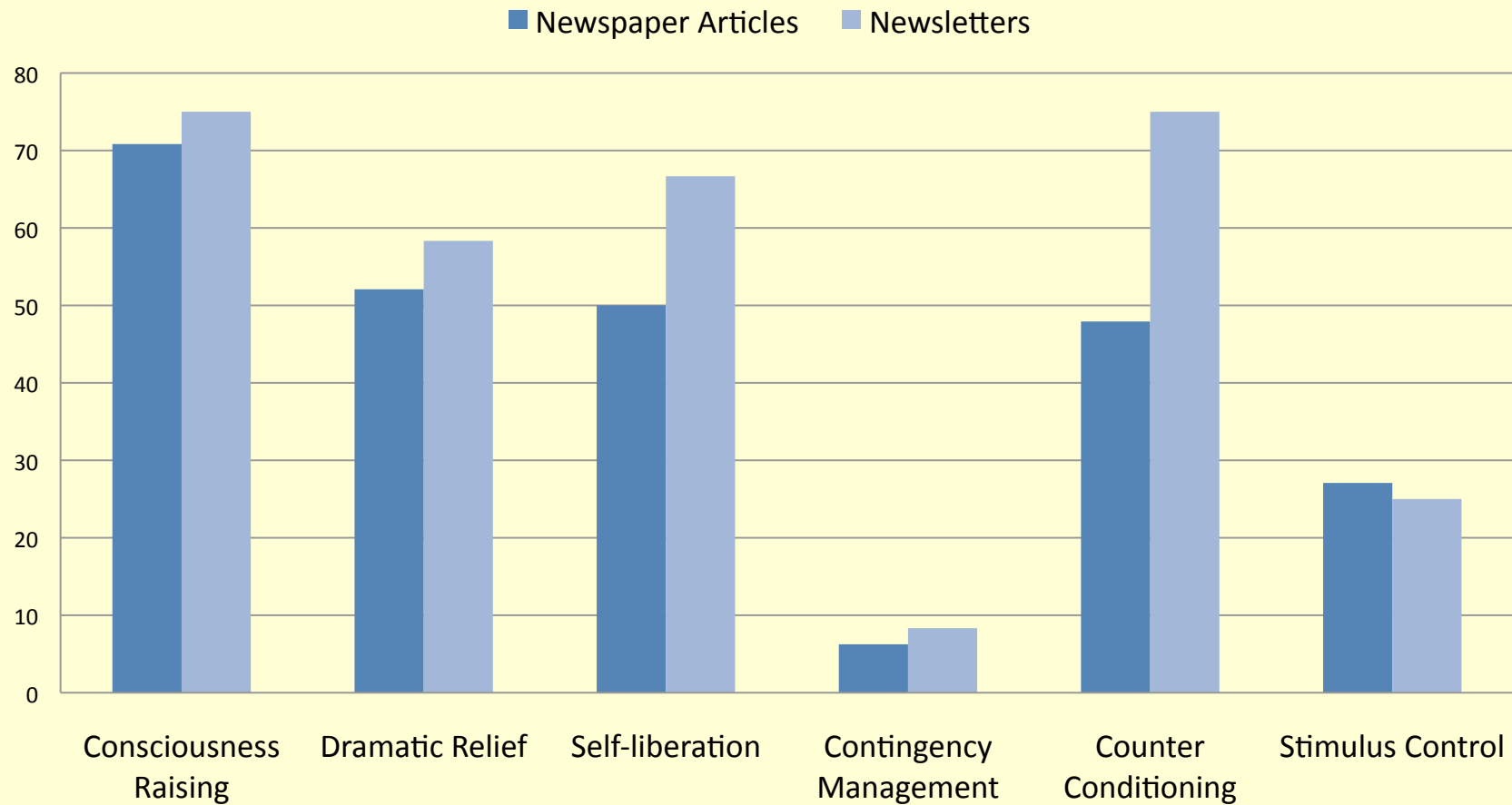
Stage of Change in Newsletters



Frequency of Transtheoretical Model Constructs

	Newspaper Articles		Newsletters	
Construct	Frequency (n=48)	Percentage (%)	Frequency (n=12)	Percentage (%)
Consciousness Raising	34	70.83	9	75.00
Dramatic Relief	25	52.08	7	58.33
Self-liberation	24	50.00	8	66.67
Contingency Management	3	6.25	1	8.33
Counter Conditioning	23	47.92	9	75.00
Stimulus Control	13	27.08	3	25.00

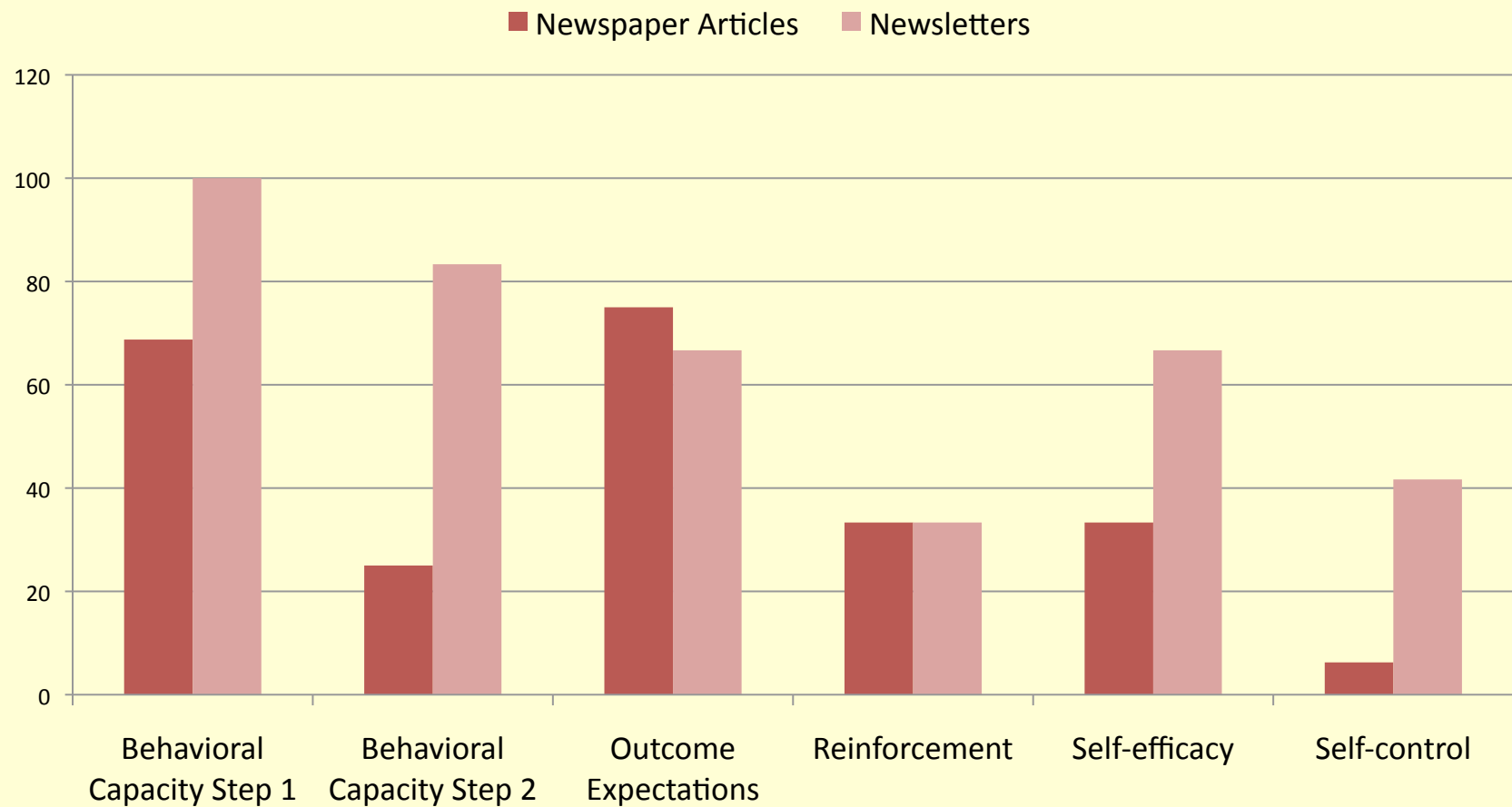
Constructs of Transtheoretical Model



Frequency of Social Cognitive Theory Constructs

	Newspaper Articles		Newsletters	
Construct	Frequency (n=48)	Percentage (%)	Frequency (n=12)	Percentage (%)
Behavioral Capability: Step 1	33	68.75	12	100.00
Behavioral Capability: Step 2	12	25.00	10	83.33
Outcome Expectations	36	75.00	8	66.67
Reinforcement	16	33.33	4	33.33
Self-Efficacy	16	33.33	8	66.67
Self-Control	3	6.25	5	41.67

Constructs of Social Cognitive Theory



Frequency of Social-Ecological Model Levels

	Newspaper Articles		Newsletters	
Level	Frequency (n=48)	Percentage (%)	Frequency (n=12)	Percentage (%)
Individual Factors	38	79.17	12	100.00
Interpersonal Factors	29	60.42	10	83.33
Organizational Factors	17	35.42	4	33.33
Community Factors	27	56.25	3	25.00
Policy Factors	15	31.25	0	0.00

Levels of Social-Ecological Model



Recommendations

- Continue use of role models
- Focus more on men's & women's health issues
- Try to find a way to increase male participation & role model representation
- Expand coverage of health myths (in newsletters in particular)
- Keep doing what you're doing!

Other Experiences

- Clinical Research Unit
- Community Outreach: Cancer Presentation
- Health Fair
- Driving Tour of Brownsville
- UTB Campus Tour
- Community Outreach: Zumba Class

Free Community Fitness Class



Buen Pastor Zumba Group



Acknowledgements

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Resaca de la Palma State Park

- Junior Muñoz

Thanks y'all!

