

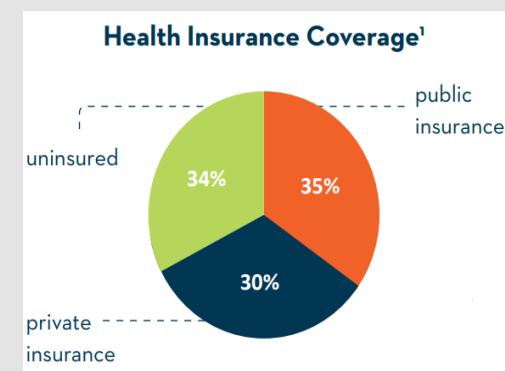
Improving the Recruitment & Retention of a Diabetes Prevention Program in La Villita, Chicago

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Background

La Villita is a predominantly Mexican, under-resourced community on Chicago's west side



Among adults:
77% have a usual place to go for health care
53% report having a routine check-up in the past year

30% report being treated unfairly in the past year by a health care professional because of their race, ethnicity, or color

Community Partner



- UP is community center in La Villita focused on participatory learning
- UP joined the Chicago CARES Diabetes Prevention Program in 2019
 - Year-long program for adults at risk of developing diabetes
 - Gives participants a lifestyle coach & a peer support group to improve diet, exercise, & stress management

Project Description

PURPOSE:

To improve the recruitment, retention, & participant engagement in Universidad Popular's Diabetes Prevention Program

ASSESSMENT

PLANNING & IMPLEMENTATION

EVALUATION

Group leader Interview (Pre)

- Barriers to recruitment & retention
- Concern around adjusting program to ensure safety during the COVID-19 pandemic

Create & execute plan for expanding, improving, & adjusting available resources to increase recruitment & retention

- Create & administer surveys for participants
- Post-interview of DPP group leaders

Outcomes

IMPLEMENTATION

RECRUITMENT

Partnerships with primary care clinics in the community

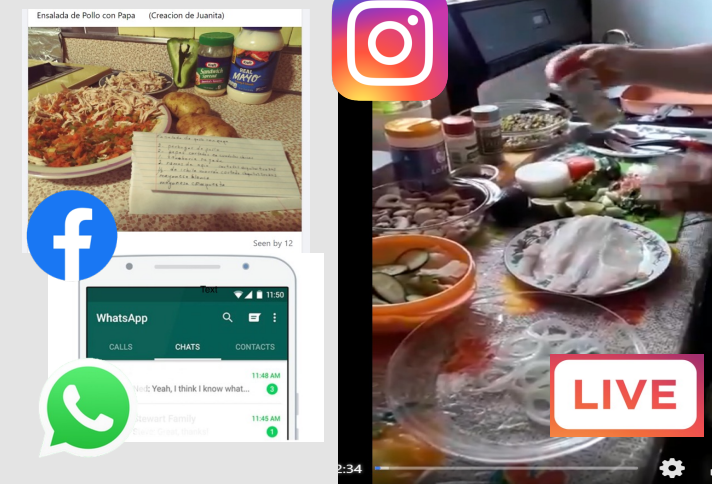


Recruitment via social media & asking La Villita organizations with large followings to share posts



RETENTION

Fostering community via technology



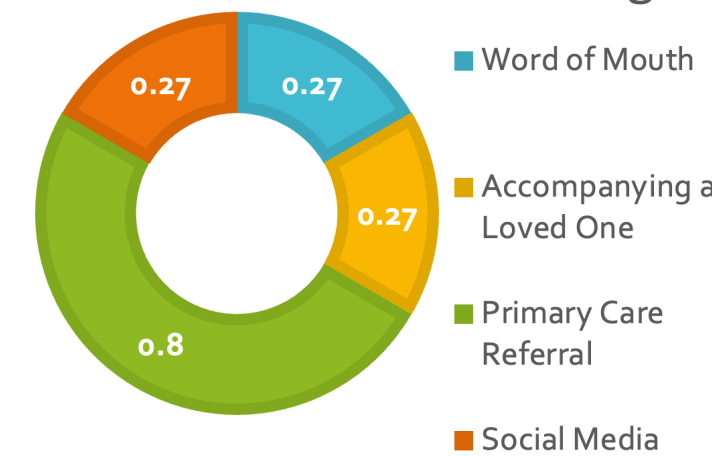
Adjusting Pittsburgh program to meet realities of La Villita residents



EVALUATION

RECRUITMENT

Recruitment Method by Percentages



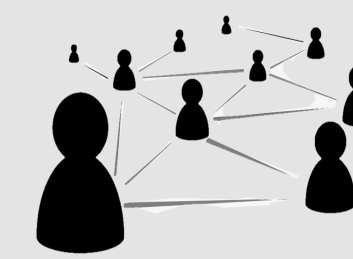
RECRUITMENT: GROUP LEADER INTERVIEW



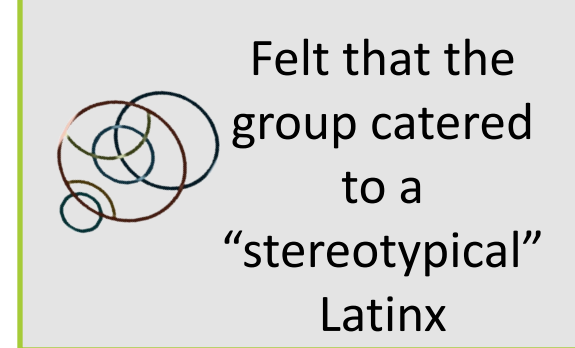
Access to new people through primary care referral system
 Partnership with healthcare providers

Expanded network within Little Village:

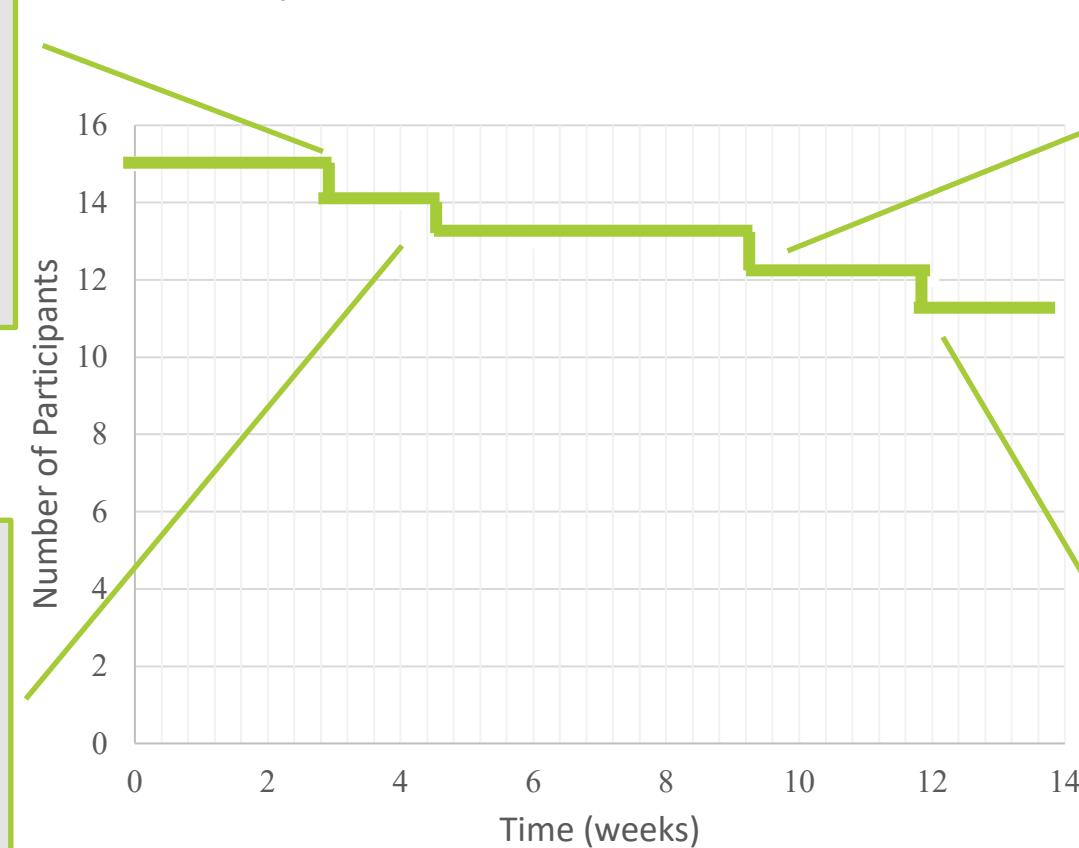
- Cooperation leads to successful recruitment
- Utilize existing networks to increase recruitment



RETENTION



Participant Retention & Reasons for Leaving



Outcomes

EVALUATION

RETENTION: GROUP LEADER INTERVIEW



Better attendance w/ virtual meetings
 - Transportation barrier removed
 - Childcare barrier removed
 - Convenient

Access to participant homes

- Support organizing kitchen
- Support cooking
- Identify opportunities for physical activity



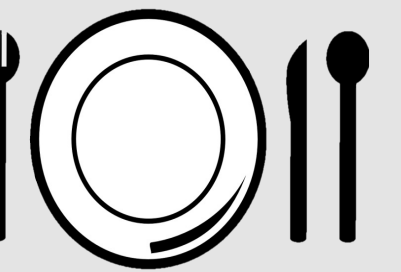
RETENTION: PARTICIPANT INTERVIEW



Support from others & learning from their experiences
 Creating friendships & NOT following an outsider's diet & workout plan

Tasty foods w/ ingredients found in local stores

Considers exhaustion from work & neighborhood security issues



Conclusion & Recommendations

- It is vital to center cultural relevance when tailoring behavioral change programs for Latinx, without relying on generalizations and treating the Latinx community as a monolith
- Programs should take advantage of existing resources & relationships in the community

Lessons Learned

- Importance of an asset-based approach to building programs in under resourced communities
- Consulting community members is key when building successful public health programs

Acknowledgements

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