

Title of Intervention and Website: Salud Para Su Corazón (Health for Your Heart)

Website: <http://www.nhlbi.nih.gov/health/prof/heart/latino/salud.htm>

Intervention Strategies: Campaigns and Promotions, Group Education, Individual Education

Purpose of the Intervention: To promote heart healthy lifestyles in Latino populations by increasing awareness and knowledge of heart disease risk factors and prevention

Population: Adults in an urban Latino community

Setting: Metropolitan Washington D.C. area; community-based, health care facility-based, faith-based

Partners: National Heart, Lung, and Blood Institute (NHLBI), The Community Alliance for Heart Health (an alliance of physicians, nurses, dietitians, media professionals, business leaders and volunteers from the local population), local television and radio stations, Univision (Spanish-language broadcast television network)

Intervention Description:

- Campaigns and Promotions: The campaign was designed to convey simple messages about heart disease risk factors. Posters showed heart-healthy behaviors. Thirty-second public service announcements (PSAs) aired on local Spanish-language television stations. One station aired over 2000 messages in one and a half months. A five-minute program aired on local radio.
- Group Education: Lay health educators led one-hour heart-healthy educational sessions.
- Individual Education: The program distributed bilingual booklets with heart disease and stroke prevention information and bilingual recipe booklets. Videos taught individuals how to select and prepare heart-healthy Latino meals and how to make other heart-healthy lifestyle changes. Community members could call a 1-800 number included in the PSAs for more information.

Theory: Social Marketing, Stages of Change, Social Learning Theory, Theory of Planned Behavior, Ecological Model

Resources Required:

- Staff/Volunteers: Latino celebrities and public figures, experts in Latino issues as consultants, health care providers in the target community, lay health educators, community program planners
- Training: Training for lay health educators included planning guide, video and reproducible handout materials, Peer Health Educator's Manual; training for community program planners included implementation guide and video
- Technology: Radio and television time, videos, media creation
- Space: Space for training and education sessions
- Budget: Not mentioned
- Intervention: Posters, bilingual training materials, booklets, cookbooks, media materials, flipchart, workbook
- Evaluation: Printed pre- and post-surveys, televisions and VCRs

Evaluation:

- Design: Pilot intervention
- Methods and Measures:
 - Pre- and post-surveys were conducted at churches and grocery stores
 - Surveys assessed changes in awareness of heart disease risk factors such as smoking, blood pressure, cholesterol, weight, physical activity, diabetes and blood sugar, family history, diet, alcohol, drugs, emotional problems, changes in knowledge of heart disease preventative health behaviors and changes in performing heart disease health behaviors

Outcomes:

- Short Term Impact: Significant increases were found in awareness of heart disease risk factors and awareness of heart disease health behaviors. No significant change was found in performing heart disease health behaviors.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Surveys were conducted in natural gathering places for Latinos, including churches and grocery stores. The task of developing scientifically-based and culturally-appropriate bilingual materials was more complicated and time-consuming than anticipated. Dissemination and transferability were key considerations in the design of this project. All of the intervention tools have been made available on the National Heart, Lung and Blood Institute website.

Citation(s):

Alcalay, R., M. Alvarado, et al. (1999). "Salud para su Corazon: a community-based Latino cardiovascular disease prevention and outreach model." J Community Health 24(5): 359-79.