

# Reduce Infant Mortality, Obesity & Change Nutritional Behaviors

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June 7, 2012

# Project Background

- Name: Comadres

## Description:

- The Comadres program focuses on providing culturally and linguistically appropriate information and case management services to pregnant and post-partum Latina women in order to reduce infant mortality and promote health in the Latino community.

## Background:

- The LHI- Comadres are a community-based professional organization that promotes the health of the community, its institutions, families, and individuals through effective interventions that are culturally competent and technologically appropriate.
- Role-Case Managers, Community Workers

# Aims & target population

- Reduce Infant mortality
- Reduce obesity
- Improve diet through pregnancy and up to two years after
- Change nutrition behaviors
- Encourage physical activities
  
- Our **target population** are Latina women of age 18+ and their children who live in the greater Boston area.

# Key activities & outcomes

- Individual and group educational sections
- Recreational activities(outing, field trip,
- Health fairs
- Connection and referrals with health nutritional centers.
- Support groups

# Initiative 1

- Individual education, motivation and more specific rules on participation, retention and incentives.

## Key Strategies:

- Education and Communication
- Facilitation and support
- Participation and involvement

## Short term actions steps:

- Propose the initiative to supervisor and program director
- Discuss it at the unit meeting to get ideas and suggestions.
- Provide and give raffles and gifts
- Show role models

## Long terms actions steps:

- Reduce Obesity among Latina women and children
- Diminish the % rate of cases with GD and High blood pressure.
- Reduce premature and low weight births
- Change nutritional lifestyle

## Initiative 2

- Motivate and encourage clients to increase participation; implement recreational physical activities for healthy lifestyles.

### Key Strategies:

- Negotiation and agreement
- Participation and Involvement

### Short term actions steps:

- A day a month walking in the neighborhood
- Invite participants in cooking classes
- Support groups

### Long terms actions steps:

- Reduce Obesity among Latina women and children
- Lower GD and High blood pressure through and after pregnancy.
- Reduce premature and low weight births
- Change eating behaviors

# Conclusion

- Health care professionals and Latino mothers can both commit themselves to reduce the number of infant deaths among Latinos. The collaboration of health care providers with the community's efforts (Latina mothers) will provide hope for a brighter future when it comes to infant mortality.
- Childhood obesity is not just an individual disease with individual consequences, but a public health issue with many causes and effects. In order to combat childhood obesity we must involve FAMILIES, not just the obese child.
- The importance of subjective norms can be explained by the fact that a **change in nutrition behavior** of one **family or one family** member often requires simultaneous factors.

**Any Question**

