

Healthy Chinatown:

Addressing Child Obesity through
Coalition Building & Parents' Engagement



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Project Background



- ▶ **Troubling trend:** low-income Asian children becoming overweight in comparable cities
- ▶ **Grant opportunity** through Asian & Pacific Islander American Health Forum (*APIAHF*)
- ▶ **Collaboration** among Boston Chinatown Neighborhood Center, Asian women for Health, and Tufts University; my role: Project manager



asian women for health



Tufts
UNIVERSITY

A screenshot of the website for the Boston Chinatown Neighborhood Center, Inc. (BCNC). The website has a dark red header with the BCNC logo (a house with 'BCNC' inside) and the text 'Boston Chinatown Neighborhood Center, Inc.' and '波士頓華埠社區中心'. Below the header is a navigation menu with links for Home, About Us, Programs, News & Events, Get Involved, Ways to Give, and Contact Us. There is also a search bar and a 'Donate Now' button. The main content area features a large photo of a young child and text about upcoming events and staying connected. The footer contains links for Spotlight Stories, Newsroom, Supporters, and Video Tour.

Aims & target population

- ▶ **TA:** Asian families with children age between 15 months and 6 years old enrolling in one of the seven childcare centers in Chinatown
- ▶ **AIM:** Improve obesity and pre-obesity for AA children and families in Boston



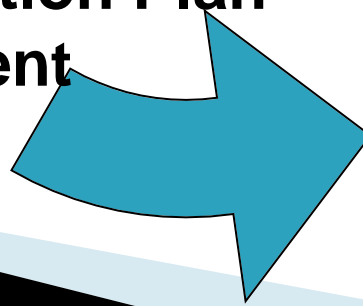
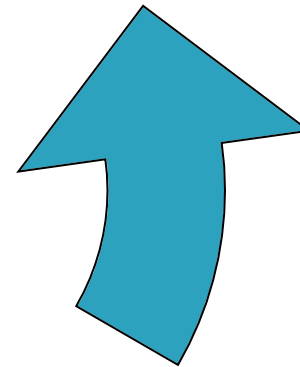
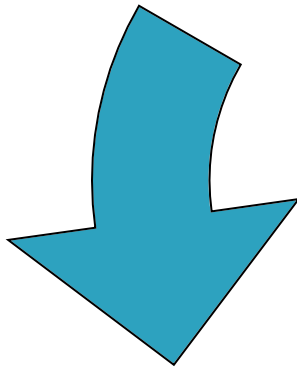
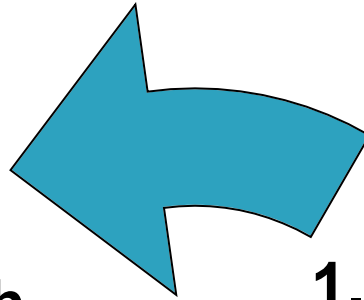
Key activities & outcomes

**2. Community Health
Assessment & Policy Scan**

1. Coalition Building

**3. Community Action Plan
Development**

**4. Implementation
& Evaluation**



Key activities & outcomes

- ▶ **Coalition Building**
- ▶ Output1: Convened weekly team meetings since March, 2013 to develop work plan
- ▶ Output2: First coalition meeting scheduled on 6/19, 2013 with 11 participants; agreed on coalition work plan & vision



Key activities & outcomes



- ▶ **Community Health Assessment & Policy Scan**
- ▶ Output1: 480 parents surveys distributed in early May, 2013; 150 surveys collected via 7 childcare centers
- ▶ Output2: Conducted 1 focus group/informants interview on 5/17, 2013 with 7 childcare center directors/staff



Key activities & outcomes

- ▶ **Community Action Plan Development**
- ▶ Output1: Identified and developed stakeholders list by June 1, 2013
- ▶ Output2: Convene monthly coalition meeting since June, 2013 and brainstorm for community action plan by August, 2013
- ▶ Output3: Share plan with key stakeholders via media and community forum by September, 2013



Key activities & outcomes

- ▶ **Evaluation**
- ▶ Output1: Review existing data and develop strategies for research study
- ▶ Output2: Utilize additional assessment tools to collect data and compile report
- ▶ Output3: Educate and influence key stakeholders, decision makers to advocate for resources



Initiative 1

- ▶ **Parents Engagement**
- ▶ Key strategies:
Education & Communication
Facilitation & Support
- ▶ Short term: to identify barriers & incentives for promoting healthy lifestyle on food choices/consumption/physical activities
- ▶ Long term: to develop programs that enhance knowledge, health behaviors and advocacy skills for parents



Initiative 2

▶ Providers Collaboration

▶ Key strategies:

Participation & Involvement
Negotiation & Agreement

- ▶ Short term: to review existing policy and observe food serving practices and physical activities administered at the centers by incorporating the Change model assessment tool
- ▶ Long term: to orchestrate collaborative efforts on child obesity prevention/intervention programs and implement policy change as needed



Initiative 3

- ▶ **Establish and Sustain Coalition**
- ▶ Key strategies:
 - Education & Communication
 - Facilitation & Support
- ▶ Short term: to establish shared files and infrastructure for running the coalition
- ▶ Long term: to implement the community action plan and advocate resources for policy, system & environment change



Conclusion

- ▶ Need to create MOU for partners & get buy-ins from all key stakeholders
- ▶ Will develop a community action plan to disseminate the findings and advocate for resources to make PSE change; Possible activities might include presentation at the Chinatown Coalition meeting, a media campaign, parents education programs such as walk audit, advocacy training, nutrition classes, wellness programs for caregivers & preschoolers.

