

PREVENTING DIABETES AT HOME AND AT WORK

Pláticas effectively adapt prevention messages to Hispanic resident's language and culture

Public Health Problem

- The population in Weld County, Colorado is over thirty percent Hispanic, a group that is much more likely to die from diabetes than non-Hispanic whites.
- Physical activity and healthy eating can delay diabetes and help control blood sugar in people who have it, preventing costly complications such as amputations.
- To sustain changes in activity and eating habits education must be adapted to lifestyle and cultural habits.

Program

- An existing Plática Project was expanded to include diabetes prevention.
- The project brings accessible, bilingual health education to Hispanic residents at home, with their family and friends. One-on-one instruction in migrant fields is also provided.
- The *Small Changes Make a Big Difference* curriculum, developed by Colorado State University Extension and the Colorado Department of Public Health and Environment, is the source for educational messages in this project.
- A Spanish-language radio station and a weekly Spanish newspaper provide airtime and/or print space used to educate residents about diabetes and other chronic diseases.
- A mobile medical van brings needed diabetes and other health services to people in the community.

Impact

- The experience of the project's promotora, a leader from the Hispanic community who developed diabetes during the course of the project, reflects the program's benefits:
 - "Teaching others helped me learn to eat better and exercise and my diabetes is better controlled now. Several people in the Platica group told me they're taking their own small steps to change diet and activity because of my example."
- Plática Project participants show an increase in knowledge about nutrition and physical activity strategies to prevent and treat diabetes.
- Steps funding leveraged in-kind donation of Spanish-language media that directly reaches the target audience with important messages about diabetes prevention and treatment.
- Piggybacking the project onto an existing program and tailoring it to the needs of the Hispanic community lowers costs and contributes to improved health outcomes.

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