

COMMUNITY COLLABORATIONS FOR PROMOTION OF HEALTHY EATING AND PHYSICAL ACTIVITY

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Using the Spectrum of Prevention

Level of Prevention	CANFit Program Examples	Ethnic &/or Cultural Considerations	Economic Considerations
Strengthening Individual Knowledge and Skills	Educating Adolescents - label reading, shopping, cooking, lifelong fitness skills; Field trips; demonstrations; Hip-hop classes; handouts/brochures/displays	Bilingual materials; incorporation of physical activity into traditional practices; youth trends; cultural norms concerning food	Free programs; examples of foods/activities that are accessible and affordable
Promoting Community Education	Kalusugan Restaurant Program; Community Fitness Events; Walkathons; Library Exhibits (Escondido/Viejas); Newsletters; Media Campaigns (Adelante)	Bilingual/bicultural staff; lay leader training; Community-initiated	In-kind support from community volunteers and businesses; Build Sustainability in from the start
Educating Providers	Regional Training & Technical Assistance Workshops; Grantee Trainings, Kalusugan Teacher Program; State-level Presentations	Ethnic matching between program staff and community participants; build capacity within ethnic/gender communities;	Many health professionals delivering programs have a different class background/standing from participants

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Fostering Coalitions	Low levels of funding forces partnerships & people working together; CANFit Collaborative; Youth Advisory Groups	Utilize traditional or existing activities (tribal meetings, existing coalitions, youth service provider groups)	Cost of meetings (in time, resources, staffing) - better to combine several agendas; Funding inequities (groups need to share the resources); not all resources are monetary; Community members/youth often need stipends to attend
Changing Organizational Practices	Korean Cookbook and Manual; Menu selections at after-school; How PE conducted; protocols for soccer league snacks; PE options in schools, staff policies	Must be community-initiated; build a constituency first; could conflict with traditional practices/beliefs	Costs of policies (e.g., healthier choices) need to be assessed;
Influencing Policy and Legislation	Affordable & Accessible Food Survey; Testifying at Senate Hearings, Meetings with local policy-makers	Build a constituency first; Provide support/training to reticent community members and youth in advocacy	Time off from work/school involved;