

# *Using Participatory Research Methods to Identify and Address Social Determinants of Health*

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# A Bit About Us



# Dinámica

- 1) Your name
- 2) Where you work and your position
- 3) What are the social determinants (SDOH) of health in the communities you serve? How do you address them?

# Social Determinants of Health

The conditions in which a people are born, grow, live, and work in that affect their health.

- Income
- Housing
- Access to healthy foods
- Neighborhood
- Social support

# Session Objectives

1. Define the Positive Deviance approach.
2. Understand how *Promotores(as) de Salud*/Community Health Workers can participate in participatory research and the program development process.
3. Apply methods and strategies from the Positive Deviance approach and CHW model to develop community-based programs that directly respond to social determinants of health.



# Positive Deviance Approach

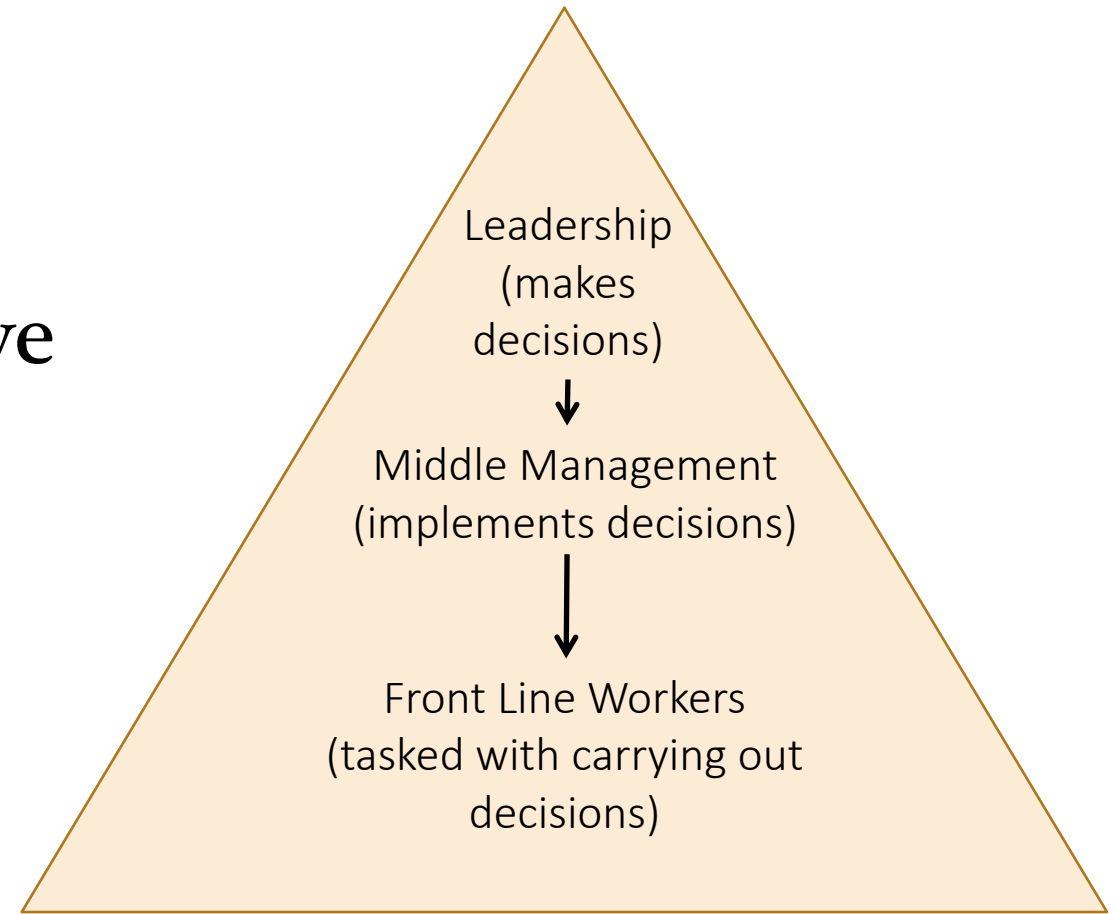


Positive Deviance is the idea that every community has individuals who are successfully engaging in target health behaviors. Once identified, their strategies can be promoted to help others in their community.

# Approaches to Behavior Change

## Identifying Barriers

- Generally top-down
- Once identified, further work is required to remove barriers

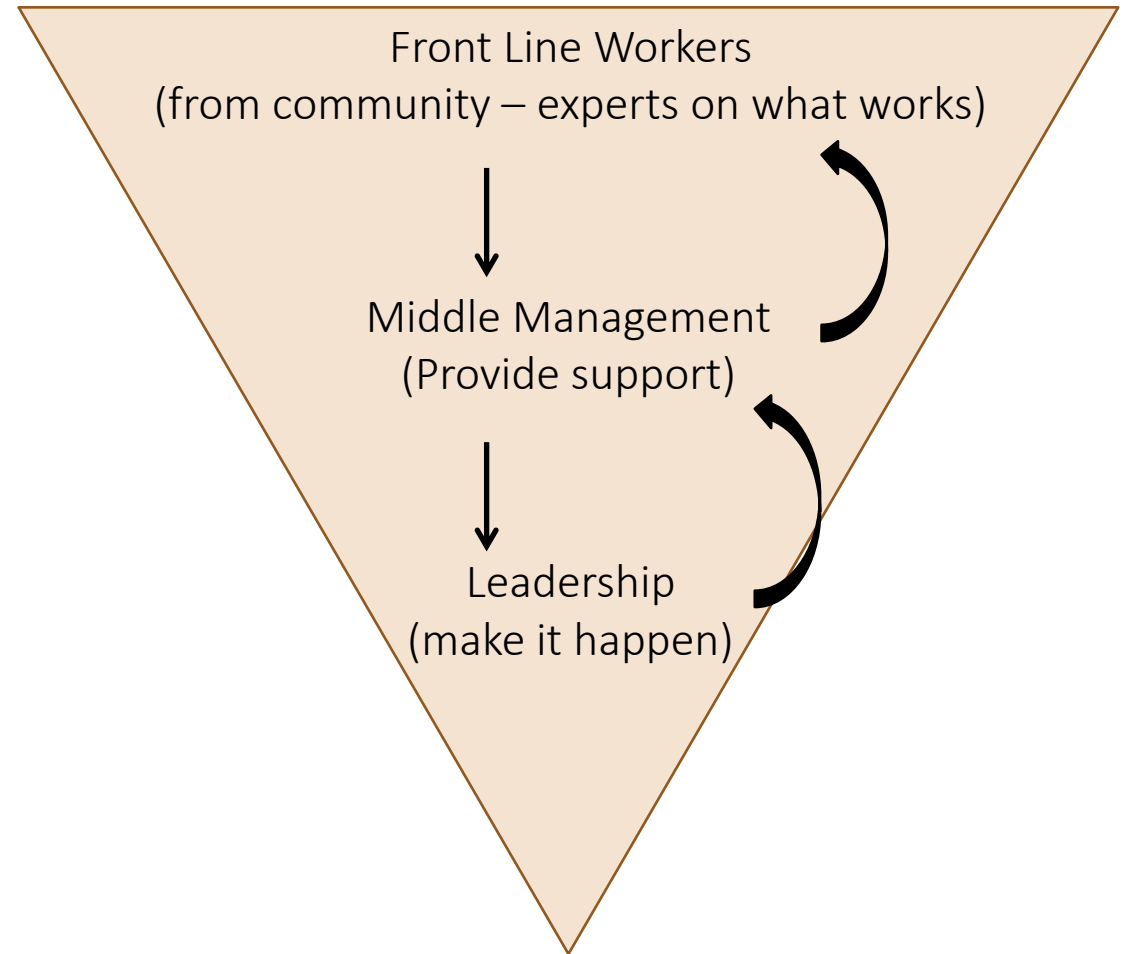




# Approaches to Behavior Change

## Positive Deviance

- Promotes existing strategies and behaviors
- Community-led, Community-driven
- Feedback and Information sharing
- Respect for community
- Addresses SDOH



# When to Use Positive Deviance

- When the problem is not just technical, but will require social/behavior change
- The problem is complex and no viable solutions have been put forth or succeeded
- When there are positive deviants in the group
- Local leadership commit to the issue

# Steps

1. Define the problem
2. Identify positive deviants
3. Discover strategies/behaviors that lead to success
4. Design activities to spread practices among community members
5. Monitor and evaluate

# *Promotor(a)* Model



# Promotores(as) de Salud



*“A Community Health Worker (CHW) is a frontline public health worker who is a **trusted member of and/or has an unusually close understanding** of the community served. This trusting relationship enables the CHW to serve as a **liaison/link/intermediary** between health/social services and the community to **facilitate access to services and improve the quality and cultural competence** of service delivery.”*

American Association of Public Health

# *Promotor(a)* Responsibilities

- Cultural mediation
- Provide culturally appropriate education
- Care coordination and system navigation
- Coaching and social support
- Advocate
- Build capacity
- Provide direct services
- Implement assessments
- Conduct outreach
- Participatory Research





# Conducting Community-Based Research

- Access
- Knowledge
- Culturally sensitive
- Trusted

Unique position to potentially gather information that is:

- More accurate
- More complete
- More likely to benefit the community

# Incorporating Promotores(as) in Participatory Research

1. Provide appropriate training
2. Include Promotores(as) in the development of data collection tools and strategies
3. Support Promotores(as) in collecting data
4. Interpret results and Apply key findings
5. Present results back to community

# Putting it Together

## Positive Deviance Inquiry Steps

1. Define the problem
2. Identify positive deviants
3. Discover strategies/behaviors that lead to success
4. Design activities to spread practices among community members
5. Monitor and evaluate

## Participatory Research with CHWs Steps

1. Provide appropriate training
2. Include Promotores(as) in the development of data collection tools and strategies
3. Support Promotores(as) in collecting data
4. Interpret results and Apply key findings
5. Present results back to community

# Instinto Maternal



# The Instinto Maternal Program

Goal: Expand on successful breastfeeding practices in migrant camps in Florida, Michigan, and Ohio by identifying existing best practices among the communities' positive deviants through the use of *Promotoras*.

Year 1	Year 2	Year 3
Positive Deviance Research	Intervention	Intervention

# Step 1: Define the Problem

- Used existing research:
  - Few babies in the United States are breastfed in accordance with global recommendations.
  - Only 79% of infants initiate breastfeeding, only 49% continue to 6 months, and 27% complete a full year.
  - Promotores(as) helped to develop data collection tools and methods
  - Florida team helped translate and refine questions



## Step 2: Identify Positive Deviants

- Initial definition of a positive deviant was based off of global breastfeeding recommendations
  - Exclusive breastfeeding for at least 6 months
  - Continued breastfeeding for at least one year
  - Questionnaires were administered by Promotores(as)
- Based on feedback from the Promotoras(es), the definition of a positive deviant was modified:
  - Breastfeeding past 4 months
    - Exclusive
    - Partial
  - Or Exclusive past 2 months

# 96 Surveys 29 Interviews

- Florida: 41
- Michigan: 38
- Ohio: 17



# Demographics

- Female, Hispanic
  - 87% Mexican/Mexican American
  - 5% South American
  - Remaining 8%: Puerto Rican, Cuban, Central American, Caribbean, Other
- Average age 30.3 (range: 18-48)
- 90% Uninsured
- Household Income: 74% making < \$25,000
  - For 78% this supported 3-5 people
- Education: 67% no high school diploma
  - 38% middle school or under

# Employment

- 44% Farmwork/Agriculture
- 28% Homemaker
- 6% Hospitality
- 5% Self-Employed
- 5% Unemployed
- Remaining 12% Construction, Medical Field, and Other



# Step 3: Discover Strategies/Behaviors That Lead to Success

- Mothers who met the criteria as Positive Deviants completed an interview
- Promotoras conducted the interview
- The Instinto Maternal team analyzed and interpreted the data from both the questionnaires and interviews to identify successful breastfeeding strategies



# Key Findings

Mothers that breastfed successfully:

1. Had accurate information about breastfeeding
2. Were confident in their ability to breastfeed
3. Had support from their inner circle (esp. the baby's father)





# Findings & Program Activities



# Step 4: Design Activities to Spread Practices Among Community Members

- Instinto Maternal team developed activities based on the Positive Deviant's strategies
- Promotoras consulted with positive deviants on activities
- Goals were developed to guide program activities



# Goals & Program Activities

- Provide individualized and/or group breastfeeding support to at least 100 women over Year 2 and 3 combined.
  - *Home Visits and Group Session*
- Engage at least 1000 total community contacts in breastfeeding education over the duration of program Years 2 and 3.
  - *Conduct outreach*
- Solicit breastfeeding pledges from at least 50 establishments.
- Providing Breastfeeding Peer Counselor trainings and certification to at least 25 individuals total over program years 2 and 3.



# Step 5: Monitor & Evaluate

- Promotoras implemented program activities and collected data
- Adjustments to program were made as needed
- Team analyzed and compiled results



# Results

- Supported 114 moms
- Facilitated 2 groups and 2 community events
- Conducted outreach education with 1,207 contacts
- Trained 26 women as breastfeeding peer counselors
- 61 pledge were signed by local businesses



# Program Activities

Knowledge  
&  
Confidence

Individual/Group  
Support  
Peer Counselor Training

Supported 114  
Moms  
2 Group Sessions  
26 Woman Trained

Community  
Support

Community  
Education  
Breastfeeding  
Friendly Communities

1,207 Contacts  
61 Pledges  
Signed

Education

Community Education

1,207 Contacts

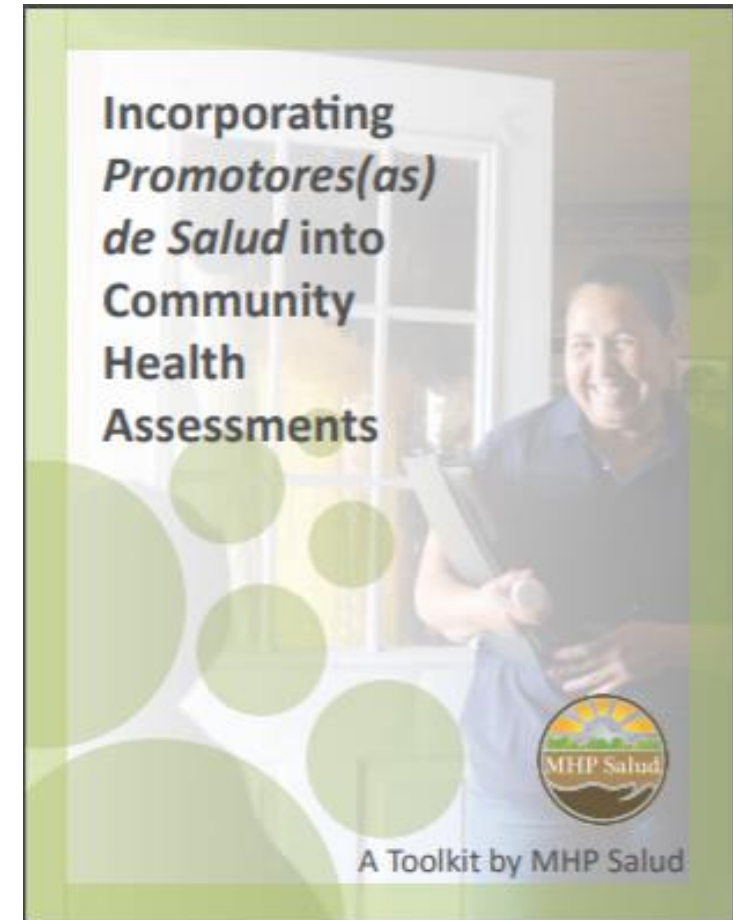


# Think, Pair, Share

How could you use any of the strategies presented today to improve programs in your health center or organization?

# Resources

Incorporating CHWs into Community Health Assessments



# Questions?

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