On Thursday March 17, 2011 Cuba, NM resident Rufina Cowboy and her children Lisa Cowboy, Tamara Lewis, and Chloe Cowboy, joined by Shari Smoker and Susan DeFrancesco from the UNM Prevention Research Center’s Healthy Kids Healthy Cuba project, rode the NM Rail Runner to Santa Fe for a visit to the New Mexico State Legislature. Upon arriving in Santa Fe, they headed to the State Capitol Rotunda Building to take a guided tour. After the tour, the family visited with State Senator Lynda Lovejoy (Crowpoint, NM) and State Representative James Madalena (Jemez Pueblo, NM) to tell them about the Cuba Community Garden and other activities going on in Cuba aimed at keeping children and families healthy. Senator Lovejoy, spent some time with the children talking about the importance of growing food and getting back to traditional Navajo ways. She also talked with Lisa about her important job on the student council - and likened Lisa’s job to hers. Afterwards, when Susan asked Lisa if she could picture herself as Senator Cowboy one day, Lisa said “Yes!” Representative Madalena spoke to the family about the districts he represents and congratulated them on their work in the Community Garden. The final stop before heading home was the Governor’s office. The family posed for photos and toured the Governor’s outer office. Tamara Lewis and Lisa Cowboy also recently wrote letters to their ...
CUBA, NM YOUTH
Continued from page 1

Congressmen in Washington D.C., as well as First Lady Michelle Obama, inviting them to visit the Village of Cuba and describing all of the community efforts they are involved in. The letters were personally delivered to Washington D.C. by Susan DeFrancesco and Dr. Richard Kozoll of Cuba, who participated in a training and in a series of meetings with our Congressmen and their legislative assistants sponsored by the Robert Wood Johnson Foundation as part of the Healthy Kids Healthy Cuba project. They spoke with the Congressional members about the work Step Into Cuba is doing and the work on the Farmers’ Market and community garden, and asked them to visit Cuba to see the work first hand and visit with the community members involved.

Shari Smoker expressed her pride in the Cowboy family. “These children are an inspiration. They continually volunteer in the community for the Cuba Community Garden and in school, and are motivated each day to improve their community, their health, and learn new things. I really think it was important for the family to meet their local representatives and for our state legislators to learn about the great things going on in Cuba.”

For more information on Healthy Kids, Healthy Cuba please contact Shari Smoker at (505) 289-0244 or via email at ShSmoker@salud.unm.edu.

TRAINING FUTURE PREVENTION RESEARCHERS AND THE PUBLIC HEALTH WORKFORCE

By Patty Keane, MS, RD, LD

The UNM Prevention Research Center (PRC) has a long history of mentoring and training students from across disciplines in scientifically rigorous, community-based research methods for health promotion and disease prevention. We are excited to have several graduate nutrition students currently completing their internships at the PRC.

As the UNM Nutrition and Dietetics program has recently added a six-week research rotation to their dietetic internship, the PRC is an ideal venue for interns such as Katherine Turney and Nicole Horvath to gain experience working in prevention research. We have also formed a new partnership with Wageningen University in the Netherlands, and are happy to have Alexandra Borosova with us through the end of the summer.

ALEXANDRA BOROSOVA
“I am currently following a Master’s program at the Human Nutrition Department at Wageningen University, the Netherlands (seeking a MSc in Nutrition & Health with concentration in Nutritional and Public Health Epidemiology).

My previous experience includes master’s thesis work with the Wageningen University’s Human Nutrition Department comparing three statistical methods to derive dietary patterns associated with risk factors for cardiovascular disease in a population of Leiden, Netherlands. I also worked for two years with programs on infant and young child nutrition targeting populations in developing countries both on a USAID-funded project in Washington, D.C., and at a community-level NGO in Kathmandu, Nepal.

During this four-month internship at the PRC, I will analyze the effect of the Child Health Initiative for Lifelong Eating and Exercise (CHILE) project’s intervention on the meals and snacks provided to preschool-aged children enrolled in Head Start in predominantly American Indian and Hispanic communities in rural New Mexico; develop evaluation tools for evaluating and monitoring outcome and process targets of the Grocery Store Project and use the tools to collect data during the implementation of the project; and assist with conducting a survey and data analysis for a physical activity intervention in the VIVA–Step Into Cuba target population in Cuba, NM. After graduation from my master’s program in August, I hope to work in a public health nutrition research position in the state of New Mexico.”

FUTURE RESEARCHERS - Continued on page 4

Visit us at http://hsc.unm.edu/som/prc/
UNM PRC TO Evaluate Pedestrian Safety Effort

By Theresa Cruz, PhD

The New Mexico Department of Transportation has contracted with the UNM Prevention Research Center (PRC) to evaluate the Pedestrian Safety Education and Enforcement Campaign, a 4-year effort to reduce pedestrian injuries and deaths in five New Mexico counties: Bernalillo, Doña Ana, McKinley, San Juan and Santa Fe. The project is funded through the National Highway Traffic Safety Administration.

New Mexico is one of 13 states identified by the Federal Highway Administration for focused pedestrian safety efforts due to the high pedestrian fatality rate in the state – only four states ranked higher. Each year approximately 50 people die in New Mexico from pedestrian crashes and more than 200 are injured. Bernalillo County has the highest number of crashes and fatalities in New Mexico. McKinley County has the highest pedestrian crash rate and the highest pedestrian fatality rate. The goal of the Pedestrian Safety Education and Enforcement Campaign is to improve pedestrian safety through a pedestrian safety awareness and focused enforcement campaign.

During the first year of the contract the UNM PRC is providing technical assistance, analyzing pedestrian crash data, geocoding and mapping pedestrian crashes, and developing an evaluation plan. The project team consists of Theresa Cruz, PhD, Principal Investigator, Susan DeFrancesco, JD, MPH, MAT, and Leona Woelk, MA. A graduate student in UNM’s Community and Regional Planning program, Andrew Gingerich, joined the project for six months and made a significant contribution to the project through his skills with geocoding and mapping. He created maps of pedestrian crashes in the five focus counties. These maps will be used to better understand crash locations and patterns. The community education and enforcement campaign will begin later this year.

For more information contact Theresa Cruz at (505) 272-4462 or via email at ThCruz@salud.unm.edu.

Andrew Gingerich, BA
Graduate Research Assistant


Highest density of pedestrian crashes is along the Central Ave. corridor in Albuquerque. ~ Map created by Andrew Gingerich
FUTURE PREVENTION RESEARCHERS
Continued from page 2

NICOLE HORVATH “I am a dietetic intern and graduate student in the Nutrition and Dietetics Program at the University of New Mexico. My focus at the Prevention Research Center has been to research the development and implementation of food and beverage guidelines for in-house PRC events and at research sites. I have been working with other dietetic interns to create a nutrition newsletter for the PRC, signage for healthier food choices at the Sandoval County Fair and conducting research on how the grocery store environment affects food purchases. My immediate goal is to become a registered dietitian (RD) in the clinical field, but I am also interested in research and legislative policy on nutrition.”

KATHERINE TURNEY “I graduated from UNM in 2010 with a BS in nutrition/dietetcs and will complete the UNM Dietetic Internship in May 2011. My internship rotations have included the VA Medical Center, WIC, Albuquerque Public Schools, and now the UNM Prevention Research Center. My past work and volunteer experience has been with UNM Hospital, the UNM Office of Community Health, Roadrunner Food Bank, and the Supports and Assessments for Feeding and Eating (SAFE) Clinic at the UNM Center for Development and Disability.

At the PRC, I have developed and administered a survey to PRC faculty and staff to inform the creation of food and beverage guidelines for in-house and PRC-sponsored community and research events which are aligned with the health promotion mission of the PRC. I also assist in the creation and evaluation of effectiveness of point-of-purchase nutrition education in rural grocery stores in New Mexico. I work with other researchers to create a marketing campaign for healthy eating at the Sandoval County Fair in Cuba, NM. I have learned a lot from my awesome preceptor Patty and everyone here at the PRC. My ultimate goal is to be a clinical dietitian, but I hope to continue to offer nutrition education in all parts of my career. I think providing nutrition education is one of the best ways to prevent future diseases and complications, especially in children. Everyone in my life gets some nutrition education, even if they don’t want it!”

For more information on nutrition-related research at the UNM PRC contact Patty Keane at (505) 272-8279 or via email at PKeane@salud.unm.edu.

Gazpacho

1/4 cup red wine vinegar or apple cider vinegar
2 small cans of tomato juice (low sodium if possible)
4 medium ripe tomatoes, chopped
2 tablespoons of onions, chopped fine
1 1/2 tablespoons of lemon juice
Dash of Tabasco sauce
1 medium bell pepper, chopped
1 medium cucumber, peeled and chopped
Small handful of fresh parsley
1/2 tablespoon of salt
Pepper to taste

Combine all ingredients and chill. Serve cold in soup bowls. Top with parsley sprigs. The amount of ingredients can be varied to suit your individual taste. Feel free to add a chopped avocado or cilantro.

This recipe was adapted by the PRC from the New Mexico Farmers’ Market Association.
Visit: http://www.farmersmarketsnm.org/
Dr. Alberta Kong, principal investigator of Prescription for Lifestyle Modification (Rx LM) has partnered with a youth vocation training center that serves economically disadvantaged students, ages 16 to 24 years, to pilot test a medical-community partnership approach for risk reduction of type 2 diabetes. The vocational training center has existing healthcare services, clinical facilities and exercise facilities that make a medical-community partnership logical, feasible and sustainable to support students in healthy eating and physical activity. Participants assigned to the intervention receive the following: 1) a clinical visit with a physician to review his or her type 2 diabetes risks and to discuss recommendations for healthy eating and physical activity, 2) a two hour class on healthy eating and physical activity based on group motivational enhancement therapy, and 3) a referral to a 10 week community fitness program for twice weekly structured physical fitness training. Participants assigned to the control group receive usual care which is the clinical visit with the physician without the two-hour health class and 10 week fitness program. Changes in waist circumference, body mass index, insulin resistance, dietary intake, physical activity and self-efficacy will be compared between the two groups.

There is the potential to replicate the program for other youth vocational training centers if the intervention show efficacy.

For more information contact Alberta Kong at (505) 272-4462 or via email at AKong@salud.unm.edu.
I Run Because I Can.

The Health and Mental Benefits Are a Side Effect.

Running is more ingrained in me than I acknowledge. I come from Zuni Pueblo, one of the many New Mexico Pueblos known for their distance running. Historically we used running as a communication system by sending runners with messages. Distance running was also incorporated into a traditional game – the stick race; a race where people ran while kicking a stick for twenty some miles. The event had religious significance for rain. Sadly, this no longer occurs.

I also had a great grandfather named “Old Man Nastacio” known to outrun horses as a past time, and came from a mother who ran up until roughly 7½ months with me in the womb; seems to suffice my prebirth genetic relationship with running.

My own personal relationship with running began with my first race at the age of 4; a one-mile fun run. I received an award for being the youngest runner. In elementary school, I joined the cross-country team with my mother as my coach. I continued running into high school, receiving the “Spirit Award” during my senior year. The award was given to one male and female for their leadership, encouragement and team support; often in the form of sarcasm and laughter during a long run in blistering heat or speed work in rain; running was a love-hate relationship. The summer after high school, I was invited to attend an international competition in Australia, as well as a spot on the cross-country team at Arcadia University. I turned down both opportunities to accept Arcadia’s offer for the First Year Study Abroad Experience in London, England.

As college neared, I made a goal for myself to eventually run a marathon within the next several years. Throughout college running became my outlet; it was no longer a competitive sport. My relationship with running had matured into a steadier rewarding one. Running gave me inner peace, calm, sanity and clarity. Six years passed from when I made my goal to when I found my ideal marathon: Big Sur International Marathon on May 1st, 2011. It would be at sea level, a point to point race with the ocean right beside me. I signed up for the race, just before the event sold out. I was working full-time, a job that required hours outside the usual 8 a.m. to 5 p.m., taking a class, studying for GREs – yes, plural, and preparing to start graduate school applications. Eventually 4 months of training would squeeze into the picture.

Training was painful and exhilarating, but very well worth it in the end. My life revolved around running. Purchasing shoes meant for my flat feet, keeping on hand clothing and socks that weren’t cotton along with hydration packs that would hold various amounts of water yet were comfortable, the caloric increase that occurred with increased mileage and scheduling my social life around running are only a handful of things that occurred. There were the good, bad and in between runs: running in ankle deep snow at times to avoid the treadmill during the winter, dodging tumbleweeds in the windy New Mexico springtime, searching for porta potties, experimenting with different endurance foods, receiving looks that conveyed “you’re crazy” while doing hill repeats, and spending a lot of time pondering life while keeping the legs moving forward by the hours. I felt crazy and often asked myself why I was doing this to myself; turns out running is more of a mental sport. Long runs became longer with each one reinforcing I was well on my way to 26.2 miles. For encouragement, I read “Ultramarathon Man: Confessions of an All Night Runner” and “50/50: Secrets I learned running 50 marathons in 50 days – and how you too can achieve super endurance!” both books by ultramarathoner Dean Karnazes. In the midst of my training, I discovered Dean’s new challenge: running his way across the country from California to New York. He...
was running for a non-profit called Action for Healthy Kids, an initiative to get children more active. He would make stops along the way to hold 5K (3.1 miles) events, donating all event proceeds. I signed up immediately and could not wait to meet this crazy runner who ran 50 marathons in 50 days in all 50 states! Event day came around and once I overcame being star struck, I finally had the chance to talk to Dean about my upcoming marathon. He replied, “Are you ready to die? Big Sur is beautiful but also one of the hardest road marathons out there.” As I let Dean’s comment sink in, a quote from Don Kardong, a former Olympic marathoner and a current writer for Runner’s World magazine, came to my head, “You entered a marathon with hills? You idiot.”

A mud slide occurred a month before the event, causing the race to be an out and back with the harder half doubled. Living and training at high altitude was a plus. Running Big Sur was comfortable even with the course change. My breathing and muscle recovery was wonderful during the race. I enjoyed every second of the race, even if my feet were killing me. I had the ocean to look to… my happy place, which in turn made me smile and allowed me to continue trudging along on Highway 1. There were no walls during my race. Perhaps it was because I had experienced every possible low during training; from dehydration, overexertion, low blood sugar and doing a long run of 12 miles while trying to recover from a virus. I did hit a jolt of adrenaline at mile 23. I was almost there, just 3.2 miles left. It was also the moment when I realized I was running a marathon! Up until then, my mind-set had been that it was just another Sunday long run. Most people were walking at this point. Humidity and increased temperatures had done them in. Some even had pulled over to aid stations due to dehydration. However, I picked up the pace, turned up my music and headed for the finish line, under the notion that I wouldn’t ever have to run again.

Nothing can replace the gratification and wave of emotions I felt when I crossed the finish line, realizing I had accomplished my goal. I was sweaty, tired, elated, hungry, mildly sun burnt, and on the verge of tears. I had completed one of the top three marathons in the nation! I did it! The next day, I could barely walk. Bending my knees or ankles, picking up my legs and sitting down without falling was impossible. I was physically tired and drained for 3 days. I could not wear shoes that covered my entire foot for almost a week; even flip flops hurt my feet! Would I do it again? Absolutely. I have also started planning my training schedule for the next race: The North Face Endurance Challenge in Madison, Wisconsin where I shall reunite with Dean Karnazes!

I also had a great grandfather named “Old Man Nastacio” known to outrun horses as a past time, and came from a mother who ran up until roughly 7½ months; with me in the womb seems to suffice my prebirth genetic relationship with running.

~ Judith Sheche
On Saturday March 26, 2011, the Cuba Farmers’ Market held a Springtime Celebration at the Village of Cuba Senior Center. Community members stopped in for a free delicious meal, cooked with locally grown foods. Music was provided by DJ Marty Vigil and the dancing was fantastic! The celebration gave the community an opportunity to visit with and speak to members of the Cuba Farmers’ Market, learn how to get involved in the Market and also learn valuable information on growing foods. They were also able to view a fabulous display of photos and information on locally grown foods arranged by Farmers’ Market Vendor and Planning Committee Member Walter McQuie. In addition, the celebration included a seed exchange with many varieties shared by community members.

A special thank you to the sponsors and volunteers who made the celebration possible: The Village of Cuba, Loretta Jacquez, Melissa Crespin, Nacimiento Community Foundation, the Cuba Farmers’ Market Planning Committee, Ann Stern, Carl Stern, Walter McQuie, Richard Jamison, Ron Jamison, Julie Pederson, Fatou Gueye, Marty Vigil, the UNM Prevention Research Center, and the Robert Wood Johnson Foundation.

The 2011 Farmers’ Market Season began May 14, 2011 with plant sales and early produce. Regular Season begins July 2, 2011 and will run every Saturday from 9:00 a.m. to Noon at the Village of Cuba, St. Francis of Assisi Park.
CUBA COMMUNITY GARDEN CELEBRATES 4TH ANNUAL SPRING PLANTING DAY

By Shari Smoker, BA

On Saturday, March 26, 2011, Cuba area gardeners, community volunteers, and local youth came together with shovels in hand to work on Cuba’s Community Garden. The Garden provides community members a safe place to grow food and plants where they can also network with others. It’s also a way to make fresh healthy foods more accessible to Cuba community members.

With the help of many volunteers, the garden was weeded and prepared for new growth. The garden has a total of 20 raised beds and it is the hope of the Garden to build more for future growers. Volunteers and members enjoyed a presentation on spring soil preparation by guest speaker John Phillips (Soil Biologist) and also enjoyed a visit from Woodsy the Owl!

Garden Directors Dr. Suzanne Norman and Jill Mumford also demonstrated the creation of a Hoop House (a hoop house is a small green house/structure that can be built over your garden to help extend the growing season) and provided information on gardening.

If you would like to volunteer your time, donate goods or services, or start growing at the Cuba Community Garden, please contact Dr. Suzanne Norman at Nacimiento Community Foundation (575) 289-3718, Jill Mumford at (575) 289-3746, or Shari Smoker at (575) 289-0244.

2010 ELEVENTH ANNUAL PEDIATRIC “ABOVE AND BEYOND” STAFF AWARD PRESENTED TO UNM PRC STAFF DATA ANALYST ELENA O’DONALD

By Theresa Cruz, PhD

Elena O’Donnell consistently performs “above and beyond” what her data analyst position requires. Although not in her job description, Elena offers her skills to assist with any Information Technology (IT) problem in the Division and, as colleague Susan DeFrancesco, JD, MPH, MAT, stated, “her can-do attitude, calm demeanor and perseverance when addressing IT challenges make our work life less stressful and more productive.” Elena also seeks every opportunity to develop professionally, reading journal articles and text books, taking additional coursework, and seeking advice and training from subject area experts. She has an intellectual curiosity that drives her to pursue her own research questions and opportunities outside her job responsibilities. Within her first three months with the Division, although not a requirement or expectation, she identified an opportunity to submit an abstract to an international conference. Within four days, she had analyzed the necessary data and, along with co-authors Sally Davis, PhD, and Sarah Sanders, MS, completed the abstract and translated it into Russian. The abstract, Increasing physical activity in the preschool classroom – A practical approach, was accepted. Elena participated, virtually, in the conference held in Russia in September 2009, although doing so required her to be at work at 3 a.m. The full paper was published in the conference proceedings and was the first publication to result from the CHILE study (a 5-year, NIH/NIDDK funded Randomized Controlled Trial). Elena’s dedication and eagerness to go “above and beyond” her job requirements make us proud to be her colleagues and are we are pleased that her achievement were recognized by the UNM Department of Pediatrics.
From May 14 to 18, 2011 representatives of and advocates for national scenic and historic trails met in Abingdon, Virginia to learn and share information about how trails can contribute to community health and well being. The conference was focused on the theme: “Healthy Trails – Healthy Communities.” Presentations were organized into four distinct tracks:

- Economic Health: The Demonstrable Value of Trails to Communities
- Educational Health: Trails as Living Outdoor Classrooms
- Human Health: Trails as Pathways to Health and Fitness
- Environmental Health: How Trails Help Preserve and Restore Our Natural and Cultural Communities.

Richard Kozoll, MD, MPH, Volunteer Coordinator for Step Into Cuba and Sally Davis, PhD, Director of the UNM Prevention Research Center were invited to “kick off” the Human Health track by presenting evidence on the relationship of physical activity, being outdoors, and using trails to improve health and prevention of chronic diseases. They then highlighted the university-community partnership by describing the evidence-based Step Into Cuba program, and the research project, Village Interventions and Venues for Activity (VIVA) currently being conducted by the PRC. The session was well received and frequently cited throughout the Conference as a promising model for communities and educational institutions to join together over trails.

At the 13th National Scenic and Historic Trails (NSHT) Conference, leaders of the U.S. Departments of Agriculture and Interior, national trail associations, and other trail communities were introduced to two model “trail towns,” Abingdon and Damascus, Virginia, that are connected to many multi-use trails such as the Overmountain Victory Trail, Virginia Creeper walking and cycling trail and the cross-country Appalachian Trail. These trails have become central to the health, way of life, history and economy of these towns.

By sharing models such as Step Into Cuba and the Virginia examples above, the conference purpose to promote “Healthy Trails – Healthy Communities” was realized.
UNM PRC Community Advisory Council (CAC)  
The Power of Partnerships – Summit 2010

By Linda Beltran, MS and Emily Piltch, MPH

One of the primary activities of the UNM Prevention Research Center (PRC) is to develop and maintain active, synergistic partnerships and relationships with communities, agencies, and other organizations. The UNM PRC’s Community Advisory Council (CAC) is central to our collaboration efforts and ensures that communities and partners are involved in the PRC’s activities and share their collaborative projects and initiatives throughout the state. “The Power of Partnerships” Summit 2010 showcased 17 posters and short videos about collaborative projects presented by CAC members, community partners and PRC faculty and staff.

Poster and video topics included: Achieving Health Equity through Transformative Learning; Adolescents Committed to Improvement of Nutrition and Physical Activity (ACTION); The Child Health Initiative for Lifelong Eating and Exercise (CHILE); The National Children’s Study (NCS) in Valencia County; Increasing Access to Fresh Healthy Food in Cuba, NM; Laguna-Acoma Teen Center Youth Suicide Prevention Film; New Mexico Adult Falls Prevention Coalition; Promoting Older Adult Falls Prevention, New Mexico Safe Routes to School, Partnering to Reduce Injuries in the Pueblo of Jemez; The Strategic Plan for the Primary Prevention of Sexual Violence in New Mexico; Resiliency Corps: Promoting Youth Injury Prevention in Valencia County; PAK - Staying on the Active Path in Native Communities; Step Into Cuba; Evaluating a Community Initiative to Increase Physical Activity; Using Multimedia to Enhance Community and Academic Partnerships; Which Diaper Will be the Most Absorbent? (6th grade winner of National Children’s Study’s regional science fair award); and the Youth Food Action Project.

The CAC Summit included two panel presentations. The morning panel, “Partnerships in Translating Research into Built Environment and Policy Change,” showed the power of and need for collaboration in translating public health research into environmental and policy change. This panel included: Jeanette Linville, Executive Director, Nacimiento Community Foundation; Susan DeFrancesco, UNM Prevention Research Center Faculty; Tim Rogers, Community and Regional Planner; and New Mexico State Senator Tim Keller.

The afternoon panel: “Youth Risk Data: School/Community/State districts develop interventions, evaluate programs, and track important health trends in New Mexico. This panel included partners from the NM Public Education Department, (Lonnie Barraza and William Blair), Dan Green, NM Department of Health Epidemiologist; and Linda Peñaloza, PRC Faculty.

The keynote luncheon address was “Community Based Prevention Research: Opportunities through Transformative Partnerships” by Dr. Shiraz Mishra, the new PRC Associate Director. The CAC Summit was concluded with a flamenco dance performance by PRC Staff Sara de Luz.

The CAC Summit offered the opportunity for participants in the greater University community to network and learn from each other. CAC Summit participants stated that they enjoyed the networking opportunity and felt they had learned information that would be useful in their work.

If you would like to help plan future Summits or for more information about the CAC, contact Linda Beltran at (505) 272-8367 or LBeltran@salud.unm.edu.
The new health care reform law, known as The Affordable Care Act, mandates the development of a National Prevention and Health Promotion Strategy. The Strategy represents a historic and unique opportunity to bring prevention and wellness to the forefront of the nation’s effort to improve health. Its goal is also significant and relevant to the UNM PRC’s work because the Strategy will take a community health approach to prevention and well-being.

In November 2010, the Under Secretary of Health, Region VI Director Ms. Marjorie Petty asked the PRC to gather input for the Strategy from stakeholders in New Mexico. With the help of our Community Advisory Council (CAC) members and other community and organizational partners we organized “listening sessions” that were held throughout December. We conducted six in-person listening sessions across New Mexico with 114 participants in Cuba, Las Cruces, Acomita, Santa Fe and Albuquerque; one telephone-based listening session with 9 participants from Las Cruces; and a web-based survey that included 58 participants statewide. Participants represented a broad range of organizations, including governmental and non-governmental organizations and tribal communities involved in work related to health, safety, medicine, alternative medicine, planning, education, law, social service, government and transportation.

According to the participants, central to the Strategy’s success is inclusiveness – how successfully it meets the needs and reflects the input of individuals and communities representing the “grassroots”, including those who are often marginalized by society. Participants also insisted that the Strategy not impart directives from the “top down”, but have its foundation in the community. It was also clearly recognized among the participants that the Strategy will fail if prevention initiatives are not adequately funded.

Participants from Native communities emphasized the importance of addressing the diverse needs of New Mexico residents, the urgency of eliminating existing disparities that have a devastating effect on the health of their communities, and the need to value Native traditional practices.

The PRC compiled a report of the results from the listening sessions. The report was sent to participants as well as to Director Petty. An op-ed reporting on the results, written by UNM PRC faculty, also appeared in the Albuquerque Journal. To read the latest draft of the National Prevention Strategy go to http://healthyamericans.org/assets/files/NPS%20Framework.pdf.
Healthy Kids Healthy Cuba “Gets the Ear” of Congressmen and Their Staff

By Susan DeFrancesco, JD, MPH, MAT and Dick Kozoll, MD, MPH

Healthy Kids Healthy Cuba was one of a handful of the fifty Healthy Kids Healthy Communities (HKHC) sites across the country selected by HKHC funder the Robert Wood Johnson Foundation (RWJF), to participate in a training and a series of meetings with Congressional members in Washington D.C. As reported previously in The Connection, the UNM Prevention Research Center received a HKHC grant in December 2009 to work with community partners in Cuba (NM) to improve opportunities for physical activity and to increase access to affordable, healthy foods for children and families. The training program and meetings are part of the Foundation’s efforts to help HKHC communities build and strengthen relationships with members of Congress and their staff to let them know the impact the HKHC projects are having in their districts. At the end of March 2011, Susan DeFrancesco, Project Director of Healthy Kids Healthy Cuba, and Dr. Dick Kozoll, Volunteer Coordinator for Step Into Cuba, traveled to Washington D.C. for the two and half day workshop and meetings with New Mexico’s Congressional Delegation. Susan and Dick worked with an experienced “coach” prior to the D.C. meeting to conduct background research on Congressional members’ interests and voting records and prepare a draft script for the meetings with members. At the training, they were given the opportunity to rehearse meeting dialogue and experience “mock” meetings. Their meetings with the Congressmen and their staff were successful. They talked with Senator Udall at a “Constituent Coffee” as well as with two of his legislative assistants. The Senator has been a supporter of Step Into Cuba’s walking programs and was particularly interested to hear about Step Into Cuba’s success in establishing the new Fisher Trail which connects Cuba to the nearby scenic forest land. Susan and Dick invited the Senator to visit Cuba this summer to hike the trail and meet community members involved in the walking programs and other Step Into Cuba and Healthy Kids Healthy Cuba projects. They also had the opportunity to talk with Representative Ben Ray Lujan who was particularly interested in Cuba’s community garden and how it has increased access to fresh healthy food for Cuba families. Since the D.C. meeting, one of Congressman Lujan’s legislative assistants Matt Ruybal visited Cuba to see and hear first-hand about the efforts of the Village, Step Into Cuba and Healthy Kids Healthy Cuba to make U.S. 550 pedestrian-friendly, to attract and provide more opportunities for physical activity at St. Francis of Assisi Park, and to connect the Cuba school campus, U.S. 550 and the Park with safe walkways. While in D.C., Susan and Dick also met with legislative staff in the offices of Senator Bingaman and Representatives Heinrich and Pearce. The legislative assistants listened intently and forwarded information on to the Congressmen. RWJF is providing ongoing technical assistance for several months to help with follow up – to provide advice on how to keep in touch with the legislators and work with legislative staff to schedule visits to Cuba by some of the Congressmen.

For more information, please contact Susan DeFrancesco at SDFrancesco@salud.unm.edu or at (505) 272-3933.
**JACK A. LOPE TRIES TO QUIT SMOKING**

By Eric Chrisp, MA, Laura A. Gutman, PhD and Linda J. Peñaloza, PhD

**OVERVIEW**

In 2007, to better understand barriers faced by people attempting to quit smoking, Eric Chrisp, part of our team at UNM Prevention Research Center, HEART program, plus partners of UNM Hospital cessation staff undertook an evaluation of the hospital’s cessation program. This evaluation included observations, interviews of providers and patients and archival research. It resulted in a complex diagram of services and barriers. Our team realized that we needed a unique graphic design in order to better present the complicated nature of the barriers and services, and dramatize the experience of the patient, so we transformed the diagram into first a board game and eventually an interactive electronic training tool in the form of an animated game, with graphic design and animation all conducted by the UNM PRC’s Laura Gutman. The target audiences for the training game are front line cessation providers and everyone involved in the healthcare provision system that interact with smokers. The “game” tool is designed to help healthcare providers of all strata identify the complex systems of barriers to service in their own institutions and empathize with the situation of low-income tobacco users who want to quit. If we are to eliminate tobacco-related health disparities, providers must be better able to serve those tobacco users.

**STAGES OF CHANGE**

The game begins with our hero, the tobacco using mythical creature Jack A. Lope, entering the Stages of Change, (per diClemente and Prochaska’s Stages of Change theory). The player electronically spins the game spinner to move about the board. The first spin determines Jack’s readiness to quit smoking. Clearly, the first step to determine readiness is making and keeping an appointment with a cessation provider. In real life, most of the patients seen through this hospital treatment program begin their journey to be free of commercial tobacco at their doctors’ offices. If a particular patient is lucky (thus we have thematically named this portion of the game Provider Poker), the doctor is trained in the use of motivational interviewing and remembers to ask patients if they smoke. From there, Jack moves to (in real life receives a referral to) the Cessation Posse.

**CESSATION POSSE**

When all goes well, Jack makes it through the Cessation Posse, obtains the necessary behavioral training, learns about medications and receives a prescription for his choice of medication to help support the quit attempt. The Cessation Posse is the treatment program that provides a one-on-one training for those patients who are ready to quit, a one-month supply of nicotine replacement therapy (NRT) and Zyban™ (For those patients who have the hospital insurance plan for low income or the state coverage insurance for low income (SCI) and three follow-up phone calls to check medications and offer support and relapse prevention).

**PHARMACY CATTLE CORRAL / INSURANCE HOLE-IN-THE-WALL**

Our evaluation made clear that once the treatment program has done its best to counsel Jack A. Lope, his journey is far from over. He still depends on luck as he faces numerous challenges negotiating his way through the Pharmacy Cattle Corral and Insurance Hole-in-the-Wall, and eventually faces the ultimate challenge of quitting a substance that takes the average person many attempts to successfully stop using. Indigent care
patients face the additional disheartening experience of collecting signed waivers from their trainers and picking up their medications at the hospital pharmacy, in order to have their medications covered by the hospital or by the state-administered tobacco settlement funds. Patients with private insurance need the fewest moves to finish the game quickly. Are we surprised?

**CONCLUSION**

Initially, this game provided a playful way to disseminate evaluation findings. After inviting a number of cessation providers to play the game (which is played entirely from the patients’ perspective), we realized that Jack could be of service as a training tool, potentially capable of increasing provider competence and effecting systems change. Our game is meant to reflect the lived experience of smokers trying to quit. In real life, smokers do not always win their challenge to quit smoking, perhaps because barriers similar to those represented in the game cause them to get caught in a perpetual loop that never quite reaches the quitting goal.

To play the game please visit: HTTP://WWW.NMTUPAC.ORG/JACKALOPE

"I am amazed at the richness of my experience here," said Emily Piltch regarding the two and a half years she has been at the Prevention Research Center (PRC) at the University of New Mexico. Emily, who was born and raised in New Mexico, has a Master’s in Public Health from the University of North Carolina at Chapel Hill and before joining the PRC, she spent three years as a CDC Public Health Prevention Service Fellow working on chronic disease prevention through environment and policy change strategies in Atlanta and Tacoma, Washington. At the PRC, Emily brought her expertise to a variety of projects, including, 1) Village Interventions and Venues for Activity (VIVA), the PRC’s core CDC-funded research project in Cuba, New Mexico; 2) a Healthy Kids Healthy Communities initiative in Cuba, New Mexico funded by the Robert Wood Johnson Foundation (Emily assisted in writing this proposal); 3) the state-wide Safe Routes to School program, and 4) the PRC Community Engagement and Partnership work group. In the fall of 2011, Emily will move on from her work at the PRC to enter a PhD. program at Tufts University Friedman School of Nutrition Science and Policy with three years of full funding. Emily is interested in food system issues, and her work will fall within the Program in Agriculture, Food and the Environment. Cognizant of how her time at the PRC has given her skills and experience that will be valuable as she continues her graduate studies, she said, “I have been able to gain and hone a pretty wide range of skills.” Program planning and implementation, evaluation and even
event planning are among the things that Emily has participated in or been responsible for at the PRC. Emily recognizes that her experience grant writing “will be especially valuable. It has been impressive to see what goes into that, and I really understand that it takes a lot of people working together to do it effectively and efficiently.” She also feels that having an opportunity to work in a rural setting was transformational. She said, “for many years, I have been cultivating my ability to work with people and think I network well, but to understand what it is like for people in a rural community was completely different. That has been powerful. I had worked at an institutional scale at CDC and then with a county-level health department in Washington state, but working in rural New Mexico has been a pretty amazing experience. Because of my experience in Cuba, New Mexico I have more background and perspective to be an advocate for needs and issues that arise in rural settings.”

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~ Emily Piltch

credits Susan DeFrancesco, one of her mentors for helping her hone these critical multi-tasking skills. She appreciates how the breadth of this experience also allowed her to work as part of a team “toward a common goal with people from various fields like epidemiology, anthropology and planning.” Because the PRC is embedded in a university setting, Emily found further opportunities for crossing disciplines through collaboration with faculty at the School of Architecture and Planning to help students understand how to incorporate healthy design concepts in their work. This cross-disciplinary experience is already proving to be valued by the faculty in her new PhD program. When they found out about how her work crosses so many boundaries, they got excited about the potential for her to help build bridges between the school’s obesity prevention and agriculture and food system work — areas that they recognize to be related, but which currently have few collaborations. Emily will have an opportunity to bring her significant networking skills to bear as she helps them integrate their work. Emily believes that the PRC provides a fantastic mentoring and learning environment. I was able to contribute to decision-making processes, and I was given responsibility… but I always knew that I could get feedback and feel very supported.” Thinking about the future, Emily is pensive, “I would like to be doing community-based and applied research. I want my work to have relevance. I understand the need for a good balance between programmatic or applied work with evaluation and research. My experience at the PRC will help me develop that balance.” Emily’s future promises to be both balanced and bright.

“Every little project that I did or took part in taught me something,” said Judith Sheche, who is finishing up a two-year Professional Internship at the Prevention Research Center (PRC) at the University of New Mexico (UNM). Judith is from the Pueblo of Zuni, has a Bachelor’s Degree in Psychology from UNM, and is an avid runner in her spare time. She has been accepted for fall 2011 into a Masters’ program in Human Development and Family Studies at the University of Wisconsin (UW), Madison. UW has given Judith the Advanced Opportunity Fellowship, a university-wide competitive award that will fully-fund her studies for two years, after which she was transition into the PhD program. At the PRC, Judith has been involved in a number of projects, but most of her time was spent on the Child
Health Initiative for Lifelong Eating and Exercise (CHILE), a 5-year RCT research project with 16 Head Start Centers in rural New Mexico to improve nutrition and increase levels of physical activity among preschool age children. Judith described her internship at the PRC as “a whirlwind of learning experiences because you are constantly being immersed and involved, and you have to learn and apply knowledge at the same time. There has never been a dull moment. I am constantly learning and it was a different kind of research than the clinical focus I was used to. The community research that we do here at the PRC helped me narrow my area of interest for school and a career.” In CHILE, Judith was responsible for scheduling interviews and events with Head Start staff and parents for a team of six researchers, and ensuring quality control. She collected data through interviews and on-site observations. She described how this hands-on research experience was different from her previous work in clinical treatment settings: “It gives you a different perspective,” she said. “The most rewarding time for me was spending a week with the kitchen staff in two of the Pueblo communities. I had to hang out in the kitchen and write down every single ingredient in the meal. I had time to talk and get to know them. They knew I was some sort of Indian, but they didn’t know what kind. Just telling them that I was from another tribe created a different type of relationship. Eventually they started talking to me as if I could understand their language! The staff became more open and comfortable knowing that the date was being collected by someone who could relate to them. That made a big difference in how the research went and the type of data I collected.” In addition to field experience, working at the PRC has also given Judith an opportunity to be involved in academic aspects of the research process. “I have really learned how to write and do literature reviews,” she reported. “It is one thing to read and write, but it is always a learning process to do it in the context of the research… and how to do it with a group and creating a scientific paper requires a lot of patience — this has really taught me to have patience.”

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If you have ever seen the PRC website or any of its many reports and products, then you know something about Mary Hanrahan. For the past two years, as the PRC Communication Coordinator, Mary has taken PRC visual and media materials to new heights. Mary has a background in print making, design and photography. She has experience working in diverse settings, from education, law, newspapers, public service and advertising. At the PRC, Mary is responsible for anything that has to do with support materials, from logos and brochures to educational materials that she helped create for the Child Health Initiative for Lifelong Eating and Exercise project (CHILE) to websites. Mary thrives in the fast-paced, multi-dimensional...
environment and her position has helped to keep things on deadline and keep the promotion of the PRC’s projects as a priority. “The other essential priority is that we clearly communicate and work with our partners in the community,” she said.

While the communication is essential, it is the creative component of her job that Mary really loves most. “I like coming up with the theme and the look for a specific program. Keeping that message consistent throughout the program is important to me. Whether I am sending messages about our projects out to the general public or to the greater UNM community, it is only effective if it is consistent.” Achieving that message consistency is not always easy. Mary said that, “the diversity of people and backgrounds at the PRC make designing materials a challenge in terms of creativity. It can be a struggle to get everyone on the same page, especially when it has to be done within a short time frame.”

Thinking about the challenges she successfully overcame in her recent work with PRC community partners from Cuba, New Mexico to develop a website for the Step Into Cuba community walking initiative, Mary said, “I needed to make sure that they were happy with the products and the messages we develop. It is really rewarding to do that well because it is a challenge to work with a lot of people to come up with something that everyone really likes — and not to compromise but to come up with a good result.” A visit to the website suggests that Mary succeeded. In the fall, Mary is making a career move to expand her skill set. She will begin a 2-year, ‘low-residency, self-directed’ Master’s in Graphic Design Program at the Vermont College of Fine Arts to obtain a terminal degree. This program will allow Mary to continue in her position at the PRC, as she will conduct most of the meetings with her ‘mentor’ and coursework remotely online and only have to be present in Vermont for short periods of time each year. Mary’s interest is in digital and non-digital collage and storytelling from a graphic perspective. Mary believes that graduate school will help her hone the skills she has been nurturing through her work at the PRC. She said, “what has happened is that I have so much experience, and the PRC has brought me to a nexus. It has literally taken every skill and experience I have ever had to do this job so far.”

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Working to Eliminate Behavioral Health Disparities for American Indian Youth  

By Jessica Goodkind, PhD

We currently have several studies and projects at the UNM PRC that are focused on addressing behavioral health disparities experienced by American Indian youth. We believe that it is imperative to understand the historical context and inequities that are at the root of these disparities and to foster change on multiple levels, including the individual, family, community, tribe, systems of care and larger social structures. Based on the dual premises that well-being must be built on a foundation of traditional cultural beliefs and practices and that it requires a process of healing and understanding, our efforts have focused on: 1) developing collaborations with state and community partners to create policy recommendations to improve behavioral health services for American Indian youth and their families (Project TRUST, funded by the New Mexico Department of Health); 2) developing a meaningful cultural competency curriculum for providers who work with American Indian youth and their families (Beyond Cultural ‘Competency’: Learning Humility, Building Trust, Promoting Healing, funded by the W.K. Kellogg Foundation); and 3) developing and testing a community-based mental health intervention with and for American Indian youth and their families (Community-based Interventions for American Indian mental Health, funded by the National Institute of Mental Health). Project TRUST has been completed. The findings from the Project TRUST study were compiled into a Final Report and Executive Summary, which are available on the PRC website (http://hsc.unm.edu/som/prc/_pages/publications/guides.html) and which have been shared widely with all four communities involved in the study, the Eastern and Northern Navajo Agency Councils, the New Mexico Behavioral Health Purchasing Collaborative, and at multiple conferences. Our policy recommendations focus on recognizing and healing historical trauma; making behavioral health services more responsive to issues and needs identified by American Indian youth and their families; incorporating traditional healing practices and spirituality into services; shifting focus from evidence-based practices to practice-based evidence; connecting prevention and treatment efforts; ensuring sovereignty and self-determination at multiple levels; and fostering transformation of individuals, families, systems of care and social structures.

We are currently completing the second year of our Beyond Cultural Competency curriculum development. We have finished the curriculum and are currently analyzing qualitative and quantitative data from the study. We recognize that efforts to address the effects of current stressors and multiple generations of oppression on American Indian youth and families require intensive commitment over long periods of time, and hope that our research demonstrates the valuable family, cultural, and community strengths which can be successfully built upon through community-university partnerships.

For more information contact Jessica Goodkind at (505) 272-4462 or via email at JGoodkind@salud.unm.edu.
The Connection - Summer 2011
Connecting the UNM PRC and Community since 2002. Visit http://hsc.unm.edu/som/prc

The Connection Newsletter features programs, updates, and reports on program activities and announces upcoming events for the University of New Mexico Prevention Research Center and the Community Advisory Council.

Please direct all inquiries and correspondence to Mary Hanrahan at (505) 272-4462 or via email at mhanrahan@salud.unm.edu.

Connection Editorial Board:
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Emily Piltch, MPH

Prevention Research Center (UNM PRC)
Prevention and Population Sciences
University of New Mexico
MSC 11 6145
2703 Frontier, NE Rib Ste,120
Albuquerque, NM 87131

The University of New Mexico Prevention Research Center (UNM PRC) is one of 37 Prevention Research Centers funded by the Centers for Disease Control and Prevention (CDC). The CDC develops and carries out scientifically-based innovation chronic disease prevention to improve the health of Americans. The mission of the (UNM) Prevention Research Center (PRC) is to address the health promotion and disease prevention needs of New Mexican communities through participatory, science-based, health promotion and disease prevention research. We fulfill this mission through collaboration, training, dissemination and evaluation activities. The Connection is a joint effort of the PRC and the Community Advisory Council (CAC), which connects the Center and the Community. Grant #: 5U48DP001931-02.

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