Healthy Chinatown: Addressing Child Obesity through Coalition Building & Parents’ Engagement

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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
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

1. Coalition Building
2. Community Health Assessment & Policy Scan
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**

- **Output 1:** Review existing data and develop strategies for research study

- **Output 2:** Utilize additional assessment tools to collect data and compile report

- **Output 3:** 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
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.