

Obesity Reduction through Culturally-Sensitive Targeted Education for Adult Hispanic Women:
A Pilot Program Implemented in a Church Setting

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Abstract

Background: People of Hispanic ethnicity are disproportionately affected by obesity, and women more so than men (Jay et al., 2014). The Hispanic lay-educator model, or *promotora*, has been found to be an effective and cost-efficient strategy to increase community education.

Methods: A program piloted for adult Hispanic women at a church used *promotora*, who was a Hispanic woman provided training to deliver basic nutritional and physical activity education. Evaluation methods included pre- and post-testing administered on the first and final classes.

Results: Attendance ranged from 56 to 68 adult women. Healthy behaviors knowledge improvement and participant satisfaction met the desired outcomes. Data for goal setting and behavior changes was equivocal.

Conclusion: Partnering with a familiar and comfortable setting allowed this pilot program to operate on limited resources, attract greater participation, and facilitate childcare services. Utilizing *promotoras* was an effective and cost-efficient strategy for reaching underserved Hispanic women.