Adapting Evidence-based Hypertension Prevention and Healthy Promotion Strategies for Asian American Populations

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Presentation Outline

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    ii. Dissemination: REACH FAR Social marketing
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    ii. Million Hearts
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Objective

We will discuss the cultural adaptation process and the consensus decision-making made to the Evidence Based Strategies (EBSs) for hypertension prevention & healthy promotion strategies for Asian American populations under the REACH FAR project.
Background: REACH FAR Project

The goal of the Racial and Ethnic Approaches to Community Health for Asian Americans (REACH FAR) Project is to use a community-partnered approach to implement culturally adapted EBSSs to address hypertension and improve healthy eating options for Asian Americans (i.e. Asian Indians, Bangladeshis, Filipinos and Koreans) living in NYC/NJ.

1. Improving healthy eating options for AAs (Nutrition Strategy)
   i. FBOs/CBOs – mosques, churches, gurdwaras, senior centers
   ii. Ethnic restaurants and/or grocery stores

2. Increase access to prevention, risk reduction and chronic disease management opportunities to address hypertension for AAs (Community Clinical Linkages Strategy)
   i. Keep on Track – FBOs/CBOs
   ii. Million Hearts – Pharmacies, community physicians, nurses associations

Methods & Process: Cultural Adaptation

- Principles of community-based participatory research (CBPR) and social marketing were used to adapt EBSSs
  - Consensus building
  - Review Process across various partners and stakeholders

- Nutrition Strategy:
  - Using appropriate imagery
  - Dissemination in community-based settings

- Community Clinical Linkages (CCL) Strategy:
  - Beyond Translations
Nutrition Strategy: Inclusion of Cultural Foods & Images

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving Unit</th>
<th>Sodium Range (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy sauce</td>
<td>15ml</td>
<td>520 – 1120</td>
</tr>
<tr>
<td>Instant Ramen</td>
<td>100g</td>
<td>547 – 2655</td>
</tr>
<tr>
<td>Crackers</td>
<td>30g</td>
<td>145 – 207</td>
</tr>
<tr>
<td>Fish sauce</td>
<td>15ml</td>
<td>1310 – 1800</td>
</tr>
<tr>
<td>Tuna</td>
<td>55g</td>
<td>222 – 490</td>
</tr>
<tr>
<td>Spam</td>
<td>56g</td>
<td>580 – 790</td>
</tr>
<tr>
<td>Soy Bean Paste</td>
<td>30g</td>
<td>470 – 1172</td>
</tr>
<tr>
<td>Hot Pepper Paste</td>
<td>30g</td>
<td>460 – 1176</td>
</tr>
<tr>
<td>Frozen Dumplings</td>
<td>100g</td>
<td>300 – 510</td>
</tr>
<tr>
<td>Kimchi</td>
<td>30g</td>
<td>179 – 210</td>
</tr>
<tr>
<td>Packaged Curry Mix</td>
<td>150g</td>
<td>717 – 6237</td>
</tr>
<tr>
<td>Seaweed</td>
<td>10g</td>
<td>100 – 240</td>
</tr>
<tr>
<td>Dried Fish</td>
<td>30g</td>
<td>316 – 540</td>
</tr>
<tr>
<td>Frozen Samosas</td>
<td>1 large/2 small</td>
<td>140 – 820</td>
</tr>
<tr>
<td>Ready to eat Chutneys</td>
<td>1 tablespoon (28g)</td>
<td>130 – 896</td>
</tr>
<tr>
<td>Pickle</td>
<td>20g</td>
<td>700 – 1700</td>
</tr>
<tr>
<td>Chat Masala Spice Mix</td>
<td>5g</td>
<td>78 – 2812</td>
</tr>
<tr>
<td>Frozen/Ready to eat Breads</td>
<td>100g</td>
<td>174 – 840</td>
</tr>
<tr>
<td>Canned Tomatoes</td>
<td>100g</td>
<td>12 – 557</td>
</tr>
<tr>
<td>Garbanzo Beans</td>
<td>130g</td>
<td>35 – 384</td>
</tr>
<tr>
<td>Namkeen (crispy fried snacks)</td>
<td>35g</td>
<td>167 – 664</td>
</tr>
</tbody>
</table>
Dissemination: REACH FAR Social Marketing

CCL Strategy: Adapting *Keep on Track* program

- Hiring bilingual KOT consultants
- Translation & Review
  - Keep on Track Manuals
  - Health Counseling Materials
- In-language Trainings

CCL Strategy: *Keep on Track* Launches for AAs

KCS – Flushing United Methodist Church – 9.20.15
United Sikhs – Van Wyck Gurdwara – 9.27.15
Culturally Adapted Million Hearts tools

- Adapt existing Million Hearts tools – e.g. “Taglish”
- Disseminate Million Hearts tools delivered by variety of providers
  - Pharmacies
  - Healthcare providers
  - Nurses association

Conclusion

EBSs to improve policy, systems, and environmental outcomes are critical to mitigate AANHPI health disparities. Community engagement and social marketing strategies are needed to enhance message relevancy, and diffusion and sustainability of EBSs to reach AAs or other underserved racial/ethnic audiences.

Q&A

Thank you!

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