

Building & Sustaining Community Partnerships that Empower Patients

AGENDA

Rogue Community Health, Ryan Bair	10:15 – 10:25
De Las Mías, Ana C. Matiella	10:25 – 10:55
All Care, Stick Crosby	10:55 – 11:05
Q & A	11:05 – 11:15



Rogue Community Health

Jackson County in Southern Oregon
In the community since 1971

16,000 Patients

- Medical
- Behavioral
- Dental
- Pharmacy
- Integrative Health
- SDoH Attorney
- **19 Community Health Workers**



Rogue Community Health

227 Staff members

25% Latina



27 Bicultural/Bilingual Interpreters



Systemic Equity at RCH

- In a racially equitable society, the distribution of society's benefits and burdens would not be skewed by race.
- The equity equation favors the ongoing growth and development of positive equity for all people.
- Policies and practices of organizations are designed to assure that equitable outcomes are achieved.
- Community policies, cultural norms, and the public institutions are structured for equity.



De Las Mias

Over the course of **90 days** (February 5-May 5, 2020), we engaged Rogue Community Health **Latina staff** by providing:

- Training on the De Las Mías point of view and how to support healthy habits
- Bilingual and bicultural health information
- Self-monitoring tools to achieve behavior change
- Data on user engagement



De Las Mias

On average participants used the checklist **7.16 times per week**

On average participants completed the entire checklist **less than 1 time per week**

On average participants **invited 45 comadres** to join them in using De Las Mías

57% of participants shared with their comadres **once a month**

29% of participants shared with their comadres **once a week**



De Las Mias To the Community

The Beta was successful with our Latina staff, how do we get it to the community?

De Las Mias was already aligned with our Systemic Equity plans, and willing to partner.

Aligned with AllCare in multiple equity strategies to increase capacity and provide free culturally tailored services to our marginalized populations

Rogue Community Health participates in a multi-sector collaboration- The Rogue Hub



The Rogue Hub



The Rogue Hub

System
Accountability



Meaningful
Relationships



Belonging



Rogue Community Health

Questions

Ryan Bair, DSW, LCSW
rbair@roguech.org
503-341-9832





THE APP HELPED ME
THINK ABOUT WHAT MY
FAMILY USED TO DO
TO STAY ACTIVE. IT
LESS ABOUT GETTING
ON THE TREADMILL
AND MORE ABOUT
SPENDING TIME OUT
DOORS & HAVING FUN

*The first:
I don't have the right shoes.
I need a new water bottle.
I'll do it tomorrow.
to health.
¡Vamos!*

Más Vale La
Salsa Que Los
Chicharrones

#DE LAS MIAS DICHO



Edición No. 4



*De las mías*TM

Unidas for a healthy life.

A bilingual healthy lifestyle
platform for Latinas





PROBLEM

There are 28 million Latinas in the U.S. Approximately 73% of us are overweight and 50% of us are obese. These staggering statistics put Latinas at risk of serious chronic diseases such as diabetes, heart disease, stroke, and some cancers.



My daughter, Sada, and I founded De Las Mías because we wanted to change that story.

ANA CONSUELO MATIELLA





CHANGING THE NARRATIVE



THE RAZALOGIA MODEL

A philosophy of learning of
and for the people.



You can't be
what you can't see.

—
AMANDA CLAYTON

PROFESSIONAL ENCOUNTERS
NO RAZA ROLE MODELS



No pueden



NO RAZA
ROLE MODELS

No vales

SCHOOL



No puedes

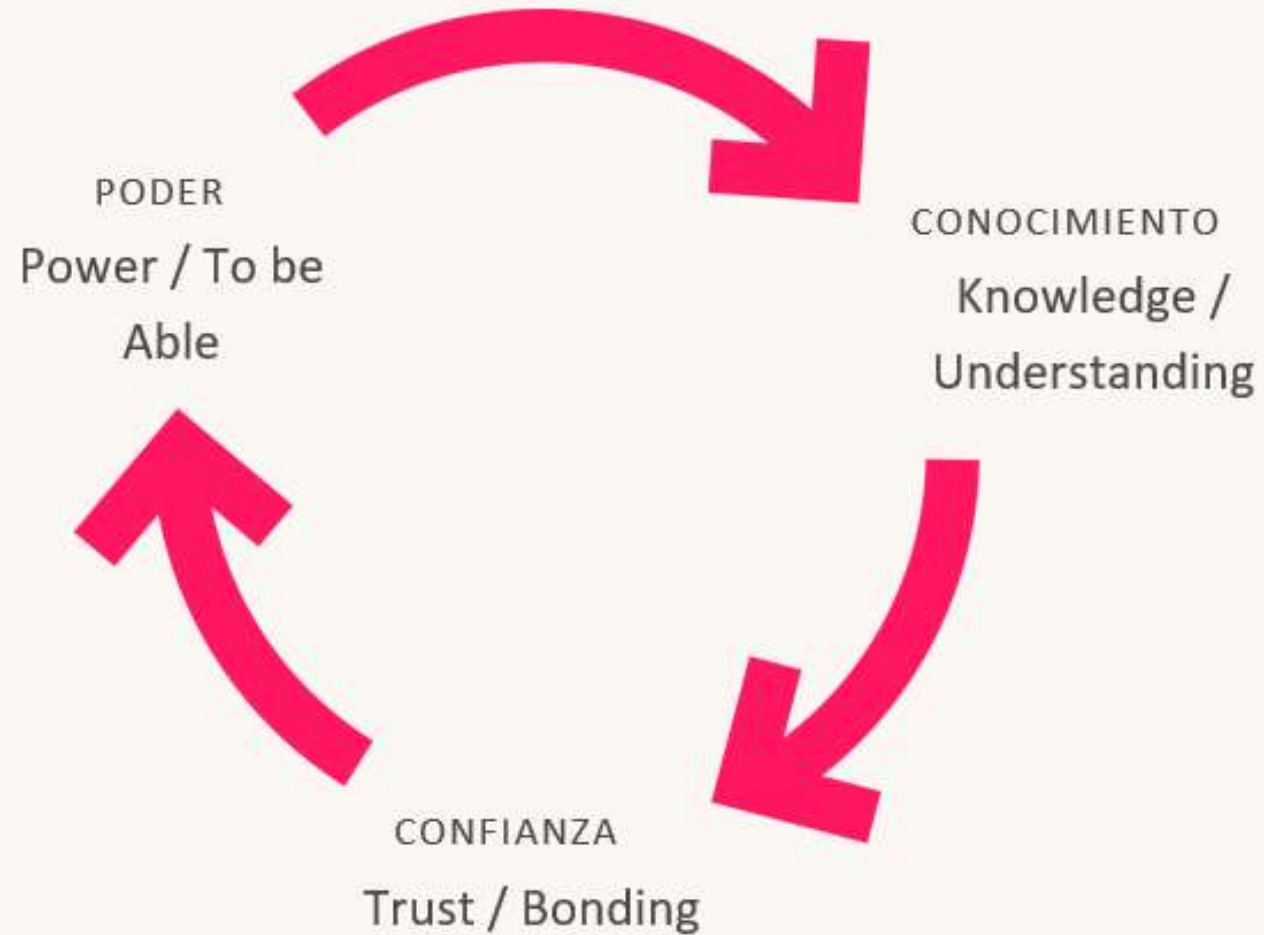
No valgo



LACK OF ROLE MODELS
LACK OF CULTURE / LANGUAGE
SENSITIVITY
VOID OF VALIDATING
CURRICULUM

El No & the Raza Child

Conocimiento y Poder





“Our community’s greatest health need is to
develop our power.”

—
ROBERTO VARGAS





Latinas are the hub of the family — to affect Latina health is to impact the health of Hispanic / Latinx community at large.



The De Las Mías Solution



FOR LATINAS BY LATINAS

We offer the healthcare sector an audience-centered, bilingual and bicultural health engagement and education platform to **attract, motivate, and retain** Latina patients and improve health outcomes.





De Las Mías

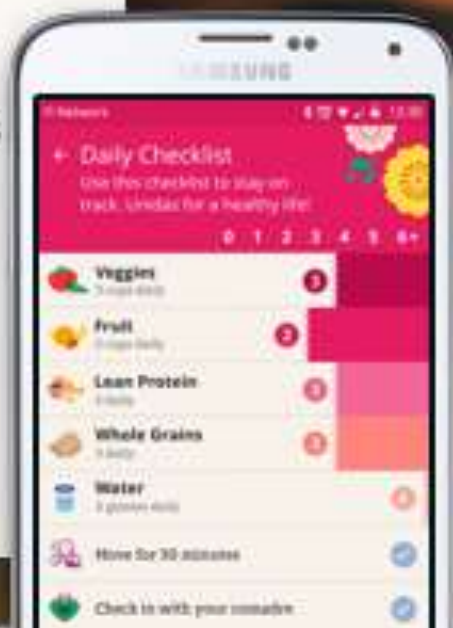
- Includes a bilingual app and website
- Grounded in evidence-based information and proven behavior change models
- Uses engaging content and easy-to-use tools





La Cocina

- 🌱 A collection of traditional and nueva cocina recipes
- 🌱 Developed by our certified nutritionist to meet USDA standards
- 🌱 An easy-to-use healthy lifestyle checklist





¡Actívate, Ya!

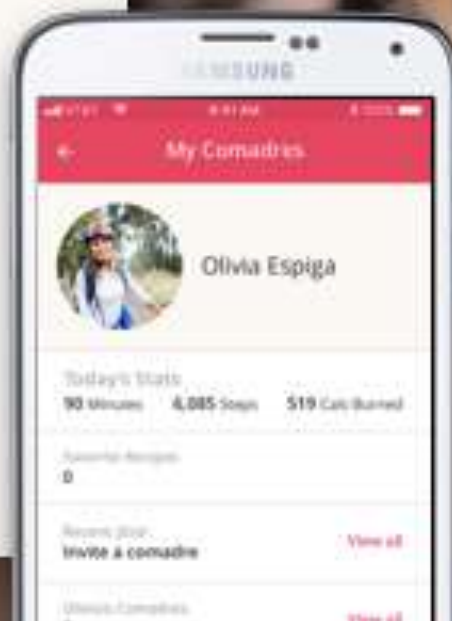
- A physical activity tracker connected to Google Fit and Apple Health – syncs to wearables
- Inspirational content to get moving





My Comadres

- Share the joy, recipes, foods, your goals and experiences with your comadres
- Follow your comadre's progress and help keep each other accountable and on track!
- In-app communications





Differentiators

Evidence-based approach validated through NIH-funded trial



Transcreated not translated



Not a diet club



Food positive, body positive, and proud of being Latinas at any size



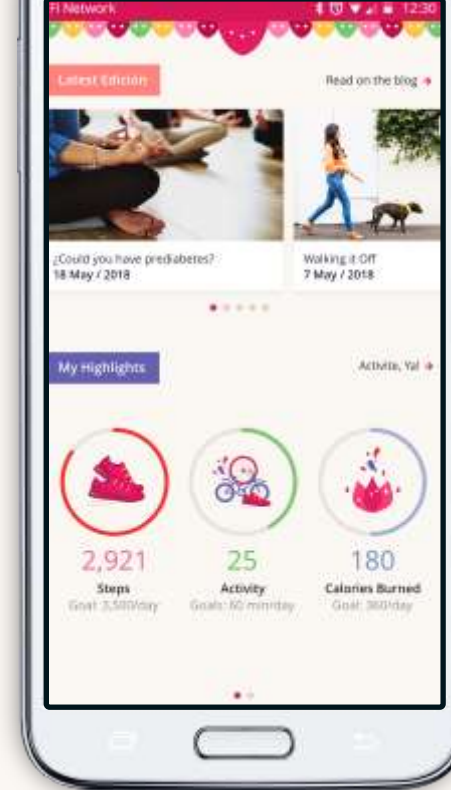
Not just for the individual but for the whole community





We received a \$1.7 million research grant from the National Institutes of Health to design, build and test our solution in a randomized trial in Albuquerque, NM with 190 Latinas.

We are now leveraging the value of the research and technology into a preventive health solution for Latinas.



NIH-FUNDED STUDY RESULTS

Although we had positive impact on all age groups, we learned that De Las Mías had the greatest impact on women ages 35-50:

- 47% reported a significant increase in confidence and their ability to change as relates to regular exercise
- 50% reported a significant increase in confidence and their ability to change as relates to healthy eating habits
- 41% reported an improvement in physical health
- 31% lost 5% or more of their weight over 6 months

BENEFITS

De Las Mías is a content and patient engagement platform that:

- Affirms cultural pride and focus on the positive aspects of being a healthy Latina
- Empowers Latinas to take an active role to improve their health and wellbeing
- Increases knowledge, efficacy and behaviors related to healthy eating and being more physically active
- Increases knowledge in how to prevent diabetes, heart disease and high blood pressure

Rogue Hub Pilot



De Las Mías is partnering with the Rogue Hub to deploy the De Las Mías platform in the Rogue Valley to improve the health of Latinas and their families via a 6-month pilot.

We will train and engage up to 40 Rogue Hub staff to use De Las Mías in their patient care and case management to support Latinas and their families to develop healthy habits.





CAPACITY BUILDING



- Kick-off training workshop – 3 hours
- Two 1-hour feedback sessions to refine how staff and community partners use De Las Mías in their workflows
- Closing workshop at end of 6 months to capture lessons learned and document the ripple effect

DATA



- User engagement report - Analytics regarding increase in efficacy in relation to health eating, physical activity, social support and other engagement data

ACCESS



- Full access to the bilingual website, Android and iOS apps
- Full access to bilingual content, recipes, articles and PDFs
- Ad hoc technical assistance (up to 10 hours)
- A six-week curriculum for CHWs – Promotoras and Health Educators

INCENTIVES



- Incentives for Rogue Hub staff, including De Las Mías swag such as stickers, pencils, mercado bags, etc.

ORGANIZATIONAL COMMITMENT

For the 6-month period of the pilot, we ask your organizations to:

- Help identify staff to participate in the pilot who will learn to use De Las Mías in their case management
- Proactively and explicitly support staff using their time to participate in De Las Mías pilot, trainings and follow up calls
- Commit to using De Las Mías in case management for 6-month period of pilot

INDIVIDUAL COMMITMENT

For the 6-month period of the pilot, once staff volunteer to participate, we ask individuals to:

- Participate in the full six months of the pilot
- Commit to attend all trainings and follow-up calls
- Provide feedback to De Las Mías on how to improve the platform experience and content

Latinx community is the largest minority population in the U.S.

1 in 5 Americans are Latinx and our numbers are only growing, reaching **68.5 million by 2025.**

28 M

There are 28 million Latinas in the U.S. and we make up 17% of the female population.

\$1.4 T

The Latinx market represents a \$1.4 trillion annual buying power.





HISPANICS / LATINX IN OREGON

- Oregon is 13.3% Hispanic / Latinx and growing
- There are over 435,000 Hispanic / Latinx people in Oregon
 - Over 235,000 males
 - Over 214,000 females
 - The median age of Latinx in Oregon is 24



<https://suburbanstats.org/race/oregon/how-many-hispanic-or-latino-people-live-in-oregon>

A Culture of Health



Let's support and empower Latinas to create healthy habits and improve health outcomes.



¡GRACIAS!



De las mías[™]
Unidas for a healthy life.

Contact us today so we can build something that we can be proud of.

Sada Naegelin
sada@delasmias.com

Ana Consuelo Matiella
ana@delasmias.com

Download on the
App Store

GET IT ON
Google Play

Follow us: @delasmiaslife



RESOURCES

Nielsen Latina 2.0 Report

<https://www.nielsen.com/us/en/insights/report/2017/latina-2-0/>

The Hispanic Market 'Long Tail'

<https://www.forbes.com/sites/onmarketing/2017/01/18/the-hispanic-market-long-tail-five-hidden-growth-opportunities-for-u-s-cmos-to-win-in-2017/#1f5f0d6e22ca>

3 Business Facts Everyone Needs to Know About the Power of Latinas

<http://www.latina.com/lifestyle/money/business-facts-latina-power>

Forbes, Consumer Trends in Health and Wellness

<https://www.forbes.com/sites/thehartmangroup/2015/11/19/consumer-trends-in-health-and-wellness/#34ade97d313e>

Latinos And Hispanics Poised To Transform U.S. Health System With \$1.7 Trillion Purchasing Power

<https://www.forbes.com/sites/nicolefisher/2018/10/31/latinos-and-hispanics-poised-to-transform-u-s-health-system-with-1-7-trillion-purchasing-power/#76890d394c59>