

AUTHORS

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TITLE

Improving the Recruitment & Retention of a Diabetes Prevention Program in La Villita, Chicago

ABSTRACT

The goal of my project was to aid Universidad Popular -a community organization serving an under-resourced, Latinx neighborhood in Chicago- in assessing, improving, and evaluating recruitment and retention for a diabetes prevention peer group program during the COVID-19 pandemic.

To achieve my goal, I interviewed peer group leaders to identify potential areas of improvement and supported them in making relevant changes. Then, using peer group leader and participant surveys, I evaluated the success of these modifications.

Through my project I found that modifications that strengthened community bonds like partnering with local primary clinics, utilizing social media, and involving restaurants, food, stores, and traditions in the community improved recruitment and retention. However, some of these same changes deterred recruitment and decreased retention among community members whose narratives deviated from the norm like LGBTQ+ and highly acculturated individuals.

Thus, my project highlights the importance of centering cultural relevance when tailoring behavioral change programs for Latinx, without relying on generalizations and treating the Latinx community as a monolith.

COMMUNITY PARTNER

Universidad Popular

CATEGORY

Promotion of Health Awareness and Healthcare Access Through Education