



COMMUNITY GRANT OUTCOME REPORT

Residents Uniting to Reduce Obesity in the Latino Community

The project took an evidence-based approach to building public support for change.



Community action board members participated in a leadership exercise at the 2013 Wisconsin Minority Health Month Forum in Milwaukee.

► **Description:** The **Public Will Building to Reduce Obesity in the Latino Community of Milwaukee** team engaged community members around the topic of obesity and developed an action plan that recognizes community values and the environment in which the community lives, works and plays.

► **Relevance:** The largely Spanish-speaking Latino immigrant population on the south side of Milwaukee is an underserved community with high rates of obesity and barriers to good health.

► **Partnerships:** Proyecto Salud is a grassroots collaborative project of two agencies, CORE/El Centro and Aurora Walker's Point Community Clinic. Proyecto Salud's work is carried out through community health promoters trained to provide one-on-one health education, lead group activities around preventive health and organize community-driven efforts for change.

► **Results:** Proyecto Salud developed the Mi Voz Mi Barrio ("my voice, my neighborhood") project and convened a 13-member community action board, comprised of members affected by obesity. Community health promoters facilitated discussions with community members and identified changing the built environment as a priority issue to solving the obesity problem.

The community action board focused on built environmental issues such as cleaning up streets to encourage outdoor recreation and working on public policies that affect the quality of life. The goal is to build capacity to address larger issues, which will have broader impact on the health of the community. Implementation of the action plan will be realized through an implementation grant of \$400,000 awarded by the Wisconsin Partnership Program in 2012.

PUBLIC WILL BUILDING TO REDUCE OBESITY IN THE LATINO COMMUNITY OF MILWAUKEE

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Award: \$49,991 over one year and three months