

WINCART

let's move! toolkit

A Physical Activity Toolkit
to Empower Healthy
Pacific Islander
Communities to Be Active
Everyday!



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an overview of WINCART

Weaving an Islander Network for Cancer Awareness, Research and Training (WINCART) was founded in 2005 as a unique collaborative community-based participatory research (CBPR) effort to reduce cancer health disparities among Pacific Islanders in Southern California. Currently, WINCART is comprised of representatives from the following Pacific Islander serving community based agencies and universities:

- California State University, Fullerton
- Claremont Graduate University
- Guam Communications Network
- Pacific Islander Health Partnership
- Samoan National Nurses Association
- Union of Pan Asian Communities
- Orange County Asian and Pacific Islander Community Alliance
- Tongan Community Service Center, Special Service for Groups
- University of Southern California Norris Comprehensive Cancer Center



Together, WINCART promotes community education, research and training focused on five of Southern California's Pacific Islander populations: Chamorro, Marshallese, Native Hawaiians, Samoans, and Tongans. In 2012, WINCART received a grant from the National Cancer Institute's National Outreach Network to select, adapt and pilot test an evidence-based physical activity program. An evidence-based program called Instant Recess (www.instantrecess.com) provided the framework for the program. Instant Recess was originally developed by the late Dr. Antronette Yancey at UCLA to increase physical activity through systems and environmental changes at organizations (primarily work-sites). It has been tested through rigorous research with outcomes measured over time.

WINCART adapted Instant Recess to be implemented through Pacific Islander groups, such as churches, social groups, and clubs. Using tools and frameworks developed by the National Cancer Institute's for adapting evidence-based programs, called Using What Works (http://cancercontrol.cancer.gov/use_what_works/start.htm) and Research-Tested Intervention Programs Guidelines for Choosing and Adapting Programs (http://rtips.cancer.gov/rtips/reference/adaptation_guidelines.pdf), WINCART created the WINCART *Let's Move! Toolkit* with the hopes that it will be an easily implementable and sustainable program for Pacific Islander communities across the U.S.

why physical activity?

Rates of obesity are high in the Pacific Islander populations. Available data indicate that 19.4% of Pacific Islanders in Southern California (defined as the six counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino and San Diego) were obese (with a body mass index equal to or greater than 30) compared to only 17.9% of the non Pacific Islander population¹. Another study in Northern California found a mean BMI of 29.6 kg/m² for Tongan adolescents, indicating an overweight group just below the 'obesity' threshold of 30.0 kg/m². Lack of physical activity is a significant contributor to cancer health disparities in these communities.

Regular physical activity is one of the most important things to promote health. It can help:

- Control weight
- Reduce the risk of cardiovascular disease
- Reduce the risk for type 2 diabetes and metabolic syndrome
- Reduce the risk of some cancers
- Strengthen bones and muscles
- Improve mental health and mood
- Improve ability to do daily activities and prevent falls, especially among older adults
- Increase the chances of living longer



The Centers for Disease Control and Prevention recommends that adults engage in a mix of moderate and vigorous intensity aerobic activity and muscle strengthening activities that work all major muscle groups on two or more days a week.

The good news is that health benefits can come from physical activity that is only 10 minutes long, as long as the activity is at a moderate or vigorous effort. The WINCART *Let's Move! Toolkit* is based on this approach, and demonstrates a 10 minute activity that is fun and easy to implement among groups of adults.

¹California Health Interview Survey. UCLA Center for Health Policy Research; 2001. <http://www.chis.ucla.edu>.

²Moy K. Cardiovascular disease risk profiles in adolescent and young adult Pacific Islanders

development of WINCART let's move!

Identifying the Need

Obesity has been implicated as a causal factor in the onset of cancer and rates of obesity are high in Pacific Islander populations. The 2007 National Health Interview Survey found that Pacific Islanders had one of the highest obesity rates in the U.S. with 31.7% being overweight and another 31% being obese.¹ The Centers for Disease Control and Prevention found Pacific Islanders have an age-adjusted obesity rate of 43.5% among adults over the age of 18 years.²

Using a Community-Based Participatory Research Approach

WINCART utilized the principles of community based participatory research (CBPR) in the development and testing of the WINCART *Let's Move!* Program. These CBPR principles include close partnerships between community members and academic researchers in all phases of study design, intervention development, collection and interpretation of data, and the dissemination of results. Development involved a series of meetings with community leaders and physical activity experts, to maximize cultural sensitivity and appropriateness of all materials.



Implementation

A Pacific Islander community health educator implemented the WINCART *Let's Move!* physical activity program with Pacific Islander adult community members. WINCART *Let's Move!* targets community members at both the individual and groups levels. The goal is to encourage 10-minute exercise/physical activities among members of these groups during regular meetings (e.g., after church service has concluded). Group leaders sign policy change agreements to commit to using the materials during meetings with adults. Program champions were recruited and trained on how they can increase physical activity for themselves, their group members, family, friends and community members.



"My favorite thing about the implementation of Let's Move! at the United Samoan Church of Carson was their inclusion of youth all the way to the elders. The original target group was the youth but the program ended up including adults and elders who brought into the excitement of their champion and utilized the tools provided to further their reach. That to me was so typical of our communities, sharing something good with the whole family."

Melevesi Fifita

¹ Cook, WK., Chung, C., Ve'e, T. *Native Hawaiian and Pacific Islander Health Disparities*, Asian and Pacific Islander American Health Forum, August 2010.

²Centers for Disease Control and Prevention 2012, *Summary Health Statistics for U.S.*

Adults: 2010. Table 31.

the four waves of let's move!

WINCART *Let's Move!* is designed to encourage Pacific Islander groups (churches, worksites, clubs, coalitions, or committees) to engage in regular physical activity together. There are four components (waves), the centerpiece of which is the WINCART *Let's Move!* video that guides groups through a 10-minute exercise break that has been culturally tailored to represent the movements, music, and culture of the Pacific Islands. In addition to the video, groups also identify a site champion, establish a group policy around physical activity, and share various cancer prevention resources with their group.

Wave 1: Identify a site champion

This person motivates and encourages members of the group to engage in regular physical activity. This person is also responsible for guiding their members through the process of Wave 1, 2 and 3. Some sites designate one person to take this role, while other sites prefer to have the Site Champion as a rotating person.



"It was nice to have a champ on because after some of our meetings the last thing I wanted to do was 'workout' but Naite did a good job of encouraging us and reminding us it was only 10 minutes."

Moana Makakaufaki
Famili Pe Taha
Tongan Community

Wave 2: Show the exercise break video

Members follow the WINCART *Let's Move!* video at regular group meeting, and are encouraged to do the video at home, work, or with other clubs that they are involved in. The video is available online (<http://tinyurl.com/wincart-letsmove1>) and in DVD format. It can be shown with a projector, TV and DVD player, or computer (laptop or desktop).



For us, it was easier to do a verbal agreement because sometimes not everyone knows what a policy change is. So, instead of us all signing a piece of paper, we agreed to walk after our Bible Study meets and also do the DVD at home."

Greta Briand
Marshallese Community Leader

Wave 3: Establish a policy to promote physical activity

This policy, which can be oral or written, is a group commitment to doing regular physical activity. Some groups have established a written policy while other groups have made a verbal commitment. These policies can be specific to participation in the WINCART *Let's Move!* video or can focus on other forms of physical activity (e.g. walking, dance, etc.).

Wave 4: Provide an environment that supports physical activity

All WINCART *Let's Move!* groups are provided with in-language "8 Ways to Prevent Cancer" and "Let's Stretch" posters, which help to reinforce the importance of physical activity.

using the WINCART let's move! toolkit



The WINCART *Let's Move Physical Activity Program Toolkit* is intended for use by Pacific Islander community-based organizations with the long term goal of reducing obesity-related cancers among Pacific Islanders, and the shorter term objective of increasing moderate and vigorous physical activity among Pacific Islander adults and community organizations. The culturally appropriate materials and messages can be used in individual and group settings. This toolkit can also be used for other populations; however, we recommend adaptation of the materials for cultural appropriateness and relevancy.

Education Tools

The following materials are included in the enclosed DVD or can be found online at the [Cal State Fullerton WINCART webpage](#).

- WINCART *Let's Move!* Flyer
- WINCART *Let's Move!* physical activity video
- Organizational policy change agreement
- *8 Ways to Reduce Cancer* poster
- *Let's Stretch* poster
- Certificate of completion
- Pre and post assessments of groups
- Post survey of individuals

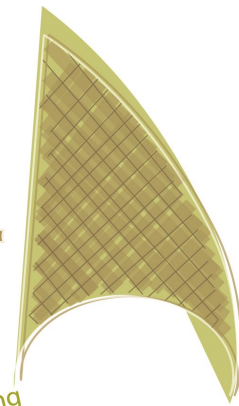


"The older folks really liked the posters because they were in our language. We had some people who weren't part of the youth group who participate in Let's Move! because they saw the posters everywhere and became interested in the program."

Pastor Peniamina Taito
United Samoan Church of Carson
Carson, CA

WINCART

Weaving an Islander Network for Cancer Awareness Research and Training



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