Developing multinational collaborations to promote sustainable health: Lessons Learned from Research, Policy and Practice

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Objectives

After attending this talk, learners will be able to...

1. Understand the importance of developing a conceptual and/or theoretical framework to guide collaboration.

2. Apply principles of persuasion to enhance collaboration development.

3. Identify measurable policy, research and practice outcomes that benefit collaborators from all sides.
Outline

• History and Key Players
• Multinational Collaboration
• Fulbright/ANSA
• Challenges and Lessons Learned
• Future Directions
History and Key Players

- 2001: Moved to Kansas City
  - Lucie Lévesque (ISBNPA)

- 2003: Moved to Houston
  - John Allegrante (ISBM)

- 2005: First trip to Mexico
  - Edna Jáuregui (ACSM)

- 2007: Moved to Mexico
  - (Fulbright)

- 2009: CAMBIO (CIHR)

- 2011: ANSA (CIHR)

- 2013: Pausa Activa (CIHR)

- 2015: Multinational Collaboration (NIH)

- 2011: Moved to ASU
  - Luis Ortiz Hernández

- 2013: Moved to ASU
  - Juan Lopez Y Taylor

- 2015: Moved to ASU
  - Luis Ortiz Hernández

- 2015: Moved to ASU
  - Luis Ortiz Hernández
Why Mexico, Hispanics or Latinos and Physical Activity?

- Highly influential country on US health, economy, social and political context
- Technological leapfrogging
- Emerging interest in developing scientific capacity
- Already implementing policies, practice and programming with limited evidence
- Physical activity rates are low, and may be decreasing, particularly in children
Multinational Collaboration to Increase Physical Activity in Hispanics

Funding Opportunity

- Strategy to develop multidisciplinary scientific partnerships
- Funded by NCI (1R13CA162816)
- 2 years
- Meetings…

Aims

1. Develop a diverse scientific partnership
2. Develop a collaborative scientific research agenda
3. Disseminate findings to the science and community
Aim 1: Develop a diverse partnership

- Very successful for American researchers
- Good representation of disciplines, gender, ethnicity, language
- Engineering, demography, geography, kinesiology, physiology, medicine, psychology, and public health

- Affiliations with practice, policy
- Included trainees
Aim 2: Develop a collaborative scientific research agenda (continued)

- Theoretically grounded to address ecologic perspective (Spence & Lee 2003: Toward a comprehensive model of physical activity.)
- Developed workgroups focused on identifying gaps in the science
  - RE-AIM review of the internal validity of physical activity interventions in Hispanics
  - Measurement of physical activity in Hispanics
  - RE-AIM evaluation of physical activity public programs in Mexico
- Frequent meetings
March 2012 in Guadalajara, Jalisco, Mex
22 men \((n=9)\) and women \((n=13)\)

November 2012 in Houston, TX, USA
23 men \((n=9)\) and women \((n=14)\)

March 2013 in Puerto Vallarta, Jalisco, Mex
18 men \((n=5)\) and women \((n=13)\)

July 2013 in Phoenix, AZ, USA
16 men \((n=3)\) and women \((n=13)\)
Aim 3: Disseminate findings to the science and community

- Publications in peer reviewed journals
- Conference presentations
- Presentation to government agencies
  - Presentation to Jalisco Secretaría de salud y educación
  - Reports to funding agencies
- Community conferences
- Media interviews/talk shows
- Trainees
• Spanish had more reporting of reach; English more efficacy/effectiveness
• Little information about representativeness, intervention delivery or long term outcomes
• Low confidence in PA measurement—few studies reporting indicators needed to assess quality of measurement
• Little understanding of the efficacy or impact of existing programming.

Lack of available evidence to support physical activity-related policy and programming in Hispanics or Latinos in the Americas.
20 neighborhoods in Mexico City
12 in Guadalajara
8 in Puerto Vallarta
40 kids per school, grades 3 – 5
Abstract. Objective: To determine if transportation related physical activity (MVPA) in walking, vigorous, or moderate intensity is associated with socio-demographic factors and PA in adults. Methods: Physical activity levels were calculated using the PA questionnaire, and socio-demographic factors were collected through a survey. The study population included adults aged 18-65 years. Results: A total of 236 adults were included in the analysis. The mean age was 45 years, and 55% were women. The mean MVPA was 30 minutes per day. There was a positive association between MVPA and education level (p < 0.05). Conclusion: Transportation related physical activity is associated with socio-demographic factors and PA in adults. Further studies are needed to explore the potential benefits of transportation related physical activity for public health.
Lessons and Challenges
Collaboration Challenges

- Conceptual, design, methodological
- Theoretical, conceptual framework (guides a systematic process and methodology)
- Relevant measures and available data (depends on whom you know)
- Clear goal and resulting research questions (helps focus on measurable outcomes)
Lesson #1. You’re not in Kansas anymore

Mexico
- Spanish/Latin American
- Family oriented
- Strongly faith-based
- Patriarchal
- Fluidity time
- Technology/infrastructure inconsistent
- Politics and power

Canada/USA
- English/Anglo American
- Individualistic
- Religious pluralism
- Egalitarian
- Structured time
- Technology/infrastructure expected
- Politics and balanced power
Lesson #2. Walk the walk; talk the talk

We all have the same basic human needs: shelter, food, comfort of friends and family... the manifest solutions to these needs differ based on the context in which we live.
Lesson #3. You have to go and…

“hang out,” a lot

The Persuasion Slide™

Gravity = Customer’s Initial Motivation

Nudge = Get Attention, Start Persuading

Angle = Motivation You Provide, Conscious & Non-conscious

Friction = Difficulty, Real & Perceived

NeuroscienceMarketing.com
Lesson #4: You have to have a solid strategy of generating contacts and allies and building lasting collaborations

- **Reciprocity** – Simple acts of kindness, personalized and unexpected
- **Consistency** – Behave consistently with values, public commitment
- **Consensus** – Social proof
- **Authority** – Respect for credible and knowledgeable experts
- **Similarity** – Like me. Commonalities and compliments
- **Scarcity** – We want more of what we can’t have. Unique and rare

Cialdini R. *Six Principles of Persuasion.*
Lesson #5. Develop shared goals

• Develop shared goals with diverse range of stakeholders
• Adds “buy in” and prevents “social loafing”
• Inspires cooperation and competition
• Every member of a shared goal group has to do her or his part to achieve the goals of the collaboration, increasing energy, productivity and rapidity
Lesson #6. Money makes everyone happy

- Respond to requests for information about funding priorities
- When funding opportunities arise
  - Be nimble and agile
  - Be opportunistic
  - Be aggressive and persistent
- Smile a lot 😊
Lesson #7. Have a back up plan

• Things change…
  – Policy priorities
  – Collaborators
  – Resources
Conclusions

• Have courage and be persistent
• Treat collaborators as treasures
• Meet as many people as possible
• Apply kindness toward self and others
• Plan ahead for all possibilities
• Cast a wide range of outcomes
• Mind the capacity
Questions?

IF WE WALK WITH WISDOM
WE WILL NEVER WALK ALONE

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