

A FEW SUCCESS STORIES...

1995: Comprehensive anti-tobacco campaign, including planning, fundraising, marketing, quit programs, rallies, and art exhibits. Funder: Univ. of Massachusetts.

1996: Grassroots health nutrition campaign with Mayan mothers in Quetzaltenango, Guatemala. Needs assessment survey, publicity, and program development.

1997: Community-based HIV/AIDS prevention with Hispanic/Vietnamese organizations in 32 northern MA towns. Extensive training in needs assessment, program planning and evaluation, community outreach, and fundraising. Funder: State Dept. of Health.

1998-99: Community-based substance abuse prevention campaign with Hispanic organizations/DOH in Wash. DC. Comprehensive needs assessment based on household surveys and focus groups. Result: \$800,000 in new ATOD treatment funding.

2000: MA-based health education campaign for African-American, Hispanic and Anglo constituencies. Prevention workshops and multi-lingual media production on ATOD use, HIV/AIDS, and reproductive health.

2001: Community-based campaign for environmental health and justice with Hispanic/minority organizations in Corpus Christi, TX. Critique of state health data, mobilization of stakeholder groups, local publicity and press relations. Strengthened environmental monitoring process by State DOH, EPA and ATSDR

THE PUENTES ADVANTAGE

Rapid results

Our consultants are adept at getting on the wavelength of local actors and forging workable partnerships. Most community-based needs assessments require a year or more to carry out. Ours normally take just weeks or months. Rapid deployment and turnaround saves time and money without compromising technical quality.

Competitive cost

We do not use a cumbersome hierarchy to implement our support operations. We scale down our activities to better meld with the personnel and organizational style of our non-profit partners. Universities and other research firms have enormous overhead costs. Our fees are cheaper, in part because each consultant is only contracted as needed.

Cultural competence

We integrally involve the target population in the design and implementation of our health research and communications. Integral participation increases the statistical reliability and validity of health surveys and



maximizes the impact of health interventions. Minority service providers upgrade their technical capabilities, forge closer partnerships with public health agencies, and strengthen their ties to local communities.

Consultant Team

Puentes consultants combine years of applied research and communications training with a life-long commitment to serving minority communities. Our core team includes:

Stewart J. Lawrence, Ph.D Principal Investigator and Research Director. 10+ years experience planning and implementing strategic marketing and community-based survey research. Puentes2002@aol.com.

Kimberly A. Mueller, MPH Director of Health Promotion. 10 years experience facilitating interventions on tobacco use, HIV/AIDS and women's health in minority communities in U.S./ Latin America K_Mueller@yahoo.com.

Sebastian Murillo G. Coordinator of Hispanic Health Communications. 10 years experience organizing bilingual audio-visual production and grassroots public education in Peru. Clients have included World Bank, IDB and int'l NGOs. SMgambini@aol.com

Strategic consultants:

Tod Ragsdale, Ph.D. Chief liaison to scientific research community. Advises on survey research methodology, data analysis and report writing.

Jorge Nevaes. M.A. President of Nevaes Associates, a multicultural marketing firm. Advises on public relations and media communications.

Eliminating Ethnic Health Disparities Through Community-Based Research and Action



Puentes & Associates
1457 Park Road, NW,
Suite 104
Washington, DC 20010
Tel: (202) 332-3284
Fax: (202) 265-1045
Puentes2002@aol.com

THE CHALLENGE

As the U.S. population continues to diversify ethnically and racially, public and private institutions are under increasing pressure to serve minority communities in ways that enhance minority participation. Within the public health field, federal, state and local governments are recognizing the need for strategic partnerships with community-based organizations to address persistent ethnic and racial disparities. These partnerships can increase the reliability of health data on populations that are difficult to reach through conventional research and data collection strategies. They can also ensure that minority health prevention campaigns are culturally attuned and efficiently targeted for maximum impact on the knowledge, attitudes and behaviors of those at risk or in need.



Building such partnerships is easier said than done. Public agencies often lack the staff and resources required for effective long-term outreach to minorities. Minority health providers lack advanced data collection and management skills and may have limited outreach beyond their immediate client base. Building strategic partnerships, therefore, requires technical skills and inter-cultural competence that the prospective partners rarely have at their disposal.

PUENTES & ASSOCIATES

Puentes and Associates was founded in the 1990s to bridge this “partnership gap.” Our gender-inclusive multi-cultural team is comprised of public health researchers, community health trainers, and social marketing specialists who are familiar with the way government health agencies and community health providers “do business.” We work on government contract to build the “bridges” that allow public agencies to rely more heavily on community-based organizations for the design and implementation of minority health interventions. Public agencies obtain much needed data and show improved program impact – all at reduced cost. Minority organizations gain skills and participation and their communities are empowered and better served.

Here are some specific benefits our funders can expect from our activities:

- Highly reliable data collection and analysis of minority health needs, including Hispanics, African-Americans, women and youth.
- Increased cultural “competence” for government-funded health programs for minorities.
- Enduring organizational ties to minority-serving health organizations.
- Human capital development for minority health organizations and their staffs, especially youth
- Increased civic participation and minority trust in government health agencies.

OUR SERVICES

All of our services are intended to enhance public-private collaboration in minority-targeted health prevention. Our services include:

Strategic planning & development

- Organizing policy authority
- Building stakeholder coalitions
- Designing needs assessments
- Grant writing/fundraising

Research

- Data analysis & report writing
- Telephone/door-to-door surveys
- Focus groups
- Participant/observation research

Publicity outreach

- Poster and flyer design
- Radio/TV/Internet ads
- Op-ed/news stories
- Press relations

Educational materials design

- Training guides/handbooks
- Health brochures
- Video/audio productions

Training and facilitation

- Workshops for health promoters
- Social marketing
- Data management & storage

Puentes team members are fluent in English and Spanish. Many of our projects have been conducted in Hispanic communities. We also specialize in projects targeting minority youth and women.

RPB™ NEEDS ASSESSMENTS

Puentes & Associates has pioneered a needs assessment methodology that fosters community-based health interventions in minority communities that lack basic and reliable data on their health needs. We call this methodology **RESEARCH PARTNERSHIP BUILDING™**, or **RPB**.

The RPB model grew out of a substance abuse prevention campaign conducted in 1998-1999 with Hispanic/Latino organizations and the District of Columbia Department of Health. RPB has special application to newcomer Hispanic and other immigrant communities that remain marginalized from the public health sector due to language and cultural barriers. Hispanic-serving organizations have a strong incentive to engage in RPB to bring their communities “out of the shadows” and to ensure priority attention to their health needs. Public agencies can utilize RPB to initiate partnerships with minority organizations that are better placed to gather data and to promote prevention messages to difficult-to-reach constituencies.

The RPB model places community-based organizations at the center of the health intervention and requires extensive hands-on training in research design, data collection, social marketing and program development. Puentes team members may deploy to a health prevention site for 3-6 months to help organize and manage this process.

For more information about RPB, please contact our office.