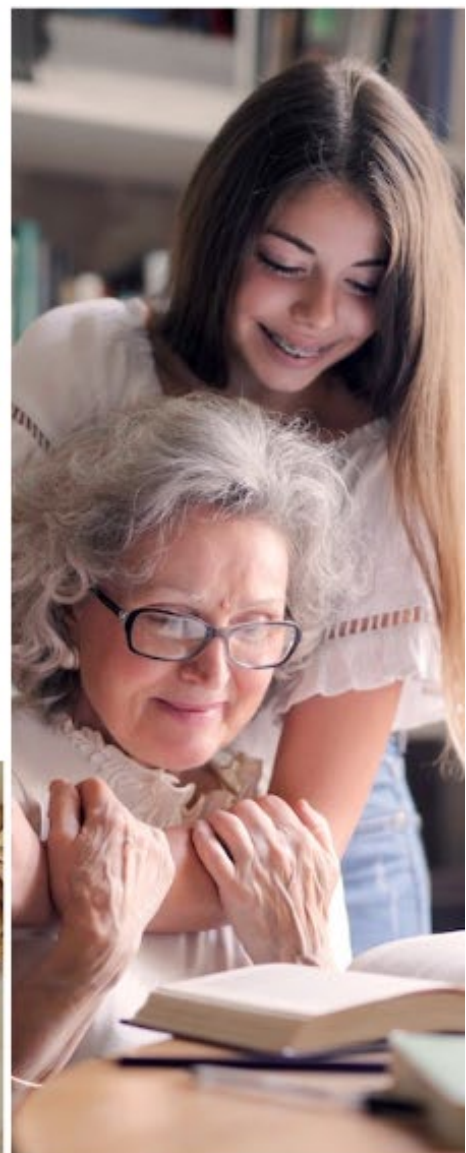


# Annual Report



LONG BEACH STATE UNIVERSITY  
**CENTER FOR LATINO  
COMMUNITY HEALTH**  
EVALUATION & LEADERSHIP TRAINING

## 2021 - 2022



## Mission

To improve, promote, and advocate for the health, culture, and well-being of diverse Latino/Hispanic communities.

## Vision

To improve health, educational, and social equity among the Latino communities with whom we work and serve.

## Values

- ✚ We are driven to action by our community-centered mission.
- ✚ We embody an attitude of community service.
- ✚ We operate with integrity and inclusiveness.
- ✚ We foster leadership and empowerment.
- ✚ We value our grass-roots underpinnings.
- ✚ We are accountable to the communities we serve.
- ✚ We uphold the community-driven missions of UnidosUS and CSULB.
- ✚ We acknowledge, appreciate, and celebrate the cultures, resiliency, insights, and contributions of Latino/Hispanic families and communities.



# ABOUT US

The CSULB Center for Latino Community Health, Evaluation, and Leadership Training (hereafter Center) is a partnership between UnidosUS (formerly known as the National Council of La Raza [NCLR]) and California State University, Long Beach (CSULB). The CSULB Center was established in 2005 through a congressional earmark spearheaded by then Congresswoman Hilda Solis. The Center has three pillars of work which are highlighted in our descriptive name.

## Community Health

The Center's research and program areas embody the use of community based participatory research methods – an academic model that promotes community empowerment, learning, and participation in society. Our research promotes faculty excellence through research, prepares students for success, expands the self-efficacy of community members involved in our projects, and creates collaborative partnerships aimed at impacting the delivery and messaging of Latino health through culturally and linguistically appropriate methods.

## Evaluation

We provide culturally and linguistically appropriate evaluation services to community-based organizations and health entities such as federally qualified health centers who serve Latinos. These services include research and evaluation design; quantitative and qualitative instrument development; training for data collection staff (in person or via webinar); technical assistance; data processing and cleaning; data analysis; and report writing. Clients include both local and national organizations.

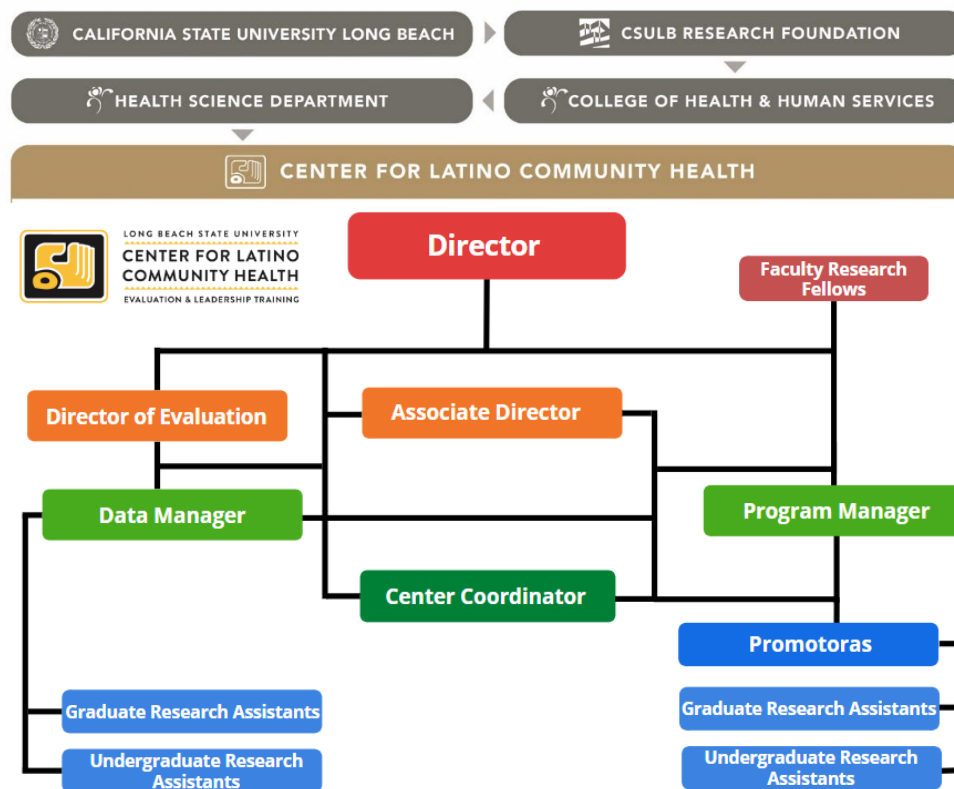
## Leadership Training

We are committed to student success and the academic and professional preparation of future generations. We collaborate across departments and colleges to gain funding to provide exemplary student success programs. Each year, we provide internship opportunities and fellowships to support students from CSULB and other institutions. In collaboration with faculty and staff across the campus, we provide student trainings and workshops to support academic and professional development.





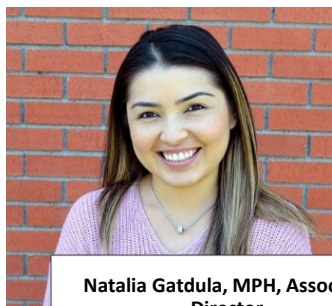
## Organizational Chart



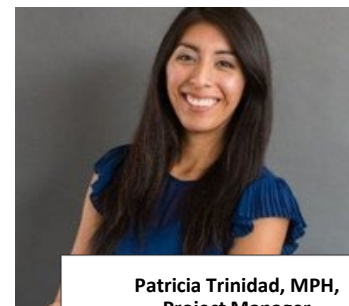
## Meet our Team



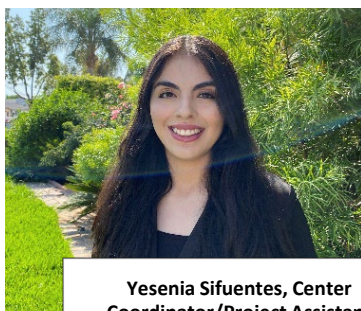
**Melawhy Garcia, Ph.D., MPH,**  
Assistant Professor & Latino Center  
Director



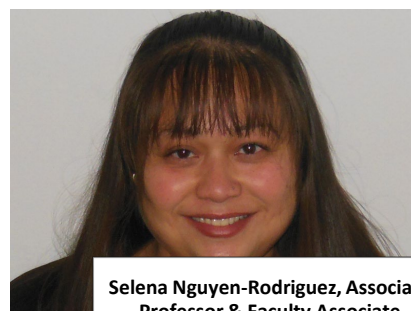
**Natalia Gatdula, MPH, Associate  
Director**



**Patricia Trinidad, MPH,**  
Project Manager



**Yesenia Sifuentes, Center  
Coordinator/Project Assistant**



**Selena Nguyen-Rodriguez, Associate  
Professor & Faculty Associate**



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# Year at a Glance

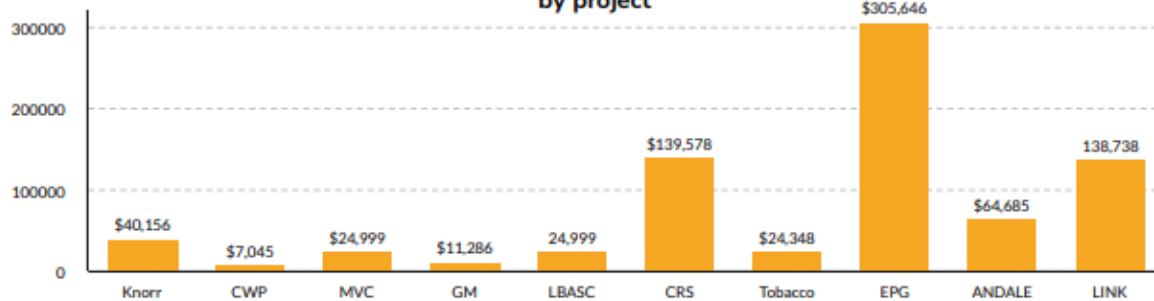
Center for Latino Community Health

## 2021-2022



Secured **10 grants and contracts**

Amount of Funding in Fiscal Year  
by project



Hosted **17 trainings and professional development workshops**



**27 students**  
trained and mentored

Community Members Served

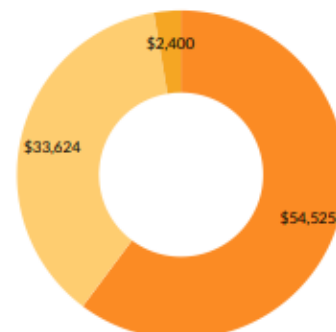


**58** Children

**34** Guardians

Amount of Scholarship Funding Awarded

ANDALE  
Tobacco  
EPG





# Supporting Student Success @ The Beach

## Who do we serve and train?

- Undergraduate and graduate students pursuing a degree in the fields of nutrition, health science, kinesiology, healthcare administration, sociology, social work, and other related health fields.
- Underrepresented students (e.g., first-generation, financial need, members of racial/ethnic minority groups, with a disability).
- Interested in working to improve the health and well-being of the Latino community.

## What do we provide?

- Competency-based trainings
- Professional development
- Research experience
- Experiential learning
- Mentorship
- Paid fellowship opportunities
- Conference travel opportunities







# Training topics offered 2021 - 2022

## Latino Nutrition & Chronic Disease

### Prevention

- Introduction to the Importance of Latino Nutrition
- Nutrition-Related Chronic Diseases Affecting Latinos
- Nutrition for Health Professionals

## Culturally Responsive Nutrition Education

- Developing Interventions and Programs
- Social and Cultural Aspects of Food
- Culturally Responsive Nutrition Education Programs

## Community-Based Participatory Research

- Community-Based Participatory Research Overview
- *Promotores de Salud* (Community Health Workers) History & Panel
- Community-Based Intervention Implementation

## Research Methods

- Introduction to Mixed Methods Research
- Qualitative Methods
- Quantitative Methods
- Biopsychosocial Research
- Understanding Scientific Literature
- Responsible and Ethical Conduct
- Informed Consent Procedures
- Anthropometric Measurements
- Data Interviewing Techniques
- Data Entry and Management
- Follow-up calls Data Collection Procedures

## Professional Development

- Culture Capital: Strengths & Values
- Professional Etiquette
- Job and Salary Negotiation
- Graduate School Planning
- Resumes and CVs
- Elevator Speech
- Goal Setting & Campus Connection
- Developing Abstracts
- Developing Scientific Posters







**Funding Agency:** United States Department of Agriculture - NIFA Award #2021-69015-33433

**Project Staff:** Dr. Melawhy Garcia (PI), Patricia Trinidad, MPH

**Community Health Workers:** Brenda Monzon and Isabel Rojas

**Purpose:** To address the disproportionate rates of obesity among Latino youth ages 10 – 13 years by developing and implementing a youth-focused and family-based intervention in Long Beach emphasizing physical activity, fruit and vegetable consumption, and strengthening communities with behaviors that encourage healthy lifestyles.

### Intervention:

- Four, 2-hour weekly group sessions (Weeks 1-4)
  - two in-home sessions/Zoom
  - one grocery store tour
  - one physical activity session at nearby park
- Two, 15-minute telephone booster sessions (Weeks 8 and 12)
- Text Messages to provide reinforcement of the Eat, Play, Go! intervention content

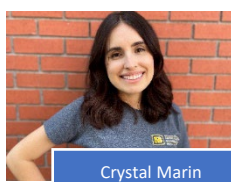
### Research Fellows



Andrea Luna



Gerson Leon Cruz



Crystal Marin

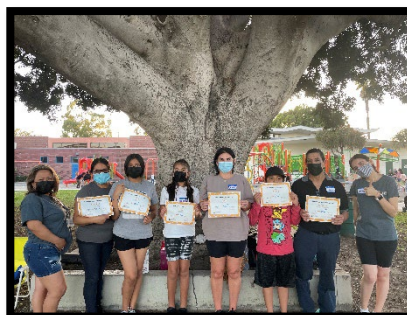
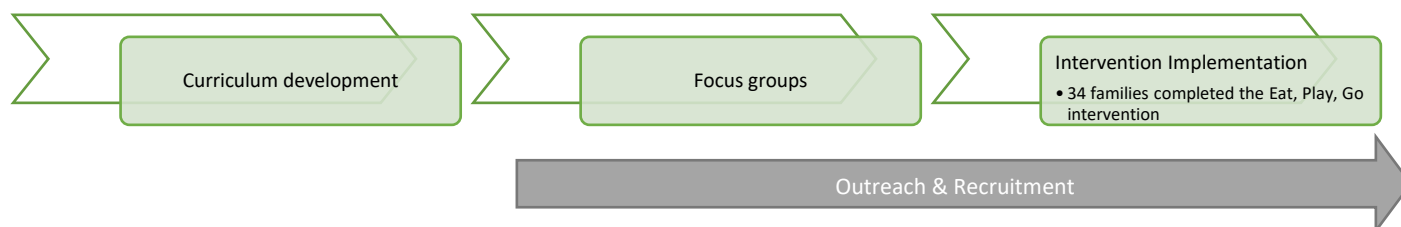


Joshua Sedano



Evelyn Grijalva Martinez

### Project Milestones





ÁNDALE Latino Research Training Program

**Funding Agency:** United States Department of Agriculture – NIFA Award #2020-67037-30663

**Project Staff:** Dr. Melawhy Garcia (PI), Natalia Gatdula, MPH

Aims to train fifty (50) undergraduate students in Latino nutrition and chronic disease prevention, enhance their professional development, and engage them in research to better prepare them to enter graduate school or the workforce.

### Project Milestones



**29 undergraduate students** have completed the program to date



**\$42,525 in scholarship** funding awarded this fiscal year

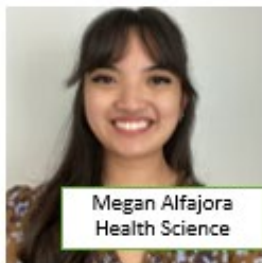


**4 scholars** submitted an abstract and presented at a conference

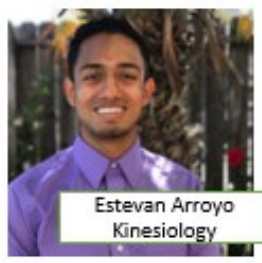


**7 scholars** attended a professional conference

### 2021 ÁNDALE Scholars



Megan Alfajora  
Health Science



Estevan Arroyo  
Kinesiology



Christina Cabading  
Health Science



Kevin Dang  
Kinesiology



Liza Escun  
Sociology



Fabian Garcia  
Nutrition & Dietetics



Evelyn Grijalva Martinez  
Nutrition & Dietetics



Julia Guevara  
Kinesiology



David Lemucchi  
Health Science



Jesus Mendoza  
Kinesiology



Vanessa Nguyen  
Health Science



Cindy Osegueda  
Health Science



Yesenia Sifuentes  
Health Science



Gabriel Velazquez  
Health Science



Cristina Zuniga  
Health Science

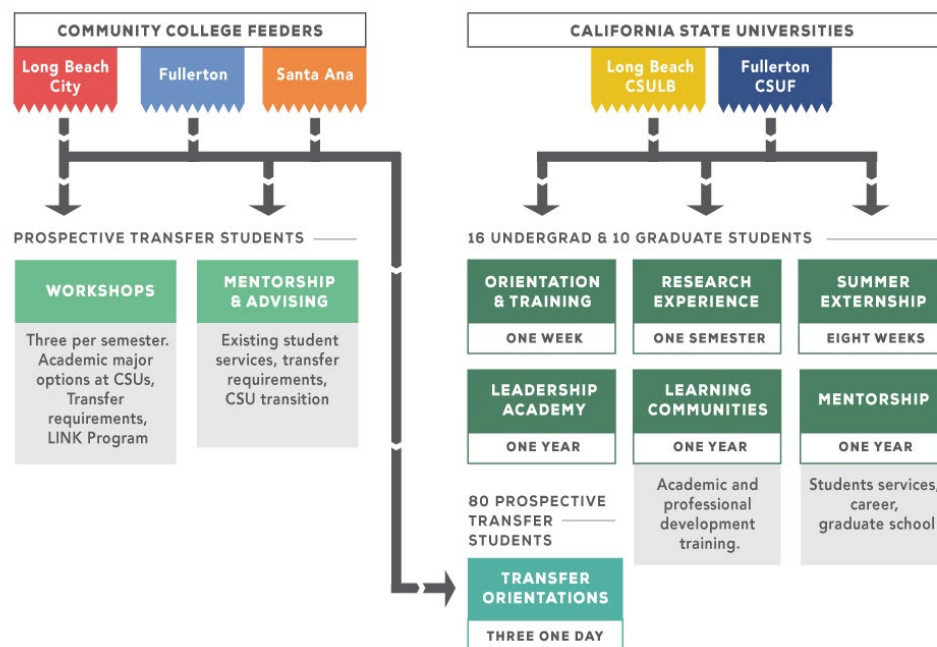


**Funding Agency:** United States Department of Agriculture-NIFA (August 2021-2025) Award # 2021-77040-34904

**Collaborators:** California State University, Fullerton, Long Beach City College, Santa Ana College, Fullerton College

The LINK Program is a collaboration between five Hispanic-Serving Institutions (HSIs) in Southern California: two 4-year universities, California State University (CSU) Long Beach and CSU Fullerton, and three 2-year community colleges (CC) including Fullerton, Long Beach City, and Santa Ana. The LINK Program will promote the success of 26 underrepresented students in the food and human sciences professional and scientific workforce emphasizing Latino nutrition through outreach, mentoring, education, support services, research, and professional internships with community partners.

### Project Activities



### Project Milestones

A peer ambassador from CSULB and CSUF was hired to lead community college workshops.

70 students in Fall 2021 and 62 in Spring 2022 from community college partners attended virtual workshops to learn more about degree programs, transfer requirements and the LINK Scholars program.

Held inaugural advisory board meeting.

2 consortium meetings were held with community college representatives to discuss transfer facilitators and barriers.

Scholars are actively recruited to apply for the fellowship that is set to start Fall 2023.



# Contracts

## Comprando Rico y Sano Evaluation

**Funder:** Walmart Foundation

**Funding period:** December 1, 2020 - March 31, 2022

**COMPRANDO  
RICO Y SANO**

**Purpose:** Assess the effectiveness of the *Comprando Rico y Sano* (translated as “Buying Healthy and Flavorful Foods”) program. *Comprando Rico y Sano* is a *promotores de salud*-led program developed by UnidosUS Health and implemented at 27 sites across the U.S. The program has several goals and activities:

- 1) provide nutrition education to Latino communities to instill healthy shopping and eating habits
- 2) provide enrollment assistance for the Supplemental Nutrition Assistance Program (SNAP) and other federal assistance programs
- 3) increase food access and service delivery to reduce hunger and food insecurity

The program uses a culturally and linguistically appropriate educational intervention designed to promote a healthier lifestyle through: increased knowledge of healthy eating and shopping strategies, federal nutrition assistance programs, primarily SNAP benefits and its eligibility requirements; increased self-efficacy to maximize SNAP benefits to increase household’s food access (i.e., self-efficacy for food-security); increased intent to consume and actual consumption of more vegetables and fruits, and home-prepared healthy meals.

**Center role:** Develop evaluation plan and evaluation instruments; data entry, tracking, and management; collect follow-up telephone data from community member participants; data analysis and reporting.

### Project milestones:



**928 *charla* participants** completed evaluation surveys



**26,629 Latinos** across the U.S. received **enrollment assistance** for the supplemental nutrition assistance program (SNAP)



**2,607 Latino households** received **enrollment assistance** into **other federal assistance programs**



**107,115 Latino families** received **food access and delivery services**



Over **3.6 million pounds** of food were **distributed**



**9,896 meals** were **delivered** to homes and **126,309 meals** were **distributed**



**34,654 Latinos** were **referred** to **food pantries**





## Online Grocery Shopping Educational Module Evaluation



**Funder:** General Mills

**Funding period:** May 1, 2021 - October 31, 2021

**Purpose:** The General Mills (GM) Online Grocery Shopping Educational Module Evaluation assessed the effectiveness of an online grocery shopping educational module developed by UnidosUS and implemented across 3 subgrantee sites. The goal of the online grocery shopping educational module was to increase access to healthy foods among underserved Latinos residing in areas designated as food deserts and/or rural communities by increasing the use of online grocery shopping services and increasing participant confidence in purchasing food groceries online.

**Center role:** Evaluate the online grocery shopping educational module via pre-survey and 3- month follow up.

**Project milestones:**

- Three (3) subgrantee sites implemented the online grocery shopping module in 3 cities.
- Eighty-nine (89) participants completed demographic and pre-surveys.
- Subsample of 18 participants completed the 3-month follow-up survey.

## Nutrition Education Socio-Economic Framework for Latinos



**Funder:** Community Wealth Partners, Inc.

**Funding period:** November 4, 2021-December 31, 2021

**Purpose:** Adapt the Socio-Ecological Model to better address nutrition education outcomes among Hispanics/Latinos in community settings.

**Center role:** To support the development, implementation, and evaluation of qualitative research to develop a nutrition education framework through an adaptation of the Socio-Ecological Model of Health Behaviors. Research activities included: 1) review and translation of study documents; 2) transcription of audio-recordings; 3) data analysis and coding; 4) development of a report based on qualitative findings.

**Project milestones:**

- Four (4) adults from four different organizations focused in the area of advocacy and programing for food participated in the interviews in November 2021.
- A report was prepared to share the qualitative findings on the review of the proposed Socio-Ecological Framework for Nutrition Education in Community Settings.
- After conducting a review of current theory of change strategies, the Nutrition Education Pod (NEP) developed a revised socio-ecological framework to incorporate new constructs which better address nutrition education.



## Food Insecurity among Latinos: A Formative Research Study



**Funder:** Edelman and Knorr

**Funding period:** November 2, 2021 - September 30, 2022

**Purpose:** Understand the severity of food access and impact food insecurity has on Latinos living in rural or remote communities in United States. Research activities will include: 1) a review of the literature; 2) in-depth interviews; 3) focus groups; 4) development and dissemination of report and White Paper.

**Center role:** Design study instruments, implement formative research focus groups and interviews, conduct qualitative data analysis, and reporting.

### Project milestones:

- ❖ Seven (7) in-depth interviews (IDIs) and six (6) focus groups (FGs) were conducted with 16 community members and 23 stakeholders from rural or remote communities across the U.S.
- ❖ Literature review identifying factors that contribute to food insecurity and potential solutions.
- ❖ Workplan with recommendations for developing health promotion programs to improve access to nutritious food and reduce food insecurity.



Food Insecurity Among Latinos in Rural Communities	37
<b>07 Recommendations</b>	
<b>7.1 Programmatic Recommendations</b>	
1: Strengthen nutrition education by considering and respecting the context of Latinos living in rural communities.	
1.1 Incorporate culturally relevant foods specific to each community, taking into consideration their preferences, availability, and cost of foods.	
1.2 Include recipes that are culturally relevant and teach communities how to incorporate seasonal vegetables, specific to each region, into Latino cultural foods.	
1.3 Explain portion	
1.4 Include suggest available to each sp	
1.5 Discuss the imp	
1.6 Provide informi debunking myths to	
2: Strengthen nutr among rural Latin	
2.1 Offer cooking de new produce into e:	
2.2 Provide particip actively engaged du	
2.3 Provide particip	
2.4 Provide substan	
2.5 Offer a box of to demonstrations to i	
Food Insecurity Among Latinos in Rural Communities	38
3: Offer virtual nutrition education options to address disparities related to access.	
3.1 Provide trainings to community members on how to use various video-conferencing platforms to increase confidence in use and improve online participation.	
3.2 Offer technical assistance and troubleshooting to participants during online classes.	
3.3 Develop nutrition content and materials specific for online delivery to ensure it actively engages its audience.	
3.4 Provide community members with any materials or food ingredients needed ahead of time to ensure active participation.	
<b>7.2 Policy Recommendations</b>	
1: Improve food security and food access for all Latinos.	
1.1 Expand eligibility criteria for nutrition assistance programs to support undocumented immigrants.	
1.2 Increase local non-federal funding to expand nutrition assistance services to undocumented immigrants.	
1.3 Establish policies to secure enrollment of all food insecure children younger than 18 years of age, regardless of immigration status, to receive nutrition assistance.	
1.4 Expand school lunch options for children and provide access to fresh foods.	
2: Improve access and enrollment to federal nutrition assistance programs.	
2.1 Expand eligibility criteria to increase income range to reflect inflation and increased cost of living in rural communities.	
2.2 Increase resources (e.g., personnel, information pamphlets, application materials, application portals) available in Spanish that are culturally competent and easy to navigate.	
2.3 Eliminate policies that negatively impact immigrants applying for residency or legal status for receiving benefits from nutrition assistance programs either directly or indirectly through enrollment of other family members (i.e., children).	
2.4 Simplify the eligibility screening process for enrollment into nutrition assistance programs by reducing the amount of paperwork required, especially, for individuals previously enrolled.	
2.5 Enrollment and assignment of benefits should take into account geographic variation in cost of living and food prices.	
2.6 Improve cultural competence of local federal agency staff to be better equipped to work with local community organizations and to provide support services to rural Latino communities they serve.	



# LONG BEACH Contracts

HEALTH & HUMAN SERVICES

## *Mi Vida Cuenta* (My Life Matters) COVID-19 Latinx Health Initiative

**Funding period:** August 2021 - October 2021

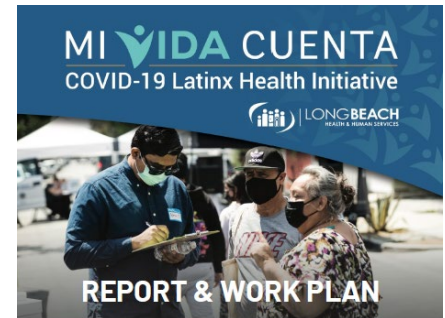
**Purpose:** The *Mi Vida Cuenta* (My Life Matters) COVID-19 Latinx Health Initiative originated through the Long Beach City Council action to allocate sufficient resources to provide ongoing health education, equitable vaccine distribution, appropriate food distribution, rental assistance, employment support, mental health, and other supportive services for the Latinx community, including undocumented residents, in the City of Long Beach.

**Center role:** Development of a data-driven work plan outlining short-, mid-, and long-term recommendations, as well as to guide city efforts to leverage the Long Beach Recovery Act resources. The Center developed a survey and moderator guide for listening sessions with input from community partners to identify and analyze the impact of COVID-19 on the overall health and wellness of the Latinx community in Long Beach with an emphasis four key areas: economic stability, education, health disparities, and the experience of undocumented persons. Community and stakeholder listening sessions were conducted and surveys were administered throughout the City of Long Beach. A final report was prepared and presented.

### Project milestones:

- Development of workplan and report with findings and 4 major strategic goals along with short, mid- and long-term objectives to guide city efforts.

Figure 1. *Mi Vida Cuenta* COVID-19 Latinx Health Initiative Phases



### COMMUNITY ENGAGEMENT

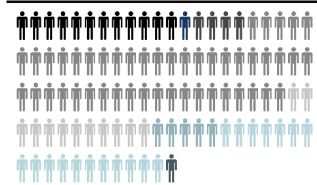
**46** COMMUNITY MEMBERS  
**18** COMMUNITY STAKEHOLDERS

Listening Sessions

**135** COMMUNITY MEMBERS  
**13** COMMUNITY STAKEHOLDERS

Survey

### ZIP CODE REPRESENTATION





## Tobacco Education Program

**Funding period:** December 2020 - 2021

**Purpose:** Increase awareness, knowledge, and advocacy regarding second-hand smoke among Latino residents living in multi-unit housing in the City of Long Beach.

**Center role:** Recruit participants to participate in presentations, trainings, surveys, and petitions.

**Project milestones:**

- Surveyed 50-100 tenants to collect data about attitudes, and perceptions regarding exposure to secondhand smoke in multi-unit housing settings.
- Three 15–30-minute health education presentations with a total of 29 community members.
- Three tabling events at community health and resource fairs.
- One community listening session with 33 participants.
- One 60–90-minute training for collaborative partners.
- Social media campaign to disseminate information regarding tobacco use, prevention and smoke free housing.

## Long Beach Activating Safe Communities

**Funding period:** February 2021 - December 2023

**Purpose:** LB Activating Safe Communities (LB ASC) is an effort to create and sustain a city where everyone lives in safe communities, attends safe schools, and has contributing neighbors connected to their community. The goals are to establish a coordinated citywide gun violence response system and reduce the incidence of firearm and aggravated assaults by activating the Washington Neighborhood through a comprehensive street outreach and intervention model targeting youth and emerging adults most at risk for engaging in or becoming victims of violence.

**Center role:** Provide tools, strategies, and steps necessary to evaluate the LB ASC program and determine the factors that contribute to reducing gun-related violence in the Washington Neighborhood. A comprehensive evaluation plan has been developed to determine the success of the program. The evaluation is on-going, data-driven and is based on both process and outcome measures using a mixed-methods approach.

**Project milestones:**

- The City of Long Beach Gun Violence Response System was established with buy-in from the Long Beach Police Department and a “soft launch” of the system has been in place since March 2022.
- The Toberman Neighborhood Center was onboarded to provide case management and service delivery for the LB ASC program’s intervention. A case manager and 2 peacekeepers were hired and trained to implement the intervention and provide service delivery to at-risk youth and emerging adults.
- Outcome evaluation instruments were finalized, and data collection trainings were provided to Toberman staff.





## July 2021 – June 2022 Fiscal Data

### ***Grants and Contracts (Continued from previous-year funding)***

<b><i>Name of Project</i></b>	<b><i>Funder</i></b>	<b><i>Amount</i></b>	<b><i>Award Start/End Date</i></b>
General Mills Online Grocery Shopping	UnidosUS	\$11,286.00	4/1/2021 - 11/30/2021
Long Beach Activating Safe Communities Program	Long Beach Department of Health and Human Services	\$24,999.00	4/1/2021 - 12/31/2021
Comprando Rico y Sano Program Evaluation 20	UnidosUS	\$139,578.00	11/1/2020 - 3/31/2022
Eat, Play, Go!	United States Department of Agriculture	\$305,646.00	11/15/2020 - 11/14/2024
Tobacco Education and Prevention	Long Beach Department of Health and Human Services	\$24,348.00	1/01/2020 - 12/31/2021
ANDALE Latino Research Training Program	United States Department of Agriculture	\$64,685.00	4/15/2020 - 4/14/2025
<b>Subtotal:</b>		<b>\$ 570,542.00</b>	

### ***New Grants and Contracts (initiated between July 1, 2021 - June 30, 2022)***

<b><i>Name of Project</i></b>	<b><i>Funder</i></b>	<b><i>Amount</i></b>	<b><i>Award End Date</i></b>
Rural Food Insecurity Needs Assessment	UnidosUS	\$40,156.00	11/1/22 - 9/30/22
Nutritional Education Socio-Economic Framework for Latinos	UnidosUS	\$7,045.00	11/15/21 - 12/17/21
Mi Vida Cuenta Latinx Health Equity Initiative	Long Beach Department of Health and Human Services	\$24,999.00	7/19/21 - 10/30/21
Leveraging Interdisciplinary Nutritional Knowledge	United States Department of Agriculture	\$138,738.00	08/01/2021 - 07/31/25
<b>Subtotal:</b>		<b>\$210,938.00</b>	



## Publications

- Rascon, M., Garcia, M.L., Nguyen-Rodriguez, S.T., Galvez, G., Gepp, A., Carillo, E., & Carreon, R. Comprando Rico y Sano: Increasing Latino nutrition knowledge, healthful diets, and food security through a national community-based intervention. (2022) *American Journal of Health Promotion*. doi: 10.1177/08901171211073956
- Gatdula, N., Costa, C.B., Rascon, M.S., Deckers, C.M., Bird, M. (2022). College students' perceptions of telemental health to address their mental health needs. *Journal of American College Health*. <https://doi.org/10.1080/07448481.2022.2047697>
- Garcia, M., Nguyen-Rodriguez, S., Gatdula, N., Aguirre, D., Rascon, M., Bird, M., Rios-Ellis, B., Frank, G. (2021). The outcomes of interprofessional experiential learning for underrepresented racial/ethnic minority students to address Latino childhood obesity. *Pedagogy in Health Promotion*. <https://doi.org/10.1177/23733799211021454>
- Frank, G.C., Centinaje, E., Gatdula, N., Garcia, M., Nguyen-Rodriguez, S.T., Bird, M., & Rios-Ellis, B. (2021). Culturally relevant health education: A foundation for building cultural competence of health professionals. *California Journal of Health Promotion*, 19(1), 13-21. <https://doi.org/10.32398/cjhp.v19i1.2643>
- Rascon, M.S., Deckers, C.M., Bird, M., Gatdula, N., McDermott, K.M. Costa, C.B. (2021). Community focus groups inform culturally sensitive nursing telehealth training curriculum development. *Journal of Nursing and Practice*. 4(2), 319-326. <https://doi.org/10.36959/545/400>

## Presentations

- Garcia, M. & Gatdula, N. (2022). *Mi Vida Cuenta COVID-19 Latinx Health Initiative*. California State University, Long Beach Week of Research, Scholarly, and Creative Activity 2nd Annual Event, Long Beach, CA, April 18-22, 2022.
- Garcia, M.L., Nguyen-Rodriguez, S.T., Gatdula, N., Aguirre, D., Rascon, M., Bird, M., Rios-Ellis, B., Frank, G. (2022). Outcomes of interdisciplinary experiential learning for racial/ethnic minority students in CHHS. California State University, Long Beach Week of Research, Scholarly, and Creative Activity 2nd Annual Event, Long Beach, CA, April 18-22, 2022.
- Lopez-Gurrola, M., Garcia, M.L., Talavera, G.A., Gallo, L.C., Allison, M.A., Castañeda, S.F. (2022) Reliability and Criterion Validity of The Sedentary Activity Assessment for Latinos Among Adult Hispanic/Latina Women. 2022 Epidemiology Research Exchange. Abstract and Poster.
- Rosales, A. & Garcia, M. (2022). A survey of COVID-19 pandemic public-health data tracking & communication practices for racial and ethnic minorities in Southern California. Poster presented at The Week of Research, Scholarly, and Creative Activity (RSCA), Long Beach, CA April 2022
- Rosales, A. & Garcia, M. (2021). A survey of public-health data tracking and communications practices for BIPOC communities in Southern California to combat the COVID-19 Pandemic. Poster presented at Building Infrastructure Leading to Diversity (BUILD) Symposium; Long Beach, CA September 2021



# Acknowledgments

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