

BCBH-SD Strategies on Reaching Diverse Populations



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GOOD&HEALTHY SOUTH DAKOTA COMMUNITIES

Objectives

- Identify best practices and lessons learned related to cultural awareness and CDSME workshops for South Dakota.
- Learn strategies in reaching, partnering with, and engaging communities, organizations, and individuals that are within or serve Hispanic and Indigenous populations.
- Diversity of Cultural awareness considerations throughout your work

BCBH-SD Network

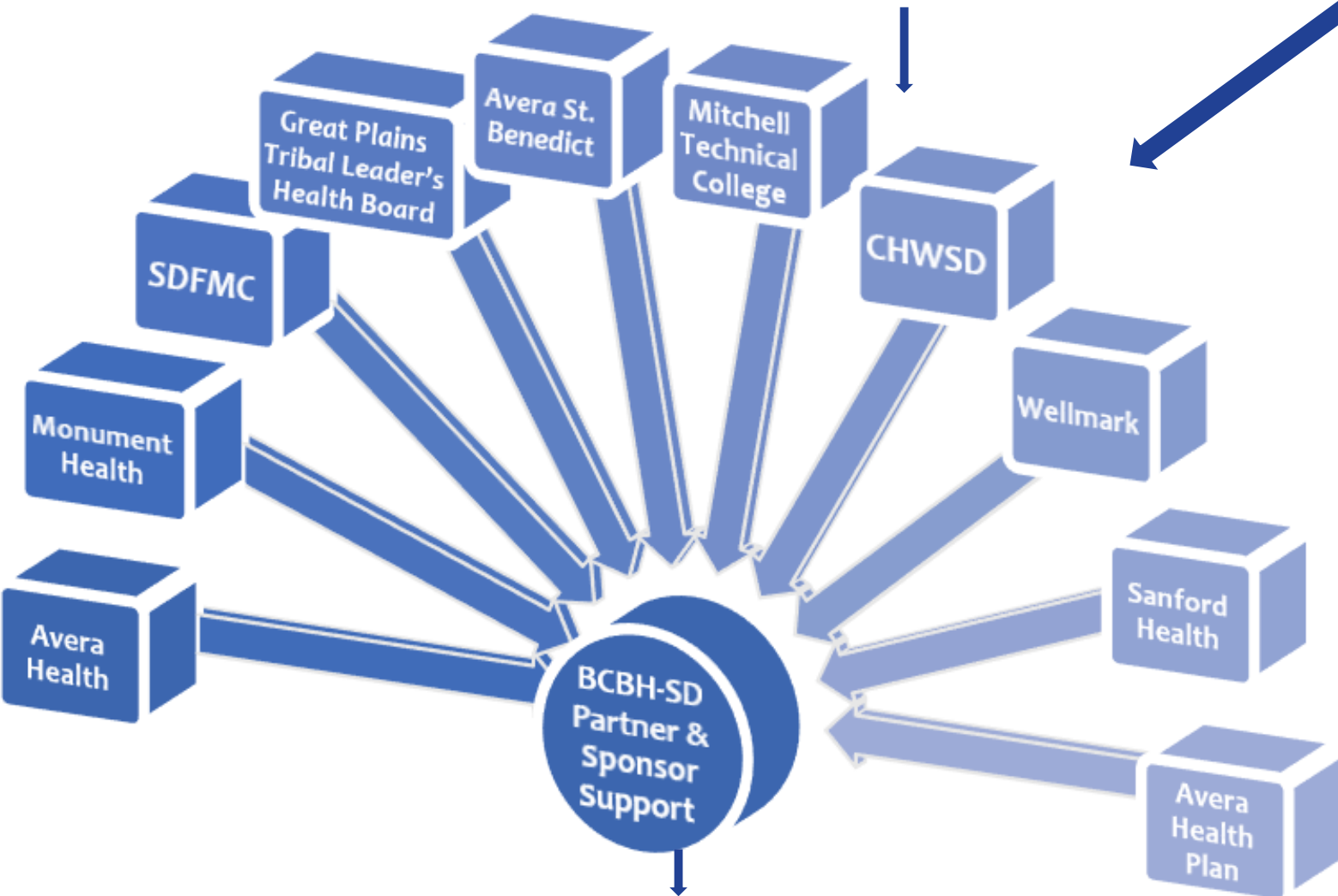




South Dakota State University (SDSU)

SDSU College of Agriculture, Food & Environmental Sciences

SDSU Extension – Food & Families
(BCBH license holder & fiscal agent)
Outreach arm of the University



Partnerships and Sponsors - provide sustainability, support and promotion, growth and development, and return on investment.

Better Choices, Better Health® SD Sustainability Org Chart



BCBH-SD Leadership Team

Michelle Tjeerdsma Food & Families Program Director	Lori Oster BCBH Program Director SDSU Extension	Megan Jacobson BCBH Program Coordinator SDSU Extension
Kiley Hump, ODCPHP Administrator SD Dept of Health (Funding)		Brooke Templeton SD Dept of Human Services (Funding -Title III D)

Better Choices, Better Health® SD (BCBH-SD) Staff (SDSU/SDSU Extension Employees/Contracts)

Bridget Muntefering Referral Coordinator	Vicki Palmreuter Referral Coordinator	Laura Harmelink Community Outreach Coordinator
Lindsey Syltie BCBH-CHW	Julian Witte BCBH- CHW	TBD BCBH-CHW
Nikki Prosch WWE Coordinator	Hope Kleine F&S! Coordinator	Dr. Lacey McCormack SDSU (Evaluator)
TBD Program Assistant	TBD BCBH-CHW	

BCBH-SD Advisory Council

Diverse and discipline specific stakeholders that provide non-binding strategic advice on outreach and implementation ideas to promote/inform/sustain the BCBH-SD program.

MAKE FEELING GOOD YOUR TOP PRIORITY

OUR VISION

Individuals: Empower South Dakotans to achieve optimal wellbeing.

Partners: Establish a synergetic network that provides access and opportunity for improved health.

OUR MISSION

Collectively inspiring people to live their best life.

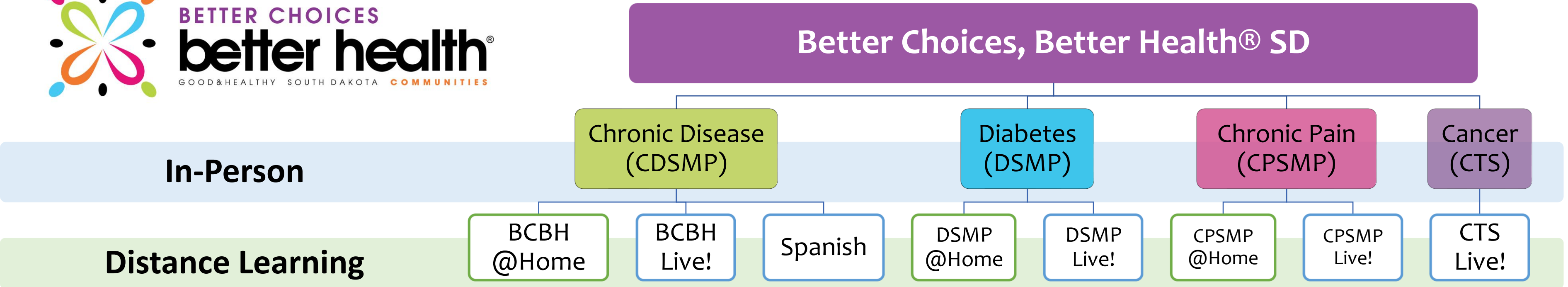
OUR PURPOSE

Challenge and elevate people to think differently about their health.



Better Choices, Better Health SD

Program Opportunities for Self-Management Education Workshops



In-Person

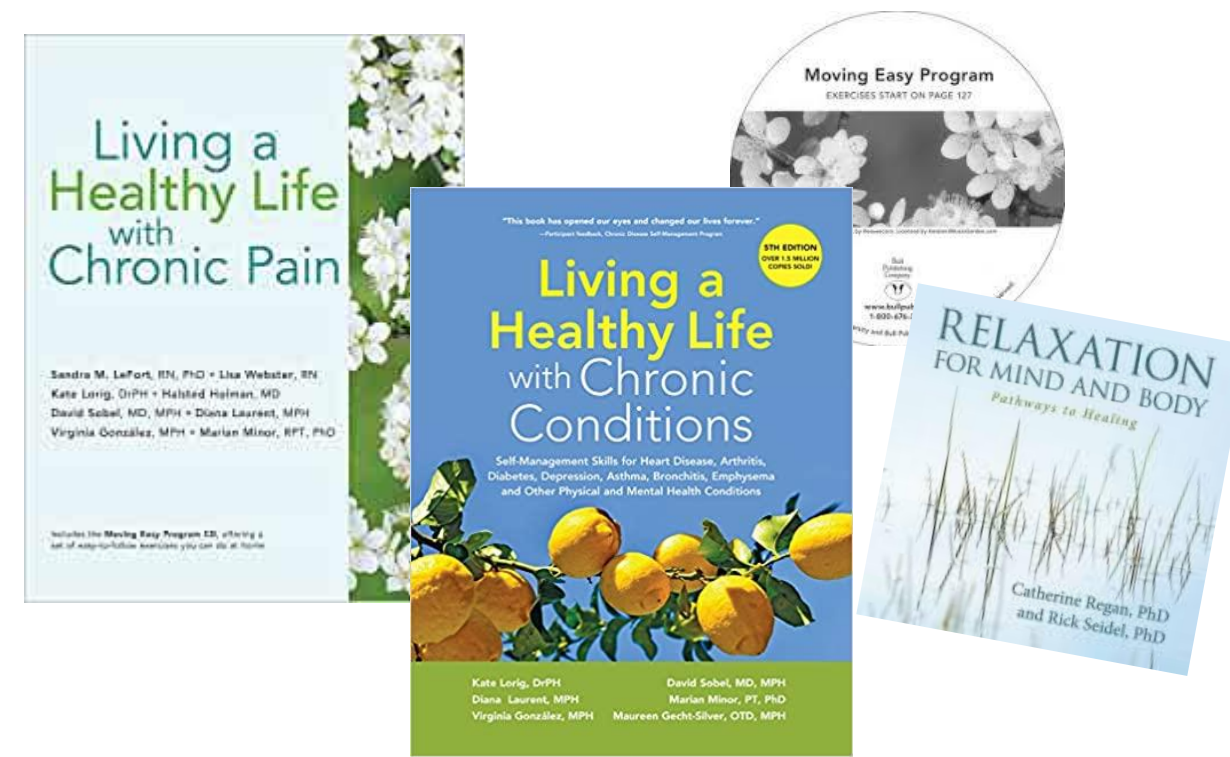
- 12-16 participants
- 2 trained leaders
- 6-week workshop
- 2 ½ hours, 1 day a week

Distance Learning (Live!)

- Connect via Zoom
- 8-12 participants
- 2 trained leaders & 1 moderator
- 6-week workshop
- 2 ½ hours, 1 day a week

Distance Learning (@Home)

- Self-Study
- 6-week workshop
- Weekly Leader Calls with small group (4 participants)



Populations





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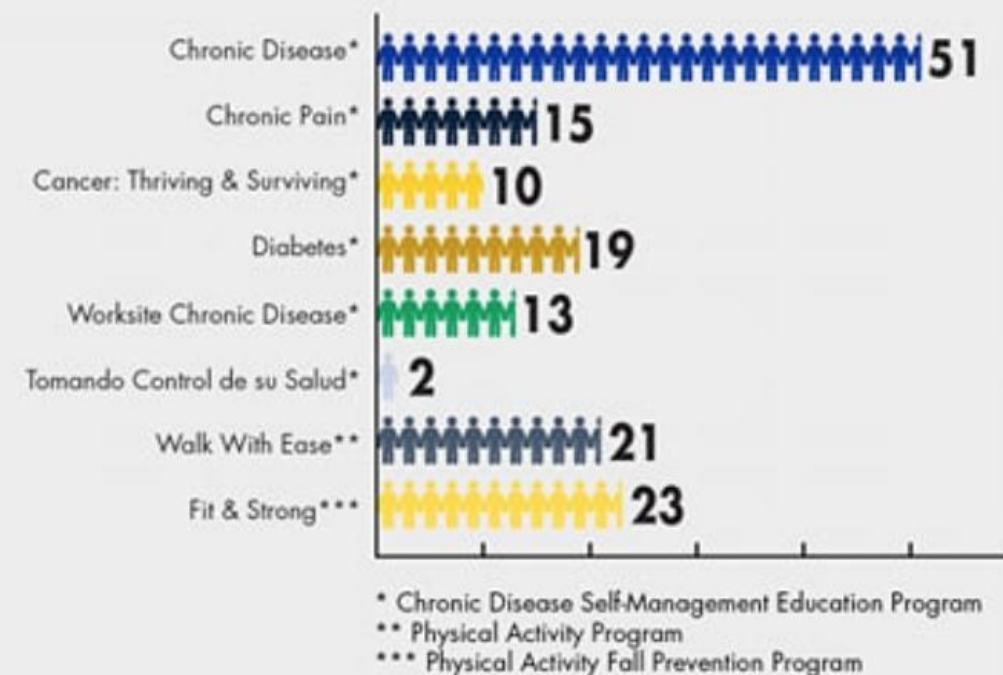
Like and Follow us
@ BCBHSD



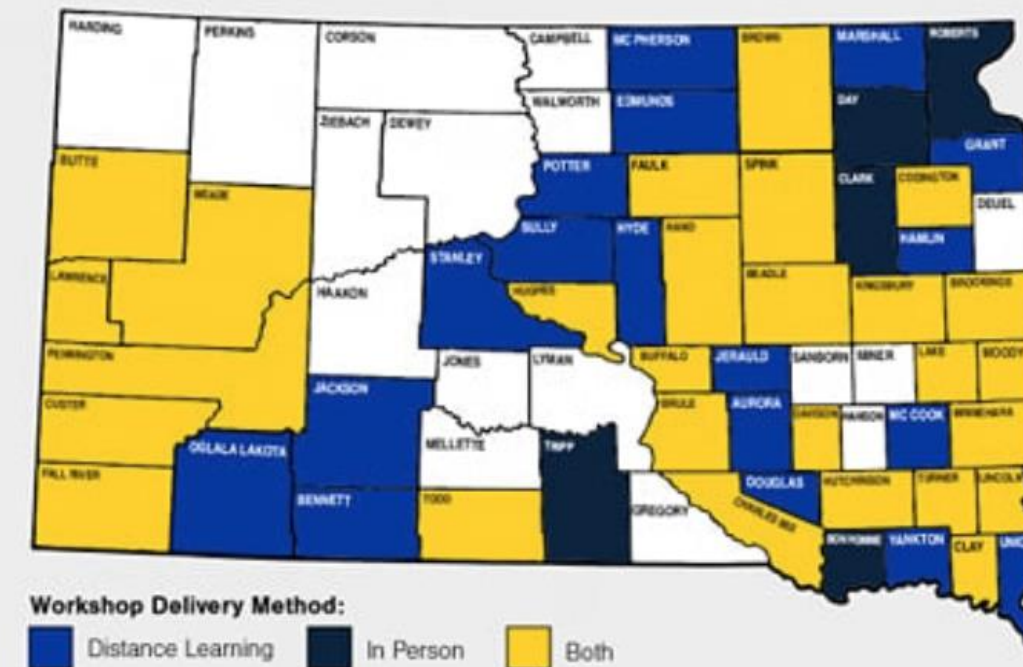
1-888-484-3800

IMPACT REPORT: 10/01/2014 – 05/30/2021

LEADERS

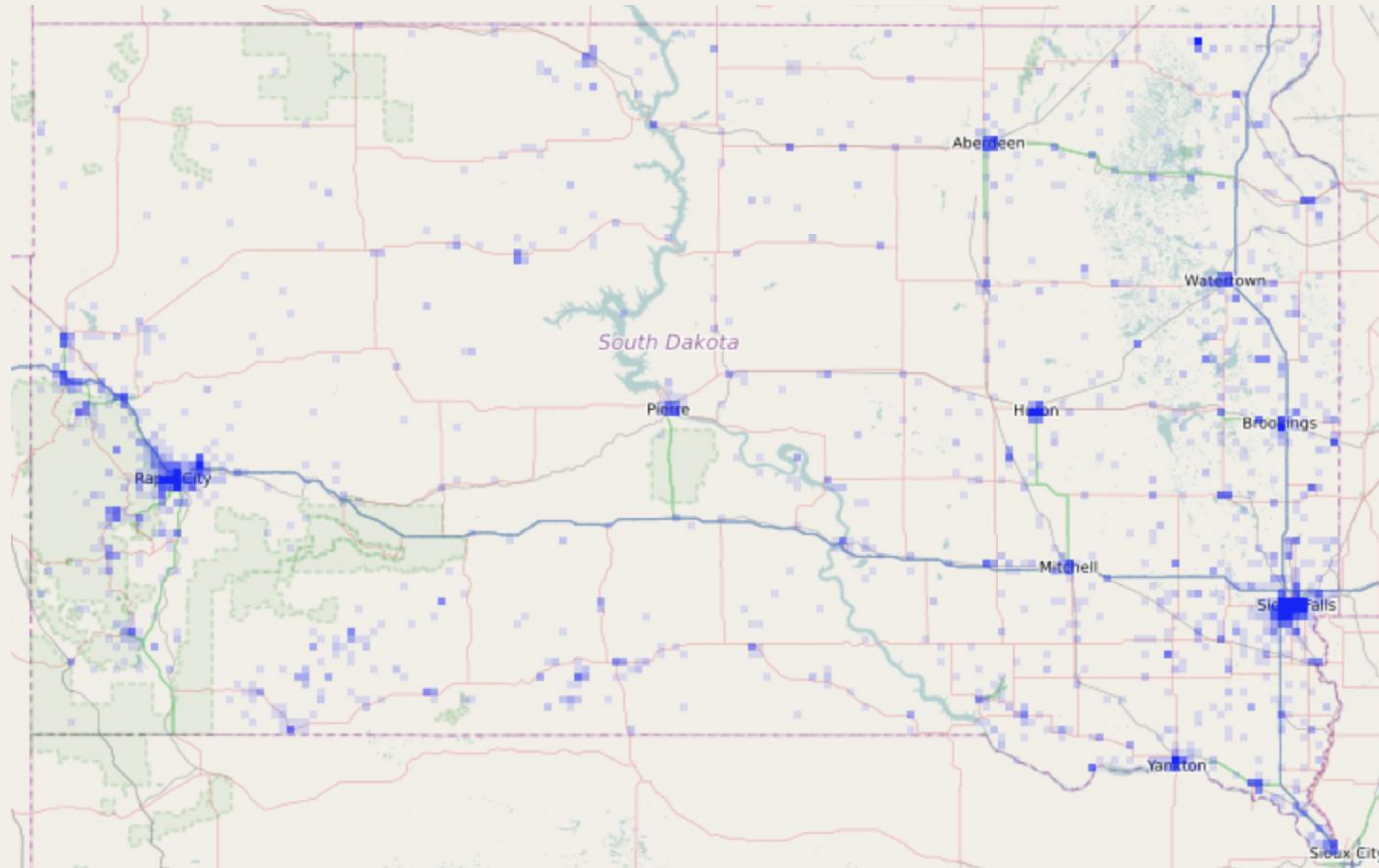


REACH

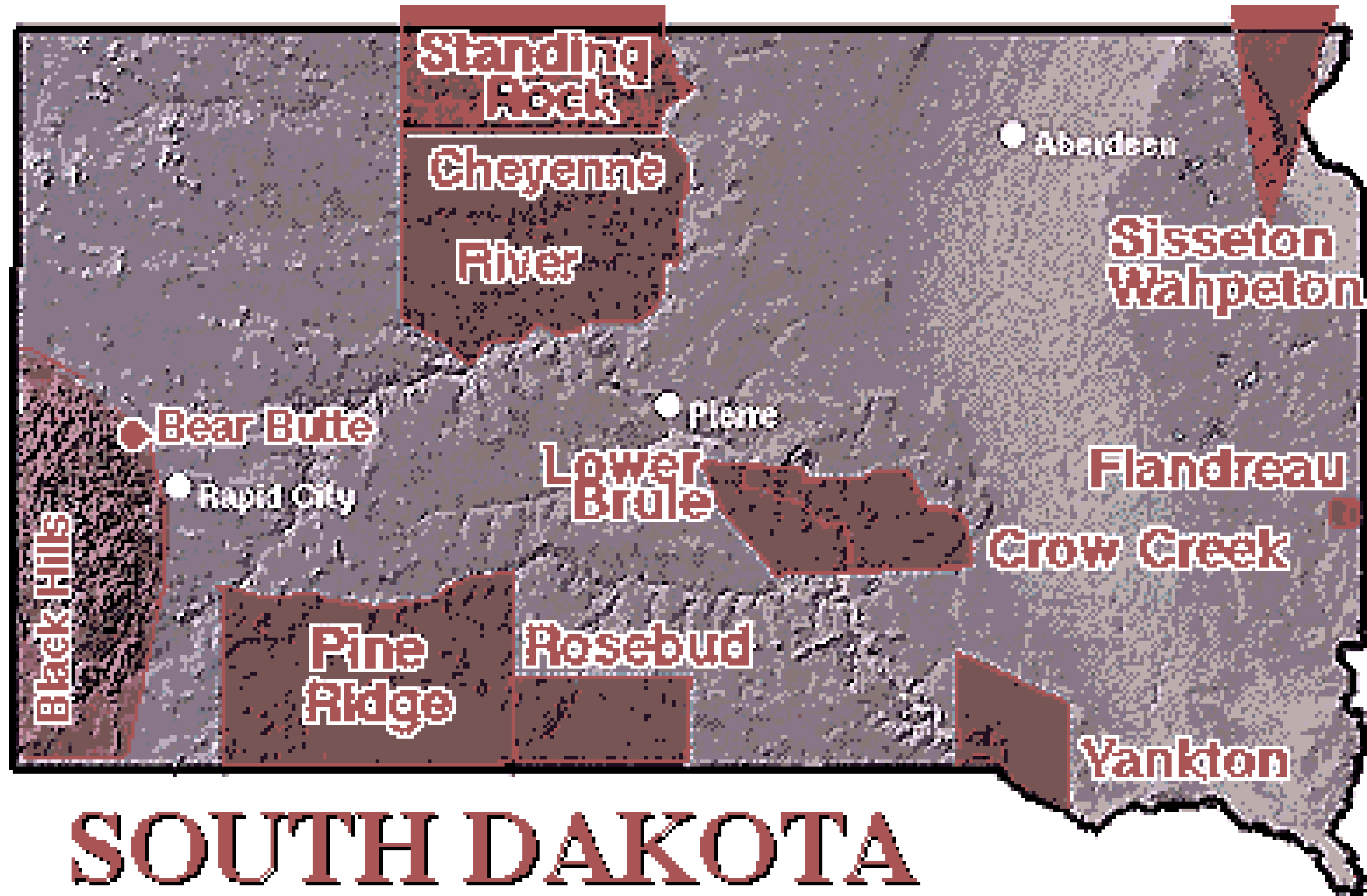


279 workshops held reaching **2,827** participants

Hispanic Populations in South Dakota



2010 Census
4% Hispanic/Latino



- South Dakota's 9 Indian Reservations
- Partnership between SDSU Extension & Great Plains Tribal Leader's Health Board

BCBH Programs

BCBH Program Culture Highlights

Tribal (Pilots)

- Peer Leaders
- Diabetes
- Cancer
- Tie common culture to program script
- Include beliefs and traditions

Tomando Control de su Salud

- Peer Leaders
- Chronic Disease
- Delivered only in Spanish with no translation
- Cultural focus designed by SMRC

Adaptations

Tribal

- No adaptations were made by the creators
- Cross referenced other evidence-based programs (Wisdom Warriors)
- Fidelity Considerations
- Consider
Adaptation/Dialog/Pilot/Evaluation

Tomando Control de su Salud

- Creators have adapted the following:
- Cultural relevance to meal planning
- Emphasis on Physical Exercise

Cultural Traditions



Hispanic/Latinos - Beliefs/Traditions



Hispanics share a strong heritage that includes family & religion. Each sub-cultural variation of the population has distinct cultural beliefs & customs. Some of which include:

- Language (verbal & non-verbal, characterized by “*respeto*”)
- Role of family (*Familismo*)
- Religion / spirituality
- Definitions of illness / timeliness of illnesses (seek care late)
- Asks few questions / requires encouragement (*personalismo*)

Lakota/Dakota Beliefs/Traditions

- **Wicozani:** A complete wholeness of wellbeing
- **Smudging:** Burning sage/ sweetgrass pulling the smoke over you as you pray
- **Chan̄nupa:** Prayer with traditional pipe and tobacco practices
- **Chan̄šaša:** Traditional tobacco
- **Ceremonies**
- **Kinship practices, roles and support**



Common Barriers and Opportunities

Common Cultural Barriers

BARRIERS

- Lack of Transportation
- Technology
- Personalized education and community awareness
- Language/Slang

Opportunities:

- Evidence-based Interventions
 - Healthcare Partnerships –
 - CHR/CHW, Interpreter Services
- Tailor custom messaging
- Deliver in locations specific to culture
- Inviting family to join/translate
- Engage spiritual partners/leaders



Engagement

Emphasis on Rapport



- Peer to peer conversation
- Marketing through community driven relationships
- Personal communication

Engaging Participants

Difficult Emotions Activity

Examples of cultural traditions, teachings, and/or spiritual practices that could support participants included:

- Talking circles – 83%
- Kinship/communal practices (talking to relatives/family members) – 83%
- Talking to clergy/spiritual leader – 67%
- Participating in ceremonies – 50%



Incorporating Culturally Relevant Traditions & Practices

Relevant: *Quality of state of being closely connected or appropriate*



- Option for traditional greetings or names
- Opening sessions in prayer or short quote
- Examples include cultural practices, tradition, and/or relevant examples
- Using Lakota words alongside English concepts (Wičhozani)

Tomando Control de su Salud



Seis semanas a dos horas y media el taller cobra:

- Manejar los problemas y establecer las metas
- Hacer frente a emociones difíciles
- Trabajar con su proveedor médico
- Ideas para la nutrición y actividad físico
- La relajación y bienestar
- Manejar los síntomas de condiciones crónicas

Regístrate llamar a:

1-605-681-6878

www.BetterChoicesBetterHealthSD.org



Tomando Control de su Salud es una programa de Self-Management Resource Center

Un taller gratis de bienestar y motivación de
hacer parte para cuidar su salud que se
enseña 100% en español



“Antes de esa clase no he nunca tenido la confianza de entender y manejar mis síntomas. Además, ahora tengo unos nuevos amigos que me soportan y me motiven”

Para registrarse llamar a:

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SPANISH CHRONIC DISEASE SELF-MANAGEMENT PROGRAM

- Live! (virtual)
- Toolkit
- In-person (eventually)
- Focus Group

<https://youtu.be/TYFUnHaKdPo>

Questions



thank you!



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