

Society for Public Health Education

SOPHE Consultant – Call for Applications

Examination of Hispanic/Latino Racial Inequities on Routes to Destinations

Proposals Due October 31, 2021

As part of its cooperative agreement with the Center for Disease Control and Prevention's (CDC's) Division of Nutrition and Physical Activity (DNPAO), the Society for Public Health Education (SOPHE) is charged with supporting a project to increase knowledge, awareness, and understanding of Hispanic or Latino transportation and land use thought leaders' lived experiences, opinions of their experience gained from working in Hispanic or Latino communities, and concerns around the barriers and other inequities that have impacted physical activity among Hispanic or Latino persons and/or communities (e.g., limited access to routes and/or destinations, feeling unsafe in their neighborhoods, etc.).

"Hispanic or Latino" is defined as a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race (U.S. Office of Management and Budget). Hispanics or Latinos are the largest racial/ethnic minority population in the US. About [1 in 6](#) people living in the US are Hispanic (almost 57 million). By 2035, this could be nearly 1 in 4. Adult [physical inactivity maps](#) show that 22 states and Puerto Rico had a leisure-time physical inactivity prevalence of 30% or higher among Hispanic or Latino adults. Neighborhood supports (or lack thereof) impact people's ability to be physically active for transportation or leisure, and inequities exist in physical activity supports/barriers for Hispanic or Latino persons. Inequities in access to opportunities for safe physical activity for Hispanic or Latino persons living in the U.S. may contribute to disparities experienced in multiple health conditions.

Call for Consultant

SOPHE is looking to engage a bilingual (English- and Spanish-speaking) Hispanic or Latino researcher or doctoral student to complete the following:

1. Conduct an environmental scan of grey literature and social media, produced by Hispanic or Latino transportation and land use thought leaders and organizations from the U.S. related to activity friendly routes to everyday destinations (routes to destinations) strategies, including policy, system, and environmental changes that can promote equitable and inclusive access to physical activity for Hispanic or Latino persons and/or communities. Conduct a thematic analysis of the documents within 60 days.
2. Conduct interviews with 9 Hispanic or Latino thought leaders from the environmental scan to go deeper into the Hispanic or Latino experience of routes to destinations and elicit interviewees' reflections on environmental scan themes. Conduct a qualitative thematic analysis of the

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interviews. The qualitative interviews are expected to begin 30 days after the environmental scan has been completed.

3. Develop a final report of both the environmental scan and interviews including recommendations to promote equitable and inclusive access to routes to destinations strategies for Hispanic or Latino persons and/or communities.

Period of Work:

November 1, 2021 – July 31, 2022

Deliverables & Timeline

- Participate in a bi-weekly check-in meeting with SOPHE and CDC to discuss progress and answer questions – November 2021 – July 2022
- Work with SOPHE and CDC to finalize a list of Hispanic or Latino transportation and land use thought leaders. Include methods used to find the thought leaders – November 2021
- Develop overview of environmental scan methods, key words, social media search and analysis strategy, etc. for approval by SOPHE/CDC – December 2021
- Provide data extraction forms for approval by SOPHE/DNPAO (both grey literature and social media analysis). – December 2021
- Develop list of Hispanic/Latino thought leaders for interviews and interview questions for approval by SOPHE/CDC – February 2022
- Conduct and record 9 qualitative interviews with thought leaders – March 2022
- Provide an outline of report findings for approval by SOPHE/CDC – April 2022
- Provide draft report and present findings and recommendations to SOPHE/CDC – May 2022
- Present findings and recommendations (PowerPoint presentation) at DNPAO Networking Call – June 16, 2022
- Provide penultimate draft report revised based on SOPHE/CDC feedback – June 30, 2022
- Finalize report for SOPHE/CDC – July 2022
- Provide a reference list including a document with each thought leader and all the grey literature and social media that were found and analyzed, and links or instruction on where to find each piece of content – July 2022
- Provide draft manuscript with findings, suitable for publication in a SOPHE journal and review content for a National conference presentation – July 2022

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Contract Award

This award will provide \$30,000 in funding for both labor and out of pocket expenses, including any software and provision of stipends (\$100 each) to 9 interviewees for their time.

To Apply

Please submit a letter of interest with your experience in the topic area and your CV/resume to dsammons-hackett@sophe.org no later than **October 31, 2021**. Candidate should be bilingual. Please also share this information with other researchers you think may be interested and qualified.

About SOPHE

The Society for Public Health Education (SOPHE) is a 501 (c)(3) professional organization founded in 1950 to support leaders in health education and promotion to advance healthy and equitable communities across the globe. SOPHE contributes to the health of all people and the elimination of health disparities through advances in health education theory and research; excellence in professional preparation and practice; and advocacy for public policies conducive to health. For more information, see www.sophe.org.

SOPHE/CDC 1802 Cooperative Agreement

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