



HEART HEALTHY HOODS



Universidad
de Alcalá

XI CONVENCIÓN NAOS

Entorno urbano obesogénico:

Proyecto Heart Healthy Hoods en Madrid

@HHHproject



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Primero, unas preguntas



- Piensen en el lugar, barrio en el que viven
- Piensen en las oportunidades que tienen para mantener una dieta saludable donde viven.
- Piensen sobre las oportunidades que tienen para estar físicamente activos donde viven.
- Piensen sobre cómo nos comportamos, con respecto a la dieta y a la actividad física, todos los que vivimos alrededor de ustedes.



Unas reflexiones sobre Madrid y la salud

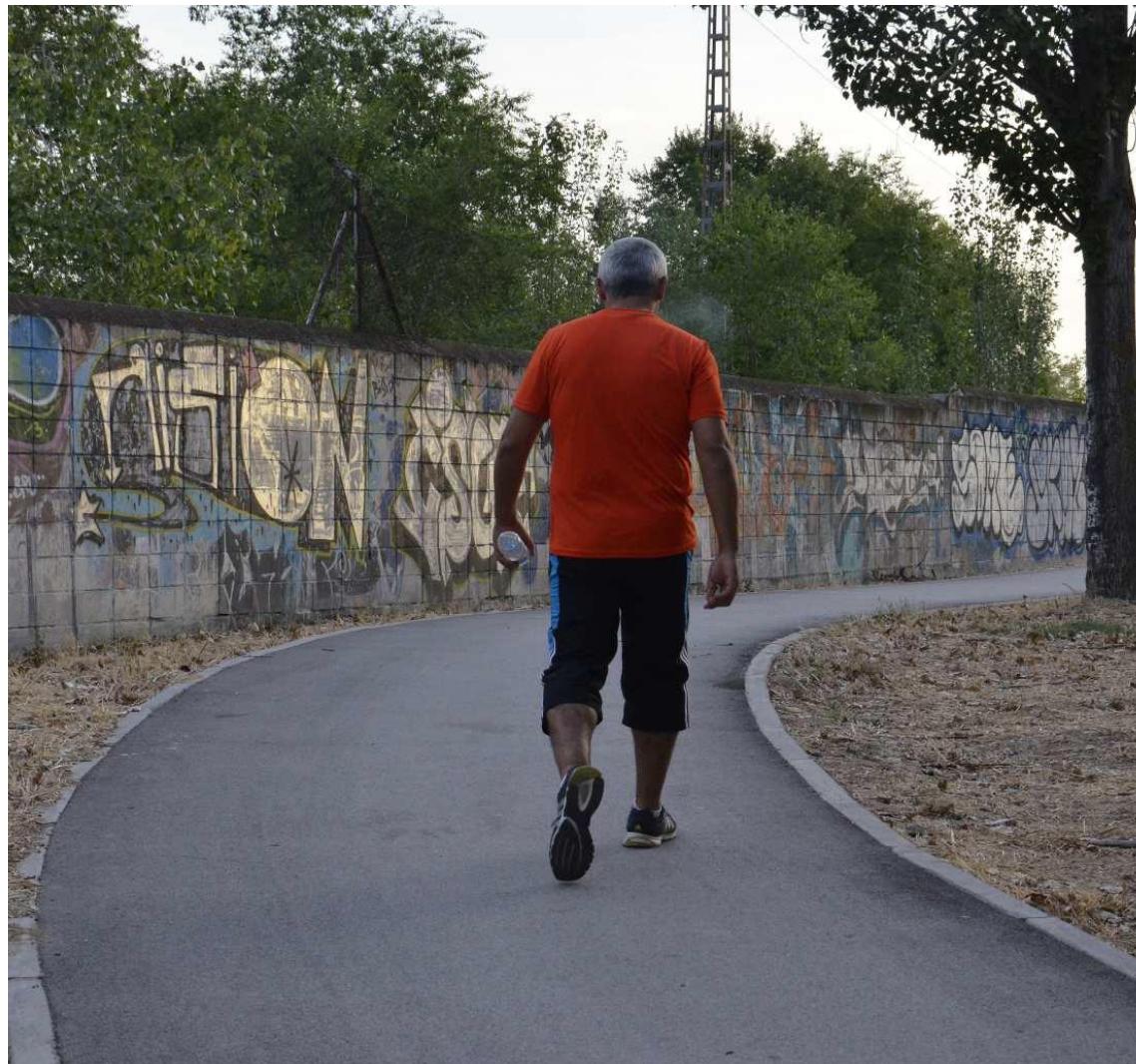


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- ¿Cuáles son las **oportunidades** para mantener una dieta saludable y estar físicamente activos en Madrid?
- ¿Cuáles son las **normas sociales** con respecto a la dieta saludable y la actividad física en Madrid?



Barrios y actividad física en Madrid, estudio HHH

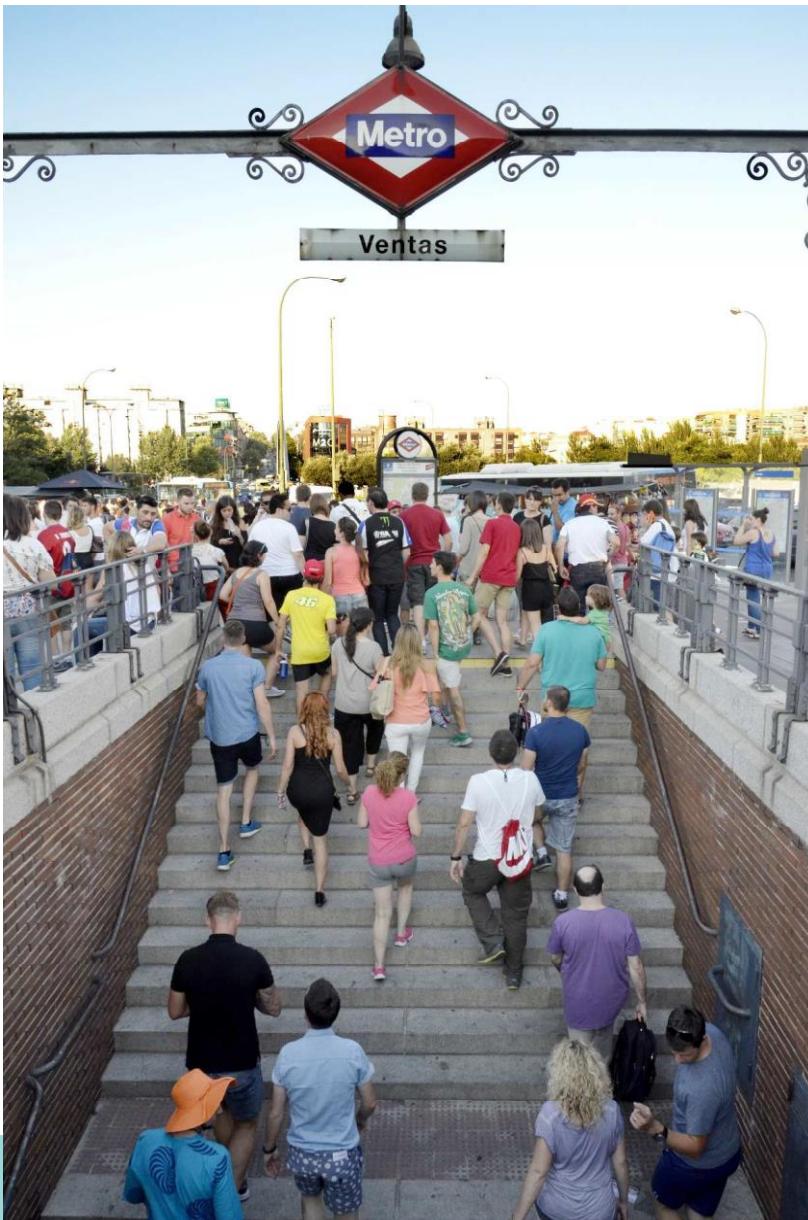


Miguel, 45 years old, lives in Villaverde, Madrid. Low-income area.

Miguel goes out for a walk every afternoon to the park. “I used to run all the distance of the bike lane but I started having knee problems and now I prefer walking. When I am in a good mood I can walk all the way to the next large neighbourhood.”



Barrios y actividad física en Madrid, estudio HHH



International
Journal of
Epidemiology
2015, Franco M

Javier, 58 lives in Ventas.
Middle-income area.

Javier is already retired
and he takes the subway
whenever he has to run
some errands. “It is very
convenient and fast to go
anywhere downtown
Madrid”.

Public transportation
prices have increased
steadily in the last years
but METRO and
commuter trains are still
moving millions of Madrid
residents everyday.



Barrios y actividad física en Madrid, estudio HHH



Raúl, 42 años, lives in the Salamanca area. High-income area in Madrid.

Raúl works as a finance software developer. As a personal transportation system he uses Segway (previously only available for tourists visiting Madrid). “It is great, I go from home to work very fast, and I have a bike lane covering the whole trip. It is also fun!”



Barrios y alimentación en Madrid, estudio HHH



María, 45 ys, resident of Villaverde. Low-income area.

María and her friends meet twice per week to have a dinner snack at the Dehesa Boyal park, a pinewood and main park in San Cristobal. María lives in Spain for the last 4 years, unemployed for the last 8 months, and she often thinks about coming back to the Dominican Republic where her family lives.



Barrios y alimentación en Madrid, estudio HHH



Bar in las Ventas. Middle-income area.

This bar, decorated with bull fighting paraphernalia, is a prototypical bar in Madrid; well attended and serving people every age. Madrid residents love to spend time in bars where they can chat, drink and eat with friends and family.

“I can cross Madrid with my friends for good bars with great food and beer. In this bar you get an incredible short beer with a great snack for 1,20€ !”



Barrios y alimentación en Madrid, estudio HHH



Fruit and vegetables store
in the Salamanca area.
High-income area

Hilario, the owner, takes great pride; “We aim for the best client relationship. We know most of them by name, we bring only best quality produce, air conditioning, best freezers...” Prices in this store can be up to 4 times higher than in a low-income area.



1. En 2050: 66% de la población vivirá en ciudades.
2. Retos en salud: cronicidad y sus factores de riesgo.
3. Factores como: pobreza, desempleo, condiciones de trabajo.
4. Desigualdades y segregación.
5. Ciudad: oportunidad para mejorar la salud de millones.

(Franco, Bilal and Diez-Roux, Journal Epidemiol Comm Health 2015)

6. Investigación interdisciplinar y con métodos nuevos
7. **Generar evidencias y actuar**



1. Starting Grant Consejo Europeo Investigación
2. Interdisciplinaridad
3. Métodos Mixtos
4. Participación ciudadana: Metodología Fotovoz
5. Acción: Comunicación y traslación a políticas

ERC Starting Grants

| | |
|--------------------|---|
| FUNDING | 1.5 million € for 5 years |
| OBJECTIVE | To encourage independent careers of excellent investigators providing enough support in the critical moment (starting to develop their own team). |
| ELEGIBILITY | PI must have a PhD degree in the last 2 to 7 years. <u>Available to non-EU researchers.</u> |
| REQUISITES | At least one relevant publication without his/her thesis advisor At least 50% effort |
| PROFILE | High potential, project with potential social Impact in Europe. |



Starting Grant del Consejo Europeo

Investigación (ERC) requiere:

- Objetivos innovadores y de alto riesgo
- Carácter internacional:
Europa, Australia y EE.UU.
- Diseño interdisciplinar
- Oportunidad para crear un grupo de investigación **muy** joven por 5 años



HEART HEALTHY HOODS



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Entorno urbano físico y social y salud

cardiovascular: El necesario enfoque poblacional



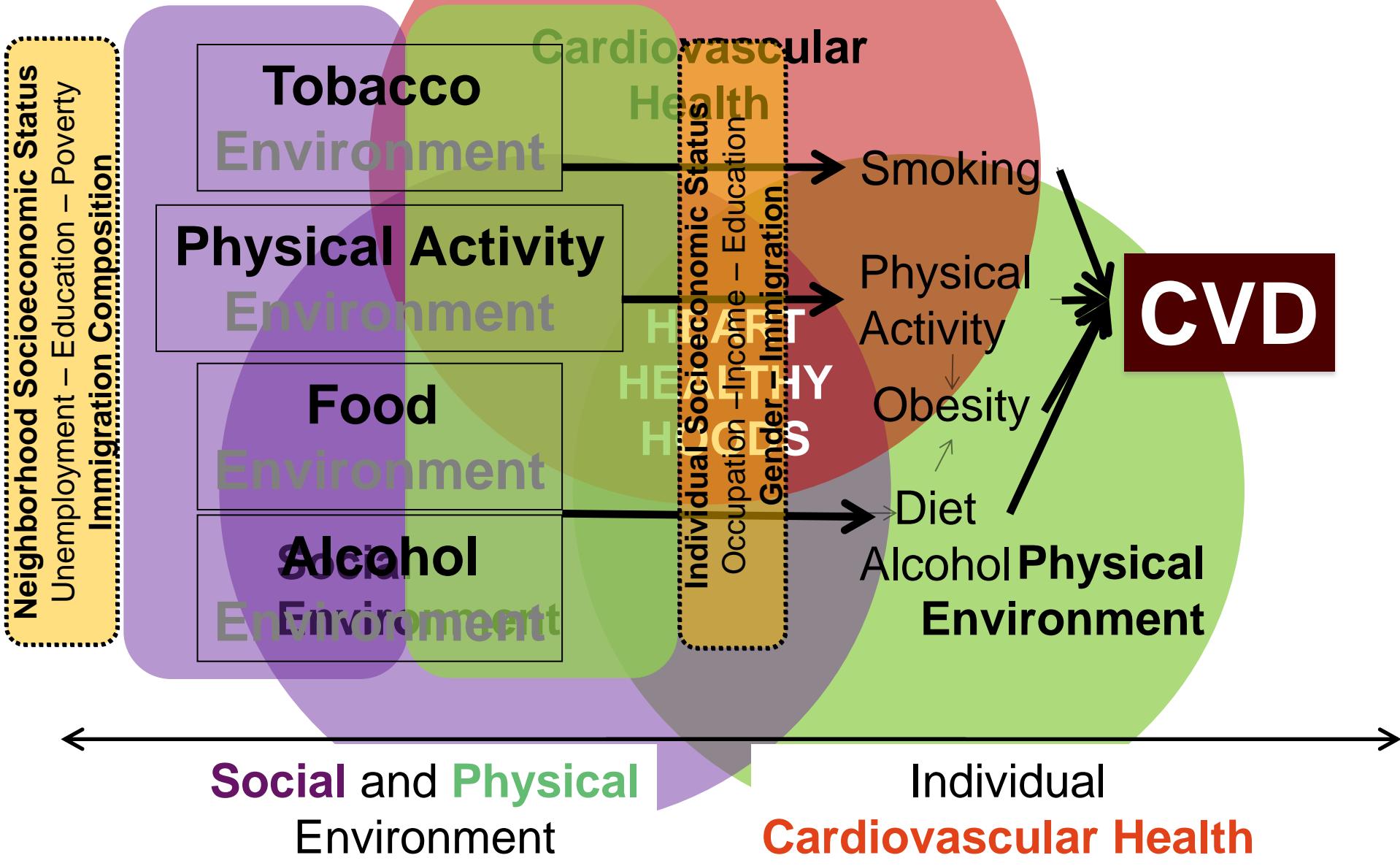
Manuel Franco MD, PhD

Starting Grant 2013

Fecha comienzo Abril de 2014

Heart Healthy Hoods Study

Main Goal





Heart Healthy Hoods

Objetivo General



Estudiar el impacto del **entorno urbano** en
términos de **tabaco, alcohol, alimentación y**
actividad física sobre la **salud cardiovascular**
de los residentes de Madrid



Implicaciones para la acción

Compartir evidencia científica con **investigadores, la población general y los decisores políticos** para **intervenir a nivel de nuestras ciudades** para prevenir la primera causa de muerte en Europa.



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Equipo Interdisciplinar

IP: Epidemiología Social



Geografía

University of Alcalá

CRESH Edinburgh

LSHTM

Sociología de la salud

University of Salamanca

Johns Hopkins School of Public Health

Atención Primaria

Primary Care Research Unit, Madrid

Epidemiología

University of Alcalá

Johns Hopkins School of Public Health

Fotografía Comunicación Ciencia Ciudadana

HHH Kick off meeting Sept. 2014

Equipo Interdisciplinar





Ejemplo de Interdisciplinaridad

Actividad física en el HHH



Gullón *et al.* *Int J Health Geogr* (2017) 16:21
DOI 10.1186/s12942-017-0095-7

International Journal of
Health Geographics

RESEARCH

Open Access



Intersection of neighborhood dynamics and socioeconomic status in small-area walkability: the Heart Healthy Hoods project

Pedro Gullón^{1,2†}, Usama Bilal^{1,3†}, Alba Cebrecos^{1,4}, Hannah M. Badland⁵, Iñaki Galán⁶ and Manuel Franco^{1,3*}

Epidemiología y Sociología Urbana: Dinámicas poblacionales urbanas

Geografía: Análisis geoespaciales

Administraciones públicas: Datos de la ciudad de Madrid



1. Starting Grant Consejo Europeo Investigación
2. Interdisciplinaridad
3. **Métodos Mixtos**
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Ejemplo de métodos mixtos



...to gain a deeper understanding of the retail food environment by investigating similarities and differences between objective measures and residents' perspectives.

Public Health Nutrition: page 1 of 10

doi:10.1017/S1368980017001604

The mismatch between observational measures and residents' perspectives on the retail food environment: a mixed-methods approach in the Heart Healthy Hoods study

Julia Díez¹, Roberto Valiente^{1,2}, Carmen Ramos³, Reyes García³, Joel Gittelsohn⁴ and Manuel Franco^{1,5,*}

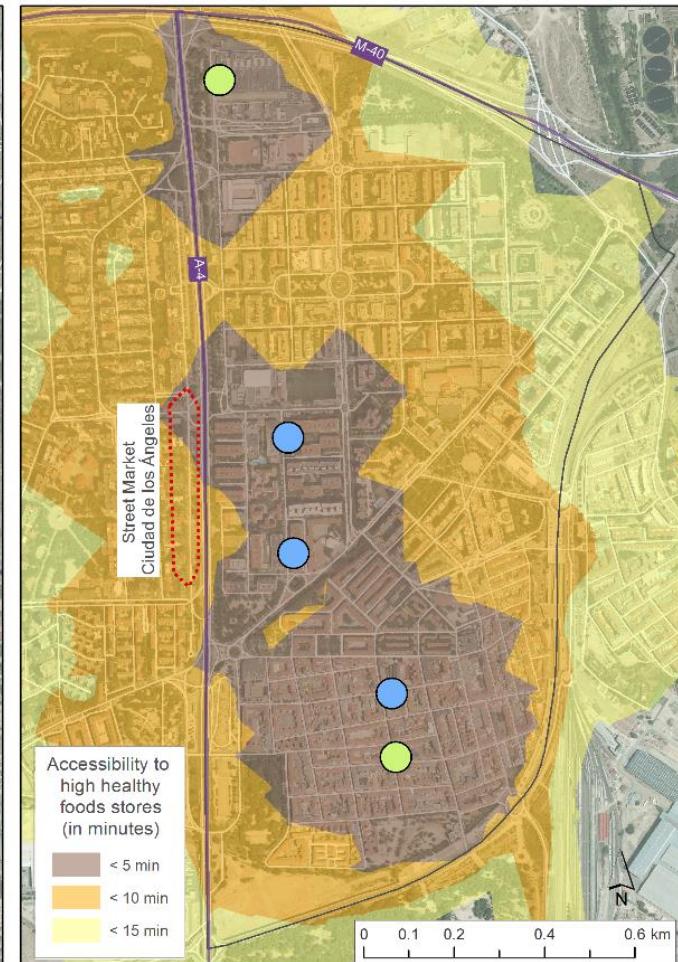
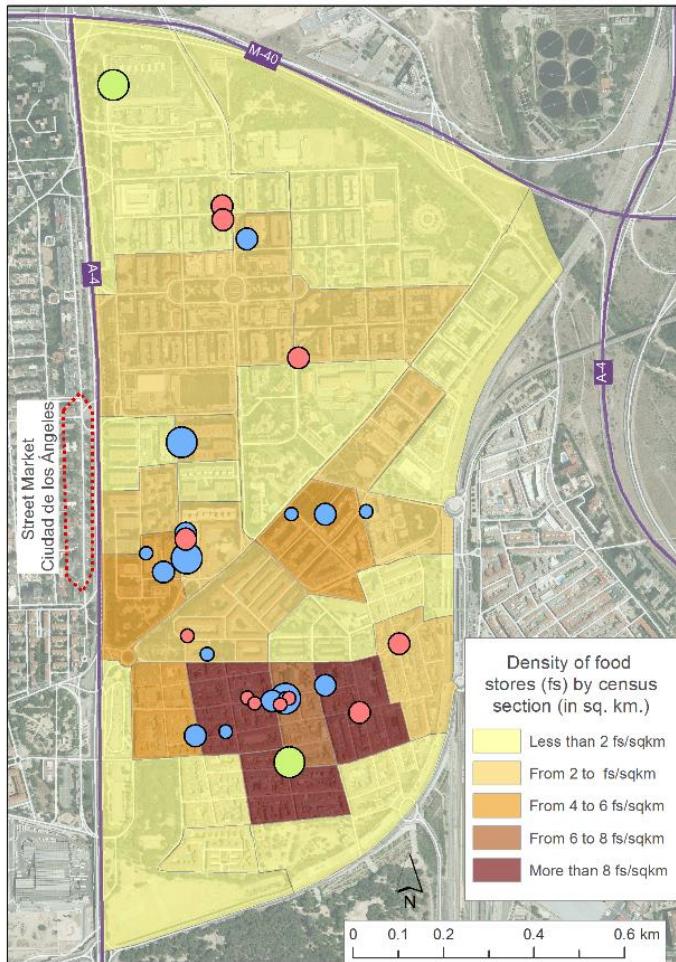
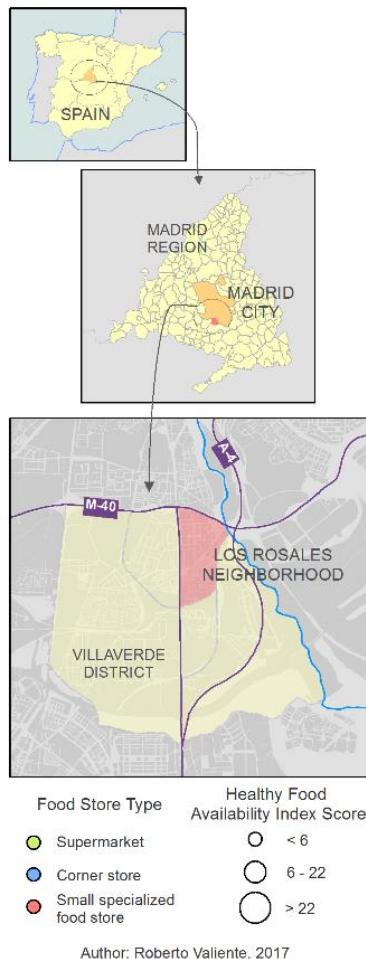
Diez J., Valiente R., Ramos C., García R., Gittelsohn J., Carrero JL., Franco M. 2017. The mismatch between observational measures and residents' perspectives on the retail food environment: a mixed-methods approach in the Heart Healthy Hoods study. *Public Health Nutrition*. <https://doi.org/10.1017/S1368980017001604>



Resultados cuantitativos



Healthy food availability scores by food store type and density of food stores by census section (left); access by walking to food stores with high healthy food availability (right)





Photograph: ‘**My fish shop**’; category: ‘social relationships and social trust’; theme: ‘social local influences’ (photographer: Encarnación, resident of Los Rosales, Villaverde, Madrid)



“La cercanía de los/as comerciantes te ofrece confianza. Los vecinos seguimos viendo porque venden pescado fresco de mucha calidad”

(Encarnación, 60)

“Yo prefiero comprar en el pequeño comercio, porque siempre te aconsejan, siempre tienes a alguien que te ayuda...”

(Julio, 72).



Métodos mixtos: Conclusiones



- People's experienced retail food environment is different from the one conceptualized by researchers.
- Incorporating community-driven data allows researchers to better understand how contextual determinants of the environment shape people's food choices.
- ***Including citizens' perspectives into research is key to design policies and interventions that have the greatest likelihood of success.***



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PHOTOVOICE VILLAVERDE PROJECT



A Participatory Action Research project to study and improve the food environment in Madrid



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Johns Hopkins Bloomberg School of Public Health



Participación: Metodología Fotovoz



- Metodología fotovoz permite a los participantes identificar y hacer un diagnóstico crítico de un determinado problema de salud pública
- Refleja las preocupaciones y posibles soluciones que los participantes dan a ese problema utilizando la fotografía y discusiones grupales
- Una visión profunda de la vida cotidiana de los residentes de una ciudad
- Fotovoz HHH sobre entorno urbano: alimentario, actividad física y alcohol





● Angel Frías



● Amador Silebo



● Daniel Rafael Mato



● José Luis Carrero



● Christine Funfrock



● Esther Ortiz



● Juani Moreno



● Mercedes Bellot



● Isabel Masa



● Mª Soledad Olivo



● Mercedes Rivera



● Zakia El Khamlchi



● Beatriz Criado



● Juana Carulli



● Sagrario Gómez



● Encarnación Franco



● Rosa Arana



● Encarna Dopido





● Manuel Franco



● Paloma Conde



● Roberto Valiente



● Francisco Escobar



● Alba Cebrecos



● Víctor G. Carreño



● María Urtasun



● Julia Díez



● Ana María Olea



● Elena Ojeda



● María Sandín



● César García



● Remedios López



● Juanjo Palomares



● Matilde Pumarino



● Santiago Sancho



● Carmen Ramos



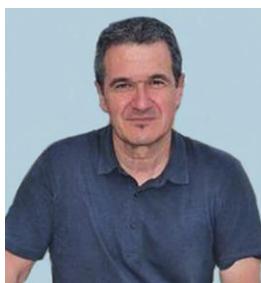
● Maribel de Dios



● Rosa Obesso



● Luisa Ruiz



● Javier Segura



● Reyes García



● Marta Sastre



● Pilar Crespo

- Participants took 163 photographs, and identified 30 categories emerging from the photographs and discussions.
- Final categories were then organized around *five themes of the food environment related to dietary behaviors* :



1. Eating in moderation
2. Cultural diversity
3. Food stores
4. Social relationships
5. Economic crisis and poverty



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5. Acción: Comunicación de la evidencia científica y traslación de la evidencia a políticas e intervenciones



Translating urban health research into policy and practice



De la evidencia a la acción

NON-POLICY-RELEVANT Research



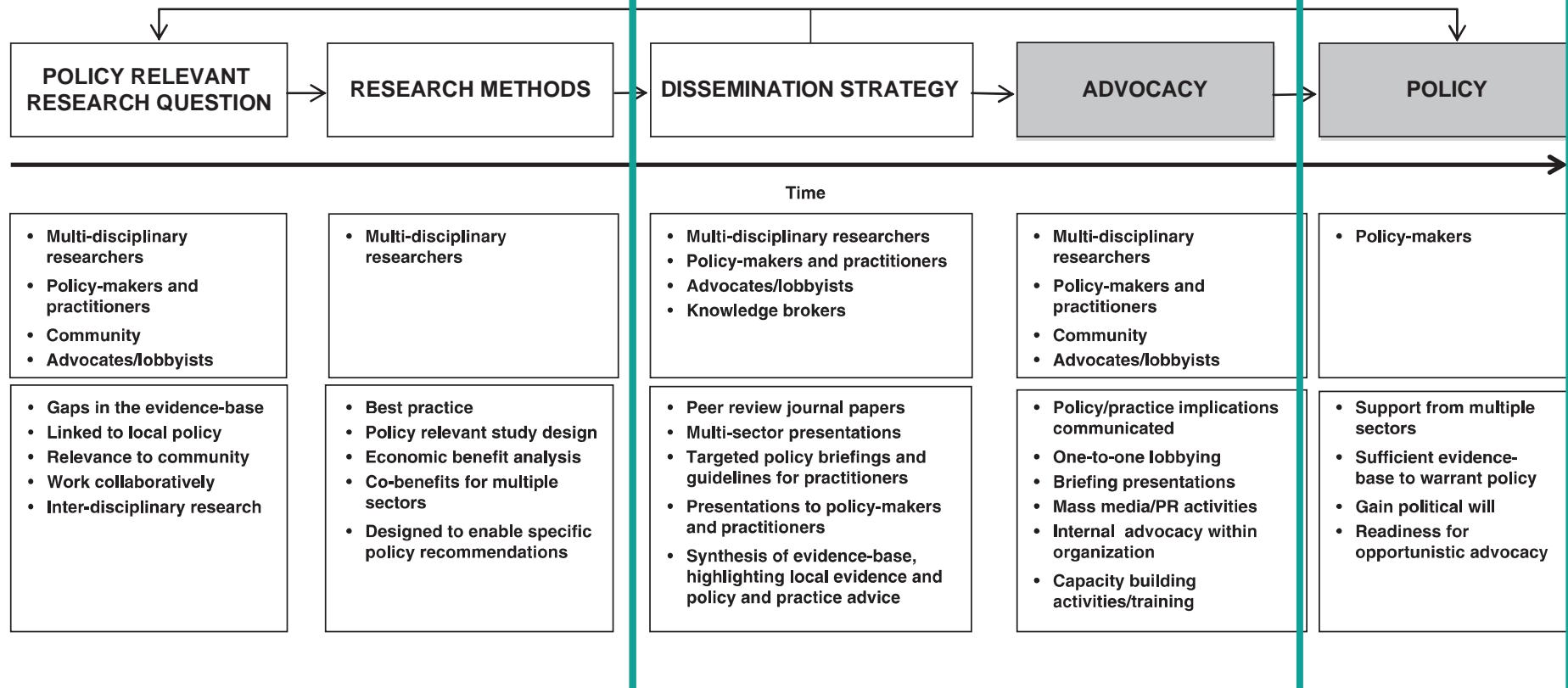
Gilles-Corti et al. Journal of Public Health Policy 2015 Vol. 36, 2, 231–243



Acción: Comunicación y traslación



POLICY-RELEVANT Research



Gilles-Corti et al. Journal of Public Health Policy 2015 Vol. 36, 2, 231–243



- Residents participated in dissemination and communication strategies to promote social action:
 - Photobook
 - Exhibition
 - Video
 - Citizen Science meetings
 - Interactive Cartography
 - Media collaboration





Acción: Comunicación

Resultados Fotovoz Villaverde



- Free- downloadable Photobook: hhaproject.eu/photovoice

Photovoice Villaverde

Un estudio participativo sobre la alimentación a través de la fotografía
A participatory study on food through photography



The image consists of two side-by-side photographs. The left photograph captures a bustling outdoor market with many people, some pushing shopping carts. The right photograph is a close-up of a person's lower body, wearing dark trousers, standing next to a blue shopping cart with a floral pattern. The cart is filled with various grocery items, and a price tag is visible on top of it.

Traslación de la evidencia científica a políticas e intervenciones



- Two citizen science meetings. Participants presented results and policy recommendations to local policymakers





Acción: Comunicación Photovoice Villaverde videos



HHH: <https://youtu.be/VliFggKzVas>

ERC: <https://youtu.be/mGGIDtAeZZY>





HEART HEALTHY HOODS
www.hhhproject.eu



European Research Council
Established by the European Commission
**Supporting top researchers
from anywhere in the world**

A CITIZEN SCIENCE APPROACH FOR FOOD IN THE CITIES, THE HEART HEALTHY HOODS ERC PROJECT: EXHIBITION AT THE EUROPEAN PARLIAMENT

European Parliament will host from May 2nd through May 10th an exhibition on this project

The exhibition, which has the impulse of MEP Estefanía Torres, will be visible at the

Mezzanine YEHUDI MENUHIN, PHS building 1st Floor, European Parliament

Official public opening Thursday 4th at noon, registration at 11:30 am



Communicating photovoice results European Parliament May 4th 2017



HHH Urban food environment results European Commission Oct 16th. 2017



European
Commission

'Harnessing Research & Innovation
for FOOD 2030:
A Science Policy Dialogue'



Abstract:

This one day conference will serve to disseminate successful European Research and Innovation (R&I) initiatives and contribute to the ongoing science-policy dialogue in the area of Food Nutrition and Security (FNS).

Dissemination and communication erc Universidad de Alcalá

- Two citizen science meetings. Participants presented results and policy recommendations to local policymakers

project.eu



Agradecimientos



- HHH participants
- HHH Madrid team and collaborators
- Funding agencies:
 - **European Research Council**
 - Ayuntamiento y Comunidad de Madrid
 - Fondo de Investigación Sanitaria
 - Plan Nacional de Investigación
 - Plan Nacional Sobre Drogas
 - Fundación Mapfre
 - Center for a Livable Future, Johns Hopkins



¡Muchas Gracias!





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