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The Gastón Institute’s Partnership with the Puerto Rican Cultural Center in Springfield, MA

Gaston Institute, University of Massachusetts Boston

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### History: 2008 to present

**2012 to 2016:** NIH P60 - Center for Health Equity Intervention Research (CHEIR) Por Ahí Dicen

**2008 to 2010:** NIH R03 Para un Futuro Mejor Partnership

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<th>PRCC Research Team</th>
<th>Gastón Institute</th>
<th>UMW Department of Quantitative Health Sciences</th>
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**2008 to 2010:**

- PRCC Research Team
- Gastón Institute
- UMW Department of Quantitative Health Sciences
- UMA Department of Public Health

### Aims for Por Ahí Dicen

- Develop a theory-based, culturally responsive, Spanish media campaign to target Puerto Rican mother-child communication about sexuality and sexual health protection.
- Implement and evaluate the effectiveness of the media campaign on Puerto Rican mothers’ outcome expectations, self-efficacy, and mother-child communication regarding sexuality and sexual health protection.

### Recent Project Activities

- Community Advisory Committee
- Enumeration of Randomly Selected Census Blocks
- Development of Survey Questionnaire

### Methodology

- **Research Literacy – Learning by Doing**: Freirian Approach to Learning and Teaching
- **Co-production of Knowledge – Bi-directional Learning**: Co-authorship of Manuscript
- **Building Capacity – Research Embraced as a Vehicle for Community Development**

### Impacts

- Field work training for five undergraduate students and one graduate student
- 4,000+ households identified for pre-intervention survey
- Transfer of skills and experiences among students and community residents
- Increased capacity to translate research methodologies from the classroom to the field
- Build methods to enhance the validity of data and the applicability of data to promote health equity

### Contact Info & Acknowledgements

- **Web:** umb.edu/gastoninstitute
- **Email:** gastoninstitute@umb.edu
- **Phone:** (617) 287-5790
- **Publications:** scholarworks.umb.edu/gastoninstitute
- **Facebook:** facebook.com/gastoninstitute
- **Twitter:** @gastoninstitute

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