



## Building Strength, Expanding Access: Multilingual StrongBodies

### Challenge

Physical activity is essential for maintaining mobility, independence, and overall health, especially for older adults. However, access to structured physical activity programs can be limited by language barriers, geography, and availability of in-person classes.

### Approach

**StrongBodies**, an evidence-based strength training program supported by UW–Madison Extension, helps communities across Wisconsin stay active and healthy and promotes social connection. To expand access, Extension partnered with University Place at PBS Wisconsin to record new StrongBodies classes in English, Spanish, and Hmong/HMoob — Wisconsin’s most commonly utilized languages. Extension coordinated program leaders, class participants, translation services, and cultural adaptations to ensure the content was engaging and accessible. University Place provided studio space, professional production, editing, and subtitle support.

The new English-language StrongBodies video launched in January 2024, followed by the Spanish version, *GenteFuerte: Entrenamiento de Fuerza de por Vida*, in May, and the Hmong/Hmoob version, *Lub Cev Muaj Zog: Ua Kom Muaj Zog Mus Ib Sim Neej*, in October. Extension and PBS Wisconsin’s Community

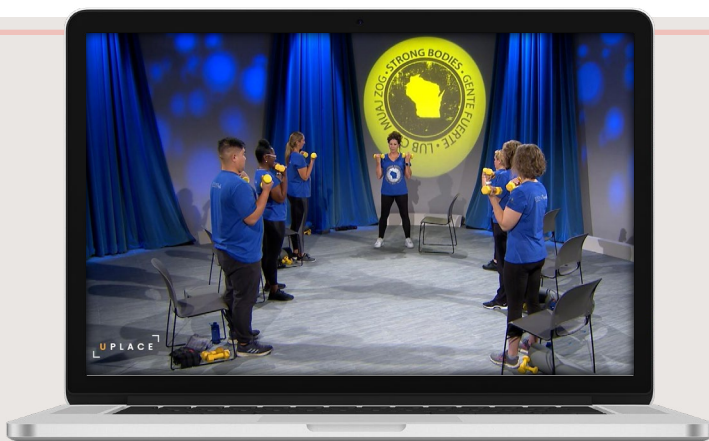
Engagement Department hosted launch events in Green Bay and La Crosse, featuring live classes, outreach booths, and community activities.

### Results

The newly recorded StrongBodies videos are housed on the PBS Wisconsin website and have been promoted through Extension’s website, social media channels, newsletters, and networks of StrongBodies instructors and participants. The English video aired four times in 2024 on the Wisconsin Channel, with more broadcasts planned for 2025.

In addition to online engagement, the in-person events drew strong community participation. The Green Bay event, hosted in partnership with Downtown Green Bay, Inc., featured a *GenteFuerte* class at the Saturday Farmers Market, a PBS Wisconsin outreach booth, and family-friendly activities. The La Crosse event, led by a Hmong bilingual educator, invited local Hmong-speaking community members to participate in a live *Lub Cev Muaj Zog* class.

These multilingual resources have expanded accessibility for non-English-speaking communities, increasing opportunities for people across Wisconsin to engage in strength training and improve their well-being.



Extension partnered with Wisconsin Public Television to record new StrongBodies classes. StrongBodies is available online in **English**, **Spanish**, and **Hmong** at PBS University Place.

### StrongBodies Digital Engagements\*

**9,201** StrongBodies  
views (English)

**778** GenteFuerte  
views (Spanish)

**356** Lub Cev Muaj Zog  
views (Hmong/HMoob)

\*Since 2024

