

***DESIGNING HEALTH
COMMUNICATION
PROGRAMS FOR
LATINO/HISPANIC
RESIDENTS OF NEW YORK
STATE***

MAY 16, 2014

Jennifer
Manganello,
PhD, MPH

UALBANY
SCHOOL OF
PUBLIC
HEALTH

Latino/
Hispanic
Health Equity
Initiative
Statewide
Symposium

KEY QUESTION

- How to develop & disseminate health messages?

CDC Making Health Communication Programs Work (the Pink Book)

<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>

Health Communication Program Cycle



STAGE 1

**Planning and strategy
development**

STEPS

- Assess the problem/needs assessment
- Define goals and objectives
- Define audience (primary vs. secondary)
- Identify partners
- Develop a strategy
 - Assess resources
 - Consider approaches the program will use to achieve the goal & objectives
 - Draft a plan (tasks and timeline)

STAGE 1

KEY STAGE 1 STEP: EXPLORE SETTINGS & CHANNELS

- **How you will give the message to the intended audience?**
 - **Settings:** ways to reach people (at doctor office, at home)
 - **Channels:** how to send message to setting
 - Interpersonal (teachers, doctors)
 - Organizations (business, organizations)
 - Mass media
 - Internet
 - Interactive media
 - CDC Social Media Toolkit
 - http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

STAGE 1

DOH PROJECT

DOH PROJECT

- Collaboration with the New York State Department of Health's Office of Minority Health and Health Disparities Prevention (OMH-HDP)
- The Department wanted to understand which tools and channels would be most effective in reaching target audiences to disseminate health-related information
- After discussions, we decided to conduct a survey for a sample of NY state residents
- One of the priority populations was Latino/Hispanic
 - The other was rural

SAMPLE & SURVEY

- New York State residents age 18 or older
- Total sample size for analysis=1,350
 - Oversample Latinos/Hispanics n=412 (17% of sample)
 - Oversample rural n=435
- A survey was administered by phone (Siena Research Institute)
 - August-November 2013
 - 6% completed the survey in Spanish
- Questions included items about:
 - Computer, cell phone, and internet access and use
 - Frequency of online and cell phone activities
 - Health information preferences
 - Demographics
- **ALL RESULTS ARE PRELIMINARY!!!**

DEMOGRAPHICS

	Latinos/ Hispanics	compared to rest of sample
■ Race		
■ White	32%	*** lower
■ Black	11%	similar
■ Other	57%	*** higher
■ High school or less	50%	*** higher
■ Employed	52%	similar
■ Area		
■ City	82%	*** higher
■ Suburban	16%	*** lower
■ Rural	2%	*** lower
■ Age 18-29	36%	*** higher
■ Income < \$15,000	31%	*** higher
■ Live in NYC area	82%	*** much higher

TECHNOLOGY ACCESS

- | | | | |
|---|-----|-----|-----------|
| ■ Have 1 or more computers at home | 78% | 72% | Pew, 2012 |
| ■ Have high speed internet | 91% | 53% | Pew, 2013 |
| ■ Have a cell phone | 83% | 92% | Pew, 2013 |
| ■ Smartphone | 72% | 61% | Pew, 2013 |
| ■ Service entire year | 88% | | |
| ■ Unlimited texting | 78% | | |
| ■ How usually access internet (all that apply) | | | |
| ■ Home computer or tablet | 55% | | |
| ■ Smartphone | 36% | | |
| ■ Computer or tablet elsewhere | 8% | | |
| ■ Use internet once per day or more | 61% | | |
| ■ 16% Latinos/Hispanics reported never using the internet | | | |



TECHNOLOGY ACTIVITIES

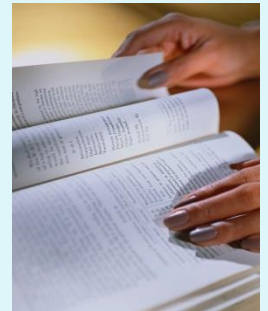
	never	< once/day	once/day	several x/day
Cell phone text	20%	18%	6%	56%
Search engine	19%	30%	7%	43%
Phone app* *	38%	18%	5%	39%
Email	25%	34%	7%	34%
Facebook, etc	34%	23%	10%	33%
Youtube, etc*	35%	39%	7%	19%
News online	51%	25%	9%	15%
Twitter	83%	10%	2%	5%
Video chat*	62%	31%	3%	4%
Pinterest, etc	87%	9%	1%	3%

HEALTH INFORMATION SEEKING

- Ever used internet for health info 70% 72% Pew, 2013
- Ever use health-related phone app 49% 19% Pew, 2013
- Ever use facebook for health info 39%

- Based on most recent search for health information:

	Agree	Disagree
■ <u>Concerned about quality</u>	57%	43%
■ Took a lot of effort	40%	60%
■ Hard to understand	26%	74%
■ Felt frustrated	25%	75%



- Website top choice for receiving health information from an organization (48% high interest), followed by TV and mail to home (44% each), and then by phone app and email (36% each)

CONCLUSIONS

SUMMARY



- **Latinos/Hispanics in NY have high access to technology**
 - Texting and use of phone apps are popular activities
 - Twitter and Pinterest less popular

- **A website is the primary method preferred for getting health information**
 - TV and mail also high

- **Keep in mind: although technology access and use is high, there may be a digital access divide**
 - Phones turned off if cant pay bill
 - Some areas may have spotty cell or broadband coverage
 - Lack of reading ability or language barriers may limit use of some tools



HEALTH EDUCATION

- Consider multiple ways to provide health messages
- Use preferred settings (where to provide info) and channels (how to provide info) to give health information
 - This may vary by topic and specific target group
- May want to build skills instead of or in addition to giving info



QUESTIONS & DISCUSSION



***IF TIME CAN GO OVER OTHER STEPS
OF DESIGNING COMM PROGRAMS***

STAGE 2

**Develop and pretest concepts,
messages, and materials**

STEPS

- Review and assess existing materials
 - Are they appropriate for audience?
- Develop and test initial message concepts
 - Which concept has best appeal
 - Any confusing terms or ideas
 - Get ideas for new concepts/get rid of weak concepts
- Decide what materials to develop
- Develop messages and materials
- Pretest messages and materials

STAGE 2

DEVELOP MESSAGES AND MATERIALS

- Ensure messages...
 - ...are culturally appropriate
 - ...incorporate theory
 - ...use appropriate appeals (funny, fear, positive)
 - ...use credible sources
 - ...are appealing
 - ...are clear and easy to understand
- Do messages need to be tailored for specific groups or individuals?
- CDC, Simply Put
http://www.cdc.gov/healthliteracy/pdf/simple_put.pdf

STAGE 2

STAGE 3

Implementing the program

STEPS

- Start the program
- Monitor the program/conduct process evaluation
 - Are activities being completed on time?
 - Is your audience being exposed to the message?
 - Do your materials or activities need to be adjusted?
- Maintain partnerships
 - Ensure regular communication

STAGE 3

STAGE 4

**Assessing effectiveness and
making refinements**

CONDUCT OUTCOME EVALUATION

- This was designed in Stage 1-review to make sure it still makes sense
- Identify changes in knowledge, attitudes, or behaviors

STAGE 4