

Engaging the Hispanic/Latino Community: A Health Communications Perspective

Heartland Kidney Network

June 16, 2016



Objectives

Upon completion of today's session, participants will be able to:

- Identify social landscape and language/media preferences for established and emerging Hispanic/Latino communities
- Discuss Hispanic cultural values and the risk communication model
- Learn about the National Influenza Vaccination Disparities Partnership outreach efforts and promotional products
- Identify best practices and resources for developing resonant messages for Hispanic/Latino audiences

Hispanic/Latino Landscape*

- As of July 2014, there are 55.5 million Hispanics/Latinos in the United States
 - 63.9% are of Mexican descent
 - 9.5% Puerto Rican
 - 3.8% Salvadoran
 - 3.7% Cuban
 - 3.2% Dominican
 - 2.4% Guatemalan



*2014 American Community Survey, US Census Bureau

Hispanic/Latino Landscape

- As of July 2014, 38.4 million U.S. residents 5 and older spoke Spanish at home (73.3%)*
- 22.5% of Hispanics/Latinos live at or below the Federal poverty line
- 24.3 % of Hispanics/Latinos lack health insurance
- 35.3% of Hispanics/Latinos 25 and older lack a high school education
- 5.9% unemployment rate among Hispanics/Latinos**

*2014 American Community Survey, US Census Bureau

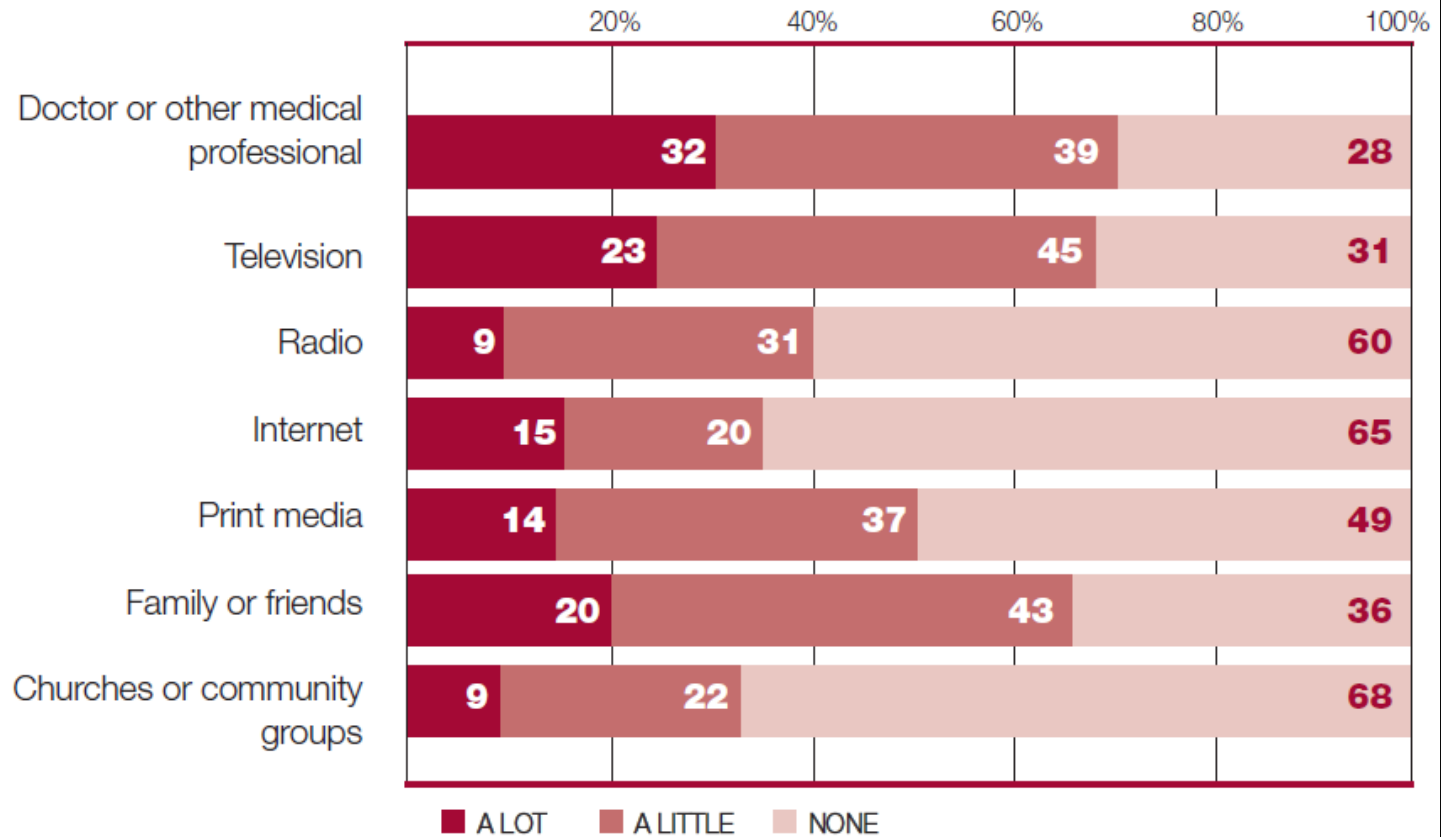
**Bureau of Labor Statistics

Access to Healthcare by Hispanic/Latino

- 25.5% of Hispanics/Latinos under 65 years of age do not have health insurance coverage*
- 27% of Hispanics/Latinos lack a regular physician
- Insured Hispanics/Latinos are more likely to:
 - be married
 - have been born in the U.S.
 - speak English
 - have finished high school
 - be older than 35 years of age
 - have income above the federal poverty line

*Hispanics and Health Care in the United States, Robert Wood Johnson Foundation and Pew Hispanic Center, 2008

Hispanic/Latino Sources for Health Information



Question wording: How much information about health and health care did you get over the past year from a doctor or other medical professional, family or friends, the radio, the Internet, television, a church or community organization, newspaper or magazine?

Social Media

- Research shows that Hispanics/Latinos lead the general population in social media, mobile and e-commerce adoption
 - 80% of U.S. Hispanic/Latino adults use social media compared to the general population (72%)
 - 68% of U.S. Hispanic/Latino adults use Facebook, Twitter, or similar platforms, compared to 58% for the general population*
 - Hispanic/Latino consumers share social media five times more often than non-Hispanic/Latino users**

*BIA/Kelsey's Consumer Commerce Study (2014)

**Pew Research Center Internet Project (2014)

Changing Landscape

- As the landscape in the United States changes, there is a need to develop messages that will resonate with the diversity of the Hispanic/Latino community
- Process to develop messages can integrate theory of risk communication
- Messages must reflect the values that are relevant to the target audience



Risk Communication Model

- The CDC worked with Dr. Vincent Covello to develop a Hispanic Risk Communication Model as a framework for messages to promote flu vaccination during the H1N1 pandemic.
- As a pioneer in risk communication he reminds us that people's perceptions of risk are influenced by factors other than numerical data.

Risk Communication Model

Higher Concern/Fear

- Untrustworthy sources
- Few or unclear benefits
- Controlled by others
- Involuntary
- Unfair
- Human origin
- Children as victims

Lower Concern/Fear

- Trustworthy sources
- Large benefits
- Under one's control
- Voluntary
- Fair
- Natural origin
- Children not victims

Risk Communication Model

According to Dr. Covello there are seven cardinal rules for effective risk communication:

1. Be honest, frank, and open
2. Coordinate and collaborate with other credible sources
3. Plan for media influence
4. Speak clearly and with compassion
5. Accept and involve the receiver of risk information as a legitimate partner
6. People have the right to participate in decisions that affect their lives
7. Plan and tailor risk communication strategies

Hispanic Risk Communication

Why a Hispanic risk communication model is important:

- Plan and tailor risk communication strategies
- Different goals, audiences, and communication channels require different risk communication strategies

Hispanic Risk Communications Model

Risk Perception

- Trust
- Voluntariness
- Controllability
- Familiarity
- Fairness
- Benefits
- Catastrophic potential
- Understanding
- Uncertainty
- Delayed effects
- Effects on children
- Effects in future generations
- Victim identity
- Dread
- Media attention
- Accident History
- Reversibility
- Personal Stake
- Ethical/moral nature
- Human vs. natural origin

Cultural Values

Family



Authority



Religiosity



Health Belief Model

- Perceived susceptibility
- Perceived severity
- Perceived benefits
- Perceived barriers
- Perceived cues to action
- Perceived self-efficiency

Application of Risk Communication Model

Message Mapping

- Identify potential stakeholders
- Identify potential Stakeholder questions
- Develop key messages
- Develop supporting facts
- Test and practice messages
- Deliver maps through Appropriate channels

Cultural Interpreters

- Trained spokespersons
- Trusted individuals/organizations
- Chosen communication channels

Cultural filters

- Connections
- Hubs
- Stories

Hispanic Risk Communication Model

Key values were identified in developing the model:

- Familia (Family)
- Personalismo (Interpersonal)
- Respeto (Respect)
- Jerarquía (Hierarchy)



Research Findings for H1N1 Messaging

Risk Perceptions	Common Findings	Less Acculturated	More Acculturated
Trust	<p>Distrust of vaccine and/or government</p> <p>High regard for <i>doctor's advice</i></p>	<p>Rural based Latinos were more likely to vaccinate to <i>protect children</i></p> <p>Urban Latinos did not vaccinate</p>	<p>Need for H1N1 <i>safety</i> record</p> <p>Myths of side effects were entrenched</p>
Dread Catastrophe	<p>Fear of vaccine side effects</p>	<p>Parents experienced high fear of H1N1</p>	<p>Rural youth worried about infection</p> <p>Urban Latinos minimized impact and more concerned about seasonal flu</p>
Control Voluntary	<p>Prevention through washing hands and eating right</p>	<p>God helps those who help themselves</p>	<p>Urban Latinos thought breastfeeding was preventive</p> <p>Less tendency to be religious</p>
Benefits Fairness	<p>Know vaccine benefits but need doctor's approval</p>	<p>H1N1 vaccine uncertainty outweighs benefits</p>	<p>Mexicans were blamed</p> <p>Urban Latinos accepted the <i>vaccine benefits</i></p>

Flu Risks and Communication

- An estimated 20 % of the US population are infected with the flu each year
- Over 200,000 people hospitalized from flu-related complications each year
- For the 2014-2015 flu season, the vaccination coverage rate for Hispanics six months and older (44.3%) was lower than the overall U.S. population (47.1%)
- Want to communicate flu-related health risks, especially for those with chronic conditions

MMWR, 2014

National Immunization Survey-Flu (NIS-Flu) and the Behavioral Risk Factor Surveillance System (BRFSS),

Flu Risks and Communication

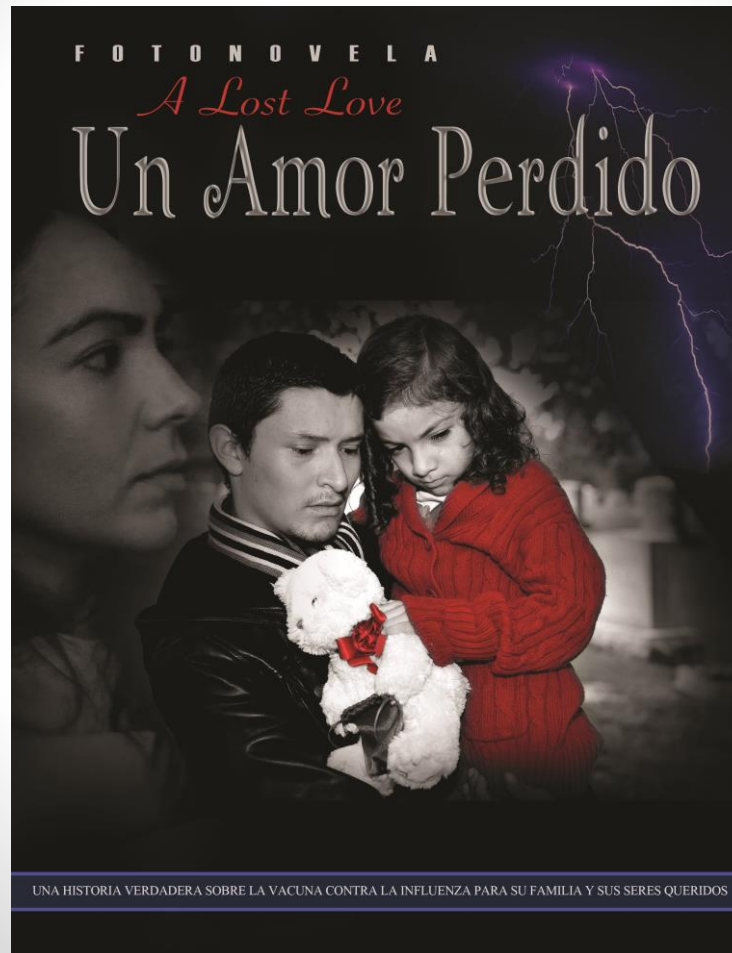
- Some people are more likely to get flu complications that result in hospitalization and occasionally result in death
- Pneumonia, bronchitis, and ear infections are flu-related complications
- People at high risk for developing flu-related complications include those with kidney disease.

Integrating Model in Communications Tools

Design for
young adults

Symbols

- ✓ Bear
- ✓ Heart
- ✓ Mother



Themes

- ✓ Family
- ✓ Love
- ✓ Misconceptions

Communication Products

¡Nunca Más! Novelas

[f SHARE](#)[t TWEET](#)[in LINKEDIN](#)[p PIN IT](#)[✉ EMAIL](#)[🖨 PRINT](#)

en Español

The **¡Nunca Más! Novela Health Series** follows the lives of the main character Lourdes and her family: Miguel - her husband, Michelle - her daughter, Eugenio - Michelle's boyfriend, and Sonia - Lourdes' best friend.

In each episode, the family faces a problem because they don't use medicines wisely. Watch the novelas and check out the other resources. What lessons do Lourdes and her family learn about medication safety? How do they handle the challenges?

Videos

Watch now. View all four episodes.

Characters

Meet the family. Learn more about the characters.

Tips

Avoid danger. Say nunca más to medication misuse.



Communication Products

Preserve family
traditions

Protect the
family



Doctor's advice

NIVDP Successes

- In 2011, the CDC established the National Influenza Vaccination Disparities Partnership to address disparities in flu vaccination through sustained collaboration among grassroots partners
- NIVDP uses socio-culturally effective communications and community engagement strategies to increase awareness about the benefits of flu vaccination

NIVDP Successes

THE SUCCESSES

From 2011 to 2016, commitments by the NIVDP resulted in:



900+

multi-sector
community partners



450

traditional and digital
media partners



306

million traditional and
digital media impressions



800+

flu vaccine promotion
events in 95 cities



1 MILLION+

people vaccinated
against the flu



240,000

CDC print materials
disseminated

NIVDP Partnership

Learn more about engaging the Hispanic/Latino community:

- CDC National Influenza Vaccination Disparities Partnership:
 - <http://www.cdc.gov/flu/partners/disparities.htm>
- Join the partnership:
 - <https://www.surveymonkey.com/r/5RNQCMD>



Take Home Message

- The growing Hispanic/Latino community requires responsive and resonant engagement strategies
- Values are at the core of creating resonant messages and communication products
- Communicate flu-related risks to the public
- Cardinal rules of risk communication should be used as guideposts for the message development process
- Cultural interpreters should be engaged as a means of understanding best means to disseminate messages
- Join the NIVDP to leverage resources and broaden reach within underserved communities

Thank you!



J. Carlos Velázquez, MA
President

HMA Associates, Inc.

(202) 342-0676

cvelazquez@hmaassociates.com

@jclatino