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

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?

Pew, 2008
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.
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
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

<table>
<thead>
<tr>
<th>Risk Perception</th>
<th>Cultural Values</th>
<th>Health Belief Model</th>
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<tbody>
<tr>
<td>Trust</td>
<td>Family</td>
<td>Perceived susceptibility</td>
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<td>Voluntariness</td>
<td>Authority</td>
<td>Perceived severity</td>
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<tr>
<td>Controllability</td>
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<td>Perceived benefits</td>
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<td>Familiarity</td>
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<td>Perceived barriers</td>
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<td>Fairness</td>
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<td>Perceived cues to action</td>
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<td>Benefits</td>
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<td>Perceived self-efficiency</td>
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<td>Catastrophic potential</td>
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<td>Understanding</td>
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<td>Uncertainty</td>
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<td>Delayed effects</td>
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<td>Effects on children</td>
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<td>Effects in future generations</td>
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<td>Victim identity</td>
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<td>Dread</td>
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<td>Media attention</td>
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<td>Accident History</td>
<td>Religiosity</td>
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<td>Reversibility</td>
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<td>Personal Stake</td>
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<td>Ethical/moral nature</td>
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<td>Human vs. natural origin</td>
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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

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

Un Amor Perdido
A Lost Love

Una historia verdadera sobre la vacuna contra la influenza para su familia y sus seres queridos
¡Nunca Más! Novelas

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.
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

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](http://www.cdc.gov/flu/partners/disparities.htm)
- Join the partnership:
  - [https://www.surveymonkey.com/r/5RNQCMD](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!

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