

Engaging the Hispanic Community: A Health Communications Perspective

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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
- Identify best practices and resources for developing resonant messages for Hispanic/Latino audiences

Hispanic Landscape*

- As of July 2014, there are 55.5 million Hispanic/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 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

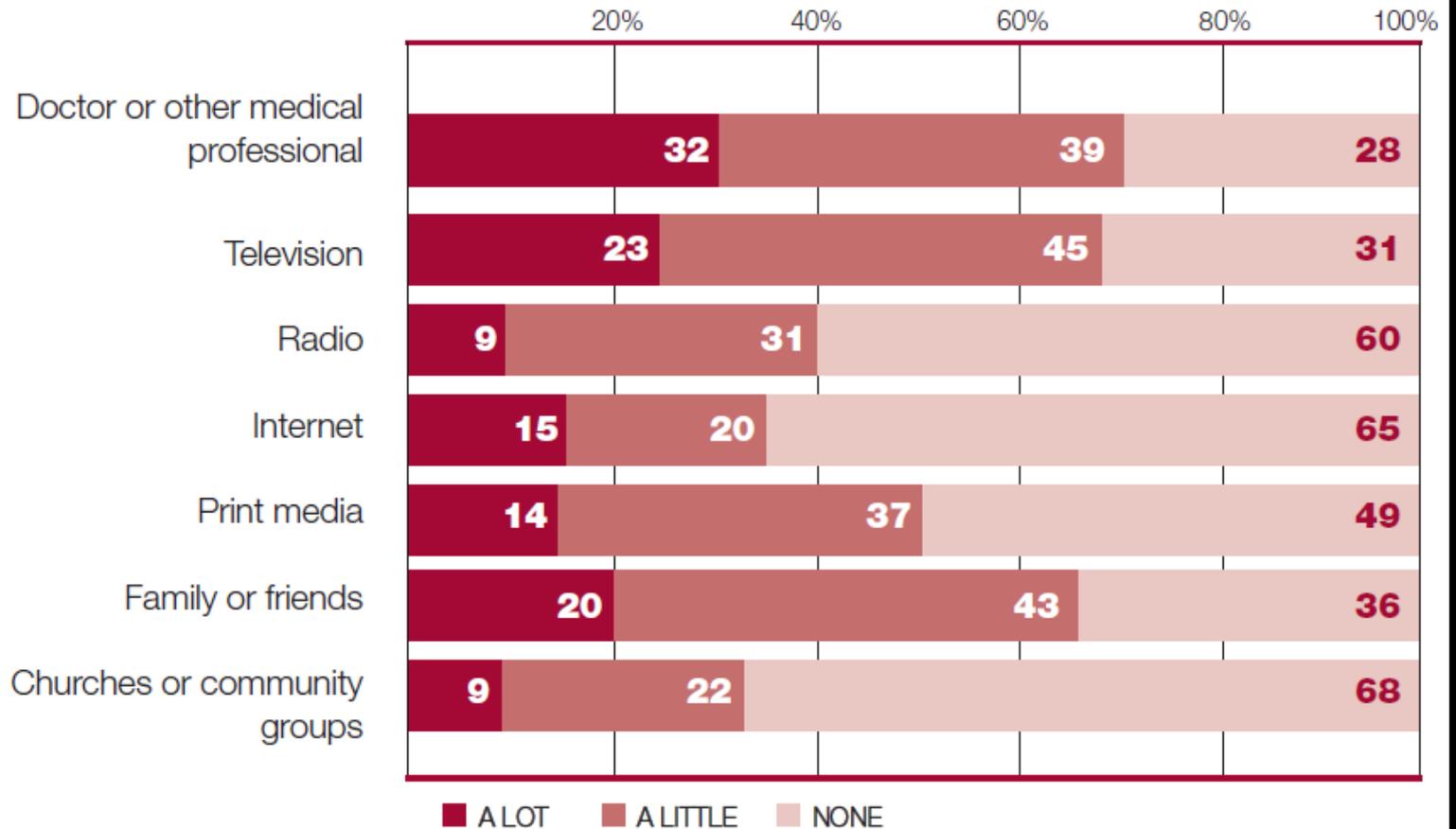
**Bureau of Labor Statistics

Access to Healthcare by Hispanics

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

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

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

- HMA worked with Dr. Vincent Covello to develop an Hispanic Risk Communication Model as a framework for messages to promote flu vaccination during the H1N1 crisis.
- 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

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

- According to Dr. Covello there are seven cardinal rules for effective risk communication:
 - Be honest, frank, and open
 - Coordinate and collaborate with other credible sources
 - Plan for media influence
 - Speak clearly and with compassion

Risk Communication

- Seven cardinal rules for effective risk communication:
 - Accept and involve the receiver of risk information as a legitimate partner
 - People have the right to participate in decisions that affect their lives
 - 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 model

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



Research Findings for H1N1 Messaging

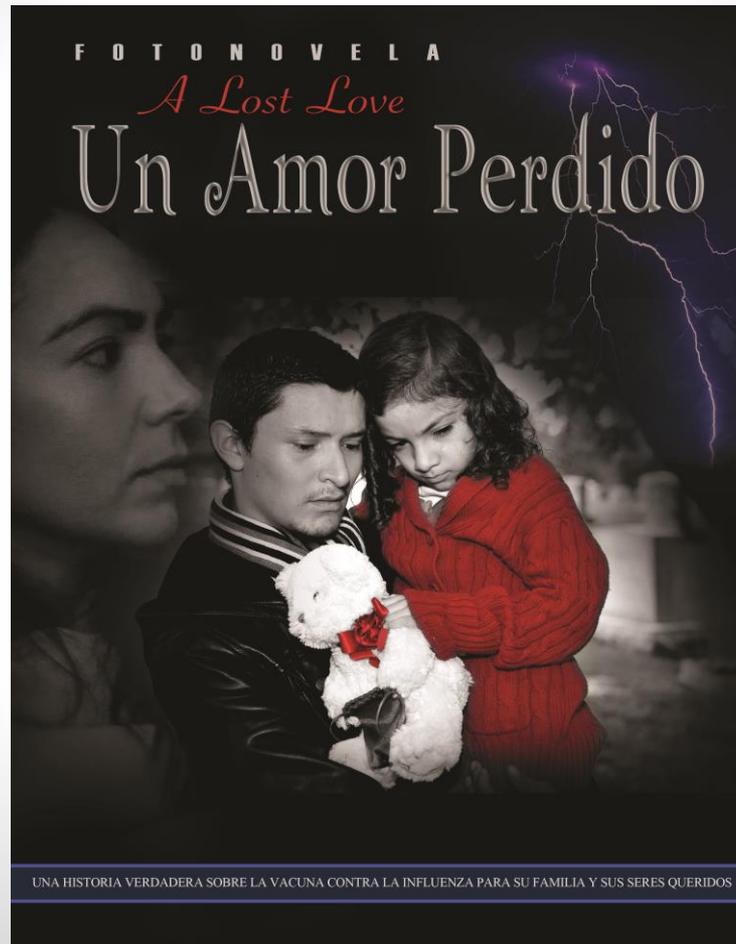
Risk Perceptions	Common Findings	Less Acculturated	More Acculturated
Trust	<p>Distrust of vaccine and/or government</p> <p>High regard for doctor's advice</p>	<p>Rural based Latinos were more likely to vaccinate to protect children</p> <p>Urban Latinos did not vaccinate</p>	<p>Need for H1N1 safety record</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 vaccine benefits</p>

Integrating Model for 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

Una fiesta de alegría o lágrimas de la tos ferina

La Quinceañera

Una familia se arma con Tdap

La noticia vuela...

Además:
Consejos para una quinceañera ¡ESPECTACULAR!

¿Sabías que la tos ferina en tu bebé puede ser grave?

El doctor le dijo ¿QUÉ?
pág. 4

apoya los servicios de la
TOS FERINA
Centro de Estudios y Referencia Epidemiológica
Nacional sobre Salud Materna

Doctor's advice

Resources

- The following sites have educational resources that are useful to learn more about engaging the Hispanic/Latino community:
- CDC National Influenza Vaccination Disparities Partnership
 - <http://www.cdc.gov/flu/partners/disparities.htm>
- Think Cultural Health website
 - <https://www.thinkculturalhealth.hhs.gov/>

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
- 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

Thank you!



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