How Three Campaigns Addressed Health Disparities Experienced by Hispanics

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OVERVIEW

• Background
  — Health disparities experienced by Hispanics
  — What causes health disparities?
  — Demographics

• Addressing health disparities
  — A social marketing approach
  — Methods for developing materials that reach Hispanics

• Three communication campaigns

• Take-home messages
Background
BACKGROUND:
Health Disparities Experienced by Hispanics

• Hispanics of all races experience more years of potential life lost than non-Hispanic whites for:
  — Stroke (18 percent more)
  — Chronic liver disease/cirrhosis (62 percent more)
  — Diabetes (41 percent more)
  — HIV disease (168 percent more)
  — Homicide (128 percent more)

BACKGROUND:
Health Disparities Experienced by Hispanics (cont’d.)

• Compared with non-Hispanic whites, Hispanics have higher incidences of:
  — Cervical and stomach cancers
  — Tuberculosis

• Mexican Americans have higher rates of:
  — Overweight/obesity

BACKGROUND:
What Causes Health Disparities?

• Genetic variations
• Social environment (e.g., neighborhood, work conditions)
• Socioeconomic status
• Lifestyle behaviors (e.g., physical activity, alcohol intake)
• And . . .

BACKGROUND:
What Causes Health Disparities? (cont’d.)

- Health disparities result from the interaction of genetic variations, social environment, lifestyle behaviors, and . . .
  - Cultural bias, even when controlling for insurance status, income, and health care access

BACKGROUND:
Demographics

• Today, more than 1 in 8 people in the United States are of Hispanic origin.
• In 2050, 1 in 4 will be of Hispanic origin.
• This demographic change will compound the adverse effects of disparities experienced by Hispanics, not only in health terms but also in economic and social dimensions.

Addressing Health Disparities Experienced by Hispanics
ADDRESSING HEALTH DISPARITIES:
How Do We Close the Gap?

• One approach is to design culturally appropriate public health communication and outreach initiatives.
Innovation is at the core of our communication and education framework.

ADDRESSING HEALTH DISPARITIES:
A Social Marketing Approach

1. Planning and Strategy Development
   Identify or develop goals/objectives, target audiences, process and outcome evaluations, time table, and budget

2. Research
   Evaluate and respond to customer needs, and develop and pretest concepts, messages and materials, and trend results

3. Implementation
   Place promotional materials

4. Evaluation
   Assess effectiveness and make recommendations

Innovation is at the core of our communication and education framework.
ADDRESSING HEALTH DISPARITIES:
Methods for Developing Materials

• Public health messages (in Spanish) targeted toward Hispanics can be created in the following ways:
  — Creation from scratch
  — Direct translation
  — “Transcreation”
ADDRESSING HEALTH DISPARITIES:
Methods for Developing Materials (cont’d.)

![Diagram showing the relationship between specificity and time/budget with categories of Creation, Transcreation, Translation]
Three Communication Campaigns
CAMPAIN 1: Transcreation

- The cultural adaptation of an HIV PSA for Hispanic teens included audience-specific decisions on PSA elements:
  - Culturally relevant talent
  - Importance of family
  - Culturally appropriate music
  - Use of Spanish when appropriate
CAMPAIGN 1: Transcreation

DRUGS + HIV: learn the link
Learn the link between drug abuse and the spread of HIV infection in the United States.

Using drugs can lead to risky behaviors.

Behaviors associated with drug abuse are one of the largest factors in the spread of HIV infection in the United States. Learn more.

Drugs can change the way the brain works, disrupting the part of the brain that people use to weigh risks and benefits when making decisions. Learn more.

learn the link
Check out the links to our latest research findings and news updates, and find out how you can help inform others about the connection between drug abuse and HIV/AIDS. Learn more.

send the message
Help break the deadly link between drug use and HIV/AIDS by telling your friends and family about what you’ve learned. Learn more.

PSAs available at hiv.drugabuse.gov
CAMPAIGN 2: Creation from Scratch

Publication series: *Cómo Alimentarse y Mantenerse Activo Durante Toda la Vida*

Materials available at win.niddk.nih.gov
CAMPAIGN 3: Creation from Scratch

Public awareness initiative: ¡Ojo Con Su Visión!

Materials available at nei.nih.gov
Take-Home Messages
CREATING CAMPAIGNS FOR HISPANICS:
Take-Home Messages

• Hispanics are disproportionately affected (morbidity and mortality) by certain diseases, including HIV/AIDS and diabetes.

• The cause of health disparities can be partly attributed to ethnic discrimination (cultural bias).

• One way to help close the gap is to create culturally appropriate public health outreach and communication initiatives.

• Transcreation—adaptation of existing products—offers a viable and effective option that allows for cost savings.