

Health Promotion and Outreach among Migrant Populations

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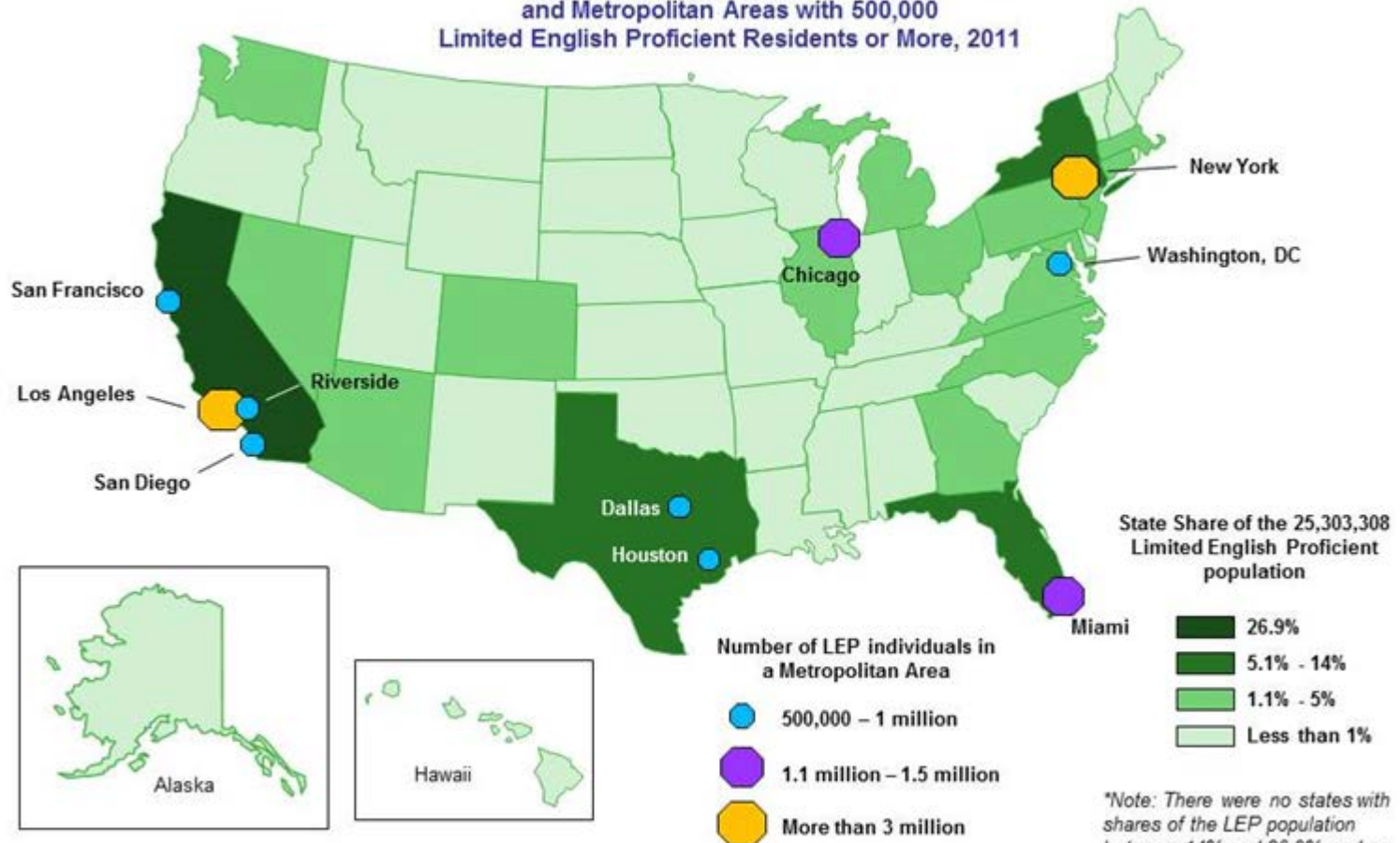
Oakland, California, June 14, 2016





Why health promotion and
outreach for *migrants*?

State Shares of the Limited English Proficient Population in the United States and Metropolitan Areas with 500,000 Limited English Proficient Residents or More, 2011



**Note: There were no states with shares of the LEP population between 14% and 26.9% and no metropolitan areas with LEP populations between 1.5 and 3 million.*

Labels refer to the greater metropolitan areas.

What is health promotion?

“ Process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.” (WHO)

Who is your *audience*?

- Ethnicity
- Language
- Age
- Education level
- Acculturation level/
Years in the U.S.
- Immigration Status
- Cultural and religious beliefs



Cultural and linguistic considerations

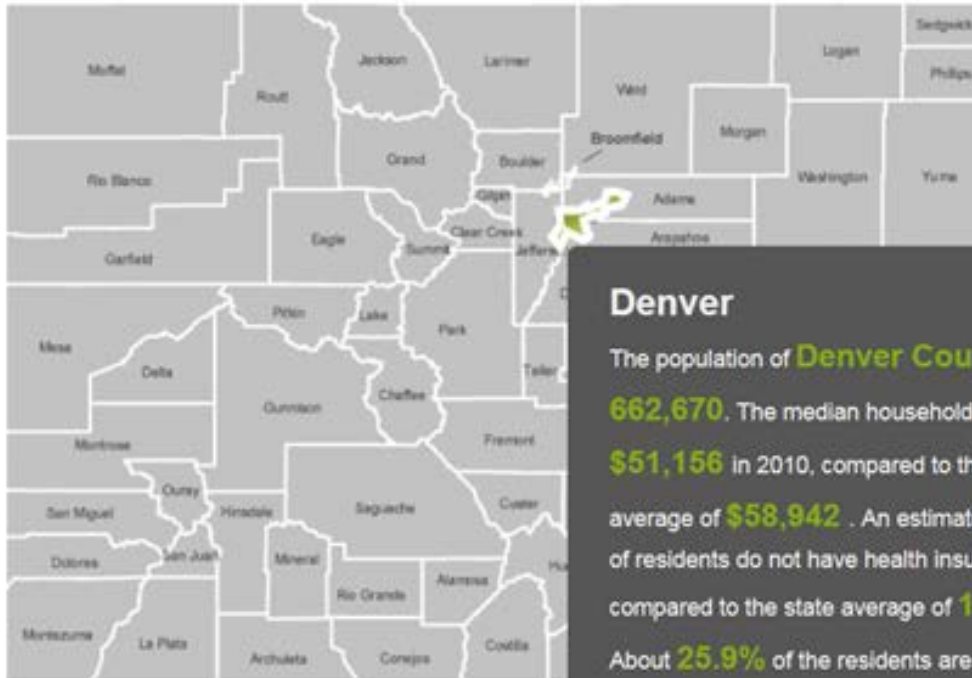
- Respect cultural values, beliefs and practices
- Understand the social, environmental and political context
- Recognize family and community as primary support systems and intervention (including from country of origin)
- Meaningful involvement of community members

Where is your audience?

- Where do people
 - live?
 - gather?
 - seek health care?
- Existing data sources
- Digital mapping
- Ask community members

COUNTY HEALTH PROFILES

To get basic facts, roll over counties on the map. Click on a county to get a full profile with demographics, health coverage, and health workforce information.



Denver

The population of **Denver County** is **662,670**. The median household income was **\$51,156** in 2010, compared to the state average of **\$58,942**. An estimated **14.9%** of residents do not have health insurance, compared to the state average of **15.5%**. About **25.9%** of the residents are Medicaid clients, compared to **19.5%** statewide. Of children eligible for Medicaid or CHP+, **87.5%** are enrolled. This compares to an average state enrollment of **84.1%**.

COLORADO HEALTH ACCESS SURVEY

CHAS Analysis ▶

CHAS Data ▶

HOW TO USE THE DATA REPOSITORY

[How to Use the Map »](#)

[Search »](#)

SEARCH DATA

What you're looking for in the 'search' field. Select a category and/or year.

Search

OR

CATEGORIES-

Find It

What to say?

What does the target audience know about the issue?



What to say?

Is the message and information different in their country of origin?



What to say?

- Does the audience know the actions they are expected to take?
- Are there any barriers to take those actions?

Visit your dentist twice a year

Eat fresh fruits and vegetables

Have water and food enough for at least 3 days

Exercise one hour a day

What communication channel?

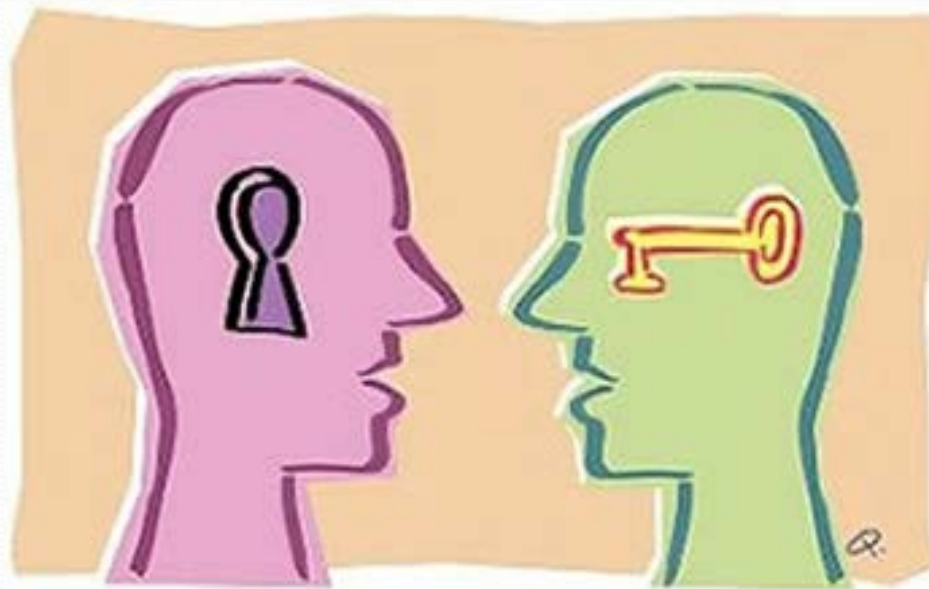
- Web- based
 - Website
 - Webinars
 - Video
- Mass media (TV, radio, newspaper)
- Social media (Facebook, Twitter, Instagram)
- Printed materials (flyers, brochures, posters)
- Person- to- person
- Alternative methods (theater, mobile loudspeakers)



Clear Communication Principles

CDC Clear Communication Index

<http://www.cdc.gov/ccindex/>



Main message and call to action

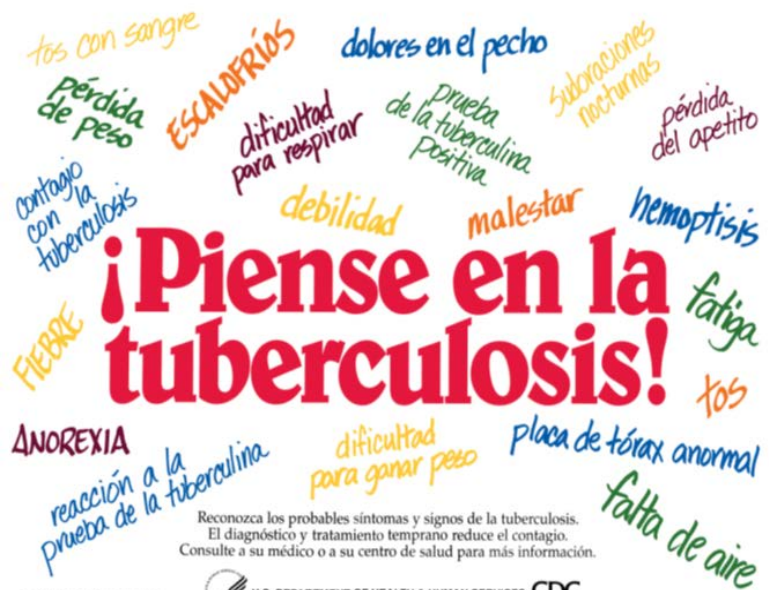


Vaccines help protect you
and your baby.
www.cdc.gov/vaccines/pregnancy



**DON'T WAIT.
VACCINATE!**

Learn More



¡Piense en la tuberculosis!

Reconozca los probables síntomas y signos de la tuberculosis. El diagnóstico y tratamiento temprano reduce el contagio. Consulte a su médico o a su centro de salud para más información.

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U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
Public Health Service



Active voice instead of passive voice

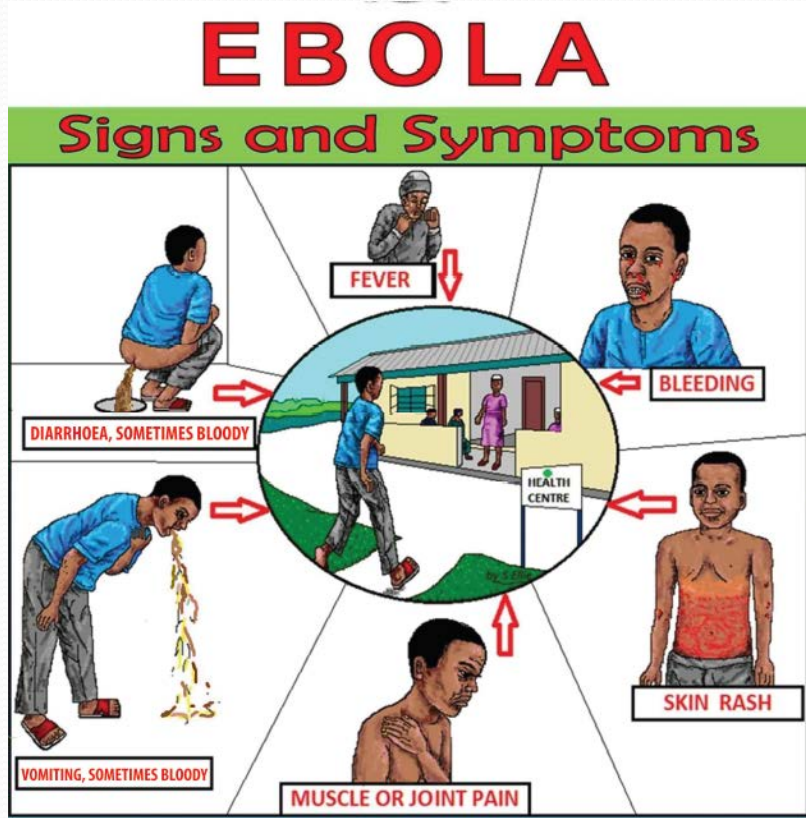
- Passive voice:

Fruits and vegetables should be washed before they are cut or peeled

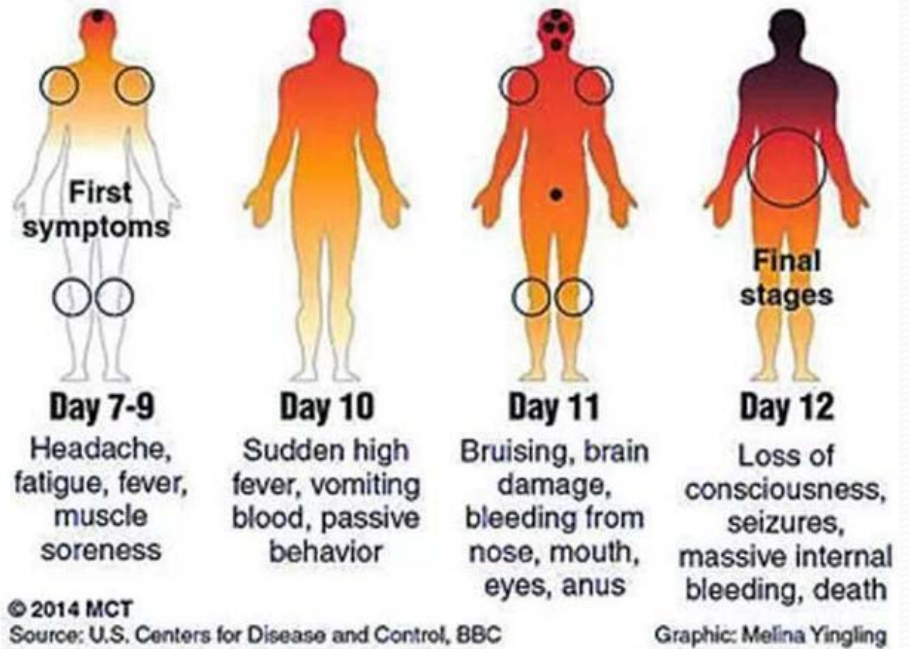
- Active voice:

Wash fruits and vegetables before you cut or peel them

Visual cues



Ebola virus' typical path through a human being



Use common/familiar words

- Avoid slang, metaphorical, or offensive language
- Explain unfamiliar or technical terms

PNEUMONULTRAMICROSCOPIC-
SILICOVOLCANOCONIOSIS



Simplify, simplify, simplify!

- Avoid acronyms
- Avoid technical jargon (bacteria v germs)
- Use short, simple words



Use bullets

Before:

There are many factors that put you at risk for developing type 2 diabetes. Being overweight or obese is one of the major risk factors. Having a family member, like a parent, sister or brother with diabetes is also a risk factor. If you are African American, American Indian, Asian American, Pacific Islander, or Hispanic/Latino American you might you may be at greater risk.

After:

Am I at risk for diabetes?

You might be at risk for type 2 diabetes if you:

- Are overweight or obese
- Have a parent, brother or sister with diabetes
- Are African American, American Indian, Asian American, Pacific Islander, or Hispanic/Latino American

Short paragraphs

Pesticida info

Lo que debería saber sobre los pesticidas

¿Quejas de los pesticidas? Tiene el derecho de...

El Departamento de Reglamentación de Pesticidas de California (DPR por sus siglas en inglés) de la Agencia de Protección Ambiental de Estados Unidos y el comisionado de agricultura de su condado comparten la responsabilidad de vigilar y reglamentar el uso de pesticidas para proteger la seguridad de trabajadores, del público y del medio ambiente. Por medio de programas de reglamentación de pesticidas en el estado y en los condados, el DPR evalúa los pesticidas antes de que se vendan o usen en el estado, dirige estudios de monitoreo del aire y agua, revisa verduras y frutas para determinar si tienen residuos de pesticidas y, junto con los comisionados, entrena a aplicadores profesionales de pesticidas, les otorga sus licencias e inspecciona sus actividades. Un factor esencial de este programa es responder a las quejas y preguntas del público sobre el uso de pesticidas.

¿Qué es un pesticida?

La palabra "pesticida" se refiere a muchas sustancias que se usan para controlar las plagas. Las "plagas" son organismos que causan daño o pérdida económica o transmiten enfermedades; incluyen insectos, maleza (malas hierbas), enfermedades de las plantas, roedores, algas, virus y bacterias. Los pesticidas incluyen insecticidas, herbicidas, fungicidas, rodenticidas, desinfectantes y otros tipos de sustancias químicas que controlan plagas, incluso muchos productos de uso casero.

¿Quién usa pesticidas?

Muchas personas y compañías usan pesticidas: granjeros y rancheros, servicios de control estructural de plagas, empresas agrícolas de control de plagas, jardineros y horticultores, compañías de servicio de limpieza, distribuidores de agua, servicios de mantenimiento de albercas, personal médico y agencias gubernamentales. Los consumidores también usan una variedad de pesticidas puesto que muchos productos de limpieza de uso casero al igual que los aerosoles contra insectos caseros y del jardín probablemente están registrados como pesticidas.

¿Qué exige la ley?

Es importante saber lo que está y no está permitido en cuanto al uso, almacenamiento y desecho de pesticidas. Las leyes federales y estatales exigen que se haga estricto manejo de todo pesticida, según las instrucciones en la etiqueta. No se puede permitir que los pesticidas sean arrastrados por el agua o viento, se deslaven o caigan fuera de la zona a tratar o sean usados de manera diferente a la que indica la etiqueta, la ley o los



California Department of Pesticide Regulation
1001 I Street
P.O. Box 6015
Sacramento, CA 95812-4015
916-445-4300
www.cdpr.ca.gov

BRANCHES:

Enforcement
916-324-4300
Northern Regional Office
916-324-4300
Central Regional Office
559-243-8111
Southern Regional Office
714-279-7690
Environmental Monitoring
916-324-4039
Fiscal Operations
916-324-1350
Informal Technology
916-445-4130
Medical Toxicology
916-445-4233
MRI Assessment
916-445-4359
Pest Management and Licensing
916-445-3914
Licensing/Competition
916-445-4038
Personnel
916-322-4553
Pesticide Registration
916-445-4400
Worker Health and Safety
916-445-4222

Chickenpox is a serious disease... Make sure your child is protected!

What is chickenpox?

Chickenpox (varicella) is a disease caused by a virus. Most people with chickenpox get very itchy blisters and sores all over their body.



How do you catch chickenpox?

Chickenpox is spread person-to-person through the air. It is very contagious.

Is chickenpox serious?

Yes, it can be a serious disease for people of all ages. The disease can cause serious skin infections, pneumonia, brain damage, and even death. Chickenpox is especially dangerous for people whose immune systems are weak because of illness or medications.

Is my child at risk?

Yes. Chickenpox is still infecting people in the U.S. and the rest of the world. It is extremely contagious and can be spread by an infected person before they even know they're sick.

Ask your child's healthcare provider if your child is up to date for all vaccines!

How can I protect my child from chickenpox?

You can protect your child from chickenpox with vaccination.



All children should get 2 doses of chickenpox vaccine starting at 1 year of age.

Some teens and adults may also need this vaccine if they didn't get 2 doses of the vaccine or chickenpox disease when they were younger.

For more information, visit www.vaccineinformation.org

Reading level

- Microsoft Word readability statistics
- SMOG Readability Formula: estimates the years of education a person needs to understand a piece of writing

SMOG Readability Formula

$$\text{Grade level} = \sqrt{\text{Number of Polysyllabic words}} + 3$$

Proteja a su Familia, Vacúnelos Contra la Gripe



¿Quién necesita un tiro de la gripe?

(619) 692-8661



www.Immunization-SD.org

*Diabeticos ♥ Asmático ♥ Mas de 50 Anos ♥
Antes del Primer Trimestre del Embarazo
♥ Trabajador del Cuidado Médico ♥
Enfermedad Crónica ♥ 6-24 Meses*



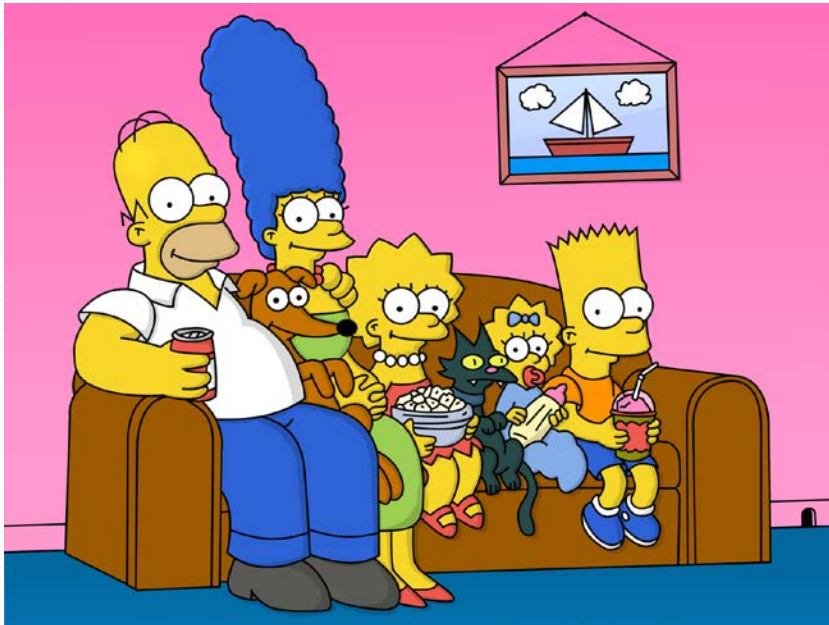
Vacunarse es un Acto de Amor

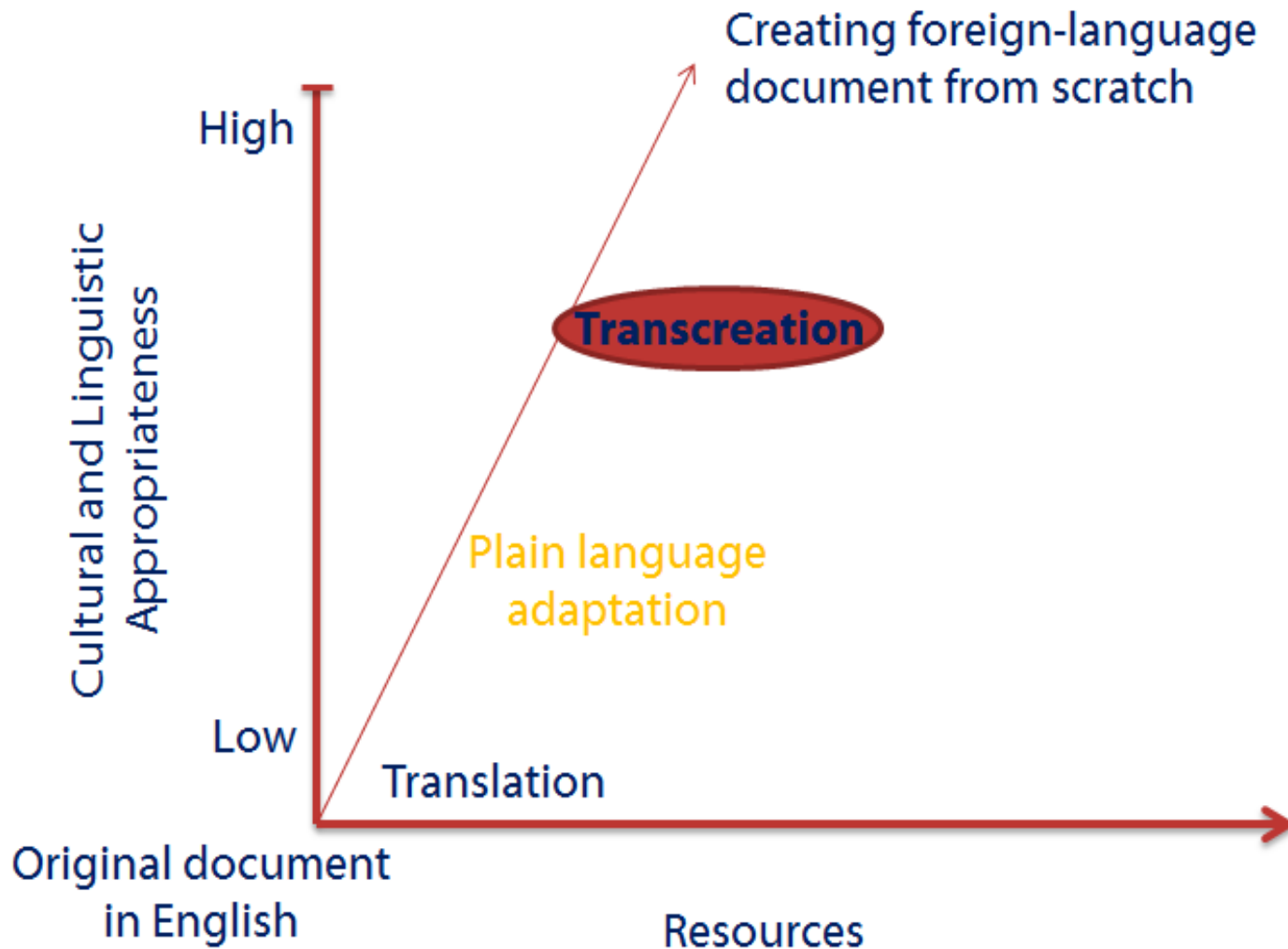


Supporting the First 5 Years of a Child's Life

Transcreation

“The process of adapting a message from one language to another, while maintaining its intent, style, tone and context.”






Adapted from Macario E, Isenberg J, Quintas I. Drugs + HIV: Learn the Link Campaign. How IQ Solutions and the National Institute on Drug Abuse (NIDA) Adapted a Television PSA for Hispanic Teens. *Cases in Public Health Communication and Marketing*. 2007 June. Available from: http://www.casesjournal.org/volume1/sponsored/cases_1_16.cfm.

Translation vs. Transcreation

	Translation	Transcreation
Main message	Stays the same	Stays the same
Language	Literal word-for-word	Adapted by native speakers
Images	No change	Change to meet cultural expectations
Layout	No change	Change to meet cultural expectations


Direct translation



**Spread fun.
Not Flu.**

*Even healthy kids of any age can get seriously sick from the flu,
and they can spread it to family, friends, and others.
Everyone 6 months of age and older should get a flu vaccine every year.*

For more information, visit <http://www.cdc.gov/flu>



**Contagie la alegría,
no la influenza.**

*Hasta los niños sanos de cualquier edad pueden enfermarse gravemente con
la influenza (la gripe) y pueden propagarla entre sus familiares, amigos y otras personas.
Todas las personas mayores de seis meses deben obtener
la vacuna contra la influenza anualmente.*

Vacune a sus hijos—Llame a su médico, enfermera o clínica.

CS212299-V

Para más información, visita <http://www.flu.gov>

Transcreation

El Queso Fresco es tradicional y popular en la comunidad hispana. Es también conocido como "Queso Fresco Estilo-Mexicano."

Tipos de Queso

Queso Fresco



Panela



Queso Seco



Asadero



Queso Oaxaca



Queso Cotija



¡TENGA CUIDADO! Aunque el queso sea:

- Blando y fresco
- De bajo costo
- Sabe como hecho en casa
- Conveniente, se lo traen a su puerta o vecindad ...

... Asegúrese de que SEA SEGURO! El Queso Fresco puede ser parte de la dieta si ha sido elaborado correctamente.

Algunos tipos de queso fresco son peligrosos

Algunos tipos de queso fresco son peligrosos y otros no son seguros para comer porque están:

1. Hechos con leche **sin pasteurizar**
 - Pueden tener bacterias peligrosas
2. Hechos en condiciones **antihigiénicas**
 - Pueden estar contaminados



3. Transportados **sin refrigerar**
 - Las bacterias se multiplican



4. No provienen de una **fuentes segura**
 - No tienen etiqueta



¡Cuidado con el quesos frescos!
¿Sabía que algunos quesos nos pueden enfermar?

¡Proteja a su familia!

Siempre compre queso fresco en la tienda y bien refrigerado.

Y que esté hecho con leche pasteurizada.



¡Nunca compre queso fresco en la calle!



Para más información vaya al
o llame a: _____



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

New creation

¡Vivir A Todo Pulmón!

¡Pasa la información, no la TB!

TUBERCULOSIS
Sabías que...

- Es causada por microbios
- Puede ser mortal sin tratamiento
- Generalmente afecta los pulmones
- Cuando está activa, da síntomas y puede ser contagiosa
- Puede causar:
 - Malestar
 - Debilidad
 - Pérdida de peso
 - Fiebre
 - Sudores nocturnos
 - Tos con o sin sangre
- Puede ser latente o activa
- BCG no previene la infección de TB
- Se transmite por el aire
- La vacuna es BCG (bacilo de Calmette y Guérin)
- BCG ayuda a proteger contra formas graves de TB en niños
- Se trata con varios medicamentos por varios meses (6 a 12 meses)
- Es muy importante tomar todos los medicamentos como se lo indique su médico

Protegete, y protege a tu familia y tu comunidad, aprende a ¡Vivir a todo pulmón!

100% Southeastern National Tuberculosis Center. The NCTC is funded by the Centers for Disease Control and Prevention through a cooperative agreement #5U49CE000116.

La tuberculosis

¡Proteja a su familia!

Ya llevas más de 3 semanas enfermo...

La tuberculosis es contagiosa. ¡Si tiene estos síntomas, visite al médico hoy mismo!

- Pérdida de peso
- Fiebre
- Tos con sangre
- Sudores mientras duerme
- Tos con flemas por más de 3 semanas

La tuberculosis se puede curar.

Centro de Salud

Si necesita tratamiento, es de bajo costo o gratis. Toda su información es privada.

Para más información vaya al www.cdc.gov/tb/esp/

o llame a: _____



protejo a...

Mi Familia



- Protege a tu familia contra la gripe (influenza) al vacunarte.
- Se recomienda que todas las personas, a partir de los 6 meses, se vacunen contra la gripe.
- La vacuna contra la gripe te protege contra esta enfermedad durante toda la temporada.

Para más información en español visite:
<http://www.cdc.gov/flu>

Validate, validate, validate

- Native speakers
 - Ask the right questions (and for honesty!)
 - Formal vs. informal



BREAK TIME



REACHING
OUT TO

SENIORS

CHILDREN

COMMUNITY

FAMILIES

OUR
YOUTH

How to reach migrants?



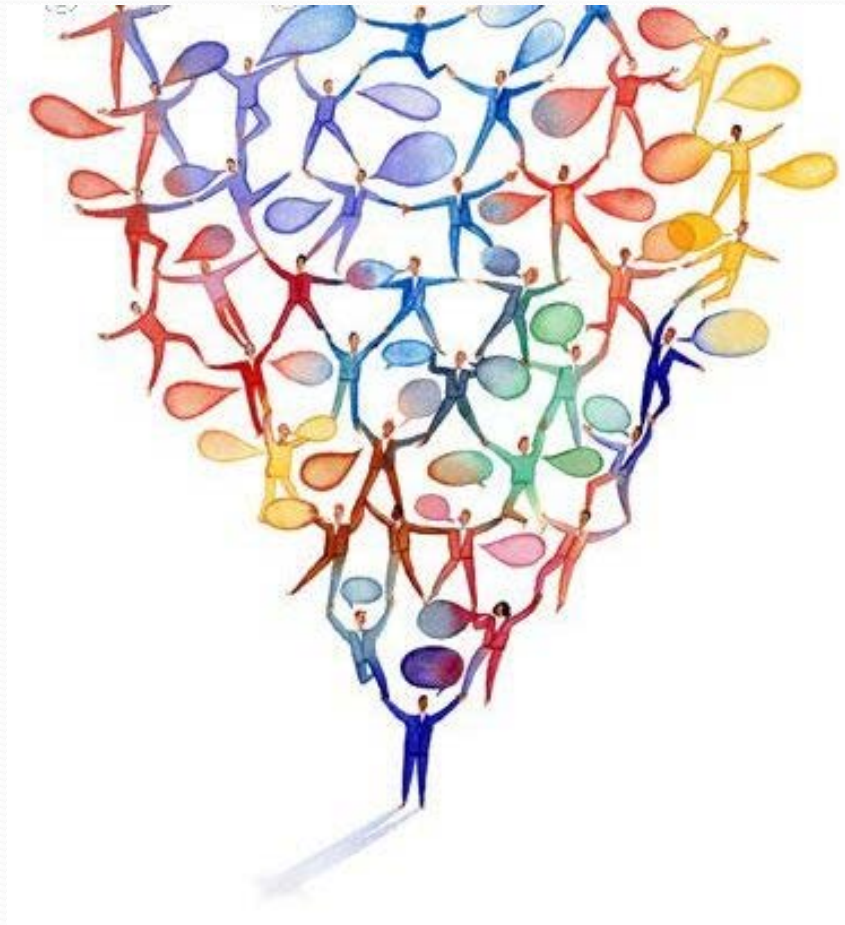
Building a partner network

- Who's trusted by the community?
 - Build your credibility
 - Choose your messenger wisely
- At what level do you want to conduct outreach?
 - Top- down
 - Grassroots/ Bottom - up



Building a partner network

- Identify
 - Audience overlap
 - Reach
 - Resources
- Approach
 - What do they want?
- Engage
- Maintain
- Re- evaluate



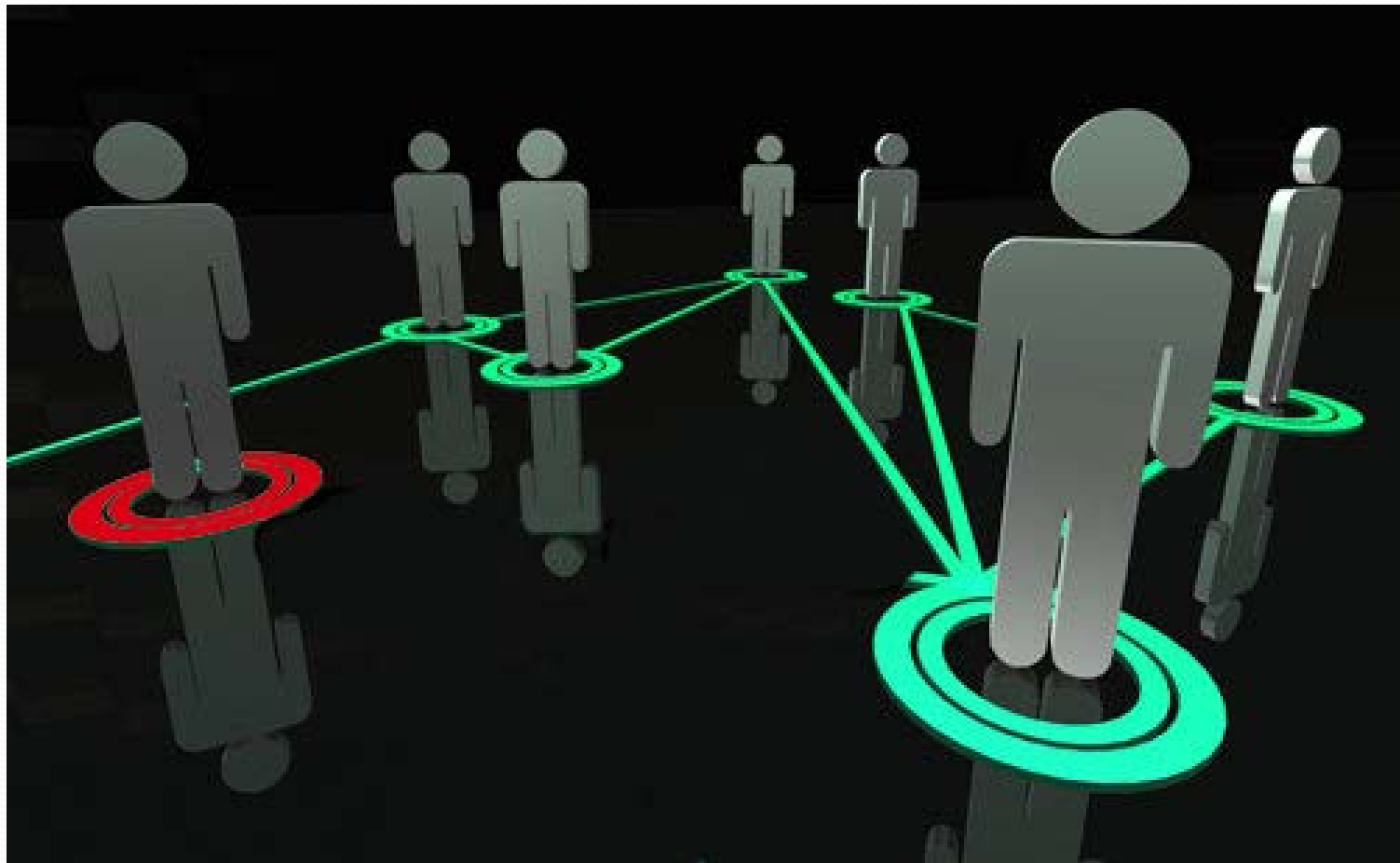
Potential partners

- Government
- Non- profits/NGOs
- Community clinics
- Hospitals
- Faith- based organizations
- Community health workers (*promotores*)
- Community leaders and spokespersons
- Media outlets (journalists)

When looking for partners...



Who is not being reached?



Zika exercise

- Who is this for (audience)?
- What is the main message?
- Is this the best format?
- Is the message:
 - practical?
 - actionable?
- Do the images match the messages?
- Is it culturally appropriate for a “specific” ethnic group?
- What is confusing?
- Does this meet the information needs of the audience?
- How would you disseminate this?

Thank you!!



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Liliana Osorio: losorio@berkeley.edu

Resources

- Public Health Workbook to Define, Locate, and Reach Special, Vulnerable, and At-Risk Populations in an Emergency
- Everyday words for public health communication
- Toolkit for Making Written Material Clear and Effective