Greetings! I am pleased to see that we are different. May we become greater than the sum of both of us.

Vulcan Greeting.
Usha Menon, PhD, RN, FAAN

Professor and Vice Dean
College of Nursing
The Ohio State University
Menon.48@osu.edu
On Being Culture and Literacy Sensitive in Education on Health Behavior Change
A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort.
Overview

• Tailored versus targeted health education
• Colorectal cancer screening studies
• Lessons learned
Targeted Health Education

- Address variables with little within-group variance
- Appropriate for newsletters, group education
- Allows for mass production
Tailored Health Education

- When variables have increased variance within-group
- Personalized to individual beliefs, knowledge, etc.
- Combination of information or change strategies intended to reach one specific person, based on characteristics that are unique to that person, related to the outcome of interest, and derived from an individual assessment.¹

• Tailored messages are more likely to be remembered and viewed as relevant

• Health promotion messages may be tailored to beliefs, knowledge, stage of readiness, culture, or any combination of these constructs

How and where does culture and literacy fit?

• As Dr. Clark mentioned in her keynote: two sides of the same coin
• Strategies to target or tailor health education
• Peripheral strategies – colors, images, graphics
• Evidential strategies - enhance the perceived relevance of a health issue for a given group by presenting evidence of its impact on that group
• **Linguistic strategies** – language, vernacular, idioms

• **Constituent-involving strategies** – lay health workers, community members as staff

• **Sociocultural strategies** - a group’s cultural values, beliefs, and behaviors are recognized, reinforced, and built upon to provide context and meaning to information and messages about a given health problem or behavior

Leveraging Culture & Literacy

• Proactively identifies areas in which intervention can improve behaviors
• Actively implements the solution
• Principles of cultural sensitivity and literacy are deliberately invoked
• Potential to operate at multiple levels throughout the health care delivery process.

Fisher et al. Medical Care Research and Review. Supplement to Volume 64 Number 5 October 2007 243S-282S
Cultural practices and literacy as vehicles that facilitate behavior change of patients and practitioners.

Fisher et al. Medical Care Research and Review. Supplement to Vol # 5 October 2007 243S-282S
Peripheral Strategies

- Appearance of cultural appropriateness through packaging
- Colors, images, fonts, pictures of group members, or declarative titles
- Create interest, establish credibility, and set the tone for content

Linguistic Strategies

- Dominant or native language of the target group
- Usually a strategy used in conjunction with others

Examples of tailored messaging

• **Knowledge**

• **Answered: Most polyps are not cancer.**

• Yes, most growths or polyps are not cancer. Only a few people get diagnosed with cancer. Make sure that you are safe by getting tested soon. Knowing you do not have cancer can give you peace of mind.
Cervical Cancer Perceived risk: LGBT sample

Answered: risk lower because I only have sex with women.

Even women who only have sex with women are at risk for cervical cancer. Lesbians, transgendered individuals, transmen and bisexual women may receive fewer Pap tests because some doctors may think that lesbian, transmen or bisexual women don’t need gynecological tests. However, because of the many different risk factors, including the possibility of woman to woman infection transmission, infection from woman to woman all females should have regular Pap tests on schedule. Click here [LINK] for screening information.
CACSK study

• Computer Assisted Cancer Screening Kiosk - CACSK
• 2 group RCT
• **Primary Aim**: Feasibility and acceptability of CACSK
• **Secondary Aims**:
  ~CRC screening uptake by group
  ~Stage of change movement by group
What are some reasons why you have not had a stool blood test?

- Age
- Embarrassment
- Transportation
- No symptoms
- Worry
- Cost
- Doctor did not tell me to
- Fear of cancer
- Pain
- No family history
Of these what is your main reason?

- Age
- No symptom
- No family history
Colon cancer is asymptomatic usually doesn’t cause problems that you see or feel until is pretty large and may be difficult to treat. That’s why stool blood tests are so important— they not only discover find colon cancer early, and also help find polyps before they turn into cancer. Don’t wait until you notice see or feel a problem.
Prioritizing....Patient Centered

Can you tell if it'll have access to health care?
You may think you’re not at risk if you eat a good diet. Although some scientists think your risk may be lower if you eat less fat and more fiber, it’s still true that any woman — including you — can get colon cancer.

Even women who are very careful about eating right.
Please enter your gender.

Male  Female

How old are you now? 67

0 1 2 3 4 5 6 7 8 9
That’s the end of the interview. Thank you so much for your time. We will call you in about two months for a follow up interview. Please don’t hesitate to call the number on your consent form if you have any questions. Would you like that number again?

YES

NO

312-413-4326
Increasing CRC Screening in Primary Care Settings (R01NR8425)

- Differences in CRC screening uptake among control, tailored education and motivational interviewing groups

- Differential impact of tailoring and motivational interviewing interventions by race and gender
• Primary care patients non-adherent with CRC screening, and with no history of cancer (n = 515)

• **Usual care** (n=169), Tailored Counseling (n=168) or **Motivational Interview** (n = 178)

• Trained interventionists delivered TC and MI over the telephone
Sample

- 70% Male
- 72% African American
- 21% Working
- 72% No partner
- 58 (sd7.9) Mean age
• Highest screening occurred in the TC group (23.8%, p > .02)

• TC participants had 2.2 times odds of completing post-intervention CRC screening than the control group (AOR = 2.2, CI = 1.2 - 4.0)

• Those receiving MI or usual care did no significantly increase screening
References


Lessons learned

Pilot test with every group

Graphics, color, pictures are sample specific

Language is sample specific
You’ll be happy to know that race played no part in this decision!
Beware differences within-group

...you're a **tropical** bird and he's a **tropical** fish! Why can't you two get along better?
Lessons learned, contd

• Time/cost may not allow for extended literary testing
  ~ Formative work with target population

• Cultural brokers are key to appropriate messaging
Elvis is dead and I don’t feel so good myself.

* Lewis Grizzard
Dream big…follow your passion…