

Defining our audiences: Creating culturally relevant social marketing materials in English and Spanish for a folic acid campaign in North Carolina

Presented by:

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NORTH CAROLINA
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American Public Health Association

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Background

- o Folic acid is a B vitamin that can prevent up to 70% of neural tube defects (NTDs) if taken before pregnancy
- o “All women of childbearing age who are capable of becoming pregnant should consume 400 mcg of folic acid per day for the purpose of reducing their risk of having a pregnancy affected with spina bifida or other NTDs.”

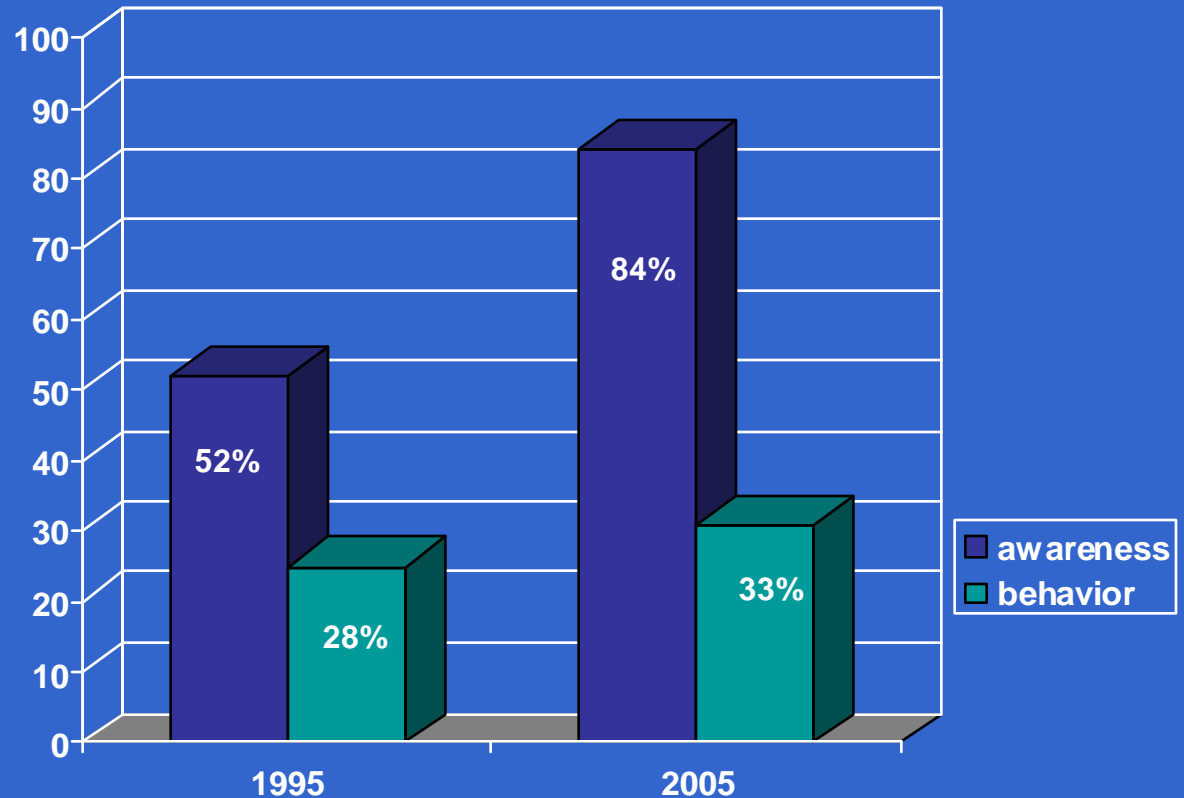
US Public Health Service, 1992

Institute of Medicine, 1998



Background

- o Awareness has increased
- o Behavior has increased, but only 33% of women take folic acid daily



Heard or read about folic acid, take folic acid daily,
U.S. March of Dimes Gallup Survey



Background

- o North Carolina's NTD rate was twice the national rate in 1990's
- o North Carolina Folic Acid Campaign
 - o Health care provider education
 - o Community education (lay health model)
 - o Media
 - o Dedicated Latino campaign
 - o Use of social marketing



Social marketing

- o *“The use of commercial marketing techniques to promote the adoption of a behavior that will improve the health or well-being of the target audience or of society as a whole” Weinreich, 1999*
- o Customer-centered: targets the audience’s wants, needs, perceptions, attitudes and behaviors
- o Meets the audience “where they are”



Social marketing

- o Broadened folic acid message to multivitamin message
- o Narrowed audience to two segments:
 - o 18-24 year old English-speaking women
 - o 18-35 year old Spanish-speaking women



Methods

- o Formative research with both target populations
 - o Focus groups
 - o Key informant interviews
- o Development of messages
- o Testing of messages
- o Modification of messages
- o Production of materials
 - o Taglines, brochures, flyers, posters, TV ads, radio ads, newspaper ads, provider ads
- o Evaluation of materials



Results: Messages for English-speakers (18-24 y.o.)

- o Do NOT show pregnant women
- o Do NOT discuss folic acid or neural tube defects
- o Portray energy, vibrancy
- o Use images of young, healthy women
- o Use messages about multivitamins and women's health in general
- o Use simple words
- o Use pictures and lots of color
- o Use concise, easy-to-understand information



Results: Messages for Spanish-speakers

- o Define folic acid
- o Define birth defects
- o Define neural tube defects
- o Show cause and effect
- o Use images of men, women and families
- o Use simple words
- o Use pictures and lots of color
- o Use concise, easy-to-understand information



Summary

- o Young English-speakers embrace messages about the health of individual women
- o Spanish-speakers embrace messages about families, pregnancy, folic acid and neural tube defects
- o Both want clear, concise messages that are full of color



Messages

o English tagline

MULTIVITAMINS
TAKE THEM FOR LIFE

o Spanish tagline

MULTIVITAMINAS
Tomar multivitaminas hoy es
amar a tu bebé mañana



English vs. Spanish materials

“We can’t be our best if we don’t feel our best.”



There are lots of great reasons to take multivitamins. Along with a balanced diet and regular exercise, they're a good way to stay in good health. For just pennies a day, multivitamins may help lower your risk of cancer, heart disease and osteoporosis as well as prevent some birth defects. So for a healthy, happy you, take a multivitamin every day. To learn more, call 1-800-367-2229 or visit www.getfolic.com.

MULTIVITAMINS
TAKE THEM FOR LIFE

FOLIO-ACED



Imágenes de stock de iStockphoto.com
Aunque el embarazo es el momento ideal para tomar un suplemento vitamínico, también puede tomarlo antes.

Mujer Prevenida Vale por Dos:

Toma una multivitamina con ácido fólico todos los días

¿Sabías que las latinas tenemos más riesgo que otras mujeres de tener un bebé con defectos en la espina dorsal?



Tomar una multivitamina con 400 microgramos (mcg) de ácido fólico diariamente ...

te ayuda a

- Protegerse del riesgo de dar a luz a un bebé con defectos en el cerebro y la espina dorsal
- Reducir el riesgo de contraer algunos tipos de cáncer y enfermedades del corazón
- Fortalecer los huesos y reducir el riesgo de osteoporosis
- Complementar una dieta sana y equilibrada

y además ...

- Las necesitamos TODAS las mujeres desde que empezamos a menstruar
- Debes tomarlas antes, durante y después del embarazo
- Las genéricas son más baratas e igual de efectivas que las de marca reconocida
- No te hace subir de peso, ni aumenta tu apetito
- Puedes comprarlas sin receta médica en cualquier supermercado o farmacia

Tomar una multivitamina hoy es amar a tu bebé mañana

Para más información llame al

1-800-367-2229

Un servicio de March of Dimes, March of Dimes de España y March of Dimes de México

o visite www.getfolic.com e consulte a su médico



Este es un folleto de información general y no constituye un consejo médico. Consulte a su médico antes de tomar cualquier medicamento.

English vs. Spanish materials

**Take Control of Your Life,
Take Care of Yourself.**



There are lots of great reasons to take multivitamins.

Along with a balanced diet and regular exercise, they're a good way to stay in good health. For just pennies a day, multivitamins may help lower your risk of cancer, heart disease and osteoporosis as well as prevent some birth defects. For a healthy, happy you, take a multivitamin every day. To learn more, call 1-800-367-2229 or visit www.getfolic.com.

MULTIVITAMINS
TAKE THEM FOR LIFE

Multivitaminas



PARA AHORA • PARA EL FUTURO • PARA SIEMPRE

Tomar multivitaminas hoy es amar a tu bebé mañana

Las mujeres que hayan iniciado su etapa de menstruación necesitan consumir 400 mcg de ácido fólico cada día por medio de una multivitamina para ayudar a prevenir en sus bebés defectos de la espina dorsal y el cerebro.



Para más información, llame al 1-800-367-2229 o al Consejo de Ácido Fólico de Carolina del Norte / March of Dimes 1-800-849-2663. www.getfolic.com



English vs. Spanish materials

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MULTIVITAMINS
TAKE THEM FOR LIFE

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Healthy Start
ENCOURAGING
EVIDENCE-BASED
PRACTICES



Un niño debe aprender a usar

esto... y no esto.



Si tomas diariamente una **Multivitamina con 400 mcg de ácido fólico** antes de quedar embarazada, puedes reducir el riesgo de defectos en el cerebro y la espina dorsal en el recién nacido.

Tomar multivitaminas hoy es amar a tu bebé mañana.

Para mayor información llama gratis al:

1-800-367-2229

o visita: www.getfolic.com

www.nacersano.org



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Summary

- o Traditional public health messages promoting folic acid encourage all women of childbearing age to take folic acid daily to help prevent neural tube defects
- o Message segmentation with social marketing refines that message for narrow audiences
- o Direct translation of folic acid messages into Spanish is not necessarily effective



For further information:

March of Dimes

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