



**Using touchscreen kiosks
to overcome health literacy
barriers among medically
underserved Latinos**

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Presenter Disclosures

Armando Valdez, PhD

HealthPoint Institute

No relationship to disclose.

Study Team

- ◆ Armando Valdez, PhD

HealthPoint Institute

- ◆ Rene Salazar, M.D.

Division of General Medicine, UC San Francisco

- ◆ Marilyn Winkleby, PhD

Prevention Research Center, Stanford University

- ◆ Maria E. Fernandez, PhD

School of Public Health, University of Texas-Houston

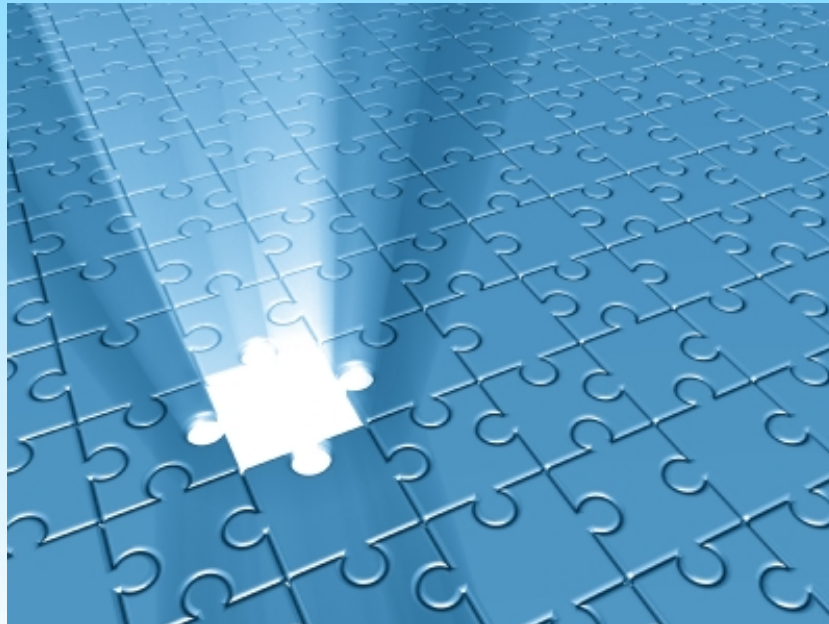
- ◆ Susan Stewart, PhD

Comprehensive Cancer Center, UC San Francisco

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HealthPoint Predicates

- **Prevention focused**
- **Patient-driven**
- **Technology as an enabler**
- **Patient access to technology**



Latino Cancer Disparities



- **Lower incidence rates**
- **Lower screening rates**
- **Higher late-stage detection**
- **Higher mortality rates**

Screening Barriers

- **Knowledge & misconceptions**
- **Attitudes: personal, cultural**
- **Language: English proficiency**
- **Literacy skills**
- **Health literacy**

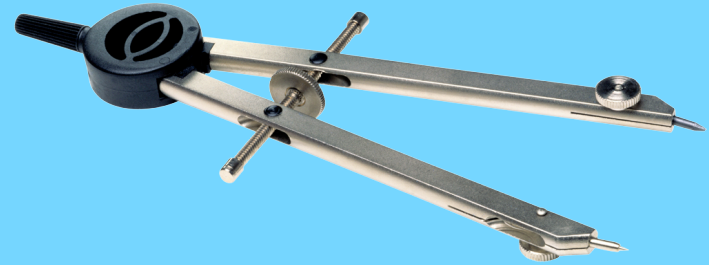


Intervention Goals



- **Overcome barriers**
- **Increase comprehension**
- **Promote screening and risk reduction behavior**

Design Goals



- **Culturally & linguistically appropriate messages**
- **Cognitively accessible information**
- **Intuitive navigation**
- **Transparent technology**



Intervention Strategy

Use touchscreen kiosks to deliver colorectal cancer screening and risk reduction information

Why Interactive Multimedia Kiosks?



- **self-paced**
- **individualized**
- **engage learners**
- **tailor messages**
- **navigation ease**



Animation & V.O. only

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- Branching Choice
- Interactive Module
- Linear Module

W.1
Looping welcome
graphics and audio



Intake Module

I.1
Language Selection
English, Spanish



Any

I.2
Age Selection
Low, Middle, High



Any

I.3
Gender Selection
Male, Female

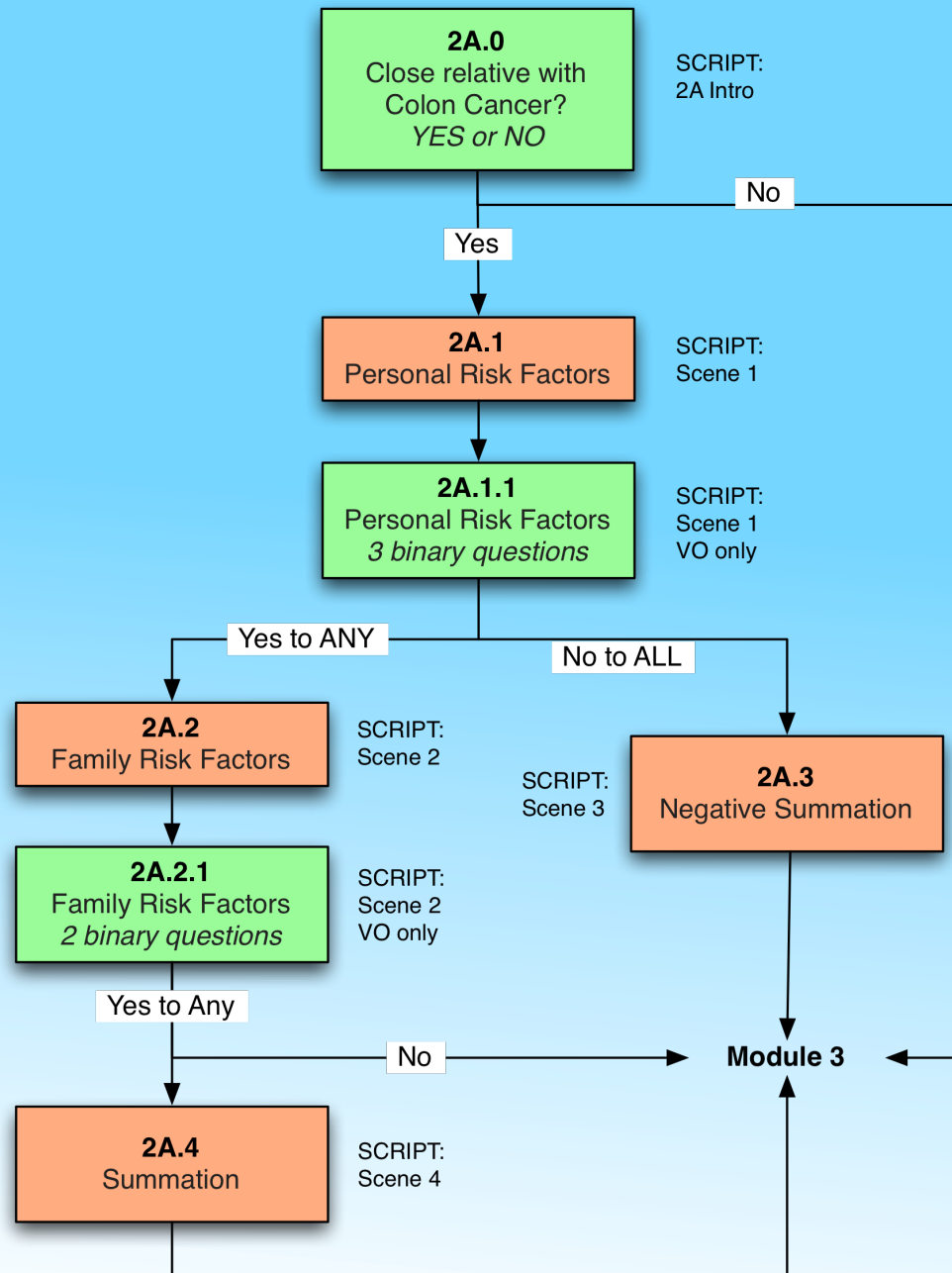


Any

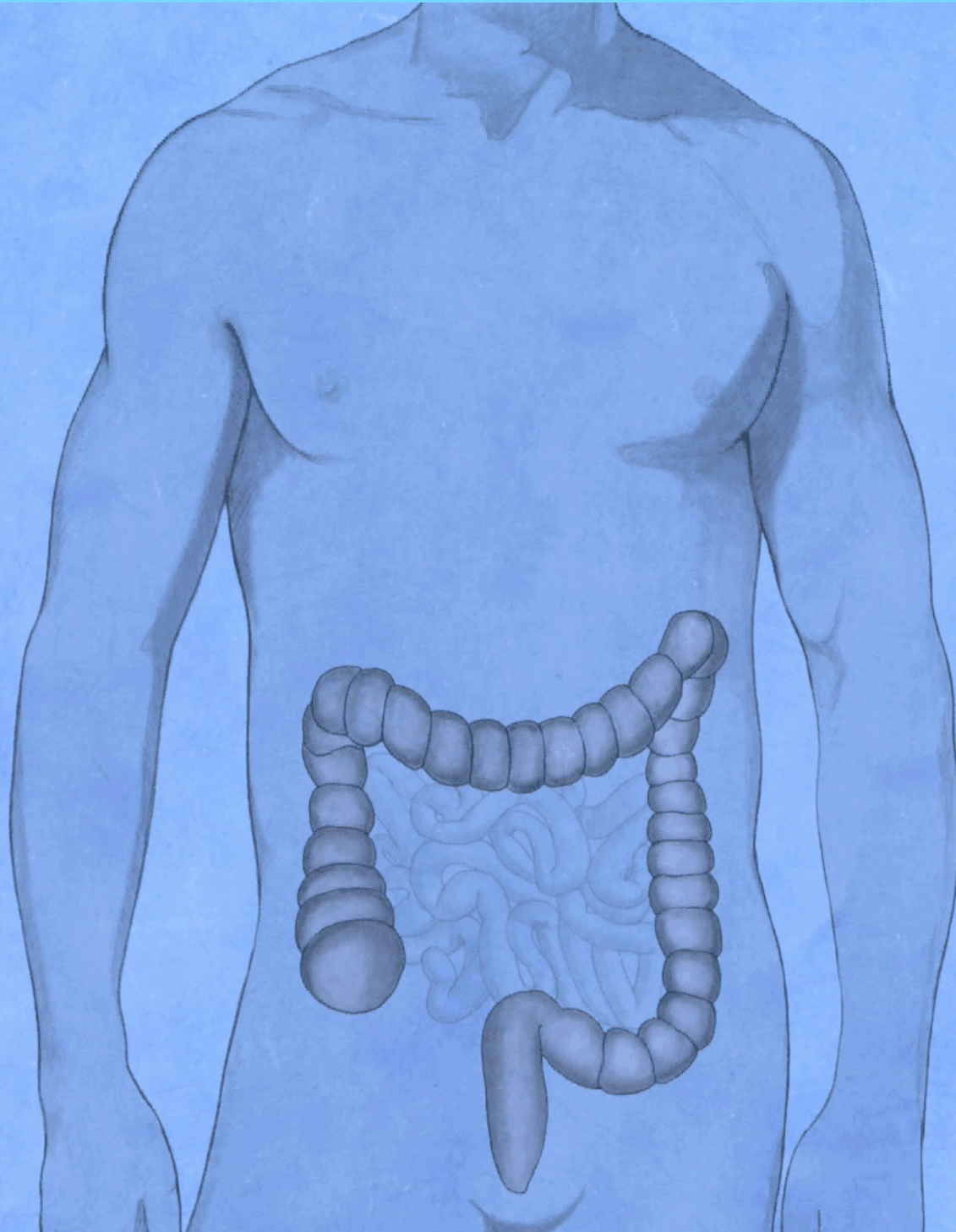
Module 1

Module 2A - Family Risk Factors

Video segments and interactive binary selectors for risk factors. This module branches based on interactive selections.



What is Colon Cancer?



Query System



Has any first-degree relative ever been diagnosed with colon cancer before the age of 60?

Does any first-degree relative have a history of precancerous colon polyps?

Yes



Family Risk Factors

No



Prevention Strategies

Efficacy Evaluations

- **Randomized experimental design**
- **Significant knowledge gains, attitude change, and screening behavior**
- **Prior Kiosk Studies: extraordinary effect sizes: 50% and 51%**

Presenter Contact Info:

Armando Valdez, PhD

HealthPoint Institute

avaldez@healthpntinst.com

650.917.6600