

Because *verbatim* isn't enough: Adaptation of the Spanish language Cancer Education Guide into a culturally and linguistically appropriate health education tool



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Background & Significance

- Cancer is a leading cause of morbidity and mortality among Latinos, the fastest growing population group in the southeastern US.
- Health education materials that provide accurate and culture and language appropriate information play an important supporting role in cancer prevention and control.
- In 1998, the Women's Cancer Coalition (WCC) developed the first Cancer Education Guide (CEG). The South Carolina Cancer Alliance (SCCA) then became the responsible party of the CEG in 2002 when the WCC merged with the SCCA.
- In 2007, the SCCA received a mini-grant to translate the CEG into Spanish.
- In 2008 and 2009, the *Iniciativa Latina contra el Cáncer* coordinated *promotora*-led Spanish language CEG activities.

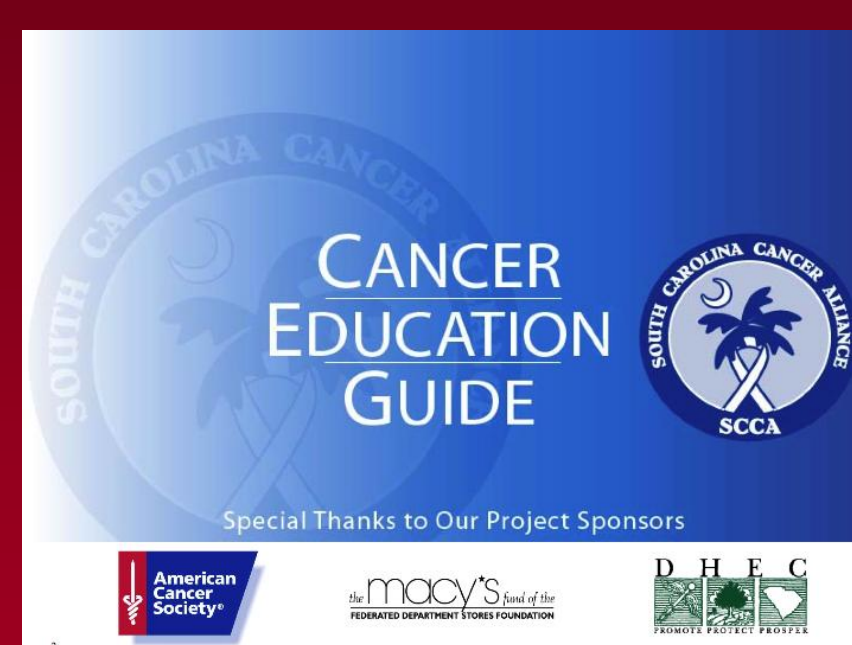
Methods Overview

- Suitability Assessment of Materials (SAM) Tool
- Community Roundtable Discussion
- Expert Panel Review
- Ongoing collaboration with *Iniciativa Latina* members

Culture & Language Appropriate Adaptations

In accordance with community and expert recommendations along with guidelines provided by the SAM tool, the following changes were made to the Spanish language CEG prior to *promotora* implementation.

The Spanish and English language CEG both received a *Not Suitable* SAM score upon initial evaluation.

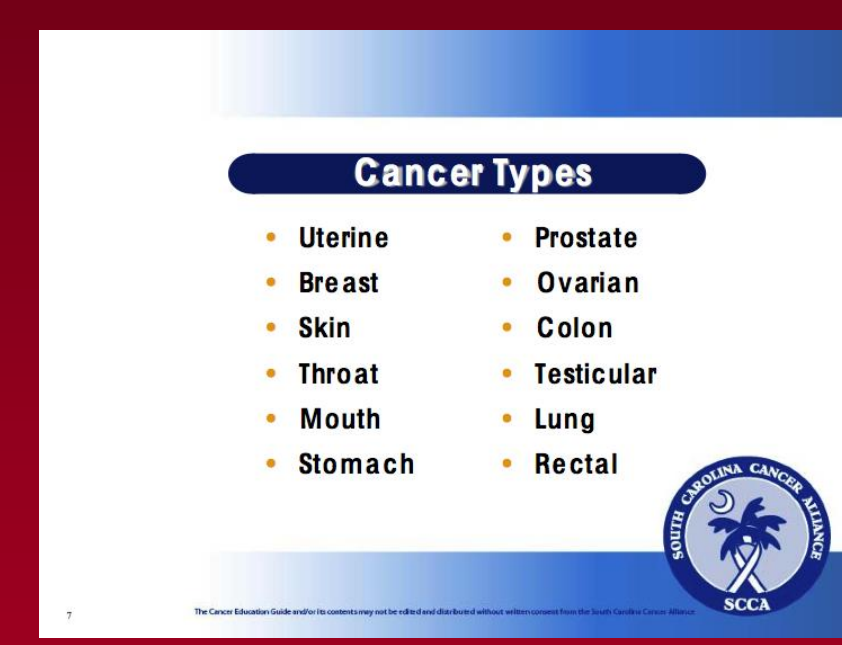


English language version

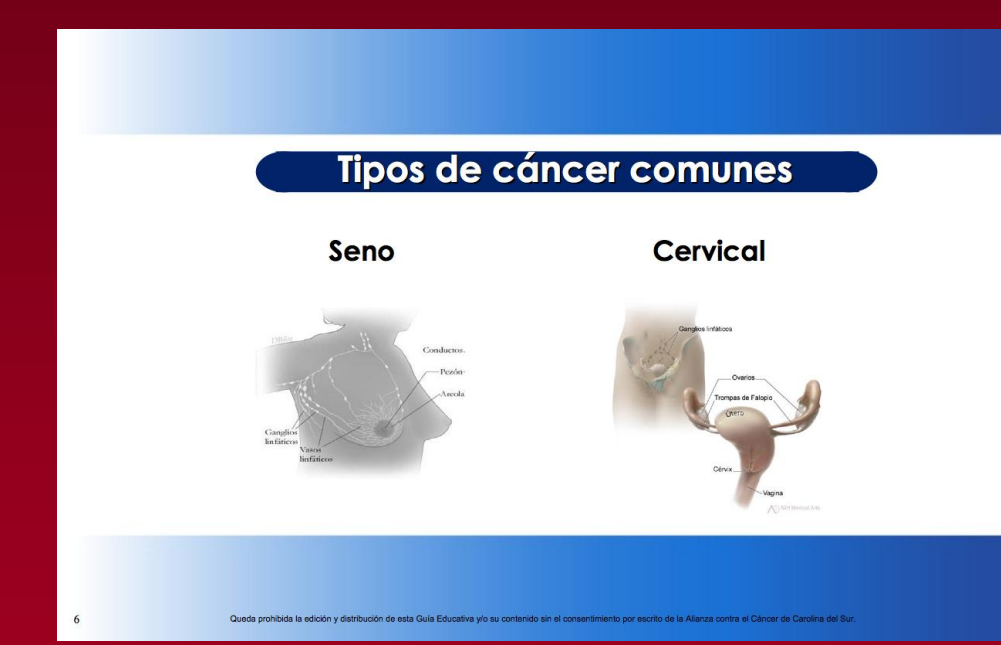


Spanish language version

The English language CEG covered various male and female cancers. The Spanish language CEG focused on breast and cervical cancers.

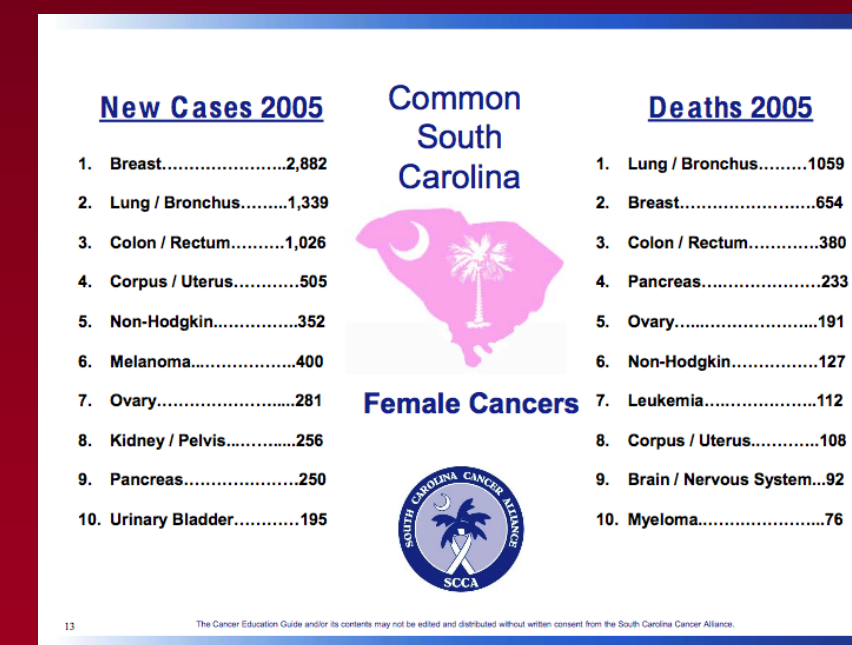


English language version



Spanish language version

More graphics and more Hispanic-specific information was included.

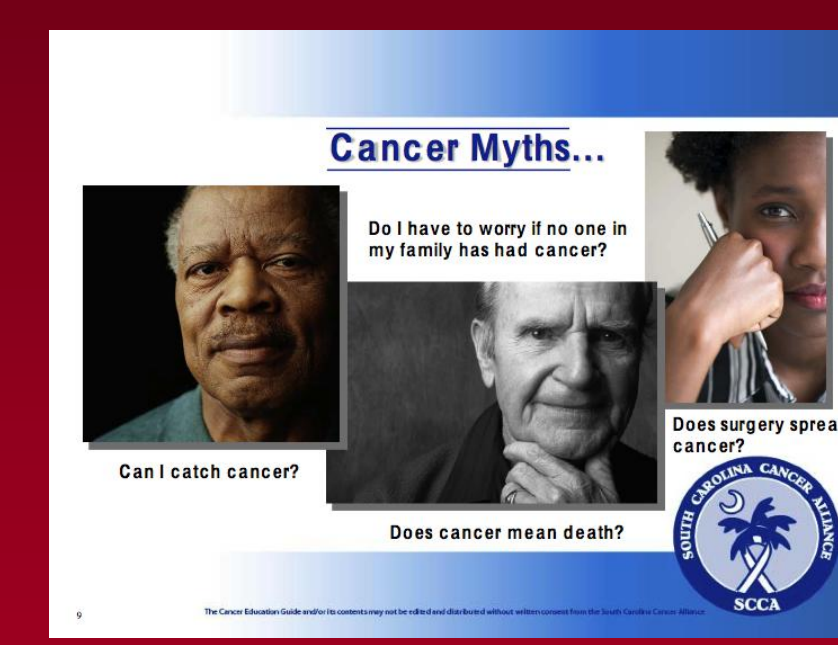


English language version



Spanish language version

More of a focus was placed on beliefs & myths, and slides were given a less cluttered layout.

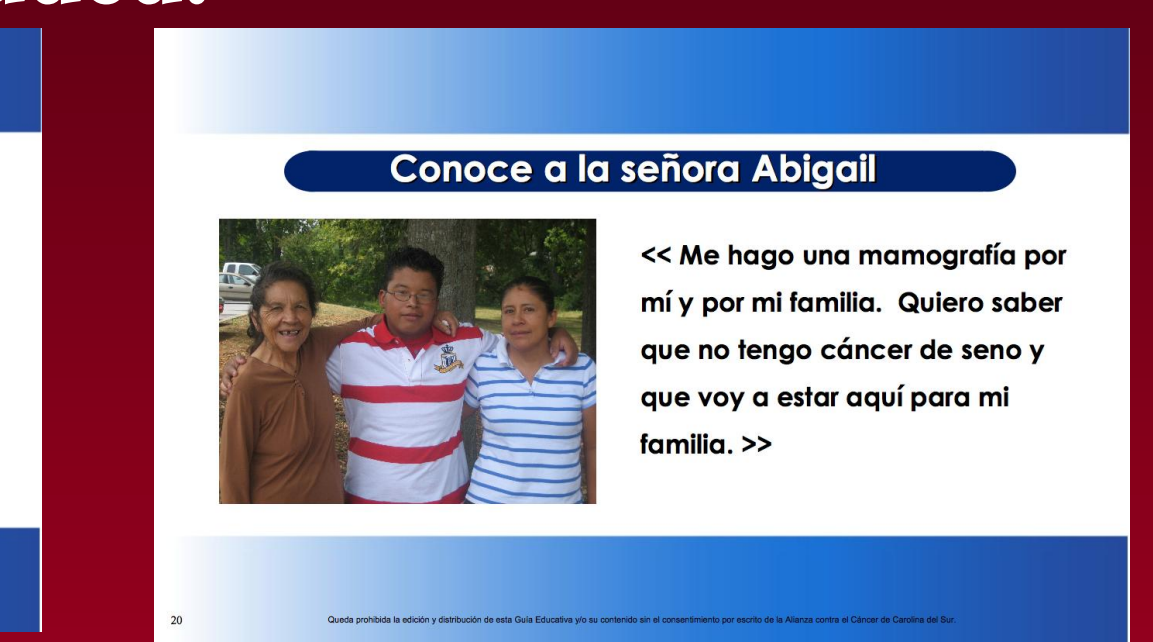
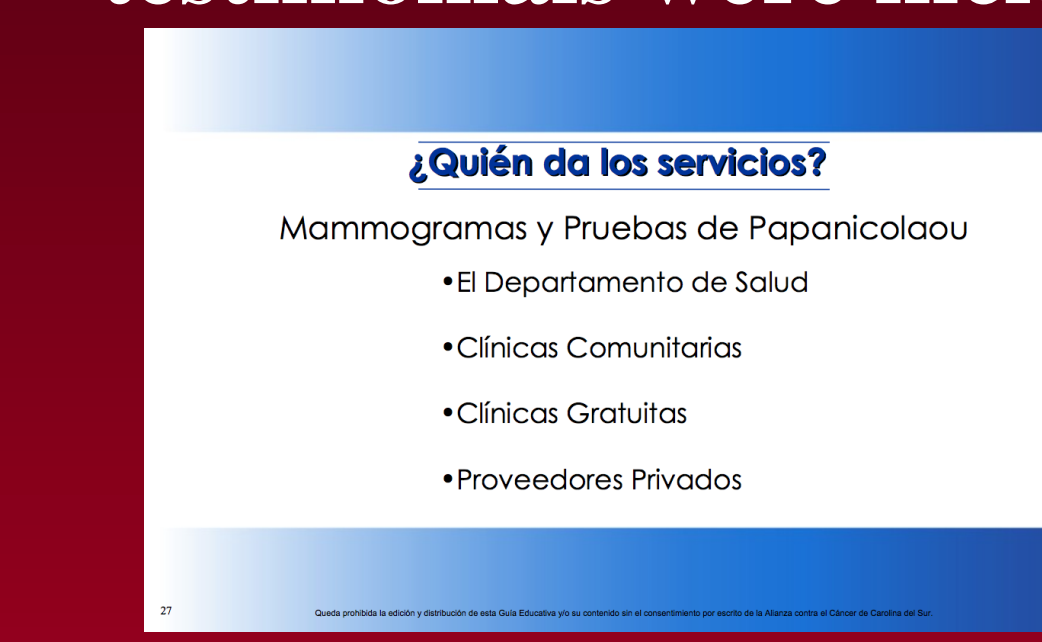


English language version



Spanish language version

An access-to-care section, more culturally appropriate references, and community member testimonials were included.



SAM Evaluation of CEG

The SAM tool (Doak et al., 1996) allows for the systematic evaluation of health education materials for low literacy patients. Below is a list of the SAM criteria & the Spanish language CEG percent score. Overall, the Spanish language CEG scored 38%, which is considered *Not Suitable*.

- Content: 62.5%; Lacked clear purpose & limited scope
- Literacy Demand: 50%; Fry = 17+, SMOG = 13, SOL = 7
- Graphics: 12.5%; Poor graphics choice & usage
- Layout & Typography: 50%; No subheadings & cluttered information
- Learning Stimulation & Motivation: 33%; No access-to-care topics covered & limited interaction
- Cultural Appropriateness: 0%; No cultural examples, images, or experiences

Community Roundtable

In describing their work with the Hispanic community, eight community gate keepers identified a few key items, including:

- Believing that one must be older to get cancer
- Not seeing a doctor until showing symptoms
- Fatalistic Beliefs
- The importance of trust
- Economic barriers
- Need for plain-language information about health issues

Community Roundtable, cont.

- When presented with the Spanish language CEG, main concerns were:
- Excessive length and repetitiveness
 - Highly technical screening guidelines
 - Need for screening & treatment resource information
 - Need for a hook
 - Need more graphic cancer photos
 - Slight linguistic changes
 - Stressing commitment to health

Expert Panel Review

Four experts were identified for their work in cancer education or health outreach in Hispanic communities in the US. Overall, they reacted positively to the Spanish language CEG. Main concerns were:

- Organization & Information flow
- Information crowding
- Lack of symptom information
- Confusing SC Report Card & statistical information
- Impersonality of presentation; need for a hook and/or survivor testimony
- Lack of take-home message
- Slight linguistic changes
- Excessive length
- Potential offensiveness of some bodily images
- Suggested inclusion of myths
- Suggested inclusion of activities and focus/discussion pictures
- Suggested images to better represent the Hispanic culture