

Improving Culturally Competent Care for Vietnamese Families with Young Children: Development of the Viet Family Health Website



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www.vietfamilyhealth.org

- ❖ Funded by BCBS of Massachusetts Foundation & Boston University School of Public Health, Department of Maternal and Child Health
- ❖ Designed as a learning tool to help health care and human service providers better serve Vietnamese families with young children
- ❖ Website Design and Implementation
 - Nutrition
 - Family Well-Being
 - Vietnamese Culture

Project Timeline

- ❖ October 2006-
December 2009
- ❖ Year 1: Project
Development
- ❖ Years 2 & 3:
Implementation and
Dissemination



Google Maps, 2010

Community based participatory research

- ❖ Targeted at community members and community-based health care and human service providers
- ❖ Incorporated community agencies as Advisory Board members
 - Survey design
 - Aesthetics: Print and Website
 - Progress

Participating Agencies

- Women, Infants and Children Program (WIC)
- Early Intervention Program
- Dorchester House Multi-Service Center
- Vietnamese American Civic Association (VACA)*
- Vietnamese American Initiative for Development (Viet-AID)*

Website Development

Issue

- What do human service providers understand about the Vietnamese culture?

- What problems are making an impact on health and well-being for Vietnamese families with young children?

- What is currently in place to address maternal depression among Vietnamese women? And Vietnamese feedings styles?

Action Item

- Interview providers
- Interview residents

- Identify cultural barriers in clinical practice
- Identify areas of concern

- Review existing materials

Specific Activities

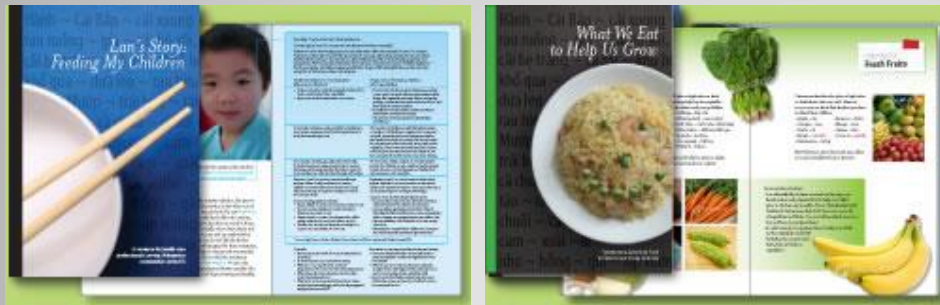
1. Buy-in
 - Key informant interviews and presentations
2. Reviewed existing materials for Vietnamese population
 - Massachusetts DPH brochure
 - University of Michigan brochure
 - HRSA booklet
3. Activities
 - Semi-structured Questionnaire (N= 11)
 - Shortened Questionnaire & pilot test (N= 65)
 - 1 focus group
 - 7 in-depth interviews

Materials Produced



❖ Print

- Maternal Depression
 - Brochure
 - Series of 3 posters



- Nutrition & Feeding
 - Feeding Case Study
 - Market booklet



❖ Multimedia

- Digital stories

Website Objectives



The screenshot shows the homepage of the Vietnamese Family Health website. At the top, there is a navigation bar with links for 'Objectives', 'Resources', and 'Contact'. The main heading is 'Vietnamese Family Health' in a white serif font on a red background with a traditional pattern. Below the heading, there is a white text box stating: 'This website is designed as learning tool to help health care and human services providers better serve Vietnamese families with young children. It focuses on family mental health and healthy nutritional practices.' To the right of this text are four colored buttons: 'Nutrition' (green), 'Family Well-Being' (yellow), 'Vietnamese Culture' (blue), and 'A Mother's Experience - English' (black). Each button has a small image next to it. Below the buttons is a large video player showing a close-up of a baby's face. At the bottom of the video player, there is a caption: 'To create this website, we conducted interviews and focus groups with'.

- ❖ To disseminate information to a national audience
- ❖ To introduce developed materials that support culturally appropriate services
- ❖ To highlight the cultural differences among the Vietnamese population

Website Implementation

- Identify a graphic designer
- Finalize print materials and multimedia for posting
- Decide on webpage aesthetics, usage patterns, components
 - Consistency with already produced materials
- Assess ease of use, key concepts, visual presentation and language

Key Points: Nutrition

- Cultural views about overweight and underweight
- Cultural strategies and rationale for the feeding process
- Ways to promote dialogue about healthy feeding practices
- Ingredients and preparation of common foods in the Vietnamese diet

The screenshot shows the 'Nutrition' section of the Vietnamese Family Health website. The page has a green background with a navigation bar at the top containing 'Nutrition', 'Family Well-Being', 'Vietnamese Culture', 'Objectives', 'Resources', and 'Contact'. The main heading is 'Nutrition'. Below it, a large image of fresh green leafy vegetables is displayed. The text reads: 'In this section, you will learn more about:' followed by a bulleted list of topics including feeding practices, ingredients, cultural views, parental concerns, and communication. A 'Feeding Case Study: Lan's Story' is featured with a small photo of a child and text explaining cultural differences in infant feeding. On the right, there are two interactive boxes: 'Publications' with a PDF download for 'What We Eat to Help Us Grow' and 'Digital Stories' with a video player for 'An's Story - English'.

Key Points: Family Well-Being

- Family structure and relationships
- Cultural views about mental health issues and prevention
- Trusted sources for seeking help

The screenshot shows the 'Family Well-Being' section of the Vietnamese Family Health website. The page has a yellow and orange color scheme. At the top, there is a navigation bar with links for 'Nutrition', 'Family Well-Being', 'Vietnamese Culture', 'Objectives', 'Resources', and 'Contact'. The main heading is 'Family Well-Being'. Below this, there is a section titled 'In this section, you will learn more about:' followed by a list of bullet points: 'Vietnamese family structure and family relationships', 'Vietnamese views about mental health and concerns related to stigma and discrimination', 'Cultural views related to signs and symptoms of depression', 'Cultural views related to developmental concerns in young children', 'Strategies to support family mental health with a focus on mothers of young children', and 'Culturally acceptable approaches to seeking help for mental health concerns'. To the right of this list is a photograph of a baby. Below the list, there are two article teasers. The first is titled 'Mental Health in the Vietnamese Community: Stigma & Discrimination' and includes a small photo of a man and a 'Read more' link. The second is titled 'Post Partum Depression: Signs & Symptoms' and includes a small photo of a woman. On the right side of the page, there are two yellow boxes. The top one is titled 'Publications' and contains a 'Maternal Depression Brochure and Posters' section with a photo of a woman and a man, and links to 'Download Brochure' and 'Download Poster Series'. The bottom one is titled 'Digital Stories (double-click for fullscreen)' and contains a 'CNKs Story' section with a photo of a group of people.

Key Points: Vietnamese Culture

- Cultural health beliefs
- Traditional healing practices
- Immigration patterns

The screenshot shows the 'Vietnamese Family Health' website. The navigation bar includes 'Nutrition', 'Family Well-Being', 'Vietnamese Culture', 'Objectives', 'Resources', and 'Contact'. The main heading is 'Vietnamese Culture'. Below it, a text box states: 'In this section, you will learn more about:' followed by a bulleted list: 'Health beliefs common among Vietnamese Americans', 'Traditional healing techniques used by Vietnamese Americans', 'Immigration patterns of Vietnamese Americans', and 'Traditional events celebrated by Vietnamese Americans'. There are three featured articles: 'Health Beliefs and Healing Practices' (with a photo of hands), 'Vietnamese Migration To The United States' (with a photo of a coin), and 'Acculturation And Assimilation' (with a photo of two women). On the right, there is a 'Presentation' section titled 'Vietnamese History & Culture' with a colorful illustration and a description: 'This narrated presentation will introduce Vietnamese history, culture and health beliefs. Family structure, kinship values and hierarchy of family and social relations are discussed.' Below that is a 'Digital Stories' section titled 'Bach Yen's Story - English' with a photo of a group of people.

Website Challenges

- Translation/font
- Display of print materials
 - Flipbook
 - Download only option
- Dissolution of 2 key community agencies input
- Dissemination of project materials and website beyond Boston

NEW

I feel so empty inside... poster

For general audience. This poster describes the symptoms of perinatal depression and suggests what can be done to get further help.

Poster: 12"x18"

I feel so empty inside, English/Vietnamese (#PP2822)

My wife seems so far away, English/Vietnamese (#PP2823)

**Why does my Daughter-in-law seem so sad?,
English/Vietnamese (#PP2824)**

Massachusetts Health Promotion Clearinghouse

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