

# Reaching Spanish-speaking audiences with diabetes information in a telenovela storyline

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# Overview

- Latinos/Hispanics
  - Health
  - Telenovela viewers
- Diabetes storyline
  - Development
  - Evaluation
- Future work with telenovelas

# Hispanic Market – Varying Ethnicities

## More Alike Than Different: *Shared Hispanic Cultural Values And Traits*

- United By Language (Spanish)
- Family Centered
- Religion Is Very Important
- Strong Ethnic Pride
- Common Holidays And Celebrations
- Aspire To The “American Way Of Life”

# U.S. Hispanic Population

- Fastest growing minority group in the U.S.
  - 13% of the nation's population
- Obesity rates higher than those of non-Hispanic Whites
  - Overall percentage of obese Latinos increased from 11.6% in 1991 to 20.8% in 1998 (CDC, 2000)
  - Prevalence of obesity among Mexican-Americans, the largest Hispanic subgroup in the U.S., has increased from 28.4% (1988-94) to 34.4% (1999-2000)
- Mexican Americans are 1.7 times as likely to have diabetes as non-Hispanic whites (ADA, 2005)

# Health Care Access

- Nearly 4 in 10 Latinos are uninsured
- Lack of coverage compromises access to health care and resources
- Cultural and language barriers also reduce access to care
- Need accurate health care information via a culturally appropriate medium

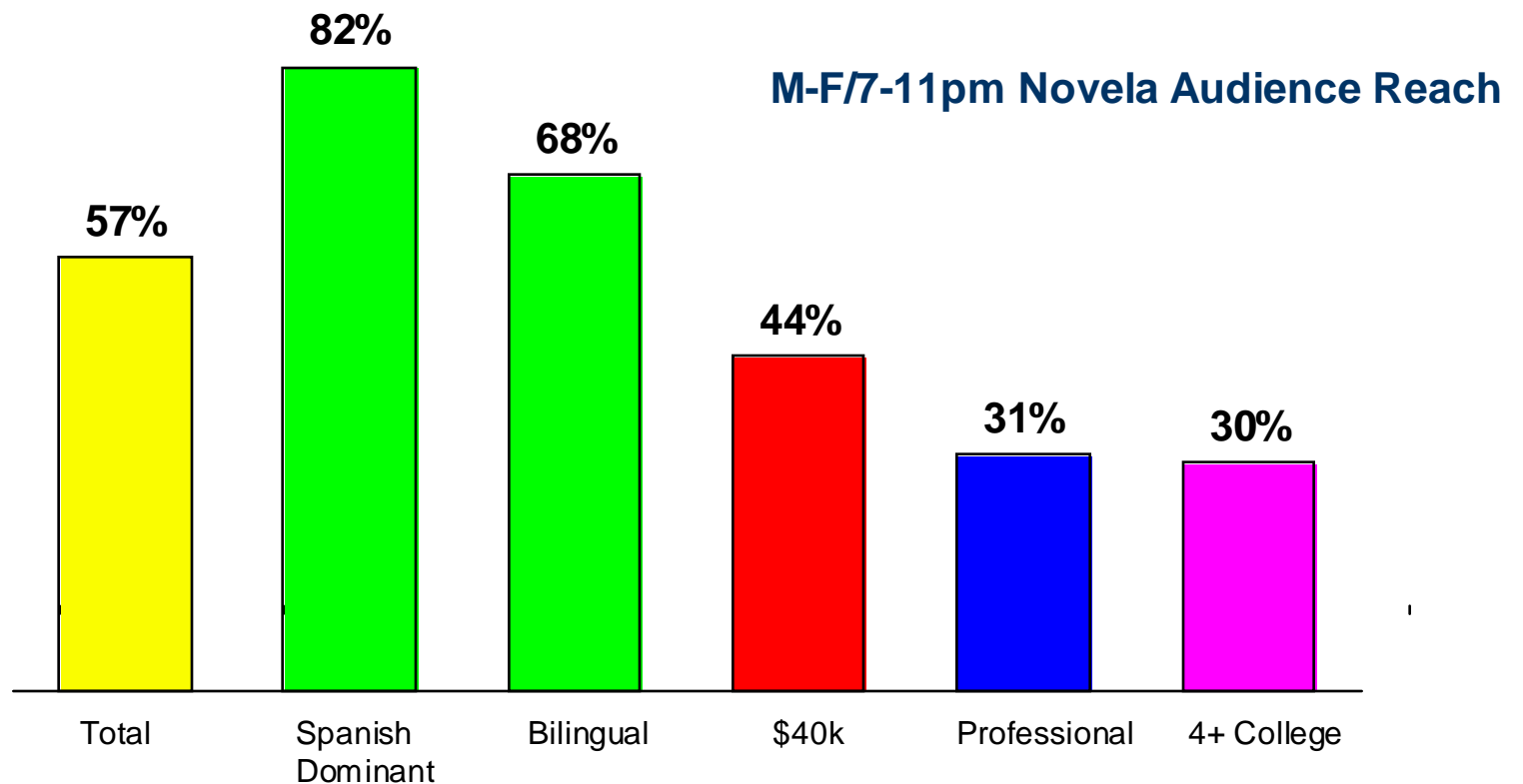
# Spanish-Language TV Programming

- Has been shown to be a trusted source of information for Hispanic audiences (HealthStyles, 2002)
- Estimated 10.91 million Hispanic-American television households (2005)
  - 19% increase over the past five years
  - Of these, nearly half have been consistently classified as Spanish-dominant TV households

# Telenovela Viewing Facts

- Viewers across various demographic groups watch novelas
- Viewers watch an average of 2.5 episodes per week
- One-third of Friday's viewers have seen all previous episodes during the week

# Novela Viewers – Adults 18-49



**Novela viewership extends to Hispanics of all walks of life**

Source: NHTI PXP, Feb'03



# Outreach to the Hispanic Audience

- **Telemundo (Community Connections Department) and Hollywood, Health & Society**
- **Expert briefing with story writer**
- **Three key messages:**
  1. **Hispanics are at greater risk for diabetes than non-Hispanic Whites (Knowledge)**
  2. **Diabetes can be controlled with proper nutrition and physical activity (Skill/Action)**
  3. **An individual with diabetes can lead a normal life (Attitude)**

# Timeline

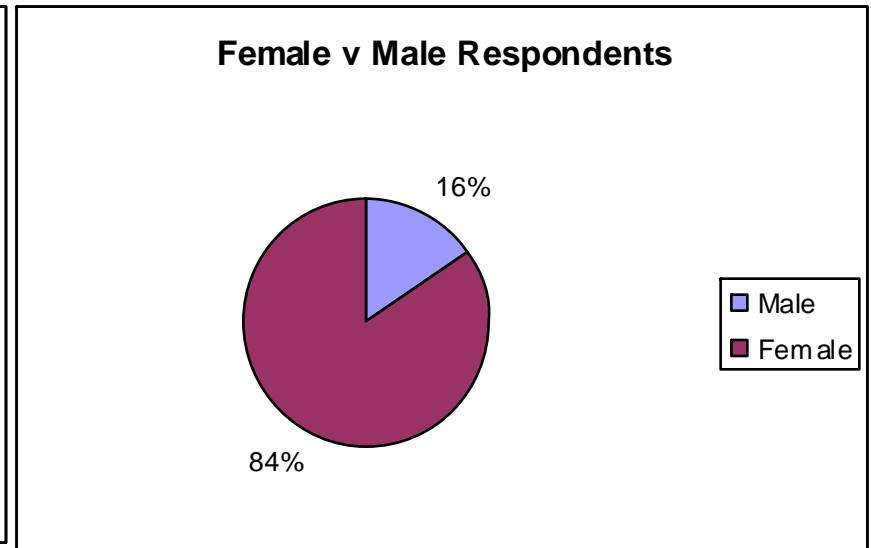
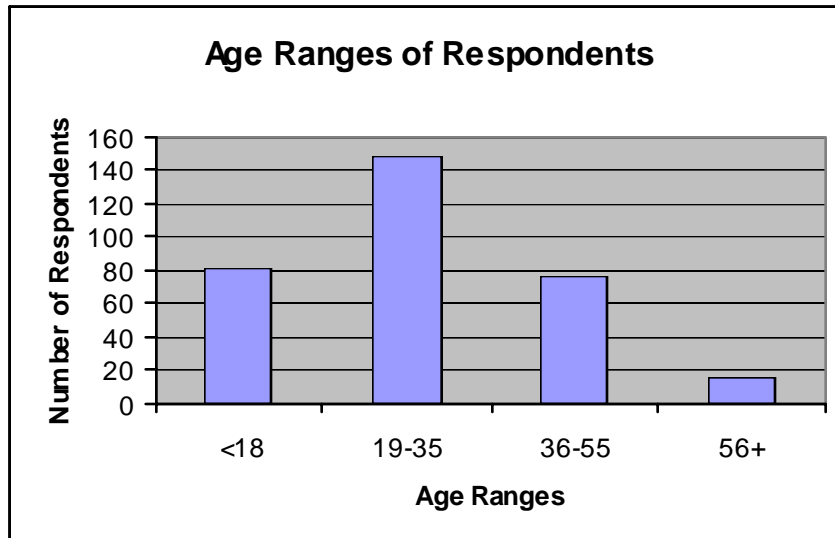
- Consultations with writer: January-March
- Pre-test: May
- Storyline aired: July – September
- Post-test: October-November
  - Pre/post dial tests (Telemundo)
  - Post-test online (via SurveyMonkey)



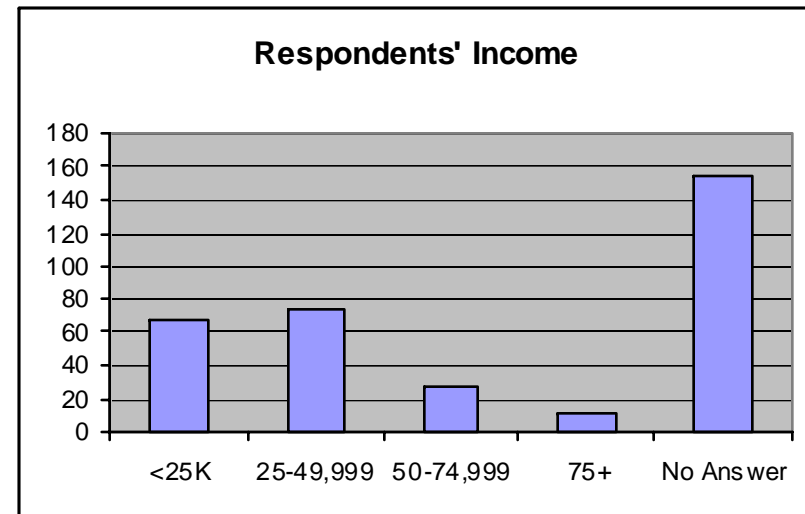
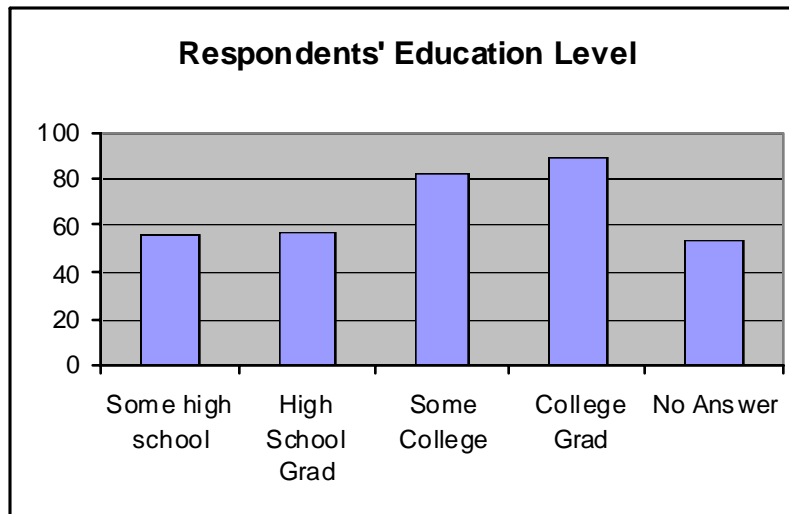
# Survey Instruments

- Questions related to 3 key message
- Other questions
  - Intention for diabetes screening
  - Talk to others about diabetes
  - Media usage – language, TV programming
  - Included some questions for Telemundo
- Telemundo's dial tests
  - Samples did not have enough regular AA viewers to detect significant differences

# Online Survey Respondents' Characteristics (N=373)



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# Respondents' Experience with Diabetes

- 24 (6.7%) reported having diabetes
- 169 (45.3%) reported having a family member with diabetes
- 88 (22%) reported having a friend with diabetes

# Exposure to Storyline

- 293 (78.6%) watched AA at least once a week
- 221 (59.2%) were everyday AA viewers
- 272 (72.9%) reported remembering Don Pedro's diabetes storyline



# Everyday AA Viewers' Characteristics

- Higher income than non-viewers
- Younger than non-viewers
  - 27.4 versus 33.4
- More likely to be Spanish dominant
- No significant difference in education levels



# Findings

	Non AA Viewer	Everyday AA Viewer
Tried to lose weight to control diabetes risk (Action)	.22	.49**
Recommended diabetes test to someone (Action)	.04	.10*
Talked to someone about diabetes (Action)	.07	.26**
Impotence as symptom of diabetes (Knowledge)	.33	.46*
*p<.05, **p<.01		

# Conclusions

- Memorable message ended up being impotence as a symptom of diabetes
- Viewers took action as a result of being exposed to the storyline
  - Talking to others about what they learned is important, since so many respondents had family or friends with diabetes
  - Recommending testing-word of mouth/interpersonal communication effective among Hispanics
    - 194 (52%) reported family and friends as trusted sources of health information
- Did fear appeal turn people off?

# Other Campaign Materials

- Past and future telenovela campaigns have included:
  - Coverage about spotlighted health topic on local affiliates and on other programs (e.g., talk shows)
  - A website/link devoted to the health issue
  - PSAs featuring the telenovelas actors
  - A toll-free hotline

# Next Steps for Future Campaigns

- Explore other evaluation options
  - Focus groups
  - Lab tests
  - Pre and post online surveys posted on telenovela's site
- Develop database of health behaviors for writers
- Repeat health topics through multiple programs
- Telemundo affiliates to support broadcasting health information
- Link Telemundo with more public health partners



**Thank You!**