



A Culturally Sensitive Media Campaign to Increase Awareness of Postpartum Depression in a Local Latino Community

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About the Perinatal Foundation



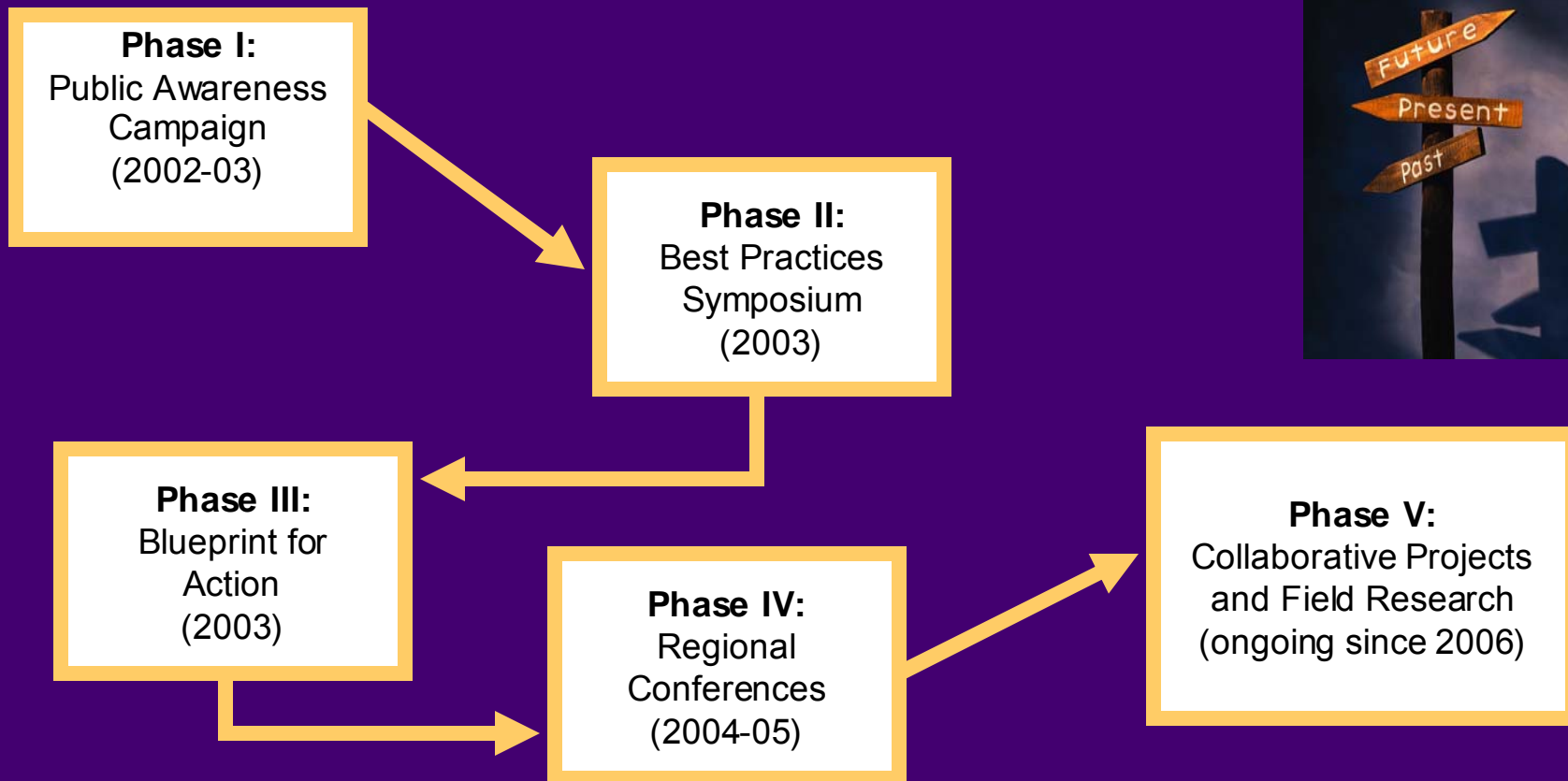
- Founded in 1985
- Leading philanthropic organization dedicated to the birth of healthy families
- Partners to support work of its sister organization, the Wisconsin Association for Perinatal Care
- 2002: Multi-year commitment to perinatal mood disorders
- Headquartered in Madison, WI
- Organization Web site: www.perinatalweb.org



Roadmap to Community-Based Programming



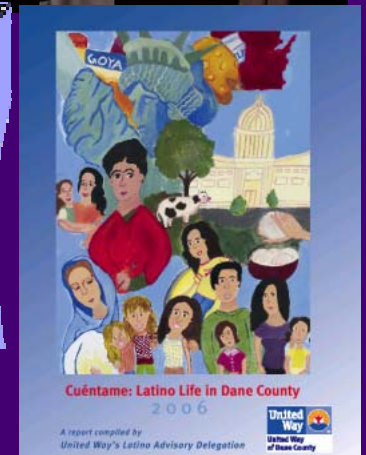
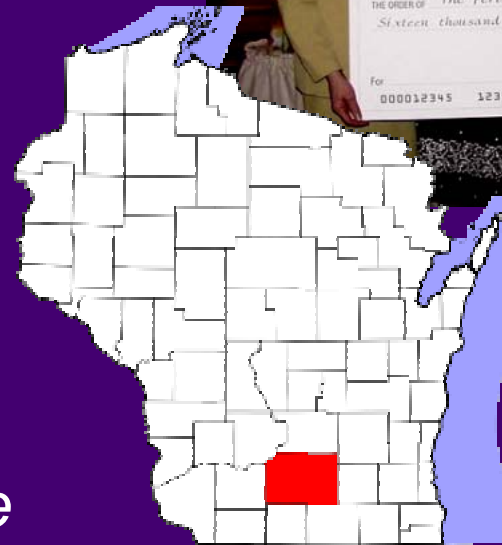
Perinatal Mood Disorders Initiative



Campaign Origins and Influences



- 2006: Madison Junior Woman's Club Grant (\$16,300 raised)
- Requirements:
 - Media campaign about postpartum depression
 - Focus on special populations in Dane County, WI (Madison metro area)
- *Cuéntame: Latino Life in Dane County*



Program Partners



- Latino community leaders and service providers
- Nearly 20 public and private organizations
 - Latino Health Council of Dane County
 - Madison Junior Woman's Club
 - La Movida Radio
 - South Madison Health and Family Center-Harambee
 - Dane County Dept. of Human Services
 - Dept. of Public Health—Madison and Dane County
 - Wisconsin Association for Perinatal Care
 - Perinatal Foundation
- Key to developing a community-based, culturally-relevant public awareness campaign





Program Challenges

- Culturally and linguistically relevant
- Fosters trust and understanding
- Is supported by the Latino community
- Conveys information about the illness and identifies treatment resources
- Allows for easy access to more information about postpartum depression
- Provides hope to affected individuals and their families
- Incorporates universal themes with which all Latinos can identify
- Stays within budget

Program Identity



Name and Logo

- *Madre, Hay Esperanza™* or “Mother, There is Hope”
- Logo depicts hands holding a heart with emanating light—visual representation of hope
- Vibrant, culturally-appropriate color scheme

Objectives

- Raise awareness of the existence of postpartum depression
- Increase information-seeking about postpartum depression by community members
- Decrease the stigma associated with mental illness in the community
- Increase the number of Latina women screened for postpartum depression



Component 1: Radio *Novelas*

- Soap operas
- Popular, familiar format in Latin America
- For populations with strong storytelling traditions, a popular way to convey health messages



Component 1: Radio *Novelas*



- Weave in key cultural beliefs/practices
 - Central role of family
 - Strong sense of collectivism
- Script developed in Spanish
- Local talent provides voices in announcements (Pan-American)
- First set of five announcements tells the story of a Latino family struggling with postpartum depression (recognition through treatment)
 - Aired on La Movida Radio (WLMV AM 1480 from 1/22/07-8/19/07)
 - Airing frequency = 750 times
- Second set of five announcements follows up with the family and includes first person testimonials
 - Airing on La Movida Radio (8/20/07-1/20/08)
 - Airing frequency = 750 times

Component 1: Radio *Novelas*



Action Message

Each 60-second radio announcement includes the same action message at its conclusion:

- Laura (new mother) may have postpartum depression—a real, common, and treatable illness.
- If you think that you or someone in your family is suffering from this problem, please call the Harambee Information Desk at 608-261-9138 for more information or visit www.perinatalweb.org.
- The messages in the *novela* are sponsored by the Latino Health Council (visible, trusted source of health information and advocacy in the Latino community) and the Perinatal Foundation.



Program Materials



Bilingual Information Packet

- Welcome letter
- *More Than Just the Blues* pamphlet
- *Simple Things* tear-off sheets
- Edinburgh self-screening tool and directions for use
- List of postpartum depression local counseling and treatment resources




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Instrumento de Medida para la Autoevaluación de la Depresión Postparto

Como usar este instrumento de medida
Se incluye una copia tanto en español como en inglés del instrumento de evaluación. Este instrumento de evaluación puede ser utilizado para ayudar a que las nuevas madres sepan si pueden estar sufriendo depresión postparto. Usted puede responder a las preguntas por sí sola u otra persona puede hacerle las preguntas y escribir sus respuestas.

Direcciones
Lea cada una de las preguntas cuidadosamente y marque su respuesta. Después de completar las diez preguntas, cuente su puntuación. La puntuación de cada pregunta será el número que se encuentra a la izquierda de la respuesta elegida. Sume la puntuación de cada pregunta. Si la puntuación total es mayor de 12 o 13, es posible que esté sufriendo depresión postparto y debería contactar a su proveedor de cuidados médicos.

¿Qué significa mi puntuación?
Esta medida puede evaluar una posible depresión — no puede diagnosticar la depresión. Si después de completar la evaluación, usted cree que puede estar sufriendo depresión postparto, contacte a su proveedor de cuidados primarios para hablar sobre sus preocupaciones.



G:\Mad Jr\Women's Club\Information Packet\Depression Screening Tool\MHE Dep Scm Tool_FINAL.doc

Postpartum Depression Self-Screening Tool

How to Use This Tool
A copy of the screening tool in both Spanish and English is included. This screening tool can be used to help new mothers know if they may be suffering from postpartum depression. You can answer the questions by yourself or another person can ask you the questions and write down your answers.

Directions
Read through each question carefully and mark your answer. After completing the ten questions, tally your score. The score for each question will be the number to the left of the answer chosen. Add up the score for each question. If the total score was above 12 or 13, you may be suffering from depression and should contact your health care provider.

What Does My Score Mean?
This tool can screen for possible depression—it cannot diagnose depression. If, after completing the screening, you believe you may be suffering from postpartum depression, contact your primary health care provider to talk about your concerns.

Press Coverage



At least seven feature stories about launch of campaign:

- All three major television stations (ABC, CBS, and NBC affiliates)
- Public radio
- Major English and Spanish-language newspapers



Radio ads target Latino mothers

Focus is postpartum depression

By Judith Davidoff
The Capital Times

Sometimes far from extended family and knowing little or no English, Latino women in Dane County suffering from postpartum depression don't necessarily know what is happening to them, say local health advocates. But a new Spanish-speaking radio ad campaign aims to change that.

"It's to help people who might be suffering from postpartum depression who have no clue that what is wrong with them actually has a name," said Ann Conway, executive director of the Wisconsin Association for Perinatal Care and its fundraising arm, the Perinatal Foundation.

The campaign, dubbed "Madre, Hay Esperanza" means "Mother, There Is Hope" in Spanish. Faith tap into the wildly popular world of Spanish-soap operas, the campaign features five ads that story of one family's experience with postpartum depression. The ads will be aired in sequence on La Me Radio (AM 1480), Madison's Spanish-speaking station, through July 2007.

The Perinatal Foundation and Madison Junior League are funding the project, which was developed with the help of the Latino Health Council.

See ADS.

Ads

Continued from Page C1

County, South Madison Health and Family Center-Harambee, Dane County Department of Human Services, and Madison and Dane County's Public Health Department, among others.

Conway said 10 to 15 percent of women experience serious depression during the first year of their baby's life. For women living in poverty, that number jumps to 28 percent.

The depression affects both mother and baby, Conway said, and can hinder the usual bonding process.

Fabiola Hamdan, a community social worker in the Darbo Worthington neighborhood, said some of the Latino women she has worked with say that postpartum depression is not recognized as a condition in their home country. She said postpartum depression among local Latino women might be exacerbated because the miles separating them from family and relatives mean less support for new mothers.

In addition, Hamdan added, "many have to work. They all have financial constraints. It's just a whole different ball game."

Hamdan said the first step is to get these women to realize there is a problem; and then to connect them with resources.

The fifth ad will do just that by directing women who want more information to call the information desk at Harambee (261-9138). Harambee will assist women who need an immediate referral or send them an information packet that includes a checklist of the signs and symptoms of postpartum depression, a self-screening tool, advice on what new mothers can do to feel better, and a list of local counseling and treatment resources.

But Conway cautions that getting treatment is not easy, even for women with health insurance.

"Treatment is a problem no matter who you are," she said.

E-mail: jsaudek@madison.com



Component 2: Support Activities



El Debate (“The Debate”) radio program on La Movida



Health fairs and community events



Component 3: Art Poster



- Graphical representation of characters in radio *novelas*
- Reinforces messaging in radio *novelas*
- For display at health care facilities, restaurants, markets, religious centers, and other community gathering spots
- Flyers for wider distribution by health care and social service professionals
- Ran as ads in publications serving the Latino community

La depresión de postparto... puede sucederle a cualquier mujer e no puede producirse varios meses después del nacimiento del bebé afecta a toda la familia no es culpa de la mujer se puede tratar. Hay ayuda disponible. Una mujer con depresión de postparto puede sentirse cansada agotada ansiosa irritable. Una mujer con depresión de postparto puede tener con frecuencia ser capaz de dormir sentir desesperada y confundida tener pensamientos de hacerse daño a sí misma o a su bebé o tener problemas para cuidar a su bebé o a su bebé sino sentirse cansada a su bebé no estar ya interesado en realizar actividades que antes disfrutaba.

Postpartum depression... can happen to any woman and happens several months after a baby is born. It affects the entire family, not a woman's fault. If help is available, a woman with postpartum depression may feel... tired overwhelmed anxious irritable. A woman with postpartum depression may... cry often not be able to sleep feel hopeless and confused. Think about harming herself or her baby. Taking care of herself or her baby won't feel close to her. Baby won't be interested in activities she once enjoyed.

Madre, hay esperanza. La depresión de postparto es una enfermedad común, real pero sobre todo tratable. Si piensa que usted o alguien en su familia sufre de depresión de postparto, llame a la Oficina del Centro Harambee al (608) 261-9138 o visite la página web www.perinatalweb.org.

Mother, there is hope. Postpartum depression is a common, real, but treatable illness. If you think that you or someone in your family is suffering from postpartum depression, call the Harambee Information Desk at (608) 261-9138 or visit www.perinatalweb.org.

Patrocinado por el Consejo Latino para la Salud y la Fundación Perinatal
Brought to you by the Latino Health Council and the Perinatal Foundation

Component 4: “Music and Message” CD



- Contents:
 - Music tracks from local Latino artists (variety of music styles)
 - Radio *novelas*
 - Inspirational messages
 - Support/health messages for new mothers and their families
- Two local birth hospitals to distribute the CDs to Latina mothers at discharge
- Production to begin in the coming months





Measures of Success

- **Key questions:**
 - Are we reaching the target audience?
 - Are people hearing the radio announcements/seeing the program materials?
 - Is the awareness of postpartum depression increasing?
- **Evaluation tools:**
 - Frequency of announcement airings
 - Materials distribution
 - Questionnaire
 - Informal interviews
 - Testimonials

Measures of Success



Through September 2007

- 260+ information packets distributed
- Online self-screening tool accessed more than 50 times
- 160+ posters distributed
- 95% of respondents to the questionnaire had heard the term “postpartum depression”
- Majority of respondents to questionnaire (62%) reported they knew what postpartum depression was and could name specific things a woman could do to feel better
- 7 of 8 Latinas interviewed during a community event in April 2007 reported they had heard the radio *novela*
- Testimonials
 - *El Debate* caller
 - Communication with physician

Resources



Contact information:

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Madre, Hay Esperanza™ Informational Packet (bilingual) and Art Poster
<http://www.perinatalweb.org/content/view/79/220/>

Madre, Hay Esperanza™ Media Kit
<http://www.perinatalweb.org/index.php?option=content&task=view&id=219>

Perinatal Foundation's *Perinatal Mood Disorders Initiative* and Materials
<http://www.perinatalweb.org/content/view/20/77/>