Beyond Translation: How to Reach Latino Communities with Effective Communications

April 7, 2016

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®

Campaign for Dental Health

The Campaign for Dental Health is a national network of over 120 organizations. With the tagline "Life is better with teeth" the Campaign and website, Ilikemyteeth.org, were formed in 2011 to:

- Provide a national entity to promote and defend community water fluoridation
- Engage advocates and activate them to build a broader community of allies
- Add to and elevate the presence of pro-fluoridation resources on the internet
- Broaden the sphere of influence of pro-fluoridation messaging

CAMPAIGN FOR
DENTAL HEALTH
life is better WITH TEETH

Today's Speakers

- **Cynarah Ellawala**

  Cynarah Ellawala is co-founder of Latina Creative Agency, a Seattle-based full service multicultural marketing and PR firm. Cynarah is a marketing professional with over 17 years of experience. Her multicultural work spans a variety of industries and brands and includes Microsoft, WA Lottery, Lancôme, University of Washington, Latino Community Fund of Washington State, City of Seattle, Coca-Cola, Make-A-Wish, and Washington Dental Services Foundation. Her Microsoft recruiting campaign won a Telly Award.

  Cynarah currently serves as Lead Strategist and Creative Director for Latina Creative Agency. She drives market and community-based research, messaging, and everything creative; ensuring community voices are heard, respected, and included in the process, and marketing campaigns designed to reach communities of color are dignified and culturally relevant.

- **Laura Flores Cantrell, JD**

  Laura Flores Cantrell, JD currently serves as a Senior Program Officer at the Washington Dental Service Foundation. She is also the Director of Policy at the University of Washington Latino Center for Health Research, Policy, and Practice.

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Campaign for Dental Health Webinar

Laura Flores-Cantrell, Washington Dental Service Foundation
Cynarah Ellawala, Latina Creative Agency
April 7, 2016

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Community Advocates for Oral Health

Learning Objectives

- Differentiate Latino audiences
- Utilize the right medium
- Formulate messages that resonate

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Latina Creative Agency

Seattle-based multicultural marketing and public relations agency with full service capabilities, including community outreach and marketing research.

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Mission:

To prevent oral disease and improve overall health.

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Latino Audiences

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Diverse Origins

55 million Hispanics in the U.S. trace their heritage to more than 20 Spanish-speaking nations. Nearly two-thirds of U.S. Hispanics are of Mexican origin.

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Many Mexicos

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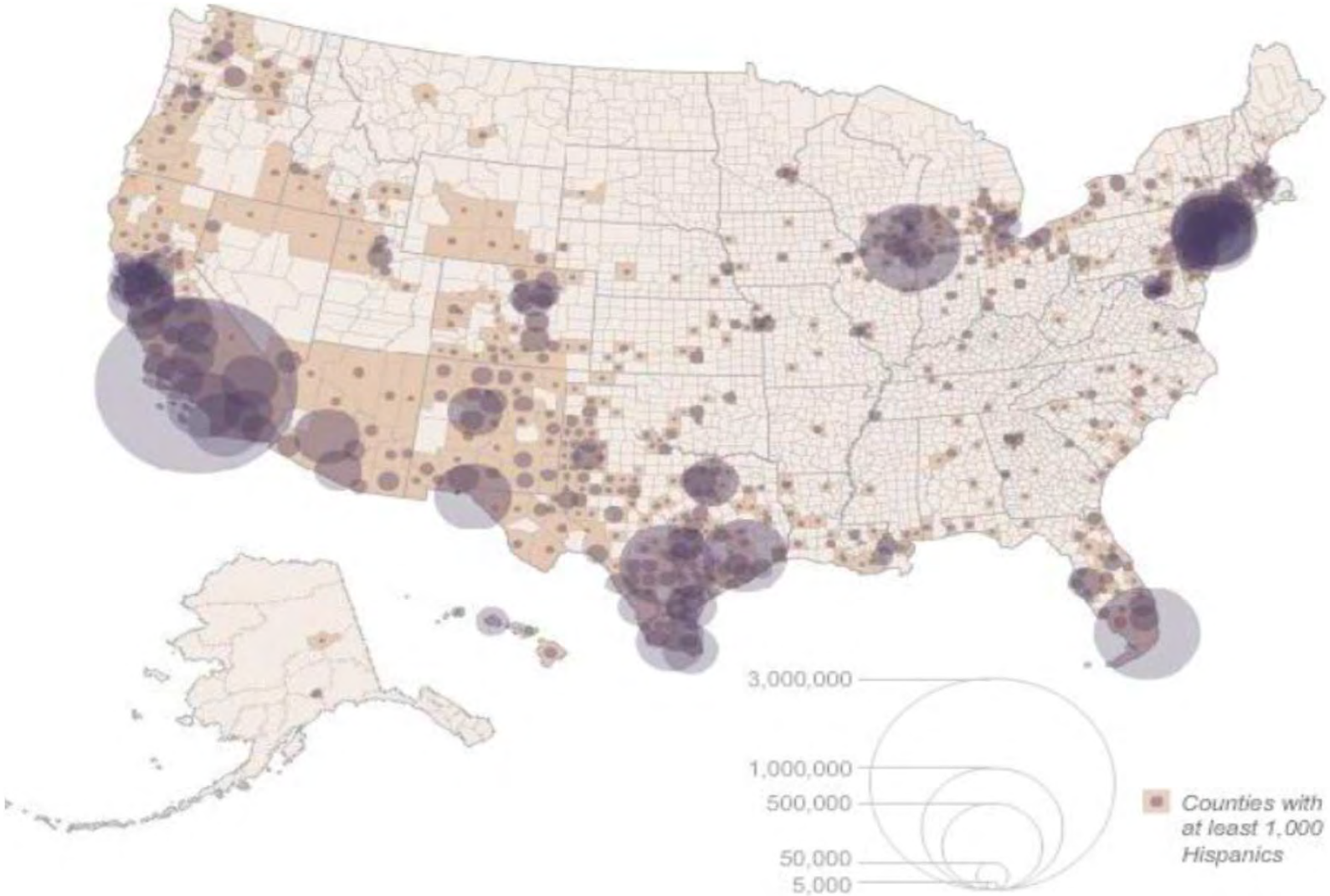
Hispanic Population by County 1980



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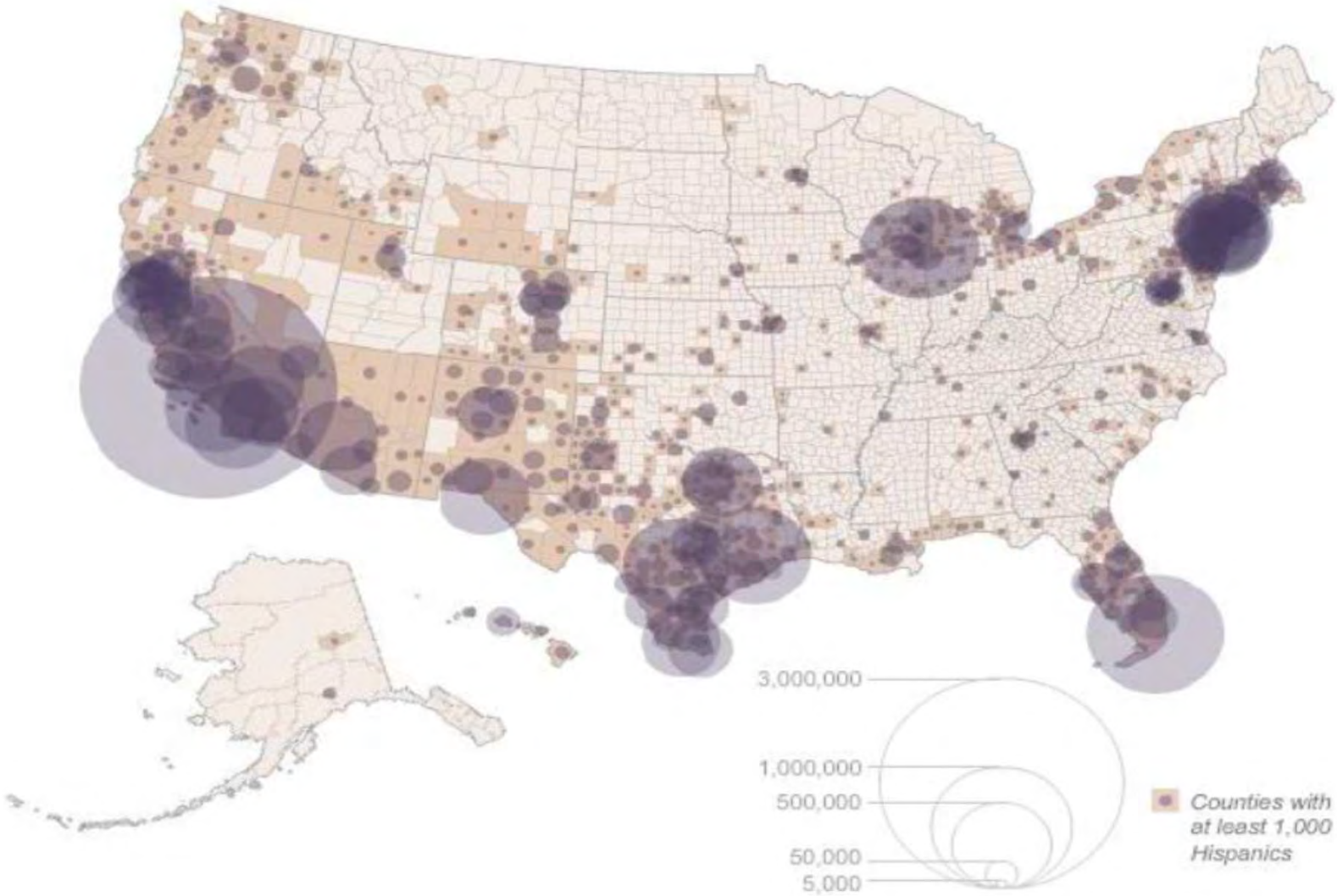
Hispanic Population by County 1990



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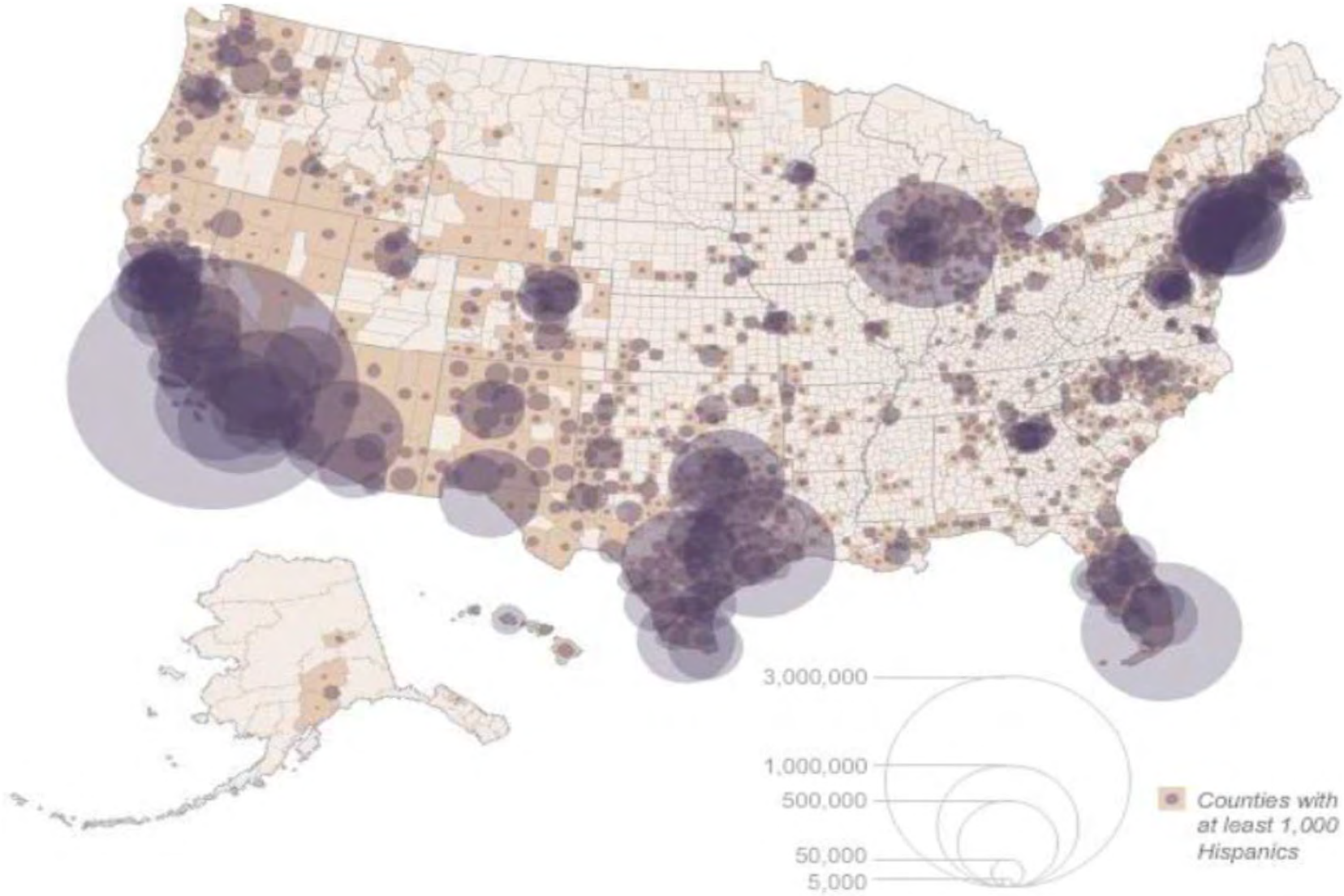
Hispanic Population by County 2000



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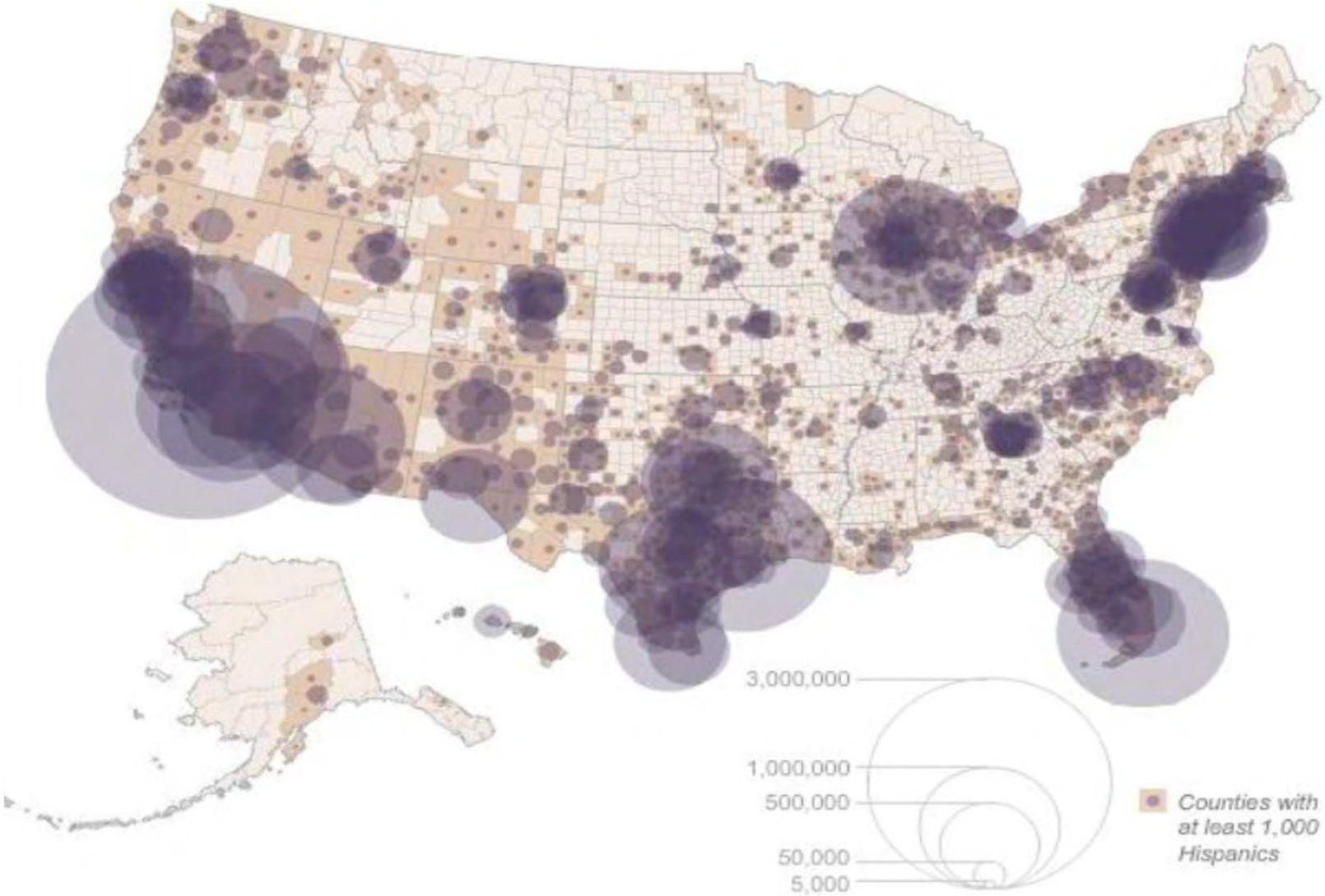
Hispanic Population by County 2008



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Language

Question: English, Spanish and/or Spanglish?

Answer: It depends.

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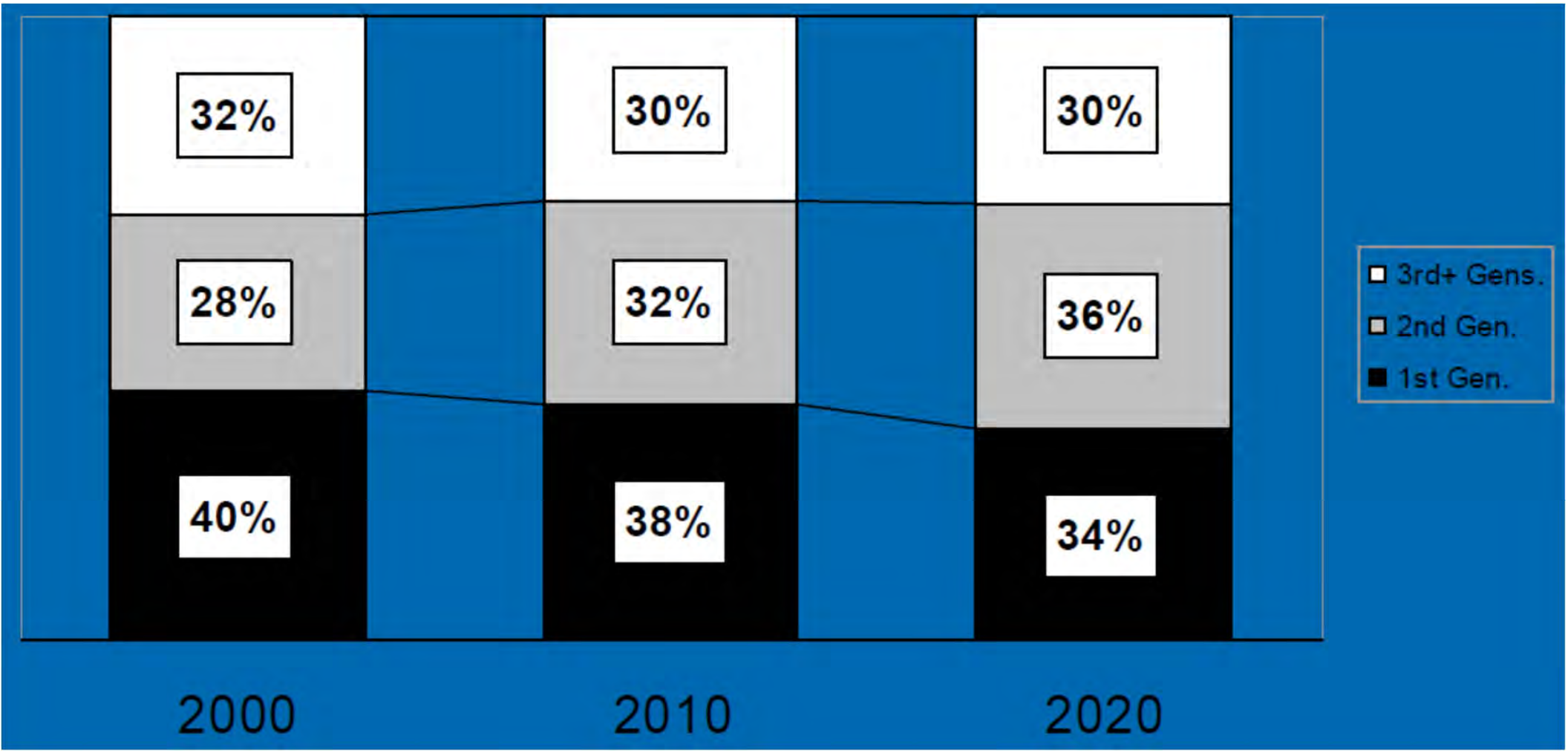
Share of Hispanic Population: 2000-2020



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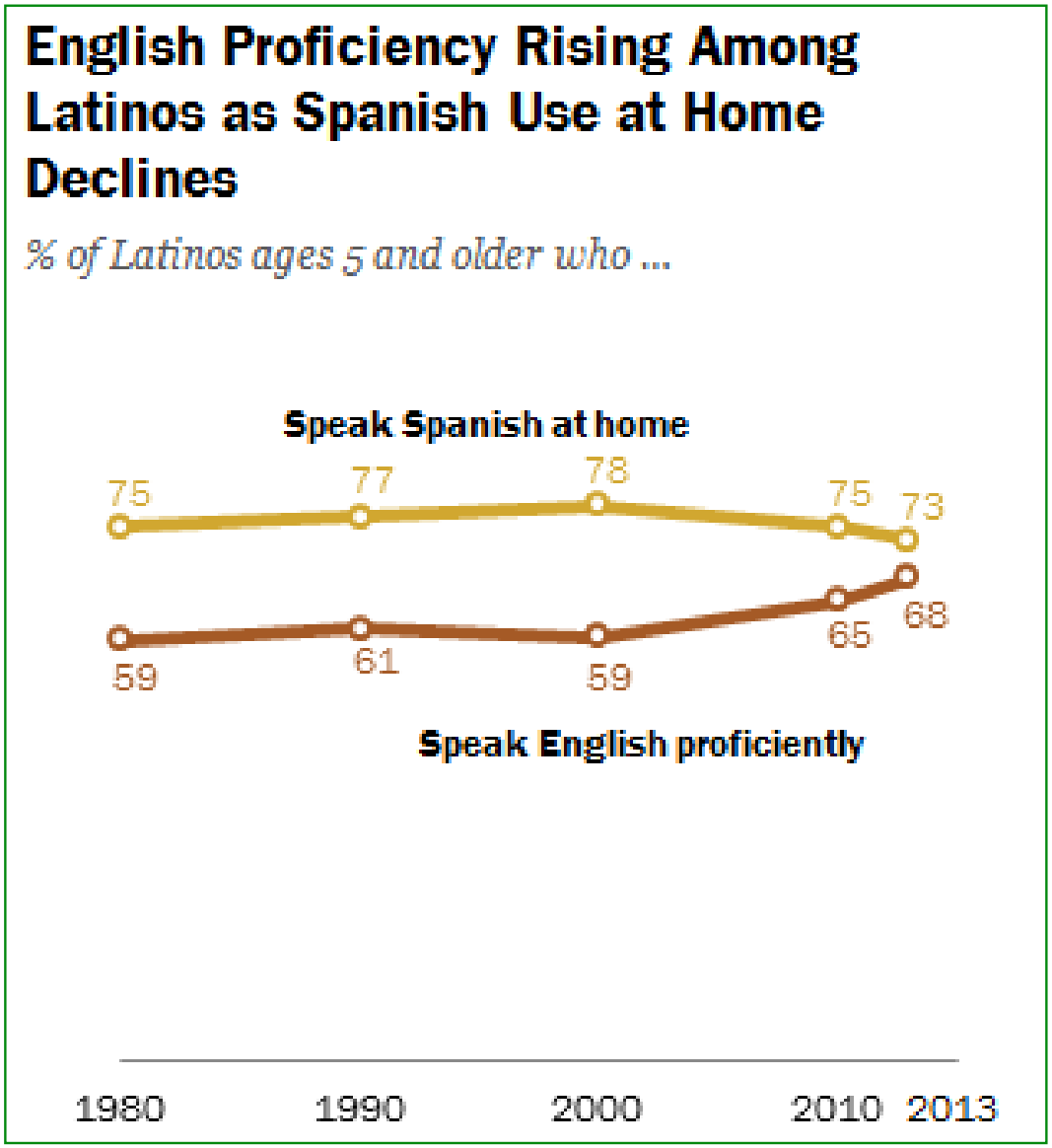
English Proficiency Rising



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Cultural Lens

- Familismo
- Personalismo
- Confianza
- Presentismo

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Latinas: “The Hat”

- On average, more children
- On average, younger
- Decision-makers: pharmaceuticals, food and beverage choices

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Medium

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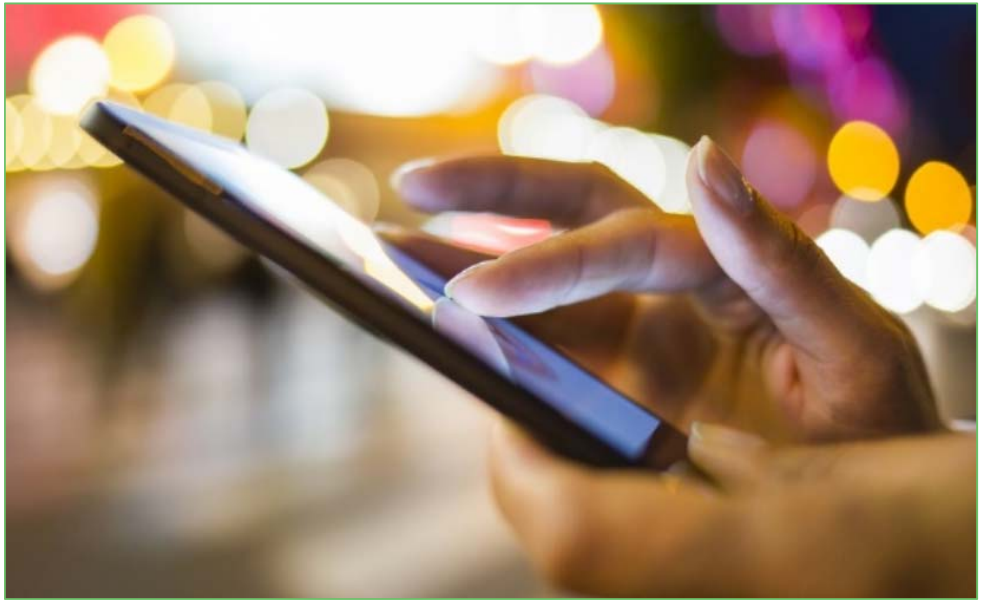
Mobile

- Latinos are ahead of the curve in digital
- Power users of mobile
- Over-index for video consumption
- Mobile apps
- Texting



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Digital Media Use

- Majority own a smart phone
- More on social
- More internet video
- More phone video
- More likely to own a tablet

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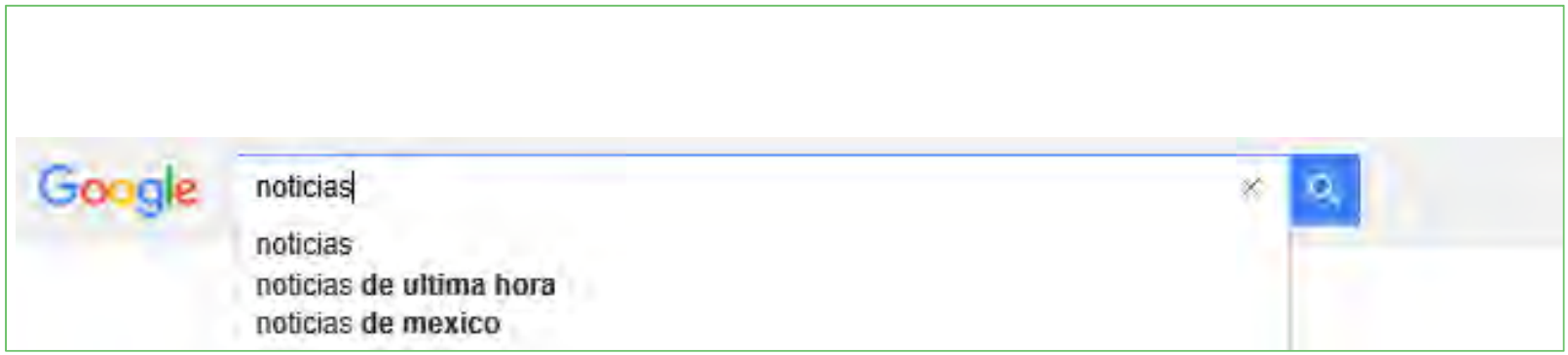
“Right”-lingual

- Visit websites in native language
- Reach of Spanish broadcast
- Hispanics more likely to view TV in the language they prefer to speak at home
- Spanish Google searches nearly doubled in last 4 years



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About TV & Radio

- Spanish radio stations, ratings services
- Affordable
- Good for older generation
- Good for rural and/or migrant communities

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Word of Mouth

- Places of worship
- Events
- Trusted local social service agencies
- Community Health Workers/ Promotoras
- Print

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Best Practices

- Design
- Recruitment
- Participation
- After the Focus Group

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Our Approach

- Knowledge of the community: migrant farmworkers, refugees, immigrants, U.S.-born
- Local networks
- Social determinants of health
- Adapt to the needs of participants
- Listening and learning

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Messages

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General Oral Health

Oral health knowledge, attitudes & behaviors, consistent with previous research:

- Knowledgeable about causes and prevention
- Healthy mouth “very important” or “important”
- First visit by first birthday

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Drinking Water

Water as the beverage of choice, followed by:

- Juice
- Agua fresca
- Milk
- Soda, as a struggle

Also, PediaSure (young children)

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Bottled or Tap

Preference for drinking bottled water:

- Bottled water 42%
- Both bottled and tap water 32%
- Unfiltered tap 16%
- Filtered top 10%

"Because I don't have a filter."

"Bottled water is purified."

"Tap is dirty, tastes nasty."

"It [tapwater] is bad for you."

"Bottled water – we can grab on the go."

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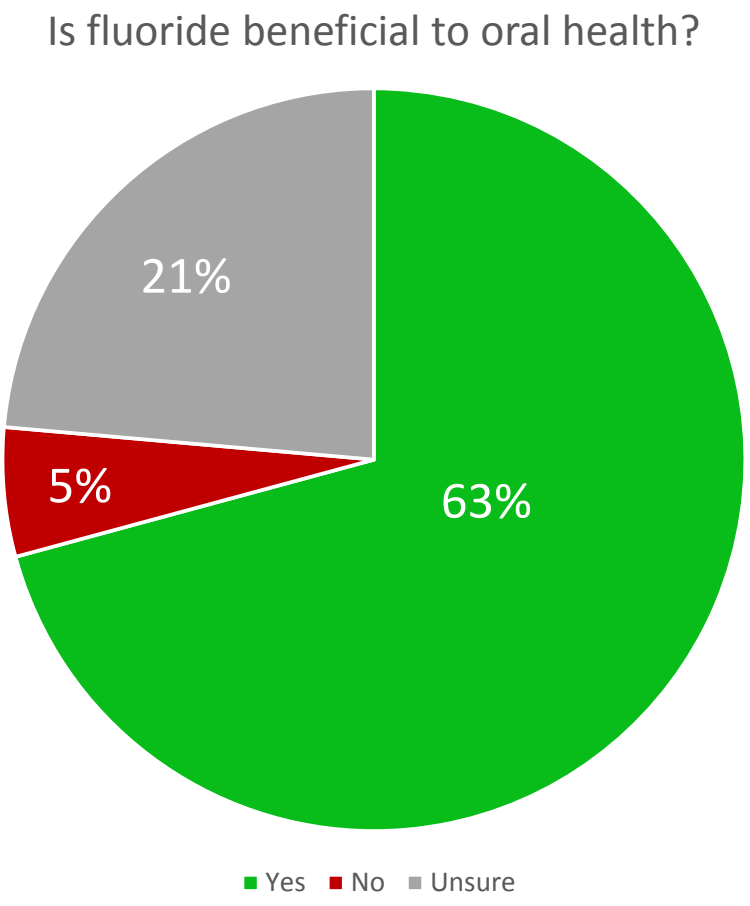
Topical Fluoride

- In toothpaste, 89%
- At dental office, 84%
- “Enough” fluoride, not in excess



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Impact of Negative Messaging

Most (74%) not exposed to negative messaging. For those who had (26%), primarily via word of mouth from other moms:

- *"The doctor tells me it is good for you. People tell me it is bad for you."*
- *"It [fluoride] causes other illnesses."*
- *"Before I thought yes [beneficial], but now I don't know because I have heard a lot of Americans talking about fluoride being poison. So what's the truth?"*

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Messages that Resonated

Overall, most believable:

"If people would take personal responsibility and brush and floss their teeth regularly, then dental decay would not be a problem."

Among top messages:

"The Center for Disease Control (CDC) named fluoridation as one of the top 10 public health advances of the 20th century. The experience of more than 210 million Americans clearly validates that validates that fluoridated water is safe and prevents disease."

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Fluoridation Knowledge Gap

- Sources of positive messaging: medical provider, WIC, City
- Is the community water fluoridated?
- Is there fluoride in bottled water? In filtered water?
- For additional information, the Internet/ Google. CDC, AAP, ADA credible

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Video

Spanish: https://www.youtube.com/watch?v=KpOQ2sHD5u8

English: https://www.youtube.com/watch?v=aJjDoKlN7Lw

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A Few Final Take-Aways

- Importance of credible, accessible information
- Online video as a medium
- Eagerness to learn and then share messages
- Connecting the dots to inform next steps

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Discussion

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