

# Welcome!

- **Thank you for joining the American College of Physicians' Quality Connect Adult Immunization Learning Series Webinar!**
- We will start in a few minutes.
- Today's webinar is focused on cultural outreach and communication towards minority and ethnic groups.
- Please keep your phone on mute, when not asking questions, we are recording this webinar.
- Feel free to ask questions in the chat feature of WebEx.
- ACP will share the slides and recorded webinar on MedConcert.

# Today's Speakers



- **Jennifer Dillaha, MD**
- Medical Director for Immunizations; Medical Advisor for Health Literacy and Communication at the Arkansas Department of Health



- **Carlos Velazquez**
- President of HMA Associates, Inc.

# Webinar Overview

- Focused on cultural outreach and communication towards minority and ethnic groups
- Learn about provider resources to support efforts
- Understand new patient tools and resources to reinforce the importance of immunizations

# Cultural Competency – How to Apply Outreach and Understanding in Your Practice

*Jennifer Dillaha, MD*  
*Carlos Velazquez*

January 12, 2016  
Adult Immunization Learning Series Webinar

# Cultural Competency

**Jennifer Dillaha, MD**

Medical Director, Immunizations

Medical Advisory, Health Literacy and  
Communication

Arkansas Department of Health

# Overview

- Define cultural competency
- Briefly discuss impact on preventive services and immunization coverage rates
- Keys for developing culturally appropriate immunization messages and practices
- Training, resources, and tools

# Cultural Competence

- The ability of providers and organizations to effectively deliver healthcare services that meet the social, cultural, and linguistic needs of patients.

# Rationale for Cultural Competence in Primary Care

- To respond to demographic changes in the U.S.
- To eliminate disparities in the health status of people of diverse racial, ethnic and cultural backgrounds.
- To improve the quality of services and health outcomes.
- To meet legislative, regulatory and accreditation mandates.
- To gain a competitive edge in the market place.
- To decrease the likelihood of liability/malpractice claims.



# Office of Minority Health Center for Linguistic and Cultural Competency in Healthcare



- Department of Health and Human Services (HHS), Office of Minority Health (OMH)
- National CLAS Standards
- Think Cultural Health Website:  
<https://www.thinkculturalhealth.hhs.gov/>
- Continuing Education

# National CLAS Standards

- Culturally and Linguistically Appropriate Services in health and healthcare
- A framework for organizations to serve the nation's increasingly diverse communities
- Principal Standard: Provide effective, equitable, understandable and respectful quality care and services that are responsive to:
  - Diverse cultural health beliefs and practices
  - Preferred languages
  - Health literacy and other communication needs

# Immunization Action Coalition Skills Checklist for Immunization

- Competency
  - Patient/Parent Education
- Clinical skills, techniques, and procedures
  - Accommodates language and literacy barriers and special needs of patient/parents to help make them feel comfortable and informed about the procedure.
- <http://www.immunize.org/catg.d/p7010.pdf>

# Training from the CDC

- Five online health literacy courses for health professionals
  - Health Literacy for Public Health Professionals (free CE)
  - Writing for the Public
  - Using Numbers and Explaining Risk
  - Creating Easier to Understand Lists, Charts, and Graphs
  - Speaking with the Public

- **A Physician's Practical Guide to Culturally Competent Care**
  - HHS, Office of Minority Health
    - Free, self-directed course for physicians and other healthcare professionals with a specific interest in cultural competency in the provision of care
    - 9.0 AMA PRA Category 1 credits
    - 9.0 contact hours for nurse practitioners

## Other Trainings (cont.)

- **Culturally Competent Nursing Care: A Cornerstone of Caring**
  - HHS, Office of Minority Health
  - Free course that discusses the behaviors, attitudes, and skills that enable nurses to work effectively in cross-cultural situations
  - 9.0 contact hours for nurses

# LHD Organizational and Administrative Factors Related to Immunization Rates

- Key Factor: Local health department perspectives on its community
- Challenges:
  - Limited cultural competency and cultural humility of staff
  - Limited infrastructure for staff development and growth in cultural humility and cultural competency
  - Limited activities focused on health equity
- Success:
  - Cultural competency integrated into staff training
  - Immunization efforts considered to be part of the agency's health equity efforts

# National Library of Medicine (NLM): Multi-Cultural Resources for Health Information

- Cultural competency
- Dictionaries, glossaries, and online translation tools
- Health literacy
- Health resources in multiple languages
- Interpreting in healthcare
- Law, policy, and standards



# National Library of Medicine (NLM): MedlinePlus Resources

- Immunization  
<http://www.nlm.nih.gov/medlineplus/immunization.html>
- Adult Immunization  
<https://www.nlm.nih.gov/medlineplus/spanish/immunization.html#cat23>
  - Spanish-mirror site
  - Information in other languages: Chinese, Farsi
- <https://healthreach.nlm.nih.gov/>

# Immunization Action Coalition (IAC)

## Adult Vaccine Resources

- Vaccines and Adults: A Lifetime of Health Booklet
  - 27 page booklet for adults in English and Spanish
- Vaccinations for Adults – You are never too old to get immunized
  - One-page sheet describes vaccinations that adults need, in multiple languages
- Vaccinations for Adults with Lung Disease
  - English and Spanish
- Vaccinations for Adults with Diabetes
  - English and Spanish
- Vaccinations for Adults with Heart Disease
  - English and Spanish
- <http://www.vaccineinformation.org/adults/resources.asp>

# Vaccine Information Statements from IAC

- Use the vaccine information statements (VIS) in your conversations with patients
- IAC has the VIS in multiple languages  
<http://www.immunize.org/vis/?f=9>

# Communicating Risk Applied to Immunization

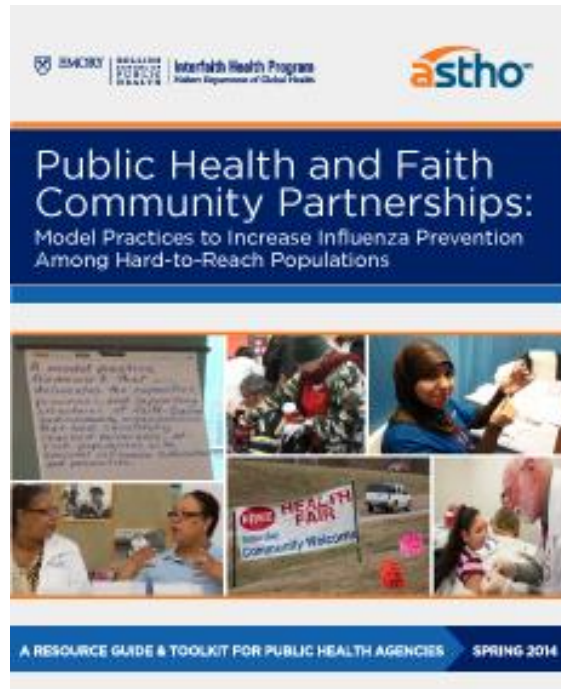
- Make sure you understand what the numbers mean so you can explain them.
- Use visuals if possible.
- Helen Osborne's Health Literacy Out Loud Podcast with Dr. Zikmund-Fisher
- FDA's *Communicating Risks and Benefits: An Evidence-Based User's Guide*

# Key Cultural Perspectives on Vaccination

- Individual rights and public health stances toward vaccination
- Various religious standpoints and vaccine objections
- Suspicion and mistrust of vaccines among different U.S. and global cultures and communities
- Divergent cultural perspectives and opinions toward vaccination, including libertarian and religious objections and vaccine suspicions, signal the need for continued communication and collaboration between medical and public health officials and the public regarding acceptable and effective immunization policies

# Emory Interfaith Health Program

- Model Practices to Increase Influenza Prevention Among Hard-to-Reach Populations
  - Strategies to identify and engage faith-based organizations as partners in community health promotion and disease prevention outreach



# Resources on Religion and Vaccines

- Johns Hopkins Bloomberg School of Public Health  
<http://www.vaccinesafety.edu/Religion.htm>
- Porcine-derived components
- Aborted fetuses
- Links to relevant articles

# Vaccine Literacy

“It is often said that doing the right thing is rarely easy, but doing the easy thing is rarely right. In the case of vaccines, we owe it to the future of health — to do the right thing — and develop a vaccine literacy.”

**Scott Ratzan**, *Vaccine Literacy, a Crucial Healthcare Innovation*, Harvard Business Review



# Mobile Gaming Strategies to Engage Hispanic and African American Young Mothers for Flu Vaccination Uptake

Carlos Velazquez, MA, President, HMA Associates



## Overview

- Target audience
- Purpose of communications intervention
- Digital and gaming strategy
- Flight results
- Lessons learned

## Messaging

- Cultural competency is an important factor in creating messages that resonate with a target audience
- Messaging platform is equally as important in reaching segmented audiences

# Hispanic and African American women 18 – 34 years old, parents of young children

## Target Audience

- For the 2014-2015 flu season vaccination coverage rates were lower Hispanic (44.3%) and African American (43.8%) adults than that for non-Hispanic whites (48.5%)
- Ethnic and racial minority groups are disproportionately impacted by chronic diseases/conditions

## Purpose

- To assist the CDC in campaign aimed at increasing awareness about the importance of annual flu vaccination among underserved communities
- Promote influenza immunization in a targeted and cost-effective manner, using mobile technology on three large mobile-accessible platforms:
  - MocoSpace (mobile and game platform)
  - Moasis (mobile and game platform)
  - Batanga Network (free subscription music player, Spanish only)

## Goals

- Reinforce benefits of flu vaccination through digital channels that target audience(s) frequent
- Promote a call-to-action to drive the target audiences to the <http://www.cdc.gov/flu> website
- Maximize the outreach impact by leveraging donated and earned media

# Mobile Platform Strategy



## Capabilities



- 35 million members in the US
- Exclusive gaming partner for Univision Mobile
- Targeting capabilities by:
  - Age
  - Gender
  - Ethnicity
  - Location
  - Demographic

\*The **Top Grossing** category is to indicate which apps have the highest total spent on them.



## Mobile Game



- Timed-memory game
- Word match-related message after pairing words
- Concluding overall flu message once all matches are identified
- Call to action to visit [www.cdc.gov/flu](http://www.cdc.gov/flu) or <http://espanol.cdc.gov/enes/flu/>

<http://www.mocospace.com/html/game/cdc/demo.jsp?view=full&platform=desktop>

## Mobile Banner

Protect yourself, family  
and friends.



Get a flu  
vaccine each  
year.

Flu antiviral  
medicine can treat  
flu illness.



For more information visit  
[www.cdc.gov/flu](http://www.cdc.gov/flu)



# Mobile Game

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

1	2	3
4	5	6
7	8	9



Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat	Protect	Flu
Prevent		Treat
Flu	Protect	Prevent




Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat	2	3
Flu antiviral medicine can treat flu illness.		
7	8	9



Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat	2	3
Getting a flu vaccine is the best way to prevent flu.		
7	8	Prevent



Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat	2	Flu
Prevent spreading the flu. Stay home if sick. Cover coughs & sneezes.		
Flu	8	Prevent



Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat	Protect	Flu
Protect your kids from flu. Get your family vaccinated yearly.		
Flu	Protect	Prevent



## Mobile Game



## Capabilities



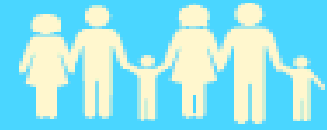
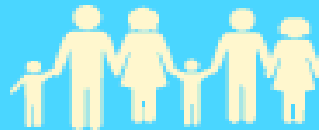
- Moasis uses GPS positioning to reach target audiences
- Banner ads are placed as a tactic
- Can target specific demographics at or around target locations (e.g., Hispanics at pharmacies and/or doctor offices)
- 120 billion location enabled monthly impressions
- 175 million monthly unique users
- Used through 60,000+ apps and mobile sites

## Mobile Banners

- Visually engaging mobile banners with flu vaccination facts
- Banners placed between game levels
- Geo-targeted by gender, age, and ethnicity

## Mobile Banner

Protect yourself, family  
and friends.



For more information visit  
[www.cdc.gov/flu](http://www.cdc.gov/flu)



## Capabilities

- Largest US Hispanic-focused digital audience
- 26.3 million US Hispanic free subscribers reached every month
- Average listening time is 43 minutes per session





## Mobile Audio

- The 30 second audio placement runs as a background image
- Audio continues to play\* regardless of user closing out of banner
- Link to CDC 30 second PSA in Spanish: “Flu Vaccine for Big Kids”

Reference source:

<http://www.cdc.gov/flu/freeresources/media-psa.htm>

\* Audio PSAs play in average every 4-6 songs

## **Media Buy Flights (ad runs)**

- Three flights scheduled during the early flu season (September-October)

## **Media Outreach**

- To complement the media buy, minority media outlets were engaged

## Online Publishers and Mommy Bloggers for Interviews

- Key online publishers reaching English and Spanish-speaking audiences
- Subject matter experts conducted media interviews during National Influenza Vaccination Week and beyond

HUFFPOST LATINOVOICES



## Evaluation

- Performance tracking on mobile game and audio banners:
  - Click through rate (CTR)
  - Impressions
  - Clicks
- Internal proprietary tracking system for earned media and subject matter experts engagements:
  - Impressions
  - Media outlets
  - Estimated donated value

# Media Buy Results



## **Mocospace: Overall Game Performances (300x250 Interstitial)**

Played the game – 58,189

Game completion percentage – 34.77%

Games Completed – 20,235

Players that stayed on CTA page after completion – 830

Clicks on the CTA Banner – 94

CTR – 13.3 %

## **Mocospace: 320x50 Overall Banner Performance**

Impressions– 384,718

Clicks – 2,996

CTR – 0.76 %

# Media Buy Results



## Batanga: Overall Spanish Banner Performance

Impressions - 1,258,702  
Clicks - 9,458  
CTR - 0.70%



## Overall Spanish Banner

Impressions – 312,544  
Clicks - 801  
CTR - 0.26%

## Media Outreach Results

- **Hispanic audiences**
  - Eight placements
  - 2,785,588 impressions
  - \$73,435 publicity value

## Award Winning Strategy



## Lessons Learned

- Engaging Latina and African American young women through mobile platforms is a cost/effective strategy
- Messaging must be adapted to the target audience
- Repetition is key through donated media strategy
- Hispanics consistently engage at higher rate with English content



# Discussion and Questions

- **Questions?**
- **Contact Information**
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