

Culturally Responsive Health Communication
 Bridging Gaps for BIPOC Communities in WI

ALZHEIMER'S ASSOCIATION
38TH ANNUAL WISCONSIN STATE CONFERENCE

Pioneering HOPE
 MAY 5-6
 Kalahari Resort, Wisconsin Dells

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Mora Pinzon Lab
 Recordando. Añorando en Salud • Remembering Together in Health



1

Angie's Story

Recursos de atención a la demencia para familias latinx

NUEVOS RECURSOS

En nuestra última publicación, profundizamos en el análisis del Alzheimer y la demencia, y brindamos formas para que cuides tanto a tus seres queridos como a ti misma.

mykenosadog.com




2

Language differs within the community

Hispanic immigrants more likely to primarily get news in Spanish than those born in the U.S.
 % of U.S. Hispanic adults who say they mostly get news in...

	English	Spanish	Both about equally
All Hispanic adults	50%	41%	11%
Immigrants	25%	71%	4%
U.S. born	71%	19%	10%

Among immigrants:	English	Spanish	Both about equally
50-64 years in U.S.	31%	64%	5%
65-79 years	23%	71%	6%
80+ years	19%	72%	9%

Among U.S. born:	English	Spanish	Both about equally
2nd generation	73%	18%	9%
3rd gen. or higher	82%	8%	10%

Source: Pew Research Center, "Hispanic Americans' News Habits: Most Report Getting News in Spanish, but Many Also Get News in English or Both Languages," Nov. 19-24, 2020. <https://www.pewresearch.org/fact-tank/2020/11/24/hispanic-americans-get-their-news/>

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3

Fixed Right?

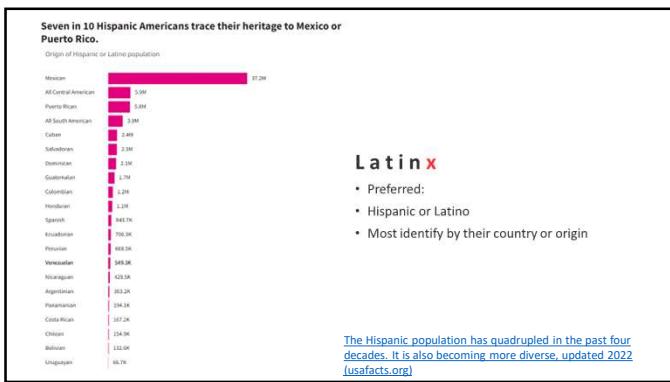


NEW RESOURCES
Dementia Care resources for Latinx families

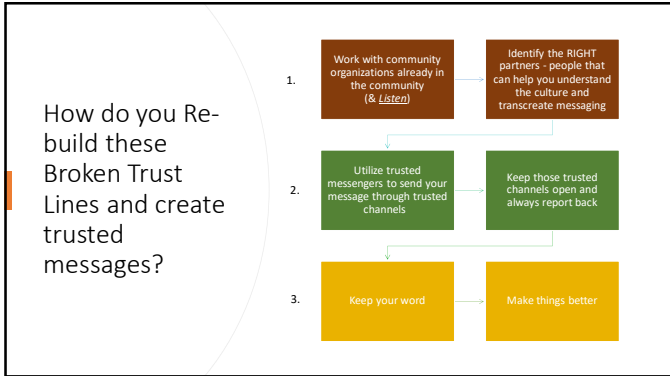
In our latest published resources, we take a closer look at understanding Alzheimer's and dementia and provide ways for you to care for your loved ones and yourself.

myAwesomeOrg.com

4



5



6

This workshop will provide you with strategies to:

1. Work with partners to transcreate your messages to both culture and context
2. Select trusted messengers who will help re-build trust and send your messages through trusted channels that allow report back
3. Craft messages that make the community better



7

Who We Are

8

Translation alone is not enough

Translation only covers accessibility, the bare minimum




9

Slide 8



OH0 We worked for the last few years, honing skill of creating messages for minoritized communities. Most recently working on a project that brought together three Wisconsin communities for health promotion.

Ornella Hills, 2024-04-11T15:52:22.186

We should also tailor to culture and context.

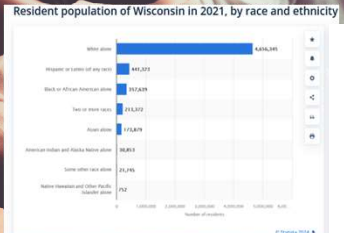


**This is
transcreation.**

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In our team we say culture first, language second.

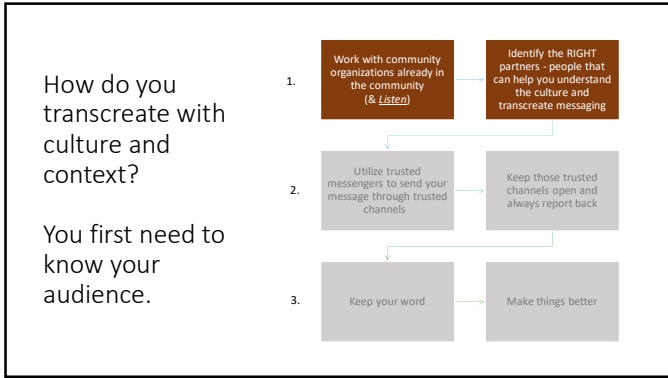


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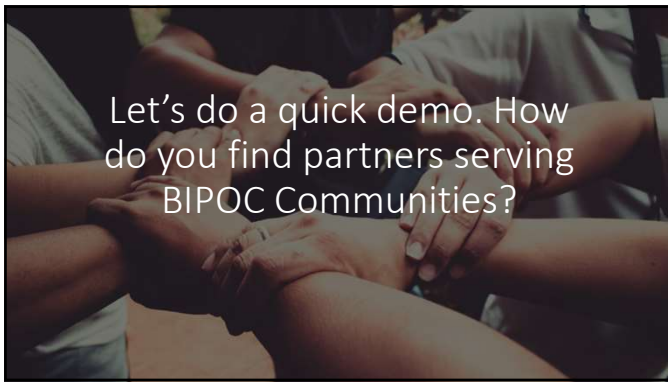
SECTION 1
Crafting Culturally-Responsive Messages



12



13



14

Leveraging Existing Partnerships and Empowering Local Advocates

Black, Latino COVID-19 disparities bring attention to broad health inequities

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15

In these three BIPOC communities


Between August 2020 and January 2023, in partnership with our advocates, we created 980 unique social media posts that reached **88,790 individuals** and gathered over 6,700 engagements

16


When tailoring to context, consider



RELEVANCE



TIMING



APPROPRIATENESS

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17

Ensure Contextual Relevance



18

Consider the Timing

19

Is Your Message Appropriate for the context?

20

When Tailoring to Culture, Consider

- Language
- Symbols
- Traditions and Practices
- Norms and Values

21

Language Tailoring



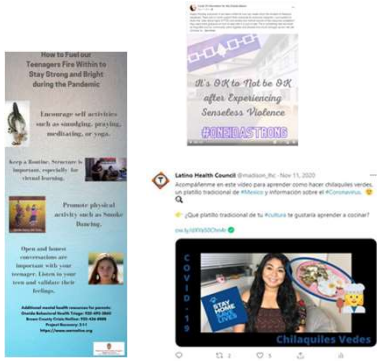
Language tailoring should consider verbal and written language



“Shekoli Everyone”

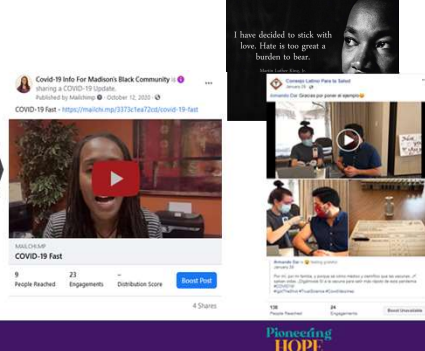
22

Symbols,
Traditions and
Practices



23

Norms and
Values



24

Combining Culture and Context

- Consider timing messaging around cultural holidays and events.
- Attend to culture affecting the appropriateness of the language used in messaging.
- Culture can affect timing of when you post the message and the relevance of the messaging.



Black Indigenous People Of Color Preferred:

- African American or Black
- Respective tribe or Native American



25

Considered Timing but not Relevance?



26



Considered Timing and Appropriateness



27

Take Home #1



Work with partners to transcreate your messages to both culture and context


28

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Questions?

29



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Break-Out Exercise

30

SECTION 2:
Utilizing Trusted
Messengers on Trusted
Channels



31

Crafting a culturally responsive message can help your message be more effective.

But for BIPOC Communities, the **messenger is sometimes more important** than the message.

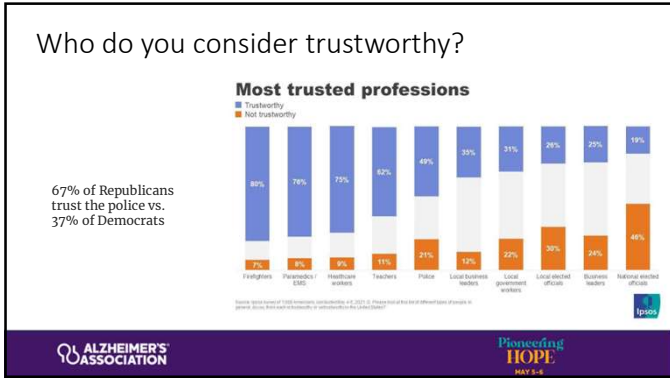
1. Work with community organizations already in the community (& *listen*) → Identify the RIGHT partners - people that can help you understand the culture and transcreate messaging
2. Utilize trusted messengers to send your message through trusted channels → Keep those trusted channels open and always report back
3. Keep your word → Make things better

32

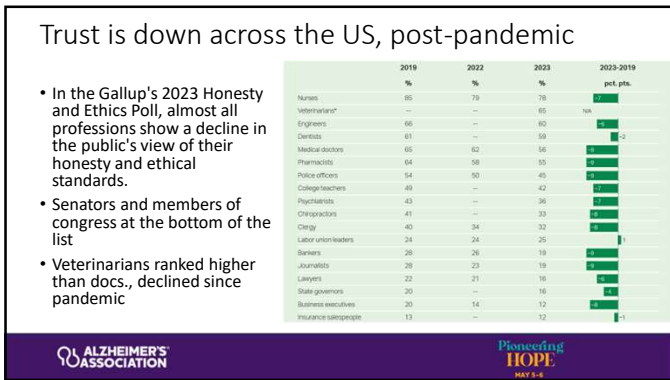
Who do you follow on social media?
Why do you follow them?




33



34



35

BIPOC Communities have suffered additional trauma and atrocities that have formed a strong foundation of justified mistrust of health care, service organizations and governmental entities

Historical trauma has been passed down from generation to generation

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36



37

When you listen to the stories...

I am the one going through all of this just let me know what is going on with my body. Why are you (doctor) not telling me? Before I knew [it] she was telling me to shut up and that is when I exploded."

Because of what society used to do to us as people, some of the elders are fearful, going to doctors. Based on their skin color. We used to actually have doctors who would... call us problems, as opposed to taking care of our problems, for medical reasons, because they figured one people wasn't worth the value. So, we learned a lot of in-home medical procedures that was passed down from the elders through different generations, and there are a lot of people who are alive today that... they won't go see a doctor unless... you're there with them. You have to walk them through it because they actually fear that they're going to create something on them.

Providing health care to low-income women: a matter of trust
Vanessa B Sheppard^a, Ruth E Zambrana^b and Ann S O'Malley^c

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38

This is why trust is so important to minoritized communities, especially in health care.

and

Why engagement with BIPOC communities in Alzheimer's research is low.

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39

Trusted messengers will advocate for your initiative and help build trust

- Share their personal stories and experiences with you and the community
- Own and advocate for your message
- We recommend you use the messenger, not as a vessel but as a trusted partner in owning and crafting the message.
 - We don't recommend tailoring on your own as you may fall privy to stereotypes and mistakes.

Examples of Success (Vaccine Series)

Combined Impressions: 453
Combined Engagements: 73
Combined Reach: 475

40

Dos and Don'ts for selecting the right messenger

Do Choose someone who appears genuine	Do Choose Someone who seeks to empower and help the community.	Do Choose Someone who is from the community.	Do Choose Someone who is engaged in the community
Don't choose someone because they fit the "traditional" stereotype	Don't tokenize	Don't ignore partner recommendations	Don't assume all " " are the same, so any "BIPOC" will work.

"Hire for character, train for skills"

41

Why are trusted messengers so effective?

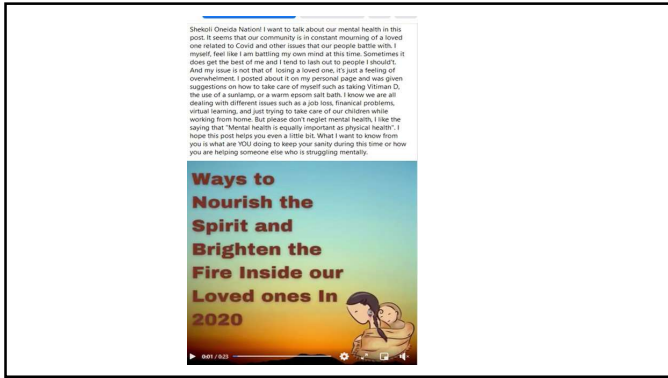
- **They are familiar and authentic**
- **Personal stories are persuasive** - in our study, posts with personal narratives had over twice the number of engagements per post as those without.
- **They are gatekeepers** to inaccessible networks
- **Demonstrates humility**
- **Fosters Joint Ownership**
- **More likely to be culturally-responsive** and less likely to re-traumatize.

Examples of Success (Vaccine Series)

Combined Impressions: 453
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H2N
HISPANIC & HISPANIC COMMUNITY NETWORK

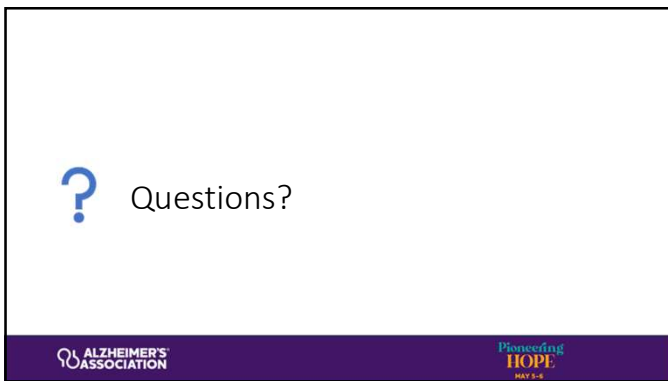
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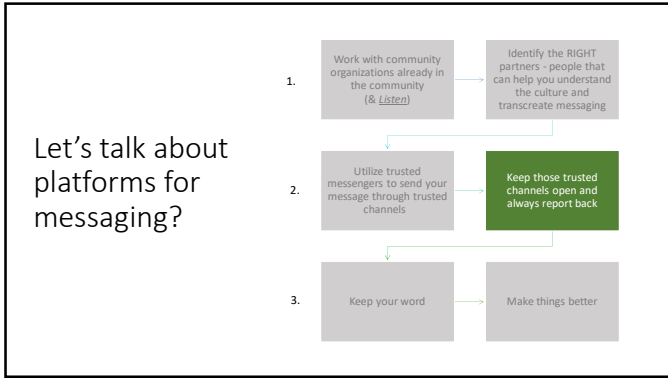
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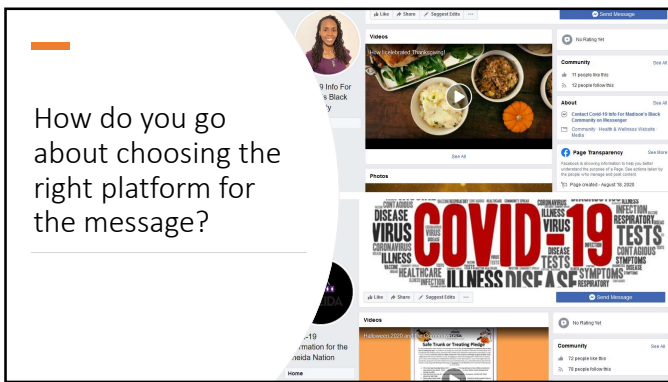
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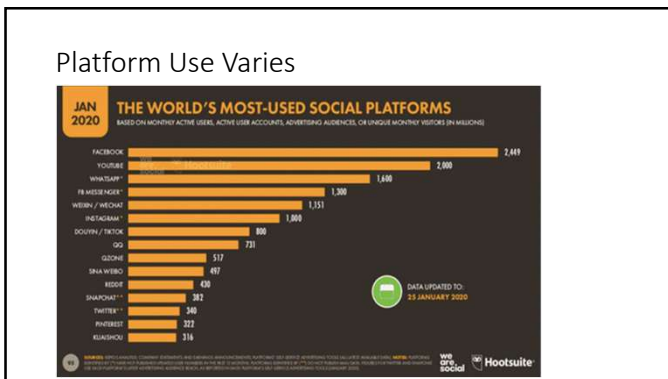
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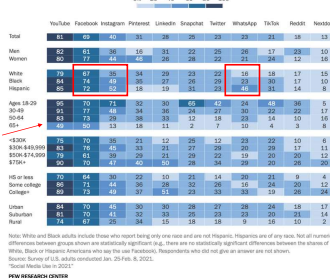
48

Platform Use Vary by Demographics

Use of online platforms, apps varies - sometimes widely - by demographic group

Use of online platforms, apps varies - sometimes widely - by demographic group

% of U.S. adults in each demographic group who say they ever use...



49

And messages have different life span on social media

The Lifespan Of A Social Media Post



50

Choose platforms with features to help you best reach your audience

- Ability to do videos and stories
- Ability to embed polls
- Some platforms have disappearing messages
- Some can form private/public groups
- Analytics that can be obtained for free
- Integrations with other services, like Hootsuite, Canva, etc.
- Algorithm considerations



51

Using the platform to report back

Examples of Success (Instagram Stories)

Views: 380
Votes: 148

Views: 676
Responses: 14 (8:6)

52

Circle of Research and Practice

Beyond the Cathedral: Building Trust to Engage African American Community in Health Prom and Disease Prevention

Barbershops as trusted locations and stylists as trusted sources
565 individuals screened.

53

Take Home #2

Select trusted messengers who will help re-build trust and send your messages through trusted channels that allow report back

54

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Questions?

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55

SECTION 3:
Building Trust and Authenticity to Engage the Community

56

How do you Re-build these Broken Trust Lines and create trusted messages?

1. Work with community organizations already in the community (R Listen)

Identify the RIGHT partners - people that can help you understand the culture and transcreate messaging
2. Utilize trusted messengers to send your message through trusted channels

Keep those trusted channels open and always report back
3. Keep your word

Make things better

57

Our messages shouldn't just be culturally-relevant but they should also make the community better

- How can we add value to the community?
- Your engagement with the community should not serve to only meet your goals but also improve the community.
- Be authentic in your desire to improve the communities you will be engaging with and interacting with.
- Remember many of these communities have been hurt before and continue to experience oppression and racism from health entities and other institutions.



58

This is the Context of the Communities we Serve
Historical and Ongoing Trauma



59

Our messaging must go beyond the traditional health message to become:

Strengths-based

Trauma-informed

Responsive to wellness

Improves the community

60

What does this look like in practice?

Healing-Centered Engagement in Social Media Messaging (Hills, 2021)

- Be Political
- Be Strengths-Based/Focus on Building Capacity
- Be Cultural/Spiritual
- Promote Whole Being and Mitigate Harm
- Be Responsive and Rebuild Control



61

62

How much does it cost?	40%
How to schedule vaccine?	20%
Who is eligible?	40%
What to take with you?	0%



10 votes · 1 day left

8:26 PM · Apr 6, 2021 · Twitter Web App

63

Strive for Humility



- No one is perfect, we all make mistakes.
- Acknowledge those mistakes and keep improving – don't be afraid to pivot and test.


64



Take Home #3

Craft messages that make the community better

65

 Questions?

66

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Break-Out Exercise

67


Take Home Messages

1. Work with partners to transcreate your messages to both culture and context
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68

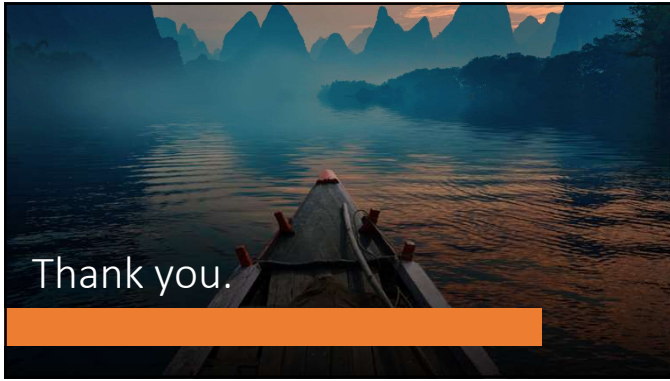


Questions?

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69



70
