



Addressing Disparate Populations Using A Culturally Adapted Media Campaign: *¿Será que es un STROKE?*



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BACKGROUND

- From 2000-2007 in Massachusetts
 - Spanish speaking population has grown from 6.8 to 8.2% of the total
 - Hispanic stroke prevalence higher than the MA average
 - Significant upward trend in prevalence of risk factors such as hypertension
 - Reporting among the highest prevalences for all cardiovascular disease risk factors

OBJECTIVE

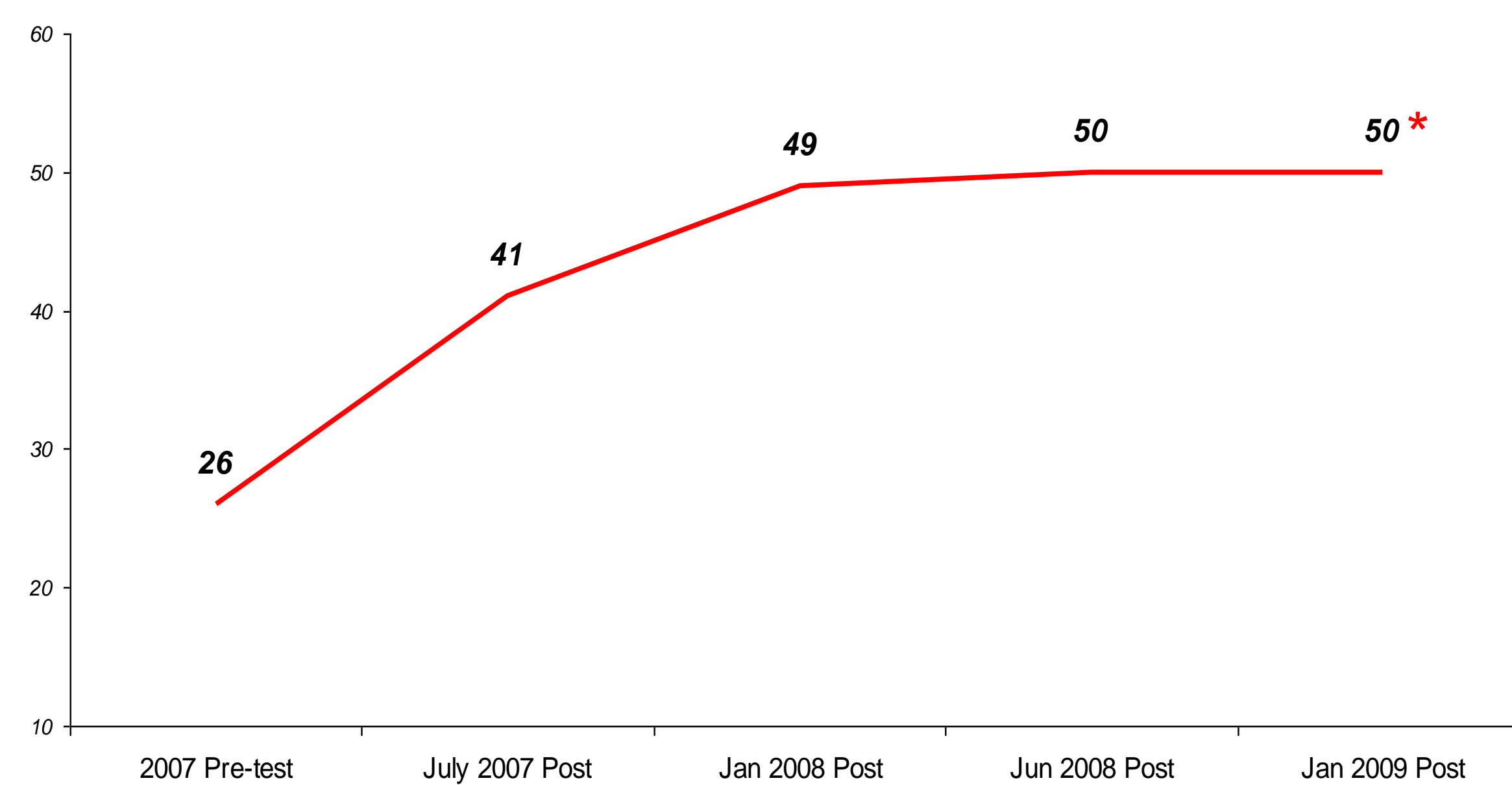
To determine the effectiveness of a culturally adapted media campaign aimed at increasing stroke signs and symptoms knowledge among Spanish speakers.

METHODS

A comprehensive media campaign using paid TV, radio, and newspaper ads was conducted in Massachusetts. A telephone survey was administered to Spanish-speaking Massachusetts adults at baseline and after each of four media campaigns.

During the past few months, have you seen, read, or heard any advertising or health information *in Spanish* about the warning signs and symptoms of a stroke?

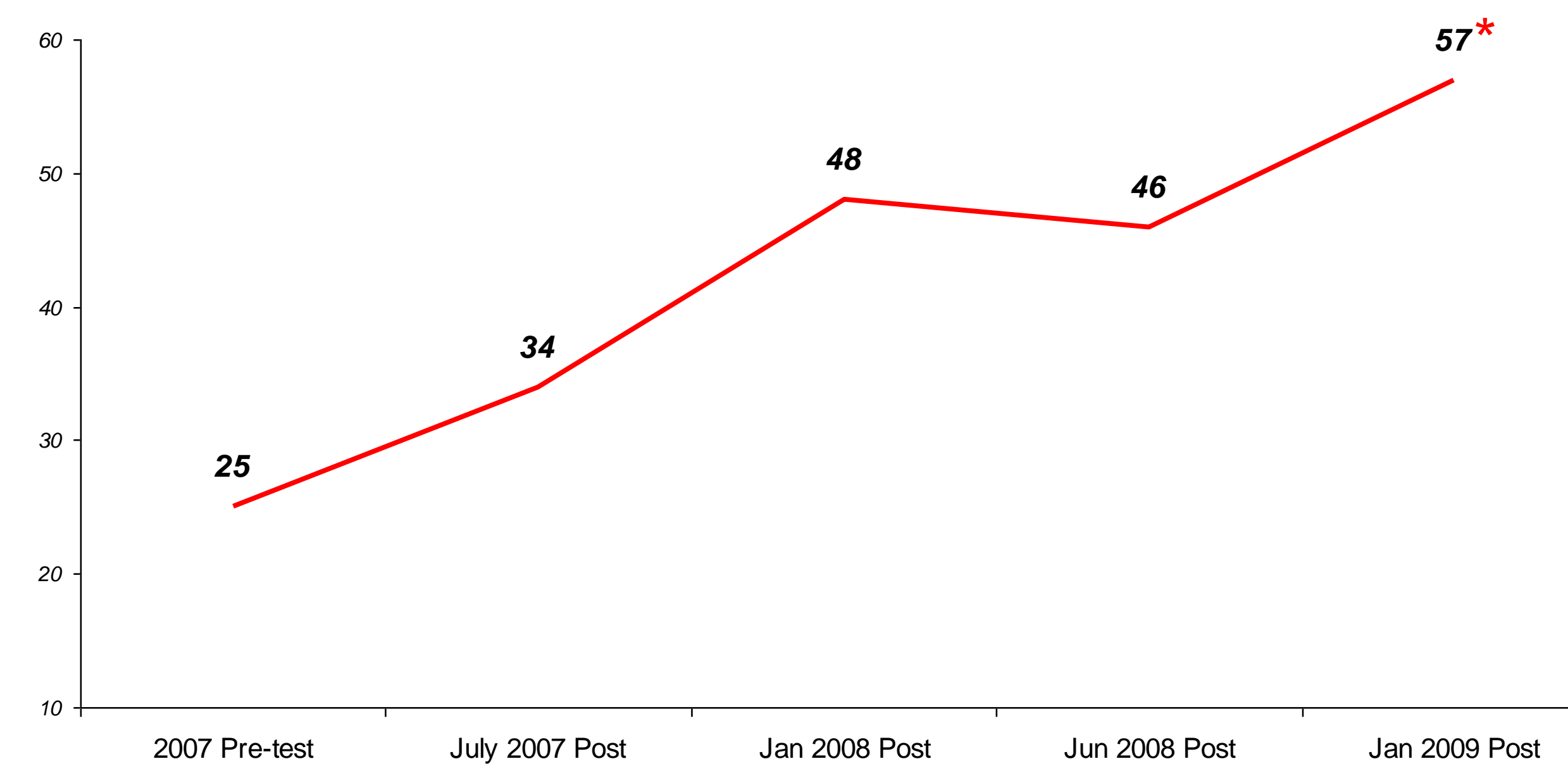
Percent (%) Responding "Yes"



*Statistically significant trend from 2007 baseline (p<.05)

Have you ever seen or heard the Spanish words "*habla, brazo, cara, hora*" to help people remember the warning signs of a stroke?

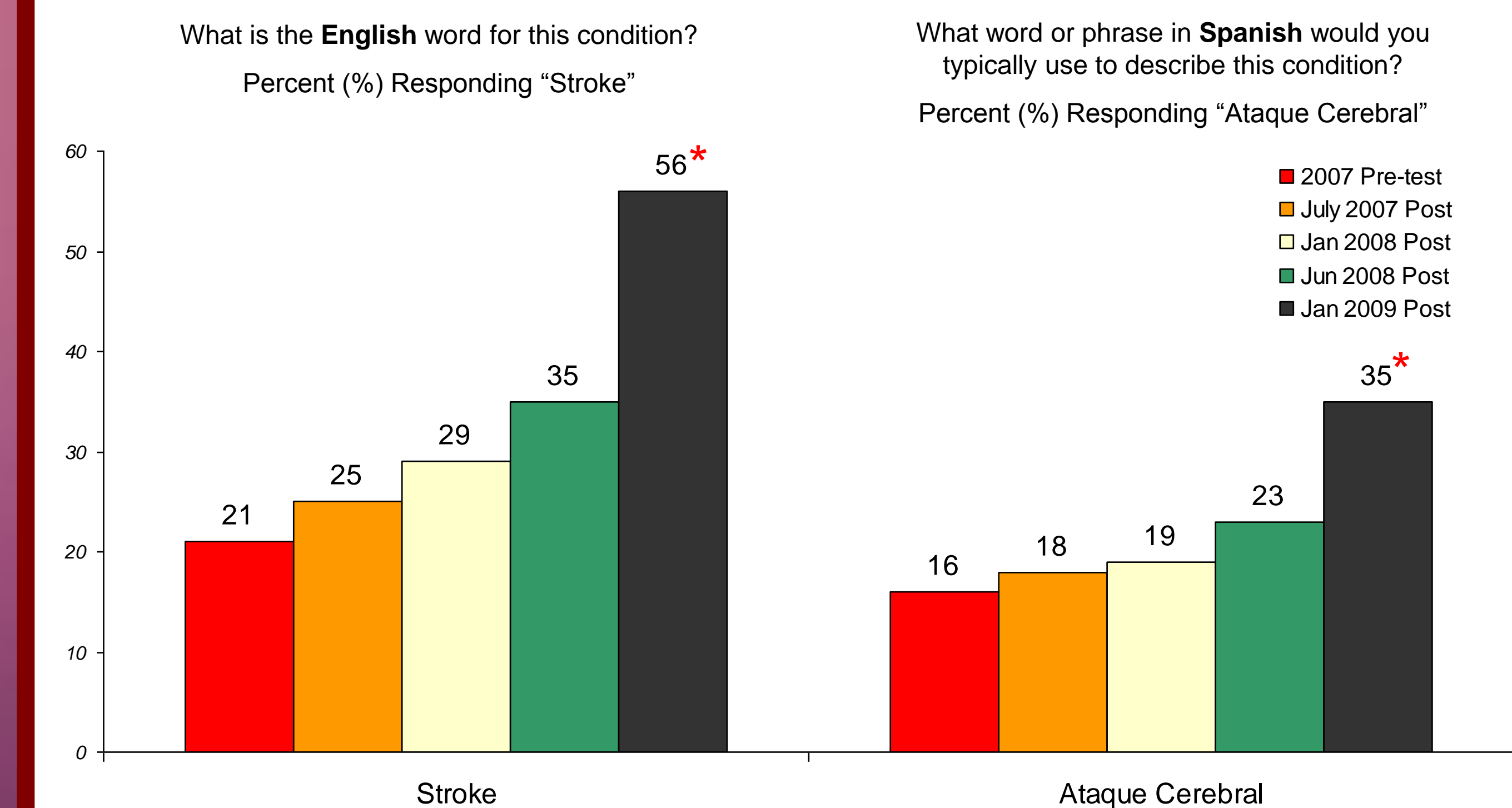
Percent (%) Responding "Yes"



*Statistically significant trend from 2007 baseline (p<.05)

Campaign Terminology Awareness

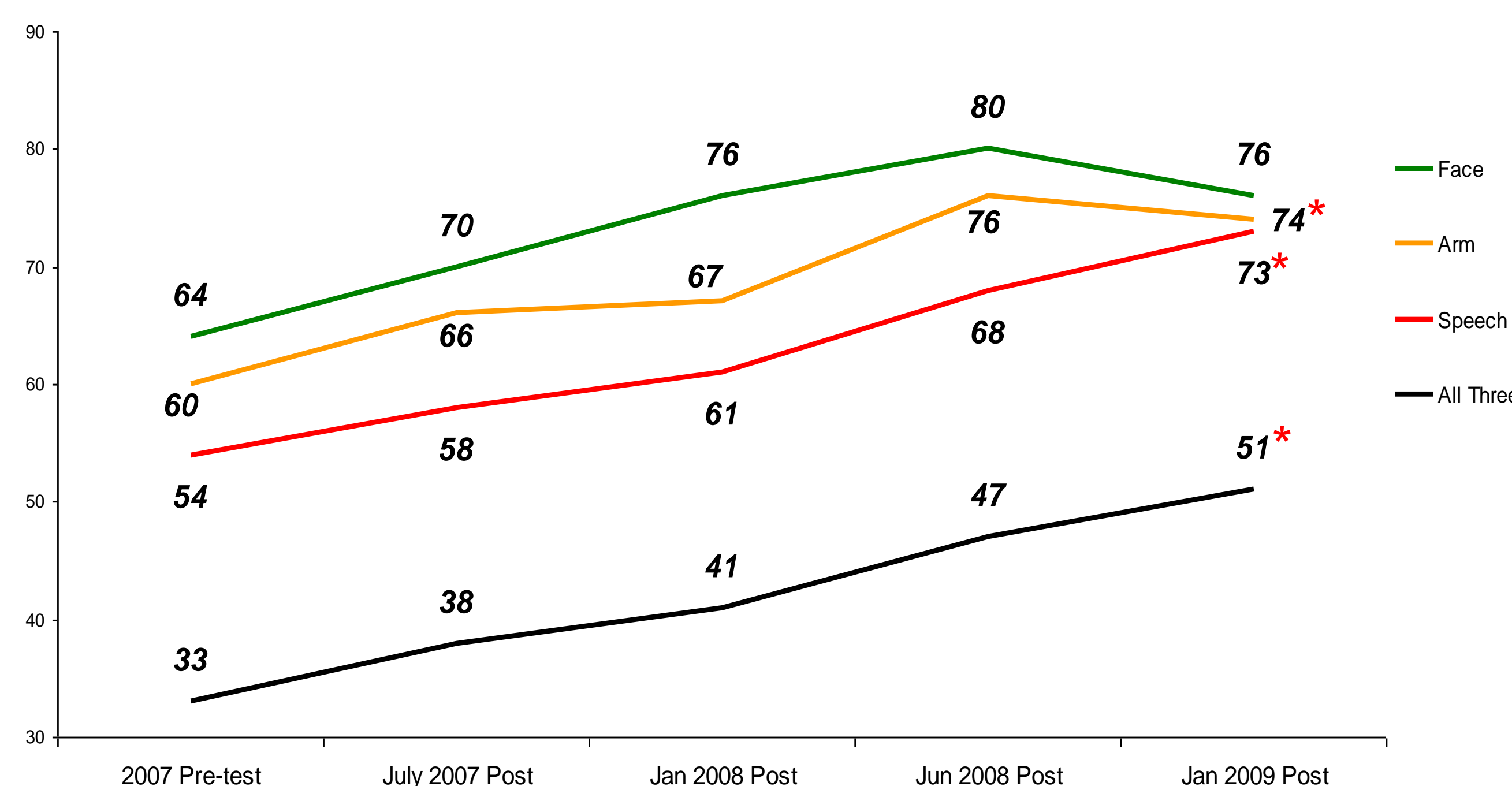
There is a medical condition that occurs when the flow of blood to the brain is interrupted. When this occurs, the arteries that supply blood to the brain are blocked, the brain cannot receive the oxygen it needs, and brain cells begin to die.



*Statistically significant trend from 2007 baseline (p<.05)

Which of the following do you think is a symptom of stroke?

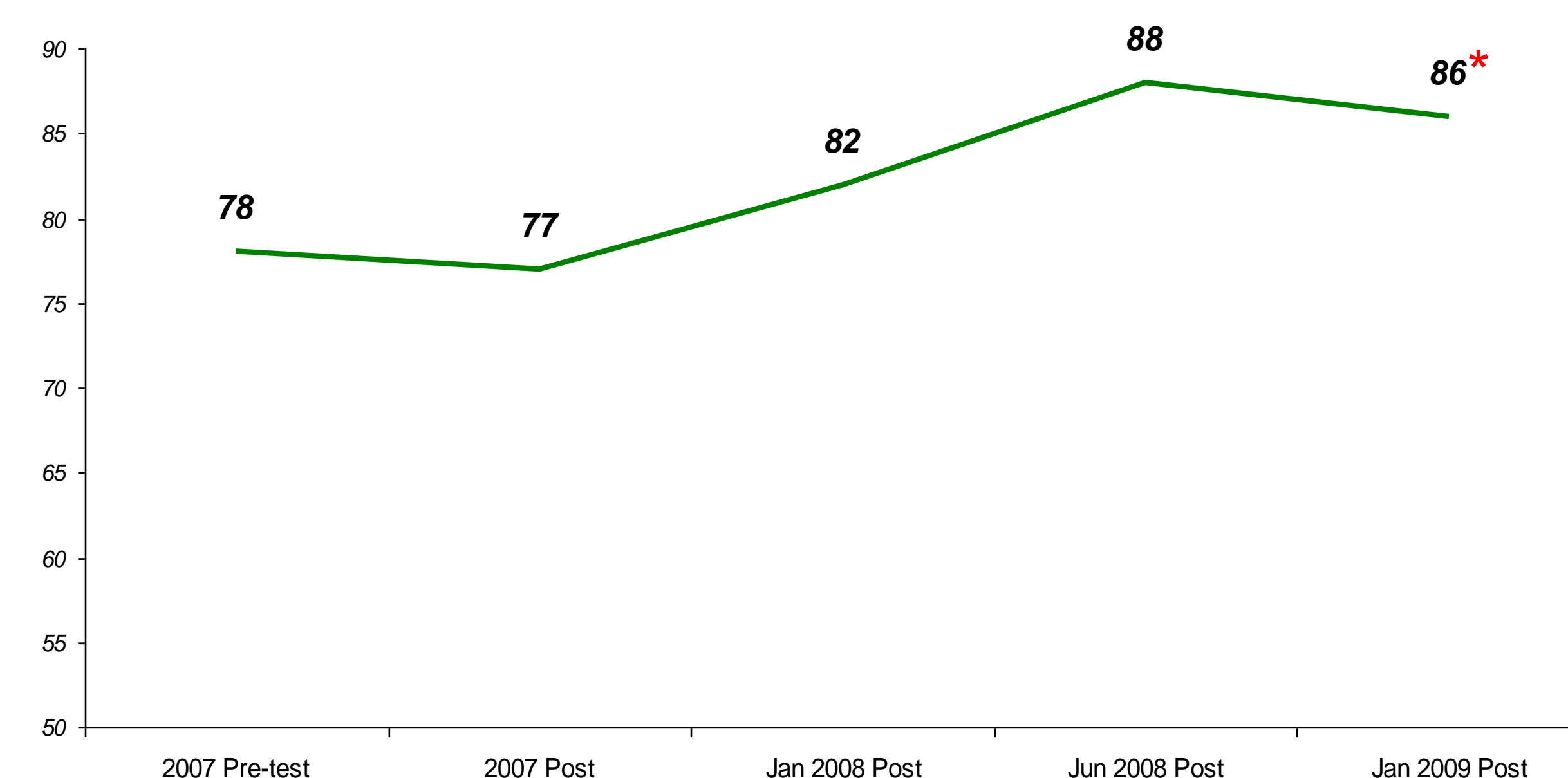
Aided Symptom Awareness Change



*Statistically significant trend from 2007 baseline (p<.05)

If you thought someone was having a stroke, what is the *first thing* you would do?

Percent (%) Responding "Call 9-1-1"



*Statistically significant trend from 2007 baseline (p<.05)

CONCLUSIONS

- The Massachusetts *¿Será que es un STROKE?* media campaign:
 - Increases stroke signs & symptoms knowledge
 - Increases knowledge of the English word "Stroke"
 - Encourages members of the community to call 9-1-1 at any sign of a stroke

CONTACT

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