

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

Katrina D'Amore, MPH
Massachusetts Department of Public Health

Northeast Cerebrovascular Consortium
October 29, 2009

Presentation Outline

- Background and Need
- Stroke Heroes Act FAST & *¿Será que es un STROKE?*
- Media Campaign Overview and Objectives
- Media Campaign Evaluation and Results
- Conclusions

Background and Need

- From 2000-2007 in Massachusetts
 - Spanish speaking population has grown from 6.8 to 8.2% of the total
 - Hispanic stroke burden
 - Hispanic stroke risk factor prevalence:
 - Reporting among the highest prevalences for several cardiovascular risk factors
 - Significant upward trends in prevalence of risk factors such as hypertension

Background and Need

- In 2007
 - 90% of MA residents would call 9-1-1 if they suspected a heart attack or stroke
 - But ONLY 23% knew all the signs and symptoms of a stroke
- Reluctance to call 9-1-1 among immigrant/non-English speaking populations

Stroke Heroes Act FAST

- Educational materials and media campaign developed and conducted in MA
- Derived from the Cincinnati Pre-hospital Stroke Scale
 - Face
 - Arm
 - Speech
 - Time

Cultural Adaptation

- As opposed to a *translation*
- Culturally appropriate scenarios
- *Familiar* characters and names
- *Familiar* musical style
- Focus groups conducted and feedback incorporated

Face



Does the face look uneven?
Ask them to smile.



Arm



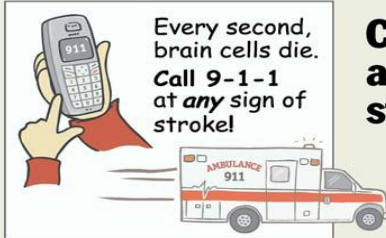
Does one arm drift down?
Ask them to raise both arms.

Speech



Does their speech sound strange?
Ask them to repeat a phrase.

Time



Every second, brain cells die.
Call 9-1-1 at *any* sign of stroke!

Is it a stroke?

Check these signs FAST!

Call 9-1-1 at any sign of stroke.

Massachusetts Department of Public Health — For more information call 1-800-487-1119 or email heart.stroke@state.ma.us

¿Será que es un STROKE?
(ATAQUE CEREBRAL)

¿Dice cosas extrañas cuando HABLA?

Pídele que repita una frase.



¿No puede mantener un BRAZO en alto?

Pídele que levante ambos brazos.



¿Tiene media CARA caída?

Pídele que sonría.



9-1-1 Stroke!

Si respondes **SI** aunque sea a una de estas preguntas, ¡es **HORA** de actuar!
¡Llama al 9-1-1 y dí "STROKE"!





Departamento de Salud Pública de Massachusetts (Massachusetts Department of Public Health)
Centros para el Control y la Prevención de Enfermedades
Para más información llame al 1-800-487-1119 o envíe un e-mail a heart.stroke@state.ma.us

Media Campaign Objectives

- To increase observable stroke signs and symptoms knowledge among Spanish speakers
- To increase knowledge and use of the English word “Stroke”
- To encourage members of the community to call 9-1-1 at any sign of a stroke

Campaign Timeline and Placement

Date of Campaign	TV	Radio	Print
<i>July 2007</i>			
<i>January 2008</i>			
<i>June 2008</i>			
<i>January 2009</i>			

Evaluating the Campaign - Methods

- Pre- and post-campaign surveys conducted
- Validated BRFSS-like questions
- Offered in both English and Spanish

- Sample consisted of households with Hispanic surnames

- Analyzed using SAS 9
- Trend analyzed using JoinPoint Regression Program 3.3

Evaluating the Campaign - Results

Knowledge Domain

Trend

Awareness of stroke advertising



Awareness of Habla, Brazo, Cara, Hora



Unaided symptom knowledge



Aided symptom knowledge



All three campaign symptoms knowledge

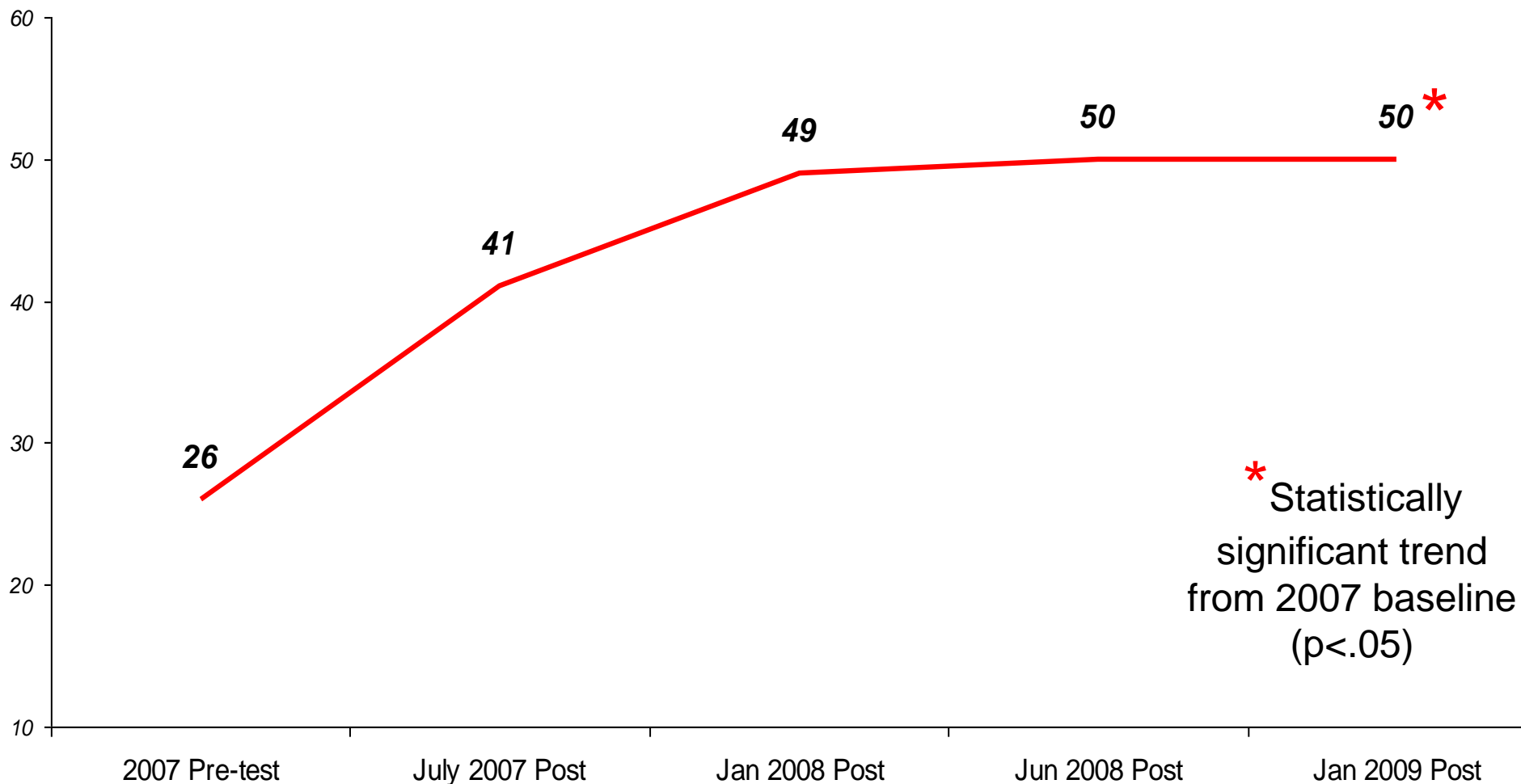


Would call 9-1-1



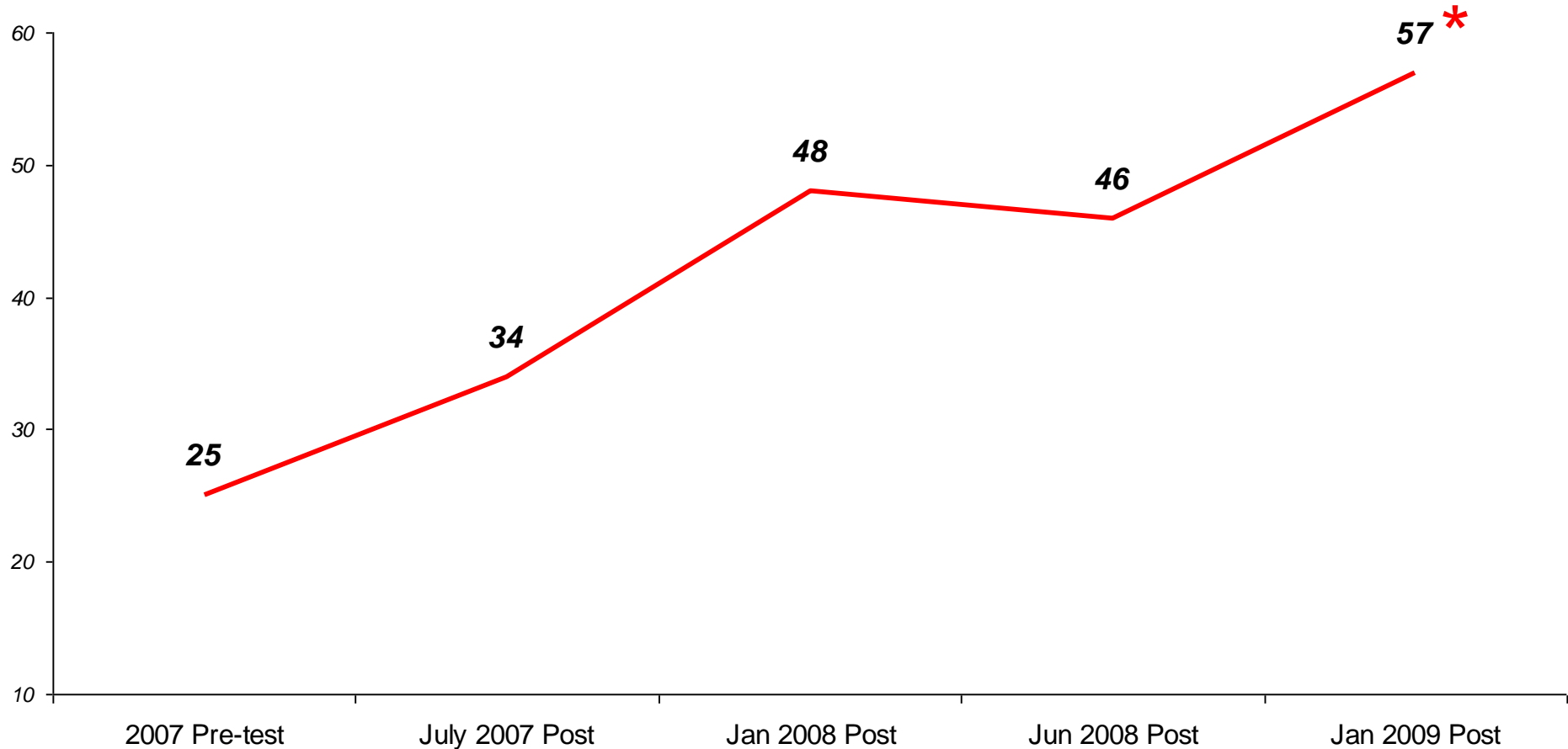
During the past few months, have you seen, read, or heard any advertising or health information *in Spanish* about the warning signs and symptoms of a stroke?

% Responding "Yes"

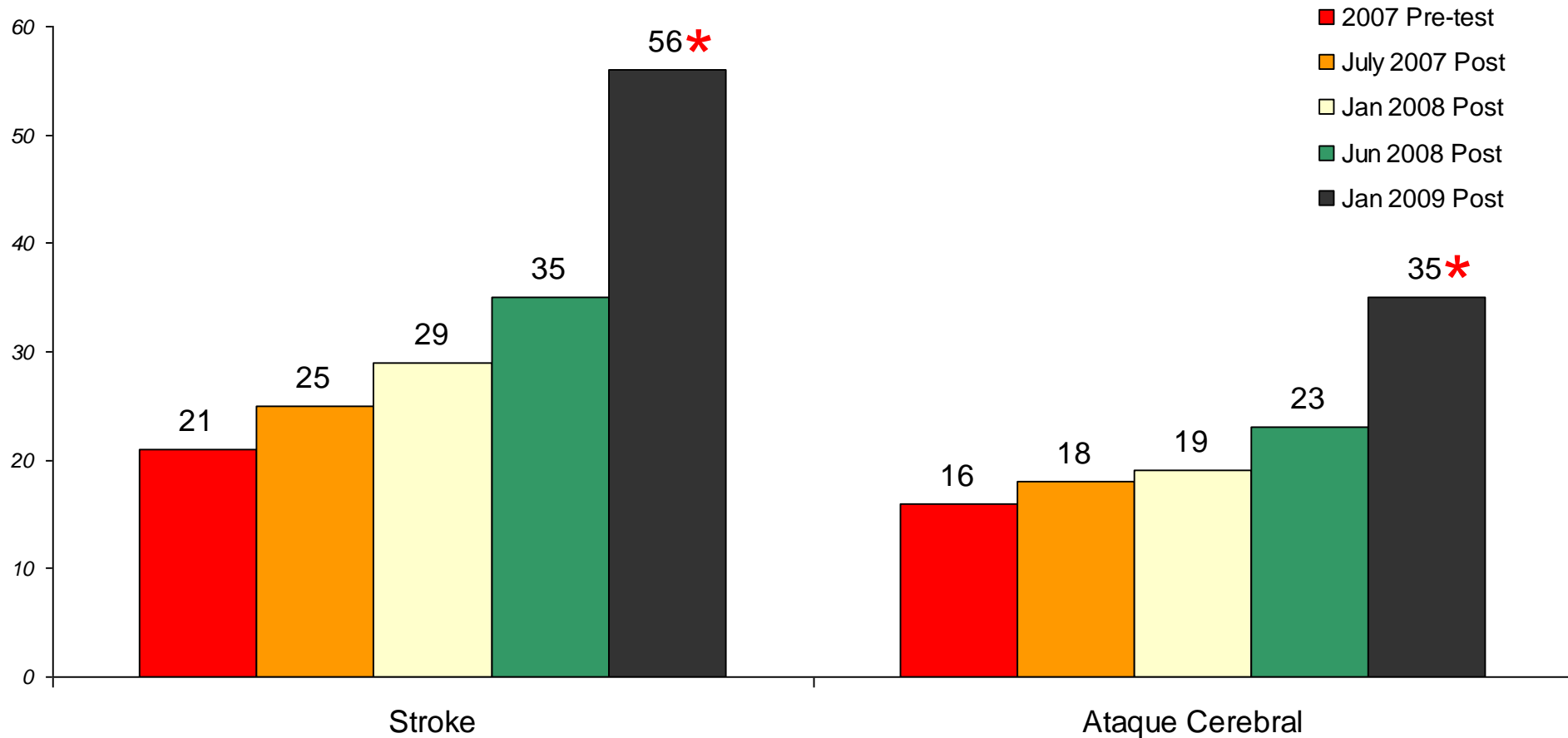


Have you ever seen or heard the Spanish words
“habla, brazo, cara, hora”
to help people remember the warning signs of a stroke?

% Responding “Yes”

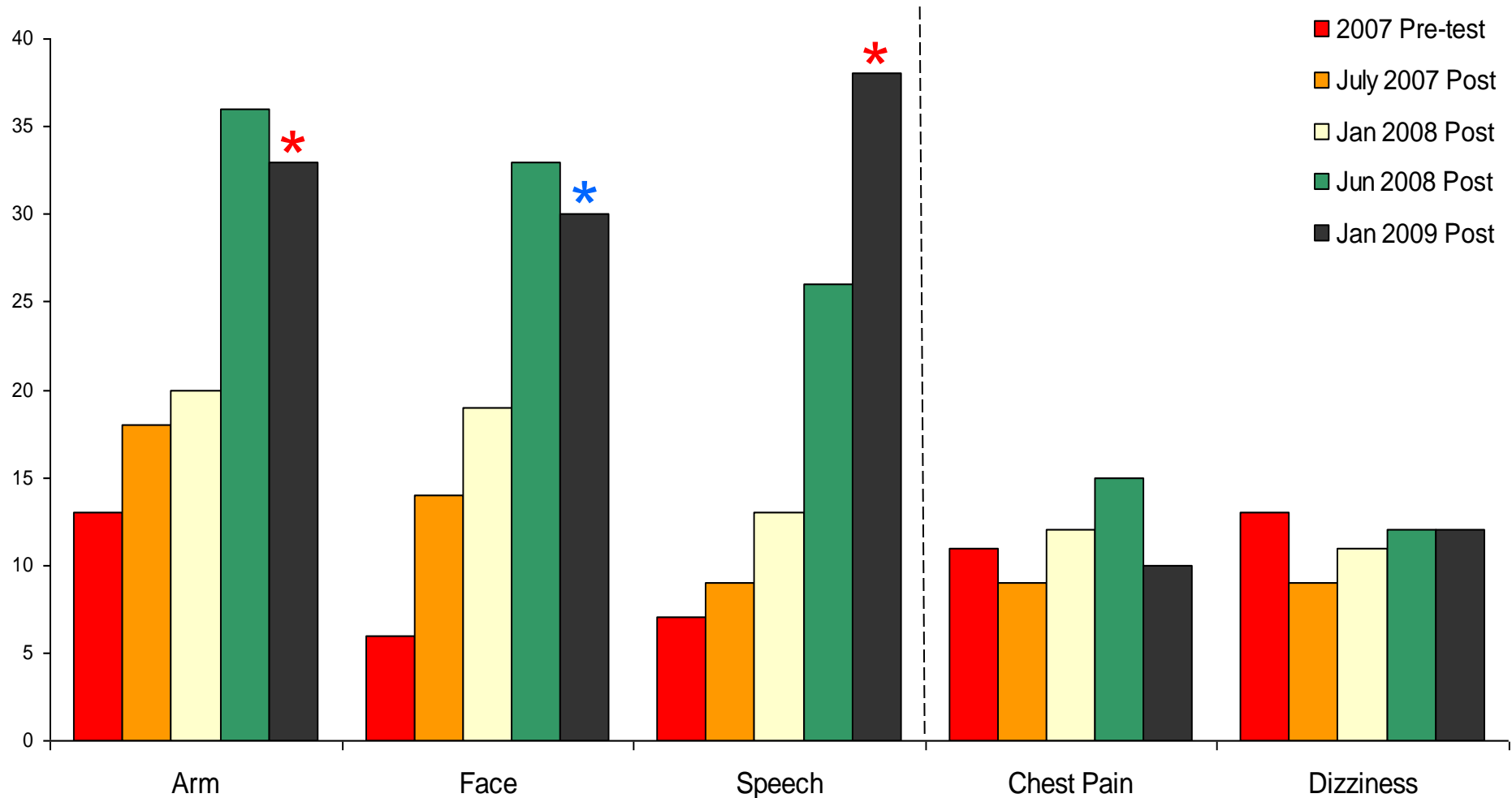


Campaign Terminology Awareness



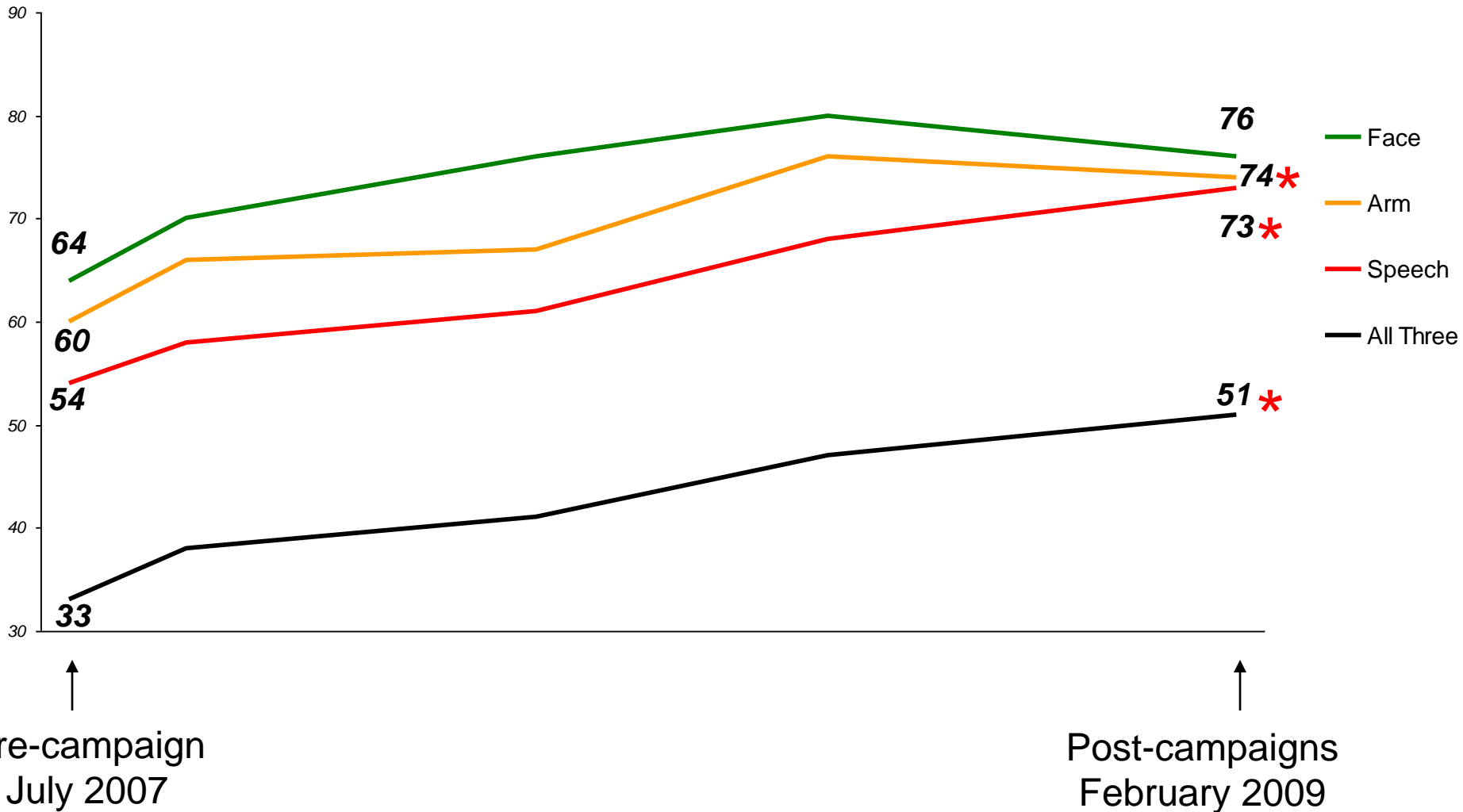
As far as you know, what are the symptoms of a person who is having a stroke?

Unaided Symptom Awareness Change



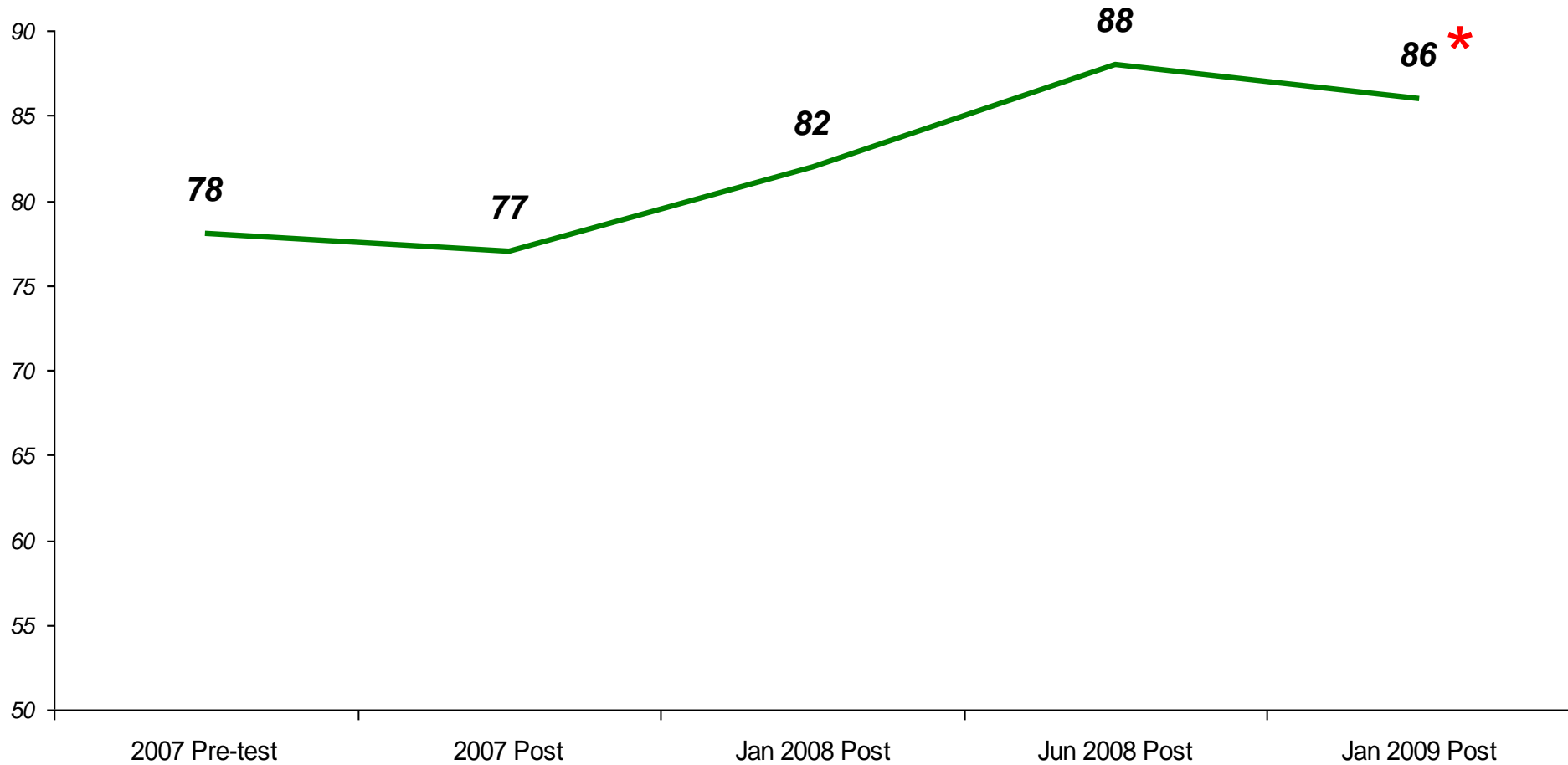
Which of the following do you think is a symptom of stroke?

Aided Symptom Awareness Change



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

% Responding
"Call 9-1-1"



Conclusions

- The *¿Será que es un STROKE?* media campaign:
 - Increases stroke S&S knowledge
 - Increases knowledge of the English word “Stroke”
 - Encourages members of the community to call 9-1-1 at any sign of a stroke
- Spanish, as well as English & Portuguese, version can be licensed and used by any entity

Acknowledgements

- Thank you:

- Kathy Foell RD, MS – Program Director
- June O’Neill MPH – Epidemiologist/Evaluator
- Ted Clark MS – Health Communications Specialist
- Geovision, Inc.
- Jim Flagg – Ulrich Research Services, Inc.

Contact Information

Katrina D'Amore

katrina.damore@state.ma.us

617-624-5415

www.maclearinghouse.com

