



# Culturally Effective Strategies Case Study 1: Tamale Lesson

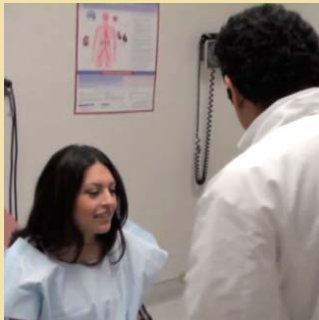
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# Case Study 1

## Tamale Lesson

1. Conduct a “clinical trial” to test the relative efficacy of the identical information presented in a narrative and non-narrative format to determine if narratives are more effective.
2. Identify the mechanisms (transportation and identification with characters) that underlie changes in relevant knowledge, attitudes and behavior.



# Methodology

To empirically test this, we produced two 11 minute films each conveying the same key facts regarding the cause of cervical cancer (the Human Papilloma Virus or HPV) as well as its detection (via Pap test) and prevention (via the HPV vaccine).

- The non-narrative, *It's Time*, uses a more traditional approach featuring doctors, patients, and figures.
- The narrative, *The Tamale Lesson*, revolves around a family's preparation for their youngest daughter's Quinceañera (15<sup>th</sup> birthday).

Transforming Cancer Knowledge, Attitudes and Behavior Through Narrative (R01CA144052 - Murphy/Baezconde-Garbanati)  
PIs: Sheila Murphy & Lourdes Baezconde-Garbanati



# Study Design

Time 1: RDD  
pretest/baseline phone  
survey

**Pretest/Baseline**  
**N=900**

Randomly assign  
respondents to receive  
narrative or non-narrative  
film in mail

**Narrative**  
**N=450**

**Non Narrative \***  
**N=450**

Time 2: Conduct post-test  
phone survey within  
next 2-weeks

**European  
American**  
**N=150**

**African  
American**  
**N=150**

**Mexican  
American**  
**N=150**

Time 3: Conduct 6-month  
follow-up

**Follow Up**  
**N = 100**

**Follow Up**  
**N=100**

**Follow Up**  
**N=100**

\*Identical design for non-narrative respondents



# Tamale Lesson Clip

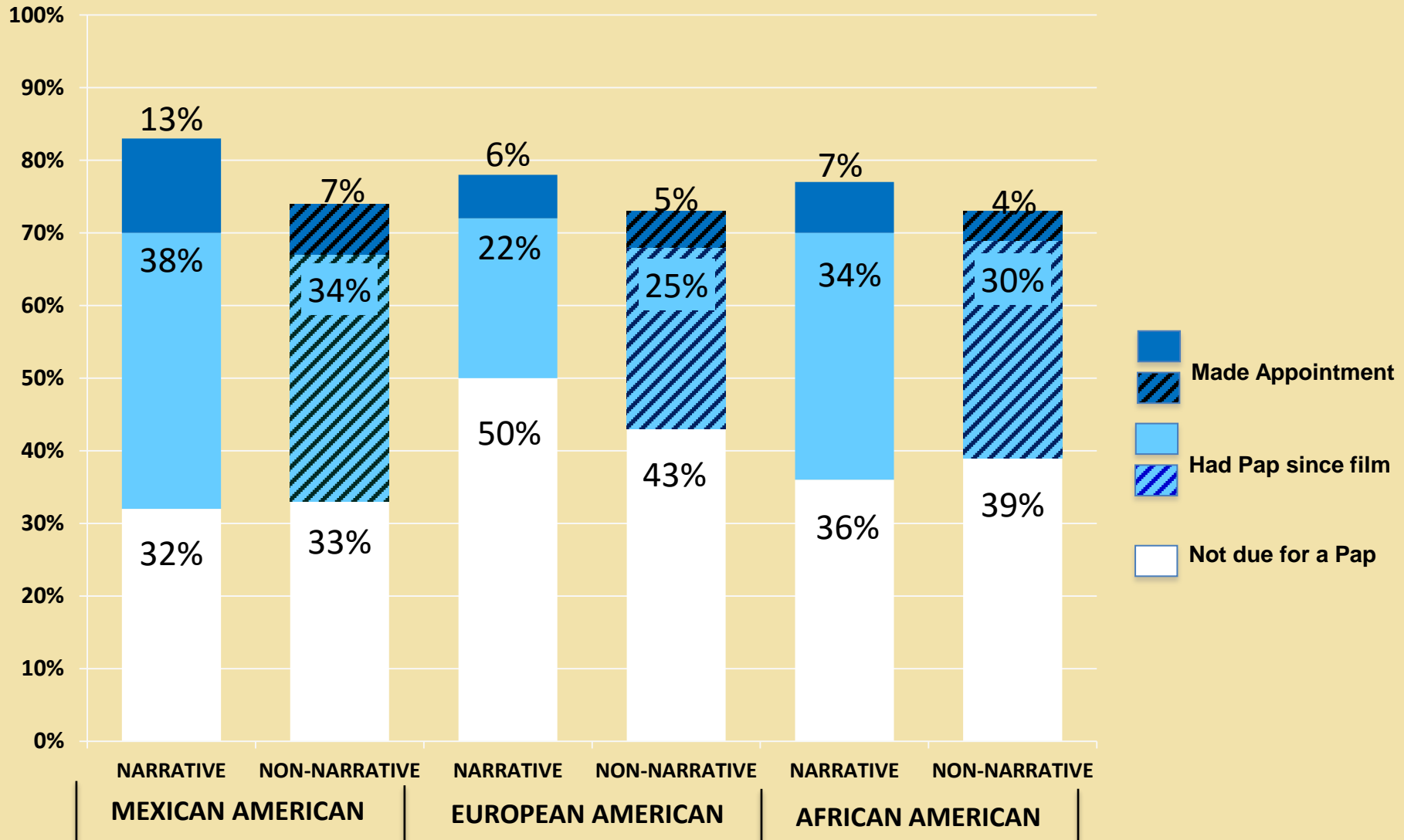


Play 3 minutes clip

<https://www.youtube.com/watch?v=-s4fm1DaAG0>



# Behavior (Had Pap Test Or Made An Appointment) At 6 Month Follow-up



# Theoretical Predictors of Narrative Impact in the U.S.

Among women who saw Tamale Lesson in the United States the extent to which an individual was...

- “transported” or immersed in the story, and
- identified with the positive role model is what predicted impact

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# Conclusions

- The narrative and non-narrative films were successful interventions in both the short-term at posttest and long-term 6-month follow-up.
- The narrative was more effective in increasing cervical cancer-related knowledge and attitudes at posttest than the non-narrative.
- Racial/ethnic disparities in attitudes toward Pap tests found at the pretest no longer existed at either the posttest or follow-up.





# Conclusions

- 6-month follow-up behavioral data revealed that the narrative erased the ethnic disparity in cervical cancer screening rates that existed at baseline.
- At pretest, non-Hispanic White women were far more likely to have been recently screened (46%) than Mexican American participants (32%).
- At the 6-month follow-up, Mexican American participants exposed to the narrative went from having the lowest rate of screening (32%) to the highest (82%).



# Future Directions for Tamale Lesson

- Continued statistical analysis
  - Further statistical analysis to identify predictors of vaccine acceptability, vaccine knowledge
  - Combination of quantitative data with qualitative data collected from focus groups
- Implementation of educational toolkits designed based on preliminary results



# Awards and Recognitions for Tamale Lesson

- APHA Best Multimedia Materials award from the Public Health Education and Health Promotion Section
- NIH 10 Year Common Fund Award for Best Video
- Australia – Best Reel Nominee
- ICA Best research presentation
- Individual awards and recognitions



# Summary of Findings for Tamale Lesson

- Attention to “Transportation”, “Identification” with characters and the emotional appeal of the storyline.
- Narrative or storytelling is a powerful tool in Hispanic communities for the delivery of prevention messages that generate behavioral changes.
- Racial and ethnic disparities that existed at baseline were dramatically reduced after six months of viewing Tamale Lesson.



# Questions?

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**THANK YOU**

