

# Culturally Effective Strategies

## Case Study 2: Es Tiempo



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**Webinar for the**  
**Healthy Americas Institute, National Alliance for Hispanic**  
**Health, and the National Association of Chronic Disease**  
**Directors Cancer Council**  
**March 7, 2016, Los Angeles, CA**





# Es Tiempo

## A Cervical Cancer Screening and HPV Vaccination Campaign

- **Es Tiempo is an *evidence-based*, culturally appropriate bilingual educational campaign, in response to low literacy and low numeracy needs in the population.**
- **Targets mostly Spanish speaking women, but also those more acculturated with low educational attainment**
- Basis for the campaign: Cervical cancer can be averted through:
  - Early detection (screening through Pap tests and DNA testing)
  - Vaccination against the Human Papillomavirus, the virus that causes cervical cancer
- We have conducted formative research based on 12 focus groups (Published paper)
- We have pilot tested design elements of the campaign at 2 community clinics
  - Clinicas Monsenor Cesar Oscar Romero (Pico Union and Boyle Heights)



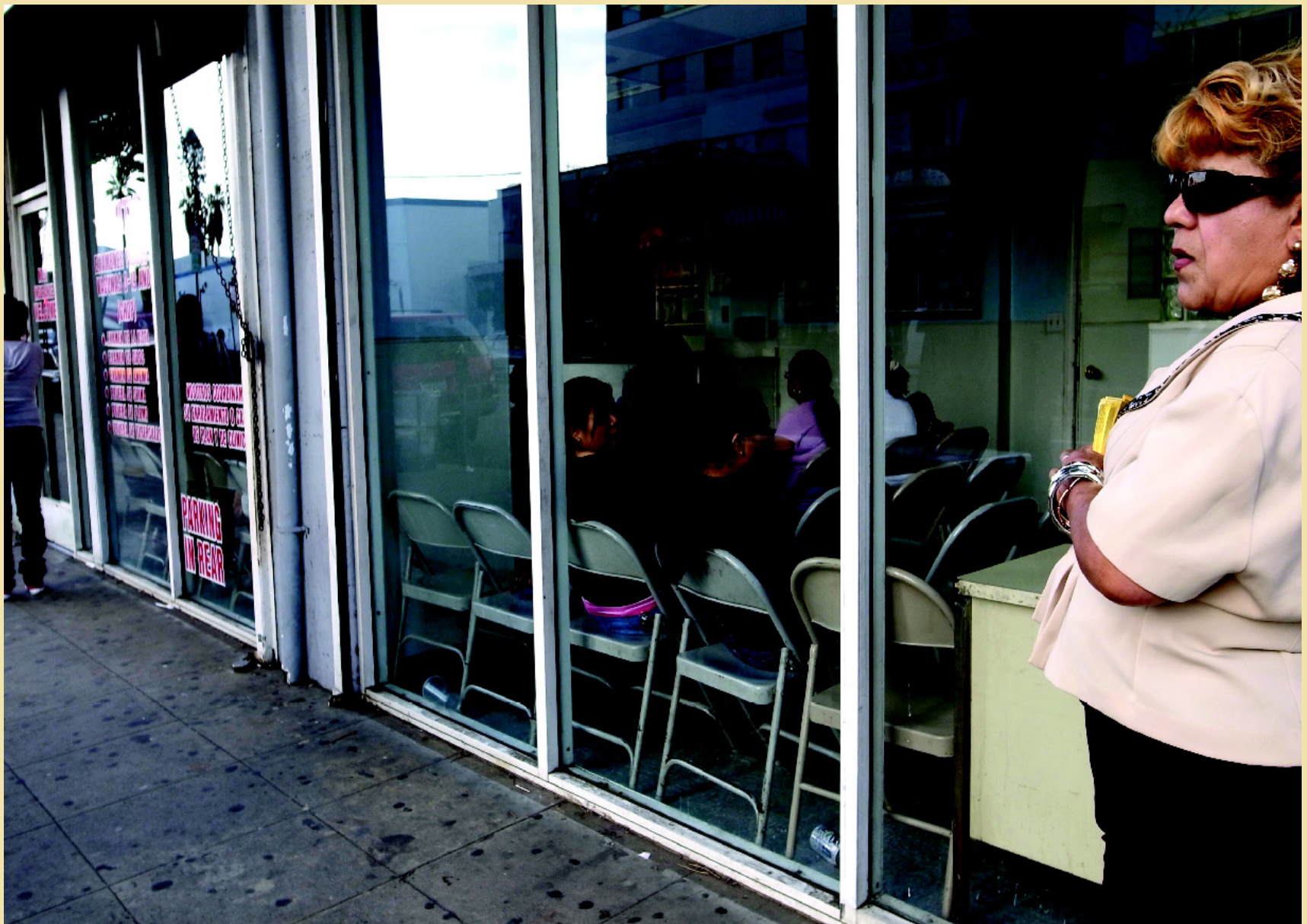


# Understanding Cultural Imagery





# Understanding cultural spaces



# Es Tiempo

- The Designmatters team took the findings and developed Es Tiempo.
- Es Tiempo is a visually stunning campaign designed around the purple bloom of the Jacaranda tree, as an environmental trigger.
- The jacaranda tree is common in East Los Angeles in particular and in Mexico and various parts of Central America and Africa.







**ES TIEMPO: exploit the Jacaranda tree's annual bloom as an environmental cue in nature.**



# Es Tiempo

We created an Es Tiempo logo  
That depicts the jacaranda tree



## Main Message

Getting screened  
is important,  
it's easy and  
it's time!

# Way Finders



Where to go for Screening?





# graphics

Labeling clinics that offer Pap test  
and HPV vaccinations for teens



# Other Design Elements and Way Finders

## Graphics

Labeling clinics that offer low-cost Paps



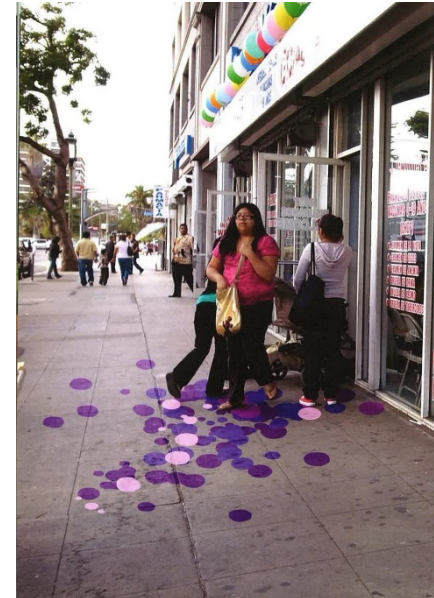
## Wall Murals

Signaling the location of a nearby clinic



## Painting

Easy-to-reproduce, environmental graphics





# When jacarandas bloom ....

## Es Tiempo / It's Time

Es Tiempo design can be used in multiple locations as a reminder



# Pilot Evaluation Design

- Quasi-Experimental design
- Participating clinics in media catchment area
  - Intervention clinic: Clinica Monsenor Oscar Romero-Boyle Heights
  - Control clinic outside the media catchment area (Clinica Monsenor Oscar Romero- Pico Union). Control clinic later received a delayed intervention.
- Assess outcomes at participating clinics

## Outcome measure:

Number of cervical cancer screenings at clinics.



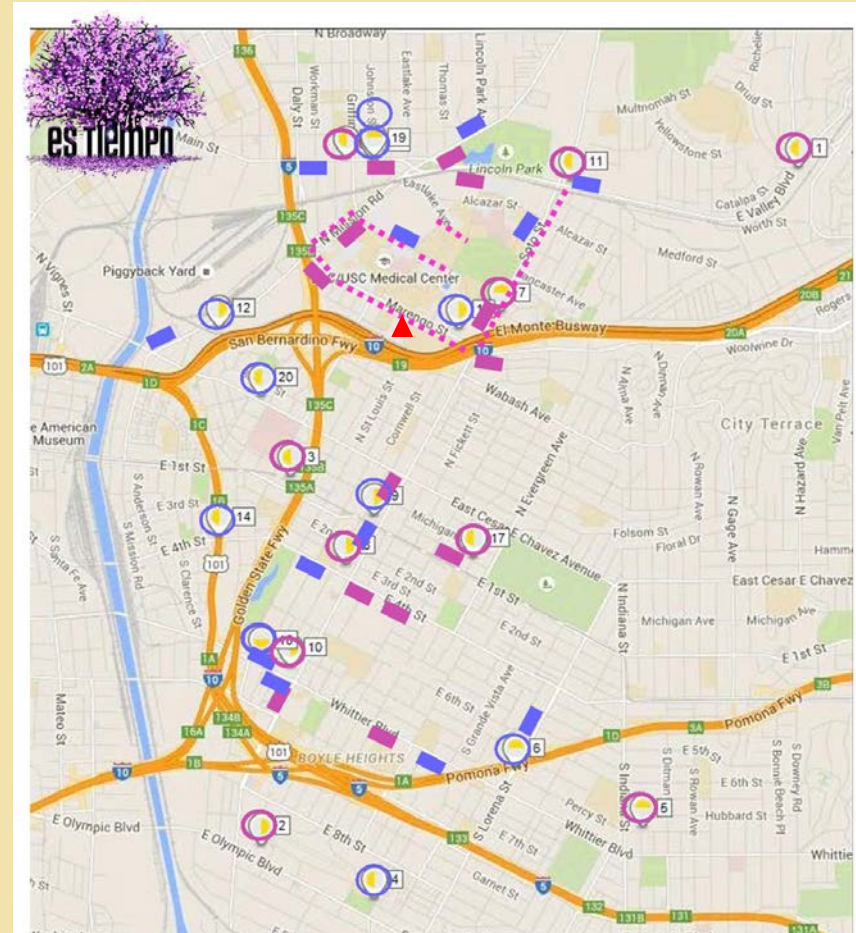


# Pilot Media Campaign

## ➤ Outdoor Media Placement

### ➤ Outdoor Media

- 20 Total Billboards
- 25 Total Bus Benches
- 64 Total Light Post Banners



- |                   |                   |                                      |
|-------------------|-------------------|--------------------------------------|
| English Bus Bench | English Billboard | Spanish & English Light Post Banners |
| Spanish Bus Bench | Spanish Billboard | Intervention Clinic                  |

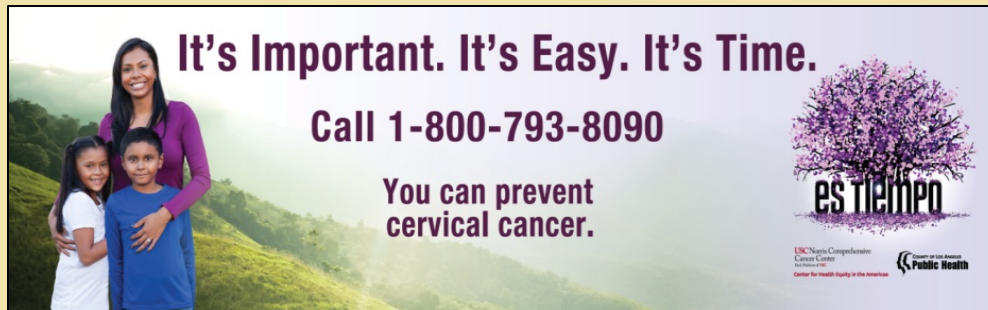


# Pilot Media Campaign

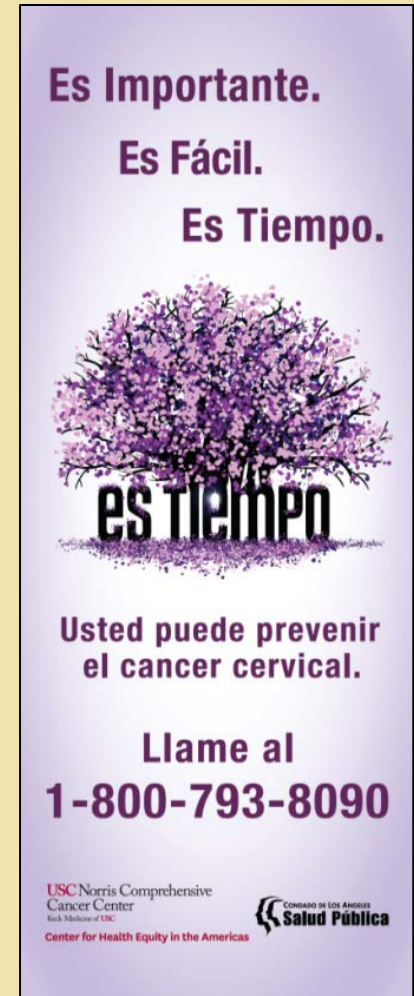
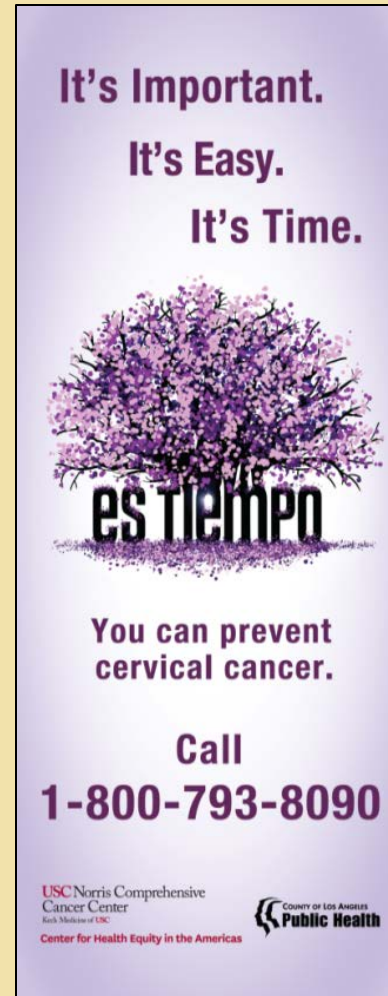
Billboards and posters



Bus benches



Reminder Postcards



Lamp posts signs



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# Pilot Outdoor Media Campaign



# Evaluation

## Outdoor Media Campaign

### Intercept Interview Survey Preliminary Findings

- N=221 Women interviewed
- Women interviewed were Hispanic/Latina
- Average age of Hispanic/Latina women interviewed was 44 years old (range 17-78 years of age)

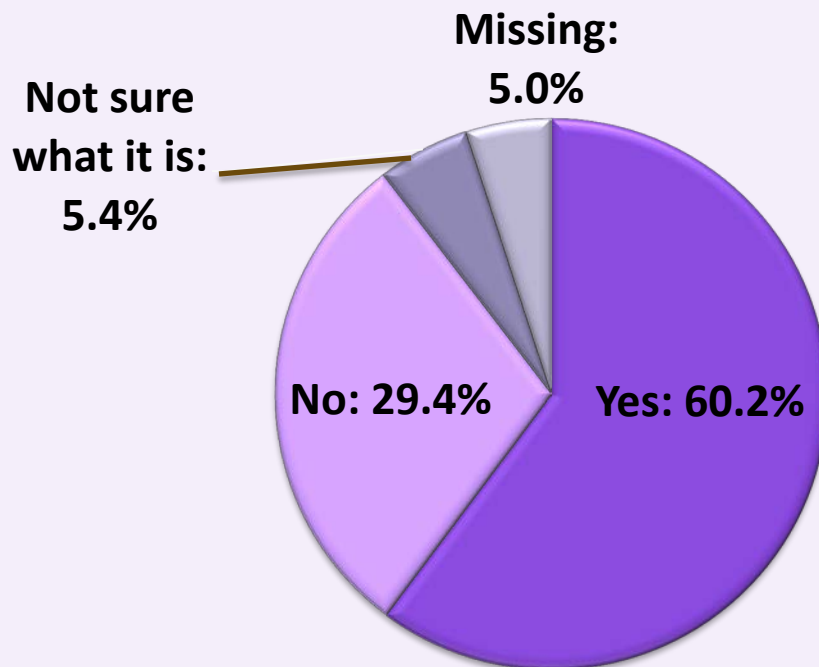
N=221	
Mainly Speaks Spanish at Home	80%
Have Health Insurance	74%
Most Common Form of Health Insurance: MediCal	60%





# Knowledge of HPV

Have you heard about the HPV vaccine? N=221



**Of the Women that had heard about HPV vaccine: N=133**

Learned About HPV Vaccine via **Television** 44%

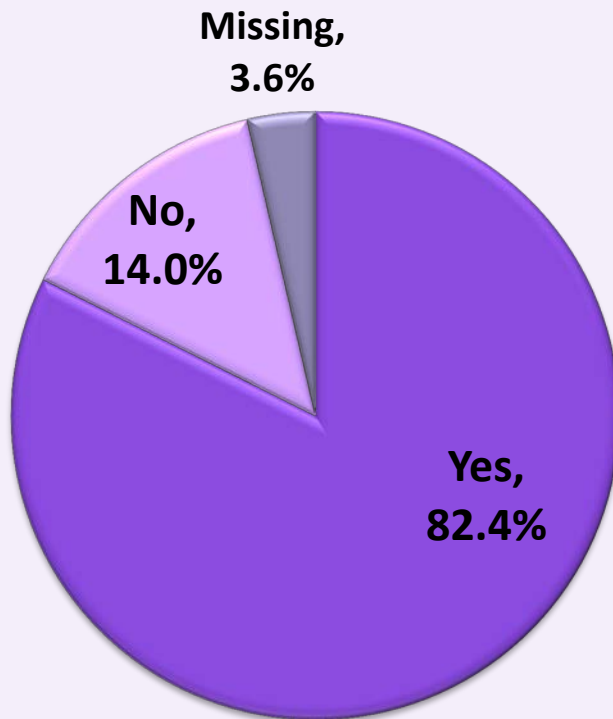
Learned About HPV Vaccine via **Doctor** 36%

Learned About HPV Vaccine via **Clinic or Hospital** 19%

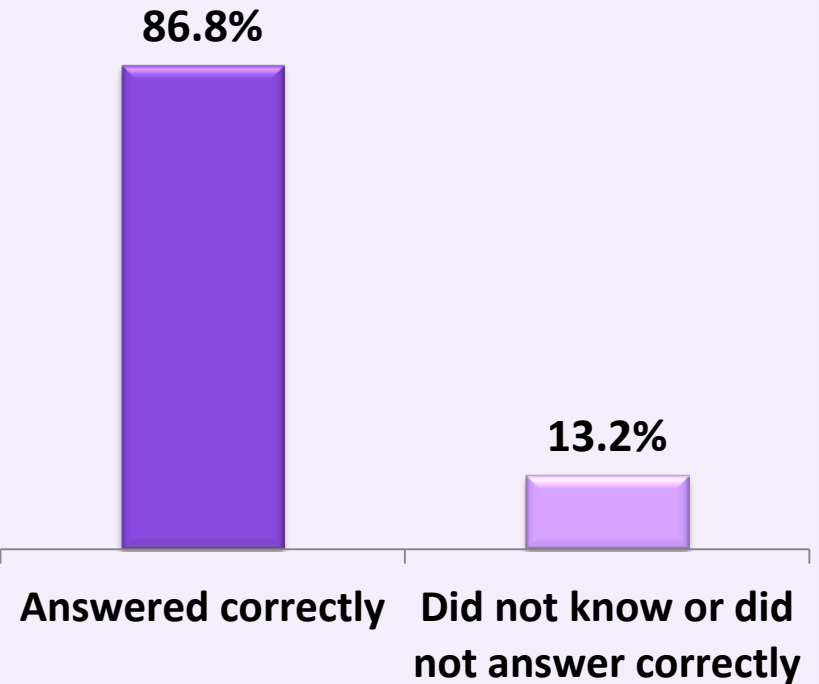


# Knowledge of Pap Test Screenings

**Do you know what a Pap test detects? N=221**



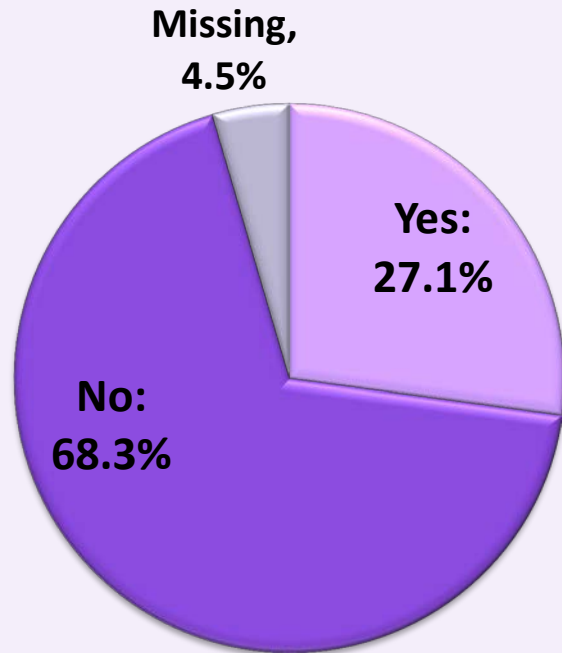
**Of the Women who said they know what a Pap Test detects (N=158)**



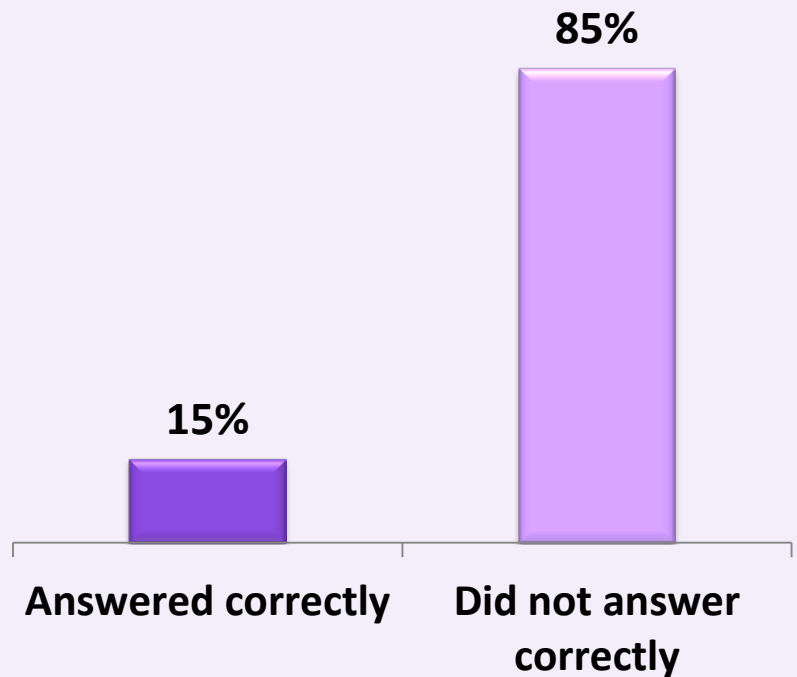


# Knowledge of Cervical Cancer

Do you know what causes most cervical cancer? N=221



Of the Women that said they know what causes cervical cancer (N=60):



# Es Tiempo to Correct Cancer Disparities

Percent of women who became compliant during the intervention period

46%



33%



Boyle Heights Intervention (n=1428)      Pico Union No Intervention (n=745)

Chi-square  $p < .001$

Percent of women who received a postcard and got a Pap Test

65%



34%



Boyle Heights Postcard + Outdoor Media (n=345)      Pico Union Postcard Only (n=100)

Chi-square  $p < .001$



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# Summary of Findings for Es Tiempo

- Environmental cues can serve as an annual reminder that “It’s Time” to either be screened for cervical cancer or get children vaccinated.
- Cultural and language specific elements can be incorporated into design to reach vulnerable populations.
- Although great progress has been made with the HPV vaccination, less so in cancer screening and early detection among Hispanic women.



# Culturally proficient strategies for cancer prevention and control

- Cervical cancer can be averted through early screening
- But need to account for literacy, numeracy and language issues
- Reaching populations with culturally specific messaging that resonate well with the communities
- Increasing HPV vaccination to meet Healthy People 2020 goals can make cervical cancer a “disease of the past”
- Much education is still needed in our communities regarding early detection and HPV vaccination to meet these goals.





# Culturally Proficient Strategies

- Communities play a critical role in eliminating health disparities
- Engaging communities in participatory research endeavors generates a win-win situation and ensures cultural congruency
- Understanding culture provides mechanisms to reach various communities in the most appropriate ways
- Social and Cultural assets are essential elements that can help make a difference in the elimination of health disparities in cervical cancer screening and HPV prevention and control



# Conclusions

- Preserving the health of Latinos
- Using cultural values when developing interventions for Latinos
- Using the natural environment and environmental triggers may be an important mechanism to increase screening
- Narrative is a useful, but underutilized culturally relevant tool in health communication for Latinos
- Cultural narratives have the advantage of appealing to individuals from cultures with strong histories of storytelling.
- Culturally-based interventions may be particularly well suited for reducing health disparities among Latinos.



# Conclusions

- Need to identify cultural elements that resonate best with particular communities, not same El Paso, Chicago, Watsonville, as Miami or Los Angeles
- Understand ways to best preserve elements of culture that provide positive outcomes in particular communities and appeal to broader audiences
- Work with local, municipal, state and federal governments, community health workers, promotores de salud and other elements in culturally based interventions that can make a difference at the community level
- Provide an effective way to intervene in vulnerable populations, in particular Latino immigrant groups at high risk for disease
- These are examples of cultural strategies that can be used not just in cervical cancer but also for other diseases





# Questions?

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## THANK YOU



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