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MCHB/DHSPS

January 2009

Folic Acid Outreach:
Reaching the Hispanic Populations

January 7, 2009

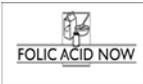


Moderator:
Johannie Escarne



Moderator:
Adriane Griffen






National Council on Folic Acid

FOLIC ACID AWARENESS WEEK
January 5-11, 2009
New Year, New You!

Folic Acid Outreach: Reaching Hispanic Populations

The National Council on Folic Acid is managed by the Spina Bifida Association
www.folicacidinfo.org






National Council on Folic Acid

coalition of national organizations and associations, state folic acid councils and government agencies whose mission is to improve health by promoting the benefits and consumption of folic acid.

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***Folic Acid Outreach:
Reaching Hispanic Populations***

Latinas in the United States consume the least amount of folic acid and have the least knowledge about folic acid among racial or ethnic groups in this country.

Participants will learn tips for effectively communicating folic acid information with Latinas and ways to reach out to this population.



***Folic Acid Outreach:
Reaching Hispanic Populations***

Alina L. Flores, MPH, CHES
National Center on Birth Defects and Developmental Disabilities
Centers for Disease Control and Prevention



***Folic Acid Outreach:
Reaching Hispanic Populations***

Emilia Gianfortoni
Institute for Hispanic Health
National Council of La Raza



For more information

NCFAs Website:
www.folicacidinfo.org



Developing Culturally Appropriate Folic Acid Messages: Formative Research with Latinas



Alina L. Flores, MPH, CHES
 Health Education Specialist
 Prevention Research team

Centers for Disease Control and Prevention
 National Center on Birth Defects and Developmental Disabilities



Neural Tube Defects (NTDs)

Serious birth defects of the brain and spine

Most frequently occurring, permanently disabling birth defect

Leading cause of infantile paralysis in U.S.

3,000 pregnancies per year in the U.S.; 300,000 worldwide

\$400 million/year spent on care of children born with NTD in U.S.



Spina Bifida



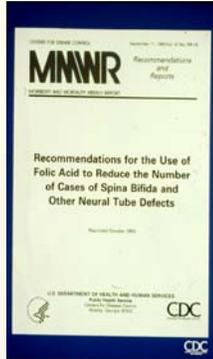
Anencephaly

Folic Acid: An Answer for Many

Prevents up to 70% of NTDs if taken daily BEFORE pregnancy

U.S. Public Health Service recommends that all women capable of becoming pregnant consume 400 micrograms (0.4 milligrams) folic acid daily

B-vitamin (Folic Acid) necessary for cell growth and embryo development



Factors that might increase risk for NTDS

Previous pregnancy affected by an NTD

Certain medications

Certain medical conditions such as pre-existing diabetes and obesity

Exposure to high temperatures early in pregnancy

Genetics?

Folic acid deficiency

Race/ethnic origin: Hispanics have highest rates



Formative Communications Research

Data-driven audience segmentation scheme developed

Three groups chosen:

- Unacculturated Latina Moms
- Unacculturated Young Latina Adults
- Acculturated Young Latina Adults

Focus groups and individual interviews to:

- Evaluate existing materials and messages
- Identify barriers and motivators to vitamin consumption
- Identify most effective messages to reach Spanish-speaking women
- Examine role of acculturation

Use findings to develop new materials and messages



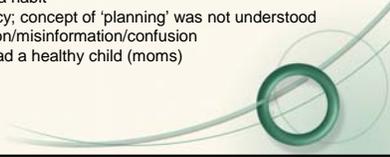
**Exploratory Research:
What does the audience know?**



Findings

Health and Being Healthy:
Majority of groups, including non-users, felt that vitamins were important part of being healthy

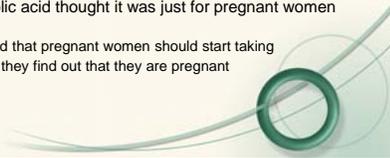
Barriers to Vitamin use:
Fear of overdosing (mostly among Young Adult groups)
Mistrust of vitamin advertising
Non-users felt they ate well, so no need for vitamins
Pill taste, size, odor
Cultural Myths – weight gain, only for poor diet
Cost
Treatment of illness, fatigue (short-term use)
Lack of time, not a habit
Only for pregnancy; concept of 'planning' was not understood
Lack of information/misinformation/confusion
Already having had a healthy child (moms)



Findings

Motivators for vitamin use:

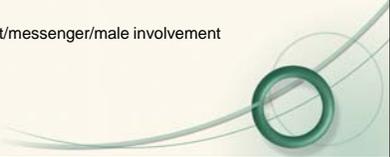
- To give energy
- To supplement a poor diet
- Treatment of anemia/illness
- Recommended by a doctor; prescribed
- Placement of pills made it part of routine – if moved, not taken
- Those aware of folic acid thought it was just for pregnant women
- All groups mentioned that pregnant women should start taking vitamins as soon as they find out that they are pregnant



Implications for Message Development

Main findings that emerged helped to shape concept development:

- Timing
- Planning as a foreign concept
- Vitamin use for acute, short term treatment of illness, fatigue
 - Commitment to long term use
 - Not a medication
- Safety/overdose issues
- Family involvement/messenger/male involvement



Concept Testing:
What concepts tested best with these audiences?



Concept Testing

Concept testing with focus groups was conducted in 3 cities:
 LA, Miami, and Chicago
 3 groups with each segment (YA user/non-user and Moms non-user)

Each group was shown 4 concepts

Rotating sequence

Participants ranked concepts

Further discussion regarding logos and dissemination outlets



CONCEPTS:

Young Adults



“La Promesa”

I promise to take it now.

I am a strong and healthy woman and want my babies to be born healthy too. I know that to prevent serious birth defects in the future, my body needs a vitamin with 400mcg of folic acid every day.

Folic acid...it's a B Vitamin. For every woman, every day.



Preliminary Findings – Young Adults

Overall favorable reaction
 Ranked most highly by nonusers in Miami and LA
 Liked the idea of committing to oneself and one's baby

Reaction to the concept

“I like that it's about the future, not just now.”
“It's too wordy.”
“What I like the best is the smile on her face. She looks happy.”
“It doesn't relate to babies – should show picture of a sonogram.”
“If we don't use vitamins we wear out.”
“I have never heard of folic acid before. I take multivitamins and this is new. I'm intrigued now.”



Niños del Futuro



Do something today for all of the babies of tomorrow. (one of them could be yours)

Haz algo hoy por todos los bebés del mañana. (Uno de ellos podría ser el tuyo).

Folic acid today, to prevent serious birth defects in the future.

Acidulic. 500mcg. Ayuda para prevenir graves deficiencias de nacimiento neonatales.

Preliminary Findings

Interpreted very differently by women
 Ranked most highly by Chicago users
 "Future baby" versus "deceased baby" – your baby could die if don't take folic acid
 Too unrealistic – can't do something for all babies
 Felt the concept was missing information, confusing

reaction to the concept
"It says that this could be your baby, but where is the baby?"
"It's scary."
"It feels warm, it's an angel."
"The message is clear and is believable."



María



María is not pregnant, but she hopes to be one day. That's why she takes one every day.

Vitamins with folic acid. Do all you can to prevent serious birth defects.

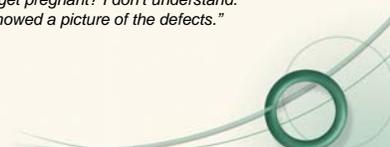
Mi hijo no está embarazado. Pero espero estarlo algún día, así que tomo una cada día.

Mi hijo no está embarazado. Pero espero estarlo algún día, así que tomo una cada día.

Preliminary Findings

Liked in Chicago, but not other cities
 Implied birth control
 Promoting fashion, STD/HIV prevention
 Mention that text implied folic acid helps fertility
 Many women didn't understand how visual related to text

Reaction to the concept
"I'm confused. It seems like it's a fertility treatment."
"It's talking about planning for the future."
"It says she hopes to be pregnant one day. So is she pregnant now? Is she trying to get pregnant? I don't understand."
"Maybe if you showed a picture of the defects."



La Pastilla



The most powerful pill on the planet is not a medicine.

To prevent serious birth defects you need a vitamin every day not a miracle.

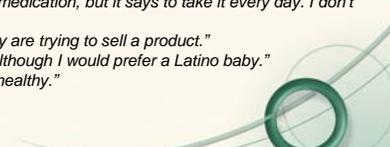
La pastilla más poderosa del planeta NO ES un medicamento.

Para prevenir graves defectos de nacimiento se necesita una vitamina cada día, no un medicamento.

Preliminary Findings

Ranked highly by users in LA and Miami
 Liked happy, healthy baby
 One group indicated that they felt the text was not credible since Superman is a fictional character
 One Chicago group did not like the inclusion of a man's arm in the photo
 Many women felt confused by the text
 If take vitamins daily, why aren't they considered medicine
 Emphasis on wrong thing

Reaction to the concept
"It says it's not a medication, but it says to take it every day. I don't understand."
"It seems like they are trying to sell a product."
"I like the baby, although I would prefer a Latino baby."
"The baby looks healthy."



CONCEPTS:

Unacculturated Moms



La Pastilla

The most powerful pill on the planet is not a medicine.

To prevent serious birth defects you need a vitamin every day not a miracle.

Para prevenir graves defectos de nacimiento se necesita una vitamina cada día, no un medicamento.

Preliminary Findings

Not ranked highly by any of the groups
 Visual captured their attention, but confused by text
 One group felt that this topic is more for women, so should not include man's arm
 Like that it portrayed healthy outcome of taking folic acid

Reaction to the concept
"They say it's not a drug. Not medicine. What is it then?"
"It's just very confusing."
"If you take the vitamin, your children will be strong."



Las Madres

Latinas are extraordinary mothers. Then why are we more likely to have babies with serious birth defects?

Take folic acid now. Because motherhood begins before you are pregnant.



Preliminary Findings

Ranked highly by both Miami and LA groups
 Primary concern among groups was that it could place blame or guilt on Latinas
 Many women did not believe text because have seen children with disabilities in all races – but important, if true
 Liked the generational visual

Reaction to the concept
"It's giving you a warning of what could happen."
"I think it could alienate Latinos."
"There are studies, and that is what they are saying."



Ana

Ana is not pregnant now. But she expects to be again one day. That's why she takes one every day.

Vitamins with folic acid. Do all you can to prevent serious birth defects.

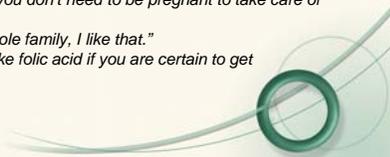


Preliminary Findings

Ranked more highly in Chicago and LA groups
 Understood the main message was to take folic acid before pregnancy.
 Well received, understood, and clear, but no strong reactions either way
 One woman couldn't relate, since she was not planning on having another baby
 Some women liked the inclusion of a man, while others did not

Reaction to the concept

"It tells you that you don't need to be pregnant to take care of yourself."
"It shows the whole family, I like that."
"Only need to take folic acid if you are certain to get pregnant."



Quedar Embarazada

If you are not preventing pregnancy, make sure you do everything possible to prevent serious birth defects.

Today and every day, take vitamins with folic acid.

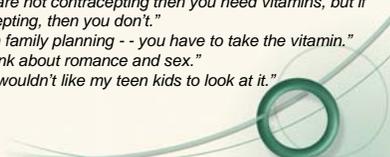


Preliminary Findings

Ranked highly by all groups
 Immediate first response was always giggling
 Felt main message was the importance of taking folic acid if you are sexually active, not preventing pregnancy
 Concern that it was not appropriate for all audiences (younger)
 Some women were confused by the text – still need folic acid if not sexually active? Is the focus birth control?
 Most felt it was the most believable and influential

Reaction to the concept

"It implies if you are not contracepting then you need vitamins, but if you are contracepting, then you don't."
"If you are not on family planning - - you have to take the vitamin."
"It makes you think about romance and sex."
"I don't like it - I wouldn't like my teen kids to look at it."



Materials Testing

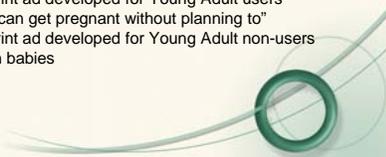
Based on findings from concept testing, changes to draft materials were made and re-tested in LA, Miami, and Chicago

Focus groups and individual interviews
Interviews were also conducted with key distributors

In the end, one poster, one print ad, and one booklet developed for Mothers
Focus on "no guarantee", folic acid as generational habit, higher rates

One poster and one print ad developed for Young Adult users
Focus on idea of "can get pregnant without planning to"

One poster and one print ad developed for Young Adult non-users
More of a focus on babies



Materials for Moms: Poster and Print Ad



Materials for Moms: Booklet



Materials for YA users: Poster and Print Ad



Materials for YA non-users: Poster and Print Ad



Next Steps...

Materials are available on NCBDDD website for public/partners

Media buy made in Jan 2008 (NFAAW) and Feb 2008

Young Adult GP print ad placed in *Cosmo*

Young Adult COF print ad placed in *Cosmo* and

TV Y Novelas

Moms print ad placed in *Cosmo*

January radio buy in Chicago, LA, Miami, NY, San Antonio, Denver

Emilia Gianfortoni

Coordinator, National Council of La Raza
Institute for Hispanic Health



Questions and Answers

Thank you for attending this event!

Please fill out the evaluation directly following the webcast.

Archives of the event are available at,
www.mchcom.com

