

***Evaluation of an Entertainment-
Education Intervention Targeting the
Latino Spanish-speaking Community
of Colorado: Challenges and
Accomplishments***

*AEA Annual Conference
San Antonio, TX, November 12, 2010*

Authors:

*Mariana Enríquez, Ph.D.
Encrucijada Evaluator*

*Cristina Bejarano, MPH
Health Content Director*

*Evaluation conducted during tenure at CRS.
Evaluation team: Mariana Enríquez, Lead Evaluator,
Kim Riley, MPH & Kaia Gallagher, Ph.D.*

Presentation outline

- ❖ Brief description of intervention
- ❖ Original plan
- ❖ Challenges: expected and unexpected
- ❖ Addressing the challenges
- ❖ Maintaining a strong evaluation
- ❖ Accomplishments
- ❖ Lessons learned

The intervention:

*“Encrucijada, Sin Salud No Hay Nada”
 (“Crossroads, There Is Nothing
 Without Health”)*

- ❖ Twelve 30-minutes episodes TV miniseries (a soap opera)

Supported by:

- ❖ Toll-Free Call Center to provide resources to callers

Encrucijada: The result of a collaborative effort

- ❖ Funded by the Colorado Health Foundation
- ❖ Evolve Communications
- ❖ Entravision Communications Colorado
- ❖ Colorado Department of Health Care Policy and Financing
- ❖ Colorado Foundation for Public Health and Environment

Purpose of Encrucijada

- ❖ Promote enrollment in Colorado's public health insurance programs: CHP+ and Medicaid
- ❖ Educate Colorado's Spanish-speaking community on:
 - ✧ Health topics
 - ✧ Disease management
 - ✧ Healthy living

The original plan

- ❖ Show the 12 episodes, once a month, the first Sunday of every month, at 5:00 PM and 10:00 PM
 - ❖ Supported by a Toll Free number for the audience to request resources:
1-888-SI SALUD ('yes health')
- ✓ Evaluate the intervention

Original plan for data collection included:

- ❖ Records from Call Center^(*)
- ❖ Phone surveys^(*)
- ❖ Focus groups^(*)
- ❖ Nielsen ratings (TV)
- ❖ Records from CHP+ / Medicaid customer service lines

() Data collection instruments were developed and IRB approved*

Expected evaluation challenges

- ❖ Identification of the intervention population
- ❖ Recruitment of evaluation participants of a brand-new intervention “open to the public” and subject to develop its own audience
- ❖ Recruitment of evaluation participants who are known to be distrustful of ‘outsiders’

Expected evaluation challenges (cont.)

- ❖ Retention of evaluation participants from a high mobility population
- ❖ No opportunity to pilot-test instruments
- ❖ Ensure cultural competence and quality data collection in Spanish^(*)
- ❖ Ensure competent data interpretation^(*)

() Challenges not unique to this intervention*

Unexpected challenges

❖ Change in broadcast schedule:

Original plan: broadcast once a month
from May 2009 – April 2010

Audience was missing episodes because
they did not know when to watch

Decision made to switch from monthly to
weekly broadcast (Sept - Nov)

Unexpected challenges (cont.)

- ❖ Conflicting programming: Broadcast changes because other programs took precedence (i.e., soccer, music awards)
- ❖ CHP+/Medicaid Customer Assistance Line dropped data collection
- ❖ Audience did not understand 1-888-SI SALUD

Data collection challenges

- ❖ Phone survey company did not understand nuances of culture – not a language issue, it was a culture issue
 - ❖ Dialing system used did not accommodate for “call me in half an hour” or “my phone battery is dying, call me tomorrow”
 - ❖ Phone survey company thought 50% response rate was very good

Other challenges

- ❖ Literacy level of phone company callers – speaking and writing skills are essential
- ❖ Trust issues – participants wanted to know how we got their phone number
- ❖ Participants don't always know their address (would not get incentives)
- ❖ Mobility of participants was a problem but having cell phones instead of landlines was very useful for retention

Addressing the challenges: monthly to weekly change

Data collection plan:

- ❖ Changed from focus groups to case studies
- ❖ Changed from four phone surveys (one every three months) to three surveys (baseline, mid-intervention, post-intervention)
- ❖ Requested expedited IRB re-approval
- ❖ Did not change Call Center protocol

Addressing the challenges: monthly to weekly change (cont.)

- ❖ Participants recruitment – monthly to weekly benefited recruitment:
 - ❖ Monthly broadcast (May-August) became recruitment period
 - ❖ Main data collection took place during weekly broadcast

People already recruited had to be called to explain change and ask for willingness to continue participation

Addressing the challenges (cont.)

- ❖ Evaluation participants had to be informed about changes in programming

Hired a team of 'callers' who would get on the phone up to 8-10 hrs/day – this was expensive!

Had to quickly train callers on protocol and data collection needs

Had to keep in mind the burden placed on the participants

Critical factors for a strong evaluation

- ❖ Evaluation adapted to the changing nature and needs of the intervention
- ❖ Maintained strong evaluation design as well as standards for data collection
 - Used all type of resources at hand for data collection, including hiring help in L.A. and Mexico City to increase response rate – expensive!
 - Established clear expectations for data collection team, clear rules of interaction

Critical factors for a strong evaluation (cont.)

- ❖ Maintained close relationships with project collaborators – project and its evaluation was a team effort:
 - Recruitment
 - Communications
 - Understanding of IRB regulations

Critical factors for a strong evaluation (cont.)

- ❖ Understanding the community:
 - Most project collaborators are Latinos – we understand the community and its needs
 - Contact with evaluation participants followed the community's courtesy rules, they were treated respectfully and fairly

Accomplishments

- ❖ Maintained a strong evaluation design
- ❖ Strong data collection (quantitative and qualitative) to really understand impact
- ❖ Developed a system for participants retention
- ❖ Project collaborators earned the trust of the community

Accomplishments (cont.)

- ❖ Became a resource to the community
- ❖ Community opened the doors to us
- ❖ Very positive evaluation results – changes in knowledge, attitudes & behaviors
(Evaluation results will be presented tomorrow Saturday, at 2:50PM in room Texas C)

Lessons learned

- ❖ Cultural competence is essential: understanding of project uniqueness as well as the needs and culture of evaluation participants
- ❖ Develop trust within the team and with the community
- ❖ Adaptability to changes in intervention
- ❖ Strong design in spite of challenges
- ❖ When treated fairly and respectfully, participants are eager to share their stories.



You are invited to attend **Session 889**
tomorrow, Saturday, at 2:50 PM @ Texas C
where I will present the evaluation results
of Encrucijada

Please visit the Encrucijada website:

www.encrucijada.tv

Thank you!!

Contact information

Mariana Enríquez, Ph.D.

Program evaluation consultant

marianaenriquez@hotmail.com

Cristina Bejarano, MPH

Public health consultant

bejaranocl@gmail.com