

*Using a Mixed Methodology to
Evaluate an Entertainment-Education
Intervention Directed to the Spanish-
speaking Latino Community of
Colorado*

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Background

Spanish-speaking Latinos face multiple barriers to access health care in Colorado:

- *Lack of trust* in the system
- *Lack of knowledge* about available services

Therefore:

- They present *low rates of health insurance*
- They sometimes *delay care* until emergency care is necessary

Addressing the Issue

- Electronic media has shown to be an excellent means of communication with difficult to reach populations
- TV and radio programs used to influence health behaviors in Third World countries had shown promise in this area
- Soap operas are very popular with the Spanish-speaking community in Colorado

Collaborative Effort

A partnership of Colorado organizations joined forces to address the issue:

- 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

ENCRUCIJADA

Sim salud no hay nada

“Crossroads, There Is Nothing Without Health”

- Twelve 30-minutes episodes TV miniseries. It aired in a Spanish TV network in Colorado from spring to fall of 2009
 - Supported by a Toll-Free Call Center that provided resources on public health insurance and health topics addressed in the episodes



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

Evaluation questions

What is the impact of *Encrucijada* on:

- Viewers' CHP+ / Medicaid enrollment?
- Viewers' knowledge, attitudes, intentions, and behaviors related to seeking healthcare and changing individual lifestyle health habits?

Evaluation questions (cont.)

1. What is the impact of Encrucijada on CHP+/Medicaid enrollment?
 - 1a. How many people watch Encrucijada?
 - 1b. How many viewers inquire about CHP+/Medicaid application process, initiate application process, or report intention to apply?
 - 1c. How many viewers report having completed an application or followed up on a submitted application?

Evaluation questions (cont.)

2. What is the impact of Encrucijada on viewers' knowledge, attitudes, intentions, and behaviors related to healthcare seeking and lifestyle health behaviors?

2a. How many viewers call the Call Center to inquire about diseases/ conditions/ health issues presented in Encrucijada?

Evaluation questions (cont.)

Do viewers:

2b. Increase their knowledge of diseases/medical conditions or health issues?

2c. Report intention to seek medical help for themselves/ others in their families

2d. Change their attitudes about better managing illnesses/medical conditions?

2e. Change their behavior to improve their health/medical condition OR do they take actions that impact the health of others in their families?

Data sources, type of data, and frequency of collection

- TV ratings (only a portion of the geographic coverage area)

Quantitative / Per episode

- Records from the CHP+/Medicaid customer service line

Quantitative / Monthly

- *Encrucijada* Call Center records

Quantitative, Qualitative / Weekly

Data sources, type of data, and frequency of collection (cont.)

➤ Telephone Surveys

Quantitative, Qualitative

Baseline, Mid-intervention, Post-intervention

➤ Case Studies

Qualitative

Baseline, Mid-intervention, Post-intervention,
Follow-up

Results: Call Center Data

- 2074 calls representing households with:
 - ✓ 3,361 minors and 4,796 adults.
 - ✓ A total of 8,157 people
- There are reports that viewers shared information with friends and family (even in their home country)
- Calling the Call Center is already a change in behavior

Call Center Data (cont.)

- There was a high interest in obtaining information about:
 - ✓ CHP+ / Medicaid (eligibility, application location and process, barriers to access)
 - ✓ Low-cost health care, low-cost health insurance, access to healthcare

Phone survey data:

- 212 people were recruited to participate in three phone surveys
 - ✓ 75% answered Survey #1
 - ✓ 70% answered Survey #2
 - ✓ 59% answered Survey #3
- 117 people (55%) answered all three surveys with an attrition rate of 20% from Survey 1 to Survey 3

Data analysis

In collaboration with the Core Encrucijada team each survey item was assigned a value that reflected a specific degree of effort to change.

Items were assigned values between 1 and 5 (i.e. talking with someone about enrolling received a lower rating than completing an application)

Data analysis (cont.)

- Once values were assigned to each behavior, average scores were calculated for each scale and defined as “change in: enrollment-seeking behaviors; disease management behaviors; and lifestyle health habits”
- Data for each scale were analyzed through a Repeated Measures ANOVA. Assumptions were assessed, and post-hoc and pairwise comparisons were run when appropriate

Phone survey results

- Demographic information demonstrates:
 - ✓ Low levels of education (52-64% less than high school)
 - ✓ Low levels of English proficiency (70-76% speak English very poorly or not well)
- These data suggest difficulty in accessing information and services through more common channels.

Encrucijada's Impact:

Changes found in:

- Knowledge
- Seeking enrollment in public health insurance (*)
- Disease management behaviors (*)
- Healthy living behaviors (*)
- Attitudes towards self-care, family health, and family communications

(*) statistically significant change

Significant changes:

- Statistically significant increase in behaviors seeking enrollment in public health insurance* from time of Survey 1 to time of Survey 3:
 - ✓ Asking for information on enrollment
 - ✓ Gathering of documents needed for enrollment
 - ✓ Completing enrollment application

* $F(1,115)=11.395, p<0.01$

Significant changes (cont.)

- Increase in healthy living behaviors* from time of Survey 1 to time of Survey 3:
 - ✓ Improving diet
 - ✓ Exercising more
 - ✓ Improving communication with children
 - ✓ Getting children vaccinated/immunized

* $F(1,115)=14.577, p<0.01$

Significant changes (cont.)

➤ Increase in disease management behaviors* from time of Survey 1 to time of Survey 3:

- ✓ Seeking medical help
- ✓ Attending regular medical check-ups
- ✓ Talking to others about seeking medical help
- ✓ Encouraging others to seek medical help

* $F(1,115)=14.357, p<0.01$

Other Important changes

- Change in attitudes:
 - ✓ Importance of taking care of self to be able to care for family (both spouses)
 - ✓ Importance of taking care of family's health
 - ✓ Importance of improving communications with children, specially teenagers

Why did Encrucijada produce change?

- ✓ Soap opera format: entertaining but also educational
- ✓ Culturally appropriate, not threatening nor 'lecturing' messages
- ✓ Audience identified themselves with characters and storyline issues
- ✓ Already established emotional connection with actors
- ✓ Call to action and provision of resources
- ✓ Support from a trusted TV station

Contact information

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Questions?

Please visit the Encrucijada website at:

www.encrucijada.tv

Thank you!!

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