



# Communication of Health Information in Communities of Color

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*COVID-19 experience and implications for ADRD*

## Who am I?

- Scientist at Wisconsin Alzheimer's Institute
- Preventive Medicine and Public Health Physician
- Research Fellow at Department of Family Medicine and Community Health
- #Latina  
Twitter: @mariacmorap  
Email: mmora2@wisc.edu



# Know your audience

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# Considerations when engaging individuals

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- Black or African Americans
- Indigenous
- Hispanic or Latino/a/x/e



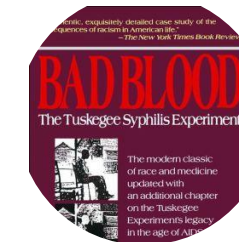
Preferred methods of communication



Preferred language



Culturally appropriate communication



Build trust – Address unethical research and mistreatment at healthcare institutions



## Preferred Method of Communication

- Radio
- Television
- Flyers / Visual Materials
- Mailings
- In-Person events
- Telephone
- Social Media



## Preferred Method of Communication

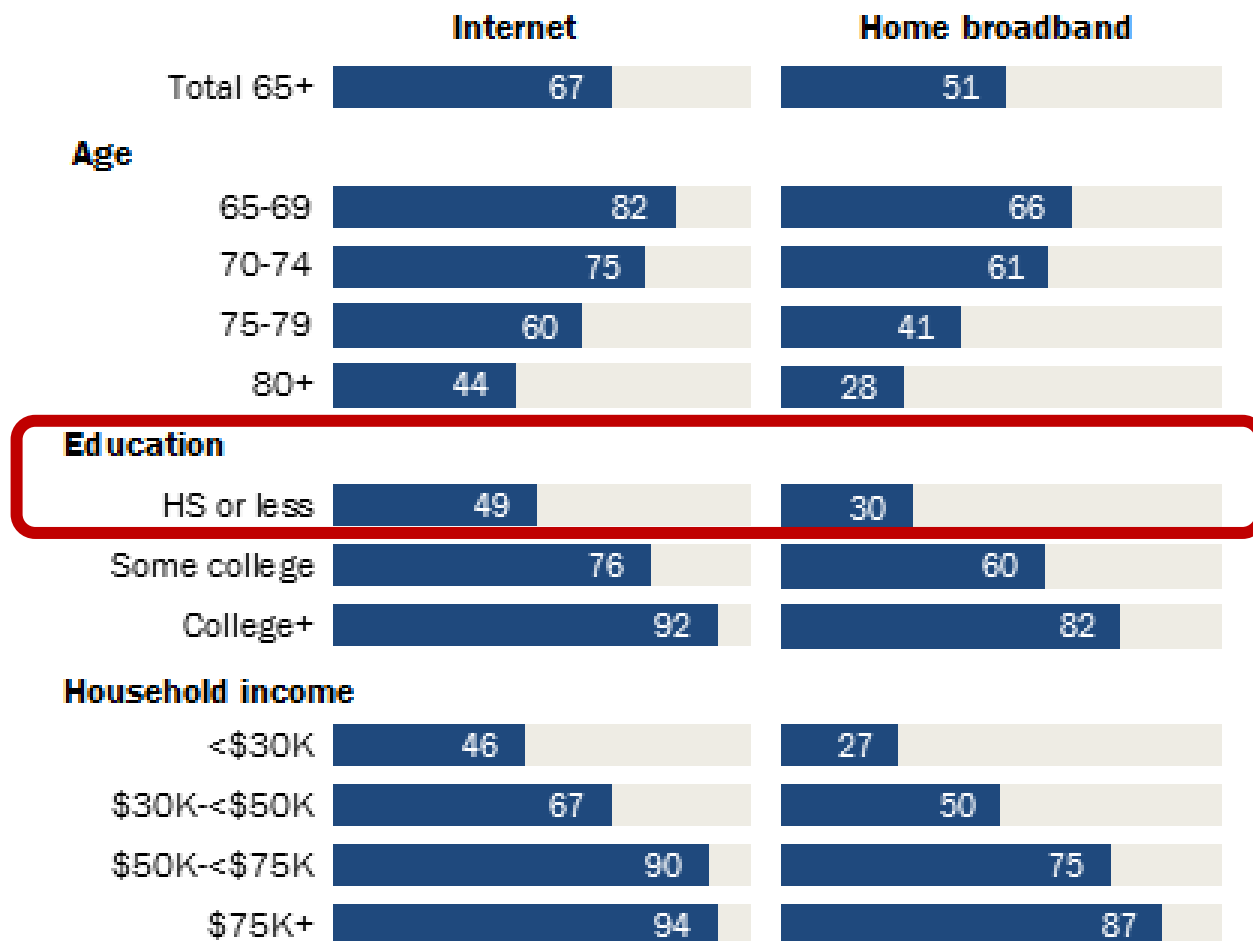
- Radio
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- Social Media

**Ask your audience!  
Community  
members,  
Community  
Organizations**

# Internet use

## Internet use and broadband adoption among seniors varies greatly by age, income and education

*% of U.S. adults ages 65 and older who say they use/have the following ...*



Source: Survey conducted Sept.29-Nov.6, 2016.  
"Tech Adoption Climbs Among Older Adults"

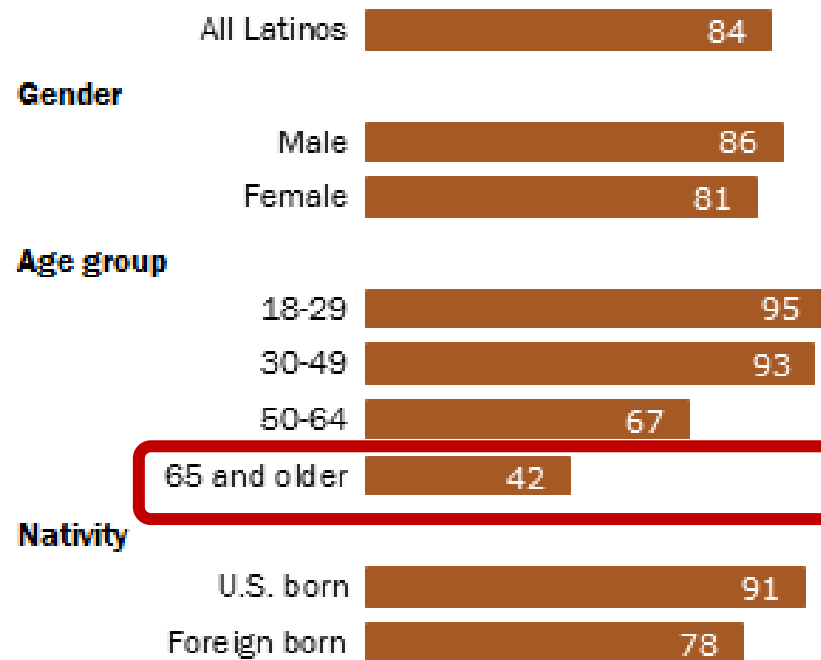
PEW RESEARCH CENTER

<https://www.pewresearch.org/internet/2017/05/17/technology-use-among-seniors/>

# Internet use General US vs Hispanic/Latinos

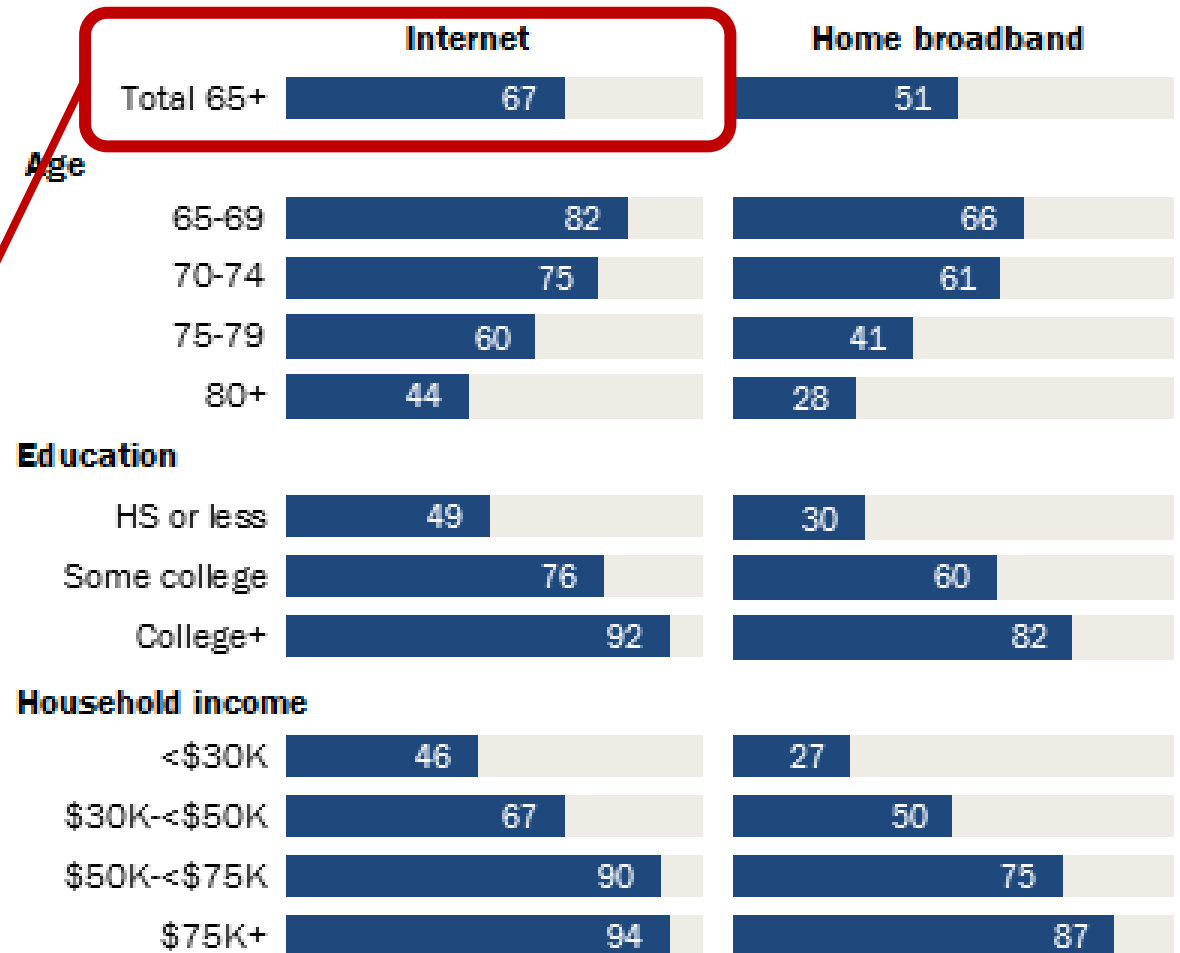
## Sharp divide in Latinos' internet use by age in 2015

% of Latino adults saying they use the internet



## Internet use and broadband adoption among seniors varies greatly by age, income and education

% of U.S. adults ages 65 and older who say they use/have the following ...



<https://www.pewresearch.org/hispanic/2016/07/20/3-hispanics-and-mobile-access-to-the-internet/>

Source: Survey conducted Sept. 29-Nov. 6, 2016.  
"Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER

<https://www.pewresearch.org/internet/2017/05/17/technology-use-among-seniors/>



# Internet use General US vs. Black or African American

## Internet Usage, White vs. African American

*% of adults in each group who use the internet or email (any device/location)*

	White	Black	Difference
Total 18+	87%	80%	-7
<b>Gender</b>			
Male	87	81	-6
Female	86	80	-6
<b>Age</b>			
18-29	99	98	not sig
30-49	96	92	not sig
50-64	86	70	-16
65+	63	45	-19
<b>Education</b>			
High school grad or less	74	63	-11
Some college	92	94	not sig
College+	97	97	not sig
<b>Household income</b>			
<\$30,000	74	75	not sig
\$30,000-\$74,999	91	87	not sig
\$75,000+	98	98	not sig
<b>Other demographics</b>			
Parents	97	92	-5
Students	99	97	not sig

Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey. N=6010 adults ages 18+. For results based on all adults, n=4,223 for whites and n=664 for African Americans.

# Internet Use Native Americans

- 18% of reservation residents have no internet access at home.
- 31% have spotty or no internet connection at home on their smartphones.
- 33% rely on cellphone service for internet access at home.
- 49% use a land-based internet provider, such as cable, DSL or dial-up.

Howard, Brian and Morris, Traci, Tribal Technology Assessment: The State of Internet Service on Tribal Lands (July 27, 2019). Available at SSRN: <https://ssrn.com/abstract=3427547> or <http://dx.doi.org/10.2139/ssrn.3427547>

FALL 2019

# Tribal Technology Assessment

THE STATE OF INTERNET SERVICE ON  
TRIBAL LANDS



*Brian Howard*  
*Traci Morris*

**ASU** American Indian  
Policy Institute  
Arizona State University

Electronic copy available at: <https://ssrn.com/abstract=3427547>

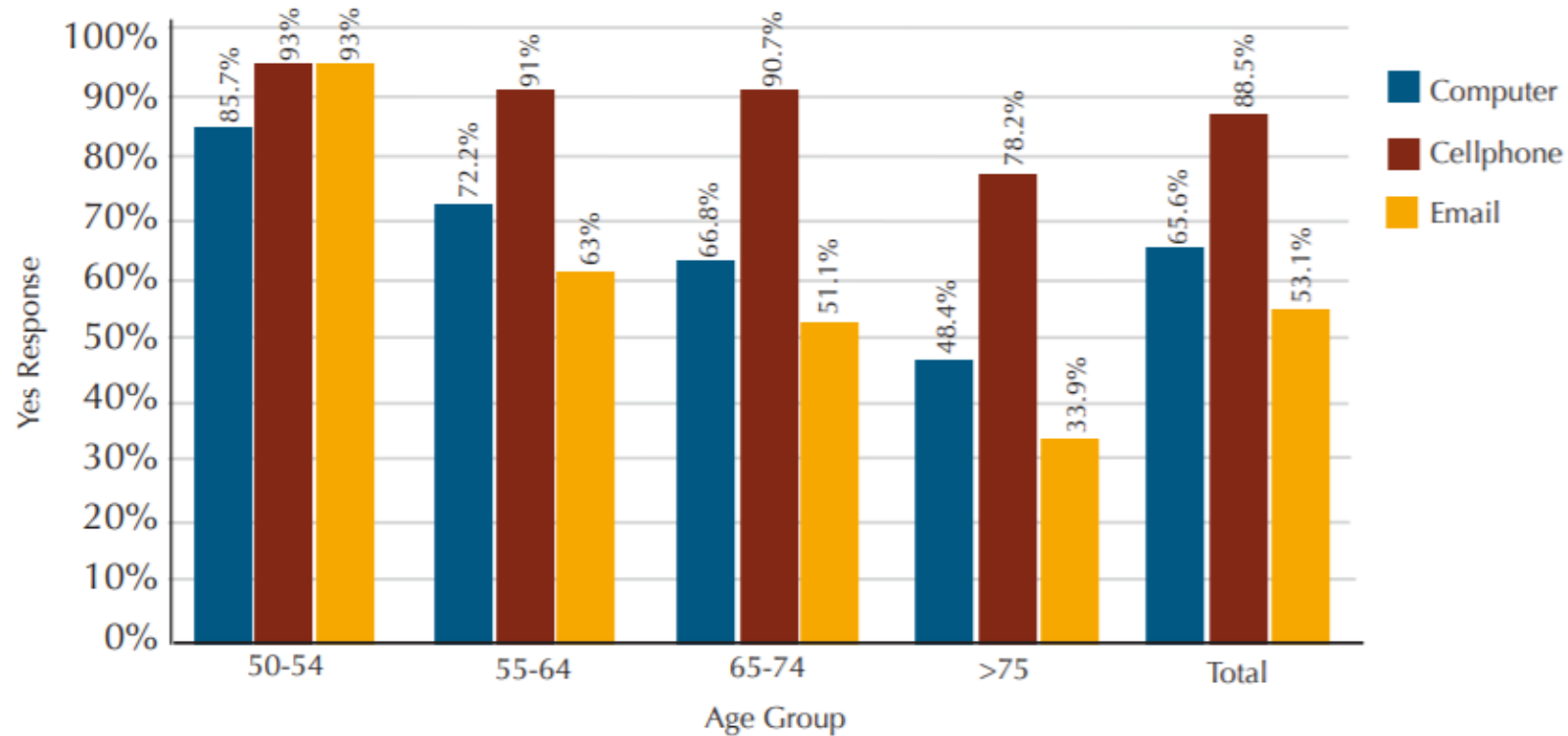


# Technology Use Among American Indian/ Alaskan Native Elders

August 2015

Wylee B. Azure, Melissa J. Wheeler, Jacqueline S. Gray, Randella Bluehouse,  
Terry Gomez, and Rebecca Owl Morgan

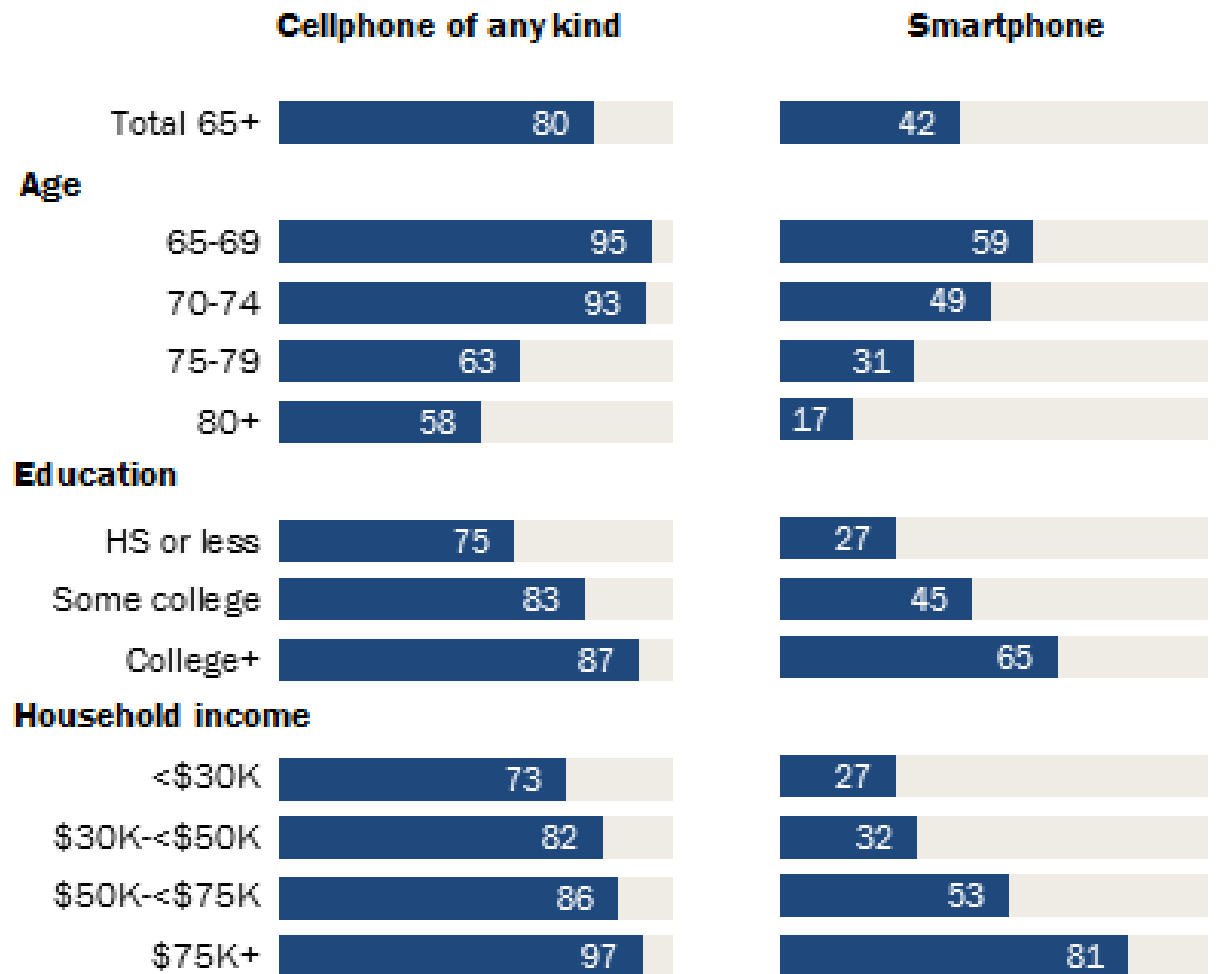
**Figure 1. Percent of Elders using Technology**



# Smartphone Use

## Roughly four-in-ten seniors are smartphone owners

% of U.S. adults ages 65 and older who say they own the following ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.  
"Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER

<https://www.pewresearch.org/internet/2017/05/17/technology-use-among-seniors/>



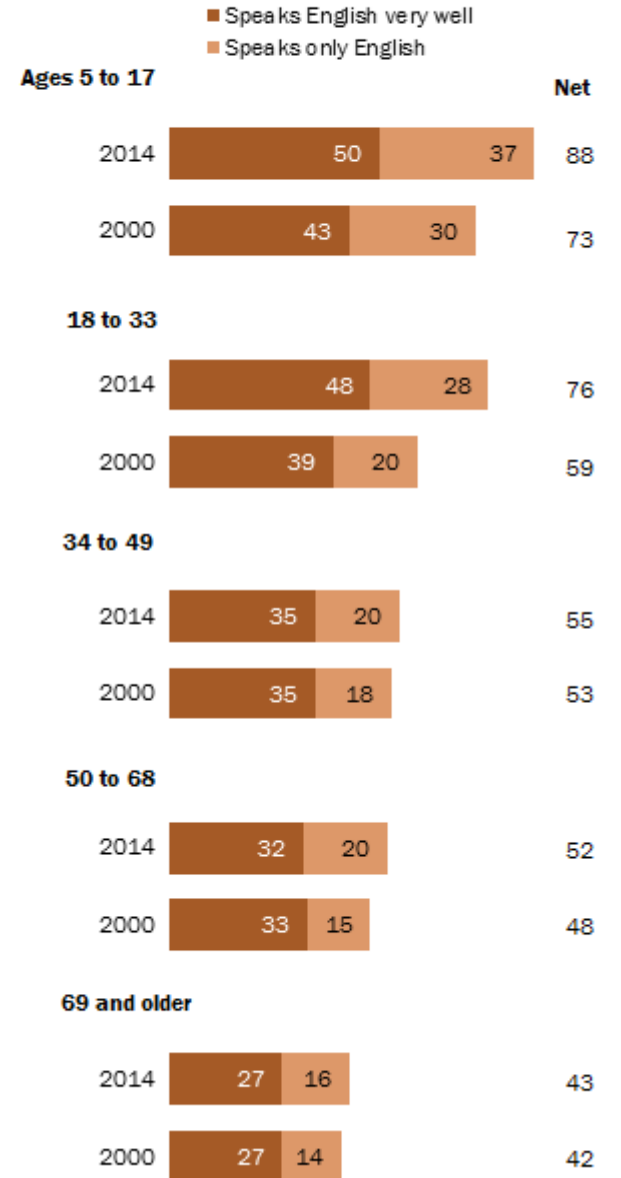
## Preferred Language

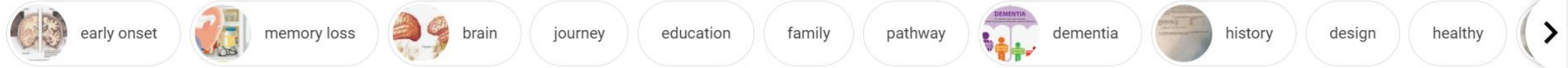
For Hispanic/Latinos the ideal is to have the information available in English & Spanish

<https://www.pewresearch.org/fact-tank/2016/04/20/rise-in-english-proficiency-among-u-s-hispanics-is-driven-by-the-young/>

### English proficiency up among young Hispanics since 2000

% among Hispanics





Proposing Project to Systers : App to ...  
healthcareinamerica.us



Treating Epilepsy in Patients with ...  
medpagetoday.com



3 stages of Alzheimer's disease ...  
cnn.com



Causes, Treatment and Prevention of ...  
thiscaringhome.org



The Impact of Alzheimer's on Care...  
asccare.com



# Culturally Appropriate Communication

# New Estimates of Americans with Alzheimer's Disease and Related Dementias Show Racial and Ethnic Disparities

*Number of Americans with Alzheimer's Disease Expected to Increase*

Percentage of Adults Aged 65 and Older with Alzheimer's Disease by Race and Ethnicity



296249A



[www.cdc.gov/aging](http://www.cdc.gov/aging)

Centers for Medicare and Medicaid Services, 2014

Alzheimer's Disease Projected to Nearly Triple by 2060



Census Population Projections Program, 2014 to 2060

Need to tailor the messages for each community

# Cultural Insights

Communicating with Hispanics/Latinos



## Culturally Appropriate Communication

- ❖ Coordinate community outreach activities through established and trusted organizations and people. For example, *promotoras* are trusted community health advisors and can be accessed through Community Health Centers. They visit homes and individually work with families (Maurana & Rodney, 2000).

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# The New York Times

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## *Syphilis Victims in U.S. Study Went Untreated for 40 Years*

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WASHINGTON, July  
40 years the United St

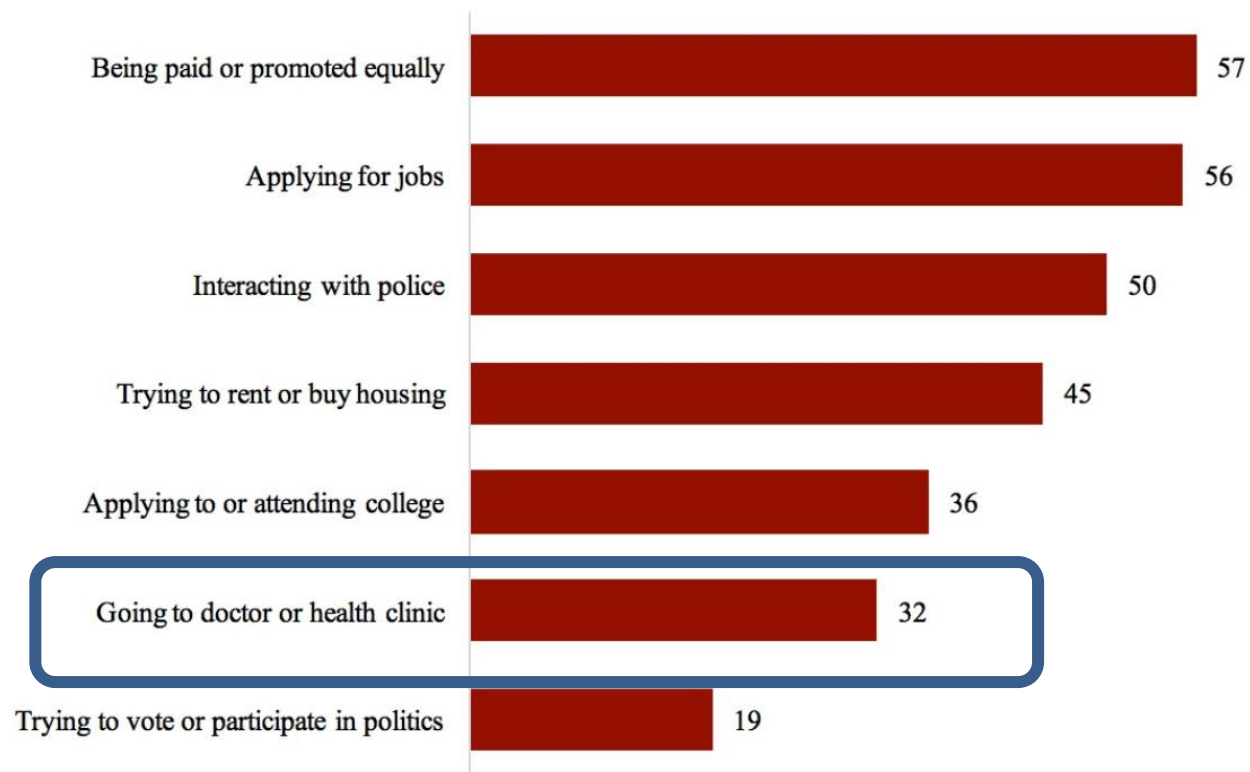
Build trust – Address the  
misconducts in research and  
healthcare



## Public Health Service Study of Untreated Syphilis in the Negro Male (Tuskegee)

- Government funded (Public Health Service)
- Lasted 40 Years (1932 – 1972)
- Black men tested for syphilis and not told about it.
  - We already knew that untreated syphilis led to disability and death
  - Men were not told what they were being tested for
  - When treatment was available, participants were not informed and did not get treatment.

Chart 1:  
Percent of Black Americans Saying They Have Ever Been  
Personally Discriminated Against In Each Situation Because They Are Black



# Racisms also happens in healthcare

<https://www.hsph.harvard.edu/news/press-releases/black-americans-discrimination-work-police/>

# The Impact of Intentionality of Injury Use History on Receipt of Discharge in a Cohort of Seriously Injured Black

[Shoshana V. Aronowitz](#) , [Sara F. Jacoby](#), [Peggy Compton](#), [Justine Richmond](#)

[Journal of Racial and Ethnic Health Disparities](#) (2020) | [Cite this article](#)

[Metrics](#)

## Abstract

J. Racial and Ethnic Health Disparities  
DOI 10.1007/s40615-016-0317-x

[Am J Public Health](#). 2012

## Healthcare Providers' and Black Male Patients

## The influence of recommendations on patient conditions: patient deficit hyperac

Marie V. Plaisime<sup>1</sup> • David J. Malebrai

[Janice A Sabin](#) <sup>1</sup>, [Anthony C](#)

Affiliations + expand

PMID: 22420817 PMCID: P

[Free PMC article](#)

# Racial and Ethnic Disparities in Severe Maternal Morbidity: A Qualitative Study of Women's Experiences of Peripartum Care

[Eileen Wang](#) <sup>1</sup>, [Kimberly B Glazer](#) <sup>2</sup>, [Shoshanna Sofaer](#) <sup>3</sup>, [Amy Balbierz](#) <sup>2</sup>, [Elizabeth A Howell](#) <sup>4</sup>

Affiliations + expand

[Journal of the American Heart Association](#)

Volume 7, Issue 19, 2 October 2018

<https://doi.org/10.1161/JAHA.118.010203>



ORIGINAL RESEARCH - EPIDEMIOLOGY EPIDEMIOLOGY

## Fifteen-Year Trends in Management and Outcomes of Non–ST-Segment–Elevation Myocardial Infarction Among Black and White Patients: The ARIC Community Surveillance Study, 2000–2014

[Sameer Arora](#), MD<sup>1</sup>; [George A. Stouffer](#), MD<sup>1</sup>; [Anna Kucharska-Newton](#), MPH, PhD<sup>2</sup>; [Muthiah Vaduganathan](#), MD, MPH<sup>3</sup>; [Arman Qamar](#), MD<sup>3</sup>; [Kunihiro Matsushita](#), MD, PhD<sup>4,5</sup>; [Dhaval Kolte](#), MD, PhD<sup>6</sup>; [Harmony R. Reynolds](#), MD<sup>7</sup>; [Sripal Bangalore](#), MD, MHA<sup>7</sup>; [Wayne D. Rosamond](#), PhD<sup>2</sup>; [Deepak L. Bhatt](#), MD, MPH<sup>3</sup>; [Melissa C. Caughey](#), PhD<sup>\*,1</sup>

# How to build trust

Work with community organizations  
already in the community (& Listen)

Identify the RIGHT stakeholders, and  
people that can help you understand  
the culture and the needs

Adapt!!

Keep your word!

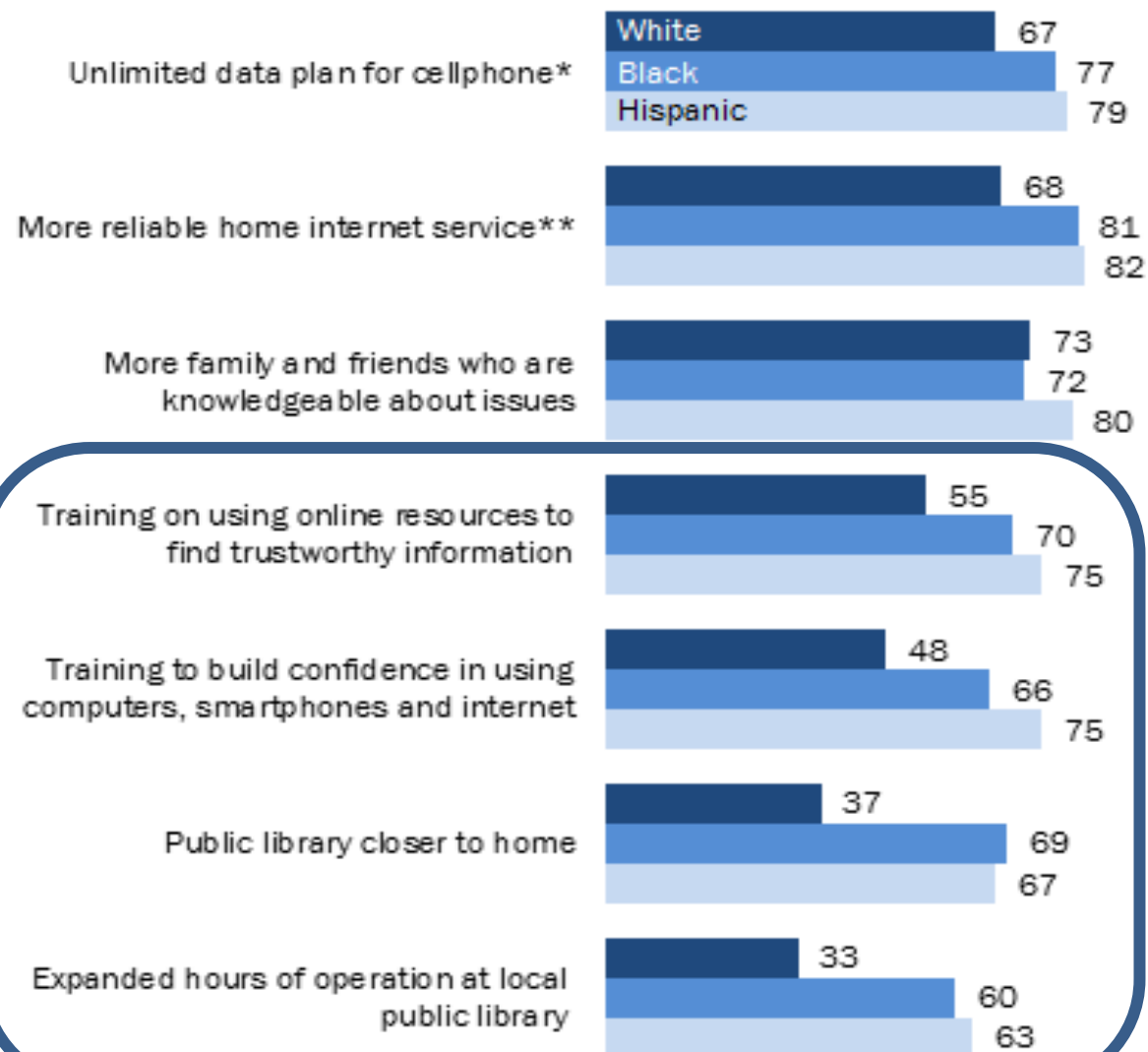
Make things better!

# Pre-Pandemic

<https://www.pewresearch.org/fact-tank/2017/11/29/many-americans-especially-blacks-and-hispanics-are-hungry-for-help-as-they-sort-through-information/>

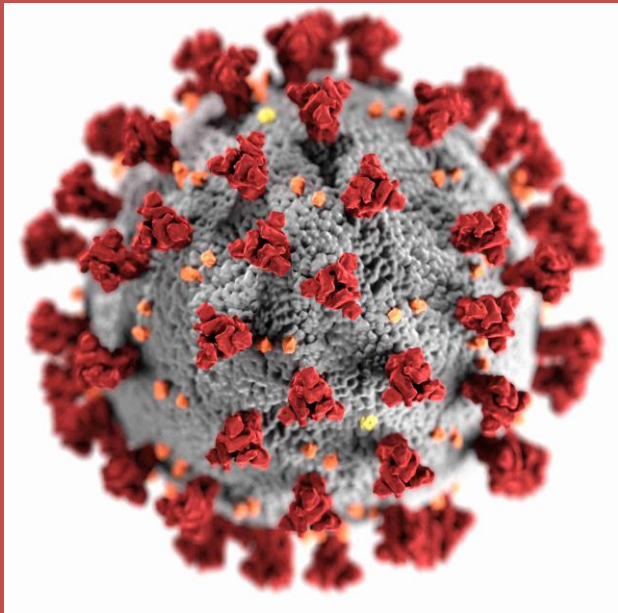
## Hispanics, blacks more likely than whites to see tech training, libraries as helpful in getting information

% of U.S. adults who say \_\_\_\_\_ would help them "a lot" or "some" in making decisions



# COVID-19

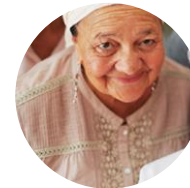
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Can't meet in person or in groups



Sudden onset, we couldn't prepare



Older adults are at higher risk of complications



Everything is now virtual



# COMMUNITY INFLUENCERS PARTNER WITH SCHOOL OF MEDICINE AND PUBLIC HEALTH TO MEET WISCONSIN'S DIVERSE HEALTH AND COMMUNICATIONS NEEDS AMID COVID-19 PANDEMIC



# Wisconsin Partnership Program – Using Influencers to disseminate COVID-19 Information

Venus Washington

*Black community – Madison, WI*



Sacheen Lawrence

*The Oneida Nation*



Latino Health Council of  
Dane County



1



Venus Washington

September 30 at 10:07 PM · 🌐



COVID-19 resources, and Live fitness classes!

**Get Movin' with free online exercise classes!**  
With instructor Venus Washington



*Gentle exercise for every fitness level.*

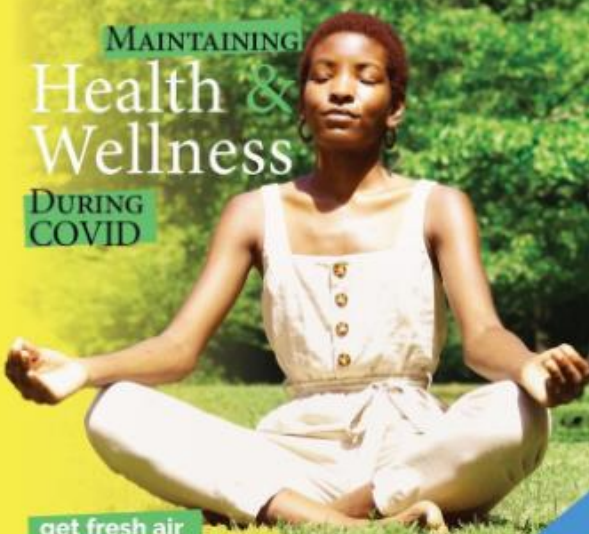
Participate live, or watch archived workouts!

**Wisconsin Alzheimer's Disease Research Center**  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

**Facebook Live and Instagram Live Workouts**  
Tune in live at the designated times below, or access the archived videos anytime.  
[www.facebook.com/venusinspiresR](http://www.facebook.com/venusinspiresR)

**YouTube Workouts**  
Tune in anytime. A new class is posted every Tuesday. Don't forget to **SUBSCRIBE** to the Venus Inspires YouTube Channel!

**MAINTAINING Health & Wellness DURING COVID**



get fresh air  
stretch daily

Do

**Covid-19 Info For Madison's Black Community**

September 30 at 9:01 PM · 🌐

Covid-19 Resources!! - <https://mailchi.mp/49ef68214d86/get-your-resources>



2



Consejo Latino Para la Salud

Published by Patricia Tellez-Giron · October 5 at 9:14 PM ·

Hablando sobre cancer y opciones al final de la vida....



La Movida Madison was live.

October 5 at 9:03 AM ·

Nuestra Salud Y Agrace Hospice



# 3



## Covid-19 Information for the Oneida Nation

September 18 · 🌐



Shekoli beautiful Oneida people. It's your Community Influencer coming at ya with some helpful tips on how to recognize and manage stress during these crazy times. The most recent data shows that the number of positive cases of the Coronavirus is on the rise, not the trend we are looking for. Our own Oneida Nation extended the Public Health State of Emergency to October 12th. This is the 5th extension since March 12th. The Menominee nation issued a mandated curfew for their reservation and shut down operations because of the recent spikes in the Shawano and Menominee areas. With having to deal with the pandemic, homeschooling our children, working from home, the politics, and trying to maintain our sanity, we are bound to become stressed at one point. It's important to recognize when it is time to take a break from it all. Don't feel guilty for needing that time for yourself because your mental health is just as important as your physical health. Well that's all I have for you today, have a good weekend. And remember to sanitize and mask up. Stay safe Oneida!

## Managing Stress During Covid-19

### Recognizing the signs of Stress:

- **Fatigue or low energy**
- **Short tempered with people**
- **Feeling angry or guilty**



Questions?

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