

# Communication, Culture, and Health Research Team Presentations at APHA 2018

## Assessing implementation and dissemination priorities for chronic disease prevention interventions: Contrasting perspectives from low-income Hispanic families in urban and rural communities

A. Susana Ramírez, Mary Ann Pentz, Lourdes Baezconde-Garbanati, Erendira Estrada, Stephanie Brito, Chih Ping Chou, Kristen Ruckstuhl

**Monday, November 12, 2018**

11:10 am – 11:30 am  
Sapphire 4410A - Hilton

An important public health goal is improved understanding of the factors that affect successful dissemination and implementation of evidence-based interventions and policies across different contexts. Guided by the Consolidated Framework for Intervention Research (CFIR), we examine how such influences might differ for chronic disease prevention programs and strategies for families with children <5 across urban (East L.A.) and rural communities (Merced). Despite the different contexts in which they live, and the different barriers to engaging in preventive behaviors, urban and rural Latino populations identified similar health needs and priorities and could benefit from the same programs. Our study also demonstrates the potential value for engaging these communities in research to determine community needs and to encourage community-level programming via prevention champions.

## A Study of Chinese Cancer Patients' Health Information Preferences & Practices

Zhaohui Su, Ph.D., M.A.  
A. Susana Ramírez, PhD, MPH

Previous studies have demonstrated that communication is critical for cancer patients' care and management, yet little is known about what factors shape cancer patients' information preferences and practices, especially among cancer patients in China, who represent a growing proportion of the global cancer burden. We conducted 18 interviews with cancer patients in a Chinese hospital. Results suggest that patients' interaction with health information is a family activity, which manifests through patients' preparation for treatment, prioritizing questions according to family needs, balancing truth, trust, and respect, navigating around information sources, and responding to culturally-respectful cancer care. What might be considered self-management is more akin to family-management of cancer. We describe implications for strategies to increase the adoption and diffusion of inclusive and culturally respectful communication styles.

**Monday, November 12, 2018**

3:15 pm – 3:30 pm  
San Diego Convention Center Room 21

## Saving lives by reducing disparities in cervical cancer screening among Hispanic women

Lourdes Baezconde-Garbanati  
Carol Ochoa  
Yaneth Rodriguez  
Rosa Barahona  
A. Susana Ramírez

**Tuesday, November 13, 2018**

10:30 am – 11:30 am  
San Diego Convention Center  
Hall A/C

Hispanic women in Los Angeles suffer disparities in cancer screening, resulting in higher incidence of cervical cancer. To address this disparity a multidisciplinary team developed and tested a multifaceted educational campaign to increase cervical cancer screening. The bilingual campaign comprising outdoor media, clinic signage, direct mail, and *promotoras de salud* uses the stunningly beautiful bloom of the purple jacaranda tree in the spring as a reminder for Hispanic women in Los Angeles to get screened for cervical cancer. Findings show increases in knowledge about Pap tests, and higher compliance with guidelines. We conclude that culturally tailored and language appropriate educational campaigns can help reduce disparities in cancer screening among Hispanic women, helping to save lives.



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### Randomized Controlled Trial Evaluating *Reality Check*: A Theory-Based Online HIV Prevention Intervention for African-American Young Adults

Deepti Chittamuru, PhD  
John B. Jemmott, PhD

**Tuesday, November 13, 2018**

3:00 pm – 4:00 pm

San Diego Convention Center Hall A/C

Young adult African Americans are one of the most at-risk groups for HIV infection in the US. The reach of face-to-face interventions is very limited and thus, the field of HIV prevention has called for structural interventions reaching many people in their natural environments. This study evaluates a theory-informed online structural intervention to reduce HIV risk named *Reality Check*, for young adult African Americans. *Reality Check* significantly reduced the frequency of condomless sex (Odds Ratio=0.73 C.I.=[0.65, 0.82]) but did not affect HIV testing. It also reduced homophobia ( $\beta=0.29$ ,  $p=.0043$ ), HIV/AIDS stigma ( $\beta=0.18$ ,  $p=.0316$ ) and frequency of vaginal sexual intercourse (Odds Ratio=0.91 C.I.=[0.83, 0.9992]). We conclude that online interventions can be an effective, easily scalable and yet inexpensive way of reducing frequency of condomless sex, HIV/AIDS stigma and homophobia among young adult African Americans.

### Criminalizing state policies and health care inequalities: An examination of noncitizens' access to care across states

Maria-Elena Young, PhD, MPH

Immigration policies at the state level play a role in the criminalization of immigrants. This study examined the relationships between policies that criminalize immigrants and health care inequities. Findings showed that in states with high numbers of criminalization policies there were greater inequities in access to care between noncitizens and citizens. Anti-immigrant policies be a factor in health care inequities, pointing to the need for public health efforts to understand and address the impact of immigration policies.

**Tuesday, November 13, 2018**

4:00 pm – 4:20 pm

San Diego Convention Center  
Hall A/C

### Mediation of a Theory-Based Online HIV Prevention Intervention's Effect on HIV Testing Among African American Young Adults

Deepti Chittamuru, PhD  
John B. Jemmott, PhD

**Tuesday, November 13, 2018**

6:12 pm – 6:30 pm

San Diego Convention Center  
Hall A/C

Young adult African Americans are one of the most at-risk groups for HIV infection in the US. This study identifies Reasoned Action Approach (RAA) theoretical mediators for the effect of an online entertainment-education based HIV risk reduction intervention, *Reality-Check* on increasing HIV testing among young adult African Americans. Compared with the control condition, the intervention, *Reality-Check* significantly increased one of the five theoretical mediators, adjusting for baseline measures of the theoretical construct and odds of HIV testing viz., HIV testing outcome expectancies ( $\beta=0.27$ ,  $p=.039$ ). And only one theoretical mediator, HIV testing subjective norm [Odds Ratio=1.79, C.I.=(1.03, 3.09)] significantly increased the odds of HIV testing. We conclude that HIV risk reduction interventions targeted at young adult African Americans to strengthen subjective norms around HIV testing.

