


Factors Affecting Successful AIAN Messages, Materials and Strategies



Factors Influencing AIAN Messages, Materials and Strategies (excerpt of checklist)

Linda Burhansstipanov, MSPH, DrPH
Cherokee Nation of Oklahoma
Grants Director, Native American Cancer Research

Brenda F. Seals, PhD
Eastern Band Cherokee
Executive Director, Native American Cancer Research

Outreach Recruitment Strategies -- Effective

- Multiple strategies relevant to local AIAN community
- One-on-one recruitment
- Lay health advisors, Navigators (Native Sisters), Community Health Representatives
- Telephone calls or visits to remind woman of her appointments

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Outreach Recruitment Strategies -- Effective

- Native Cancer Survivors on staff as outreach workers
- Native American Navigators (Native Sisters)
- “Gifting” and incentives for completing screening appointment
- News Stories / Releases in Tribal or Urban newsletters or newspapers

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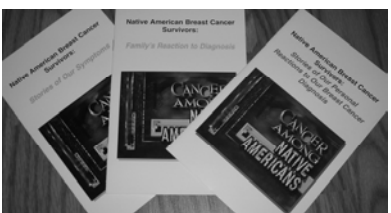
Education Strategy - Effective

- Story Telling
- One-on-one delivery w/ culturally specific videos, fliers, brochures
- Native-specific PSAs / Videos
- Native-specific Radio or TV (e.g., Raven, Native American Calling, Alter-Native)
- Educational Activities need to include the sharing of healthy food
- Community programs, workshops presentations by local women

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Story Telling

- Natural way for patients to explain and to understand (see side bar on NACES QOL Tree)



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Developing the Messages, Materials and Strategies

Same process as for refining your message (words, phrases)


Focus groups – ideas, guidance or evaluate →

Option: verbatim transcripts coded for qualitative “themes”

Pilot via interviews →

Refine →

Pilot test →



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Materials Checklist

DESIGN **3 or less "features" on each page**

- Headers to clarify text that follows
- Use of underlining, bold for emphasis only
- Font (e.g., Arial – letters without curly cues or similar "additions")
- Visually appealing layout
- Colors and cultural significance
- Graphics / photos

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Examples of Factors That Influence The Effectiveness Of Audio And Visual Materials

- Story-telling format for the message
- Delivered by Native elder with traditional speaking dialect (especially by local survivor)
- Use of circles -- Linear scales are ineffective with elder Native women (HS education and less)

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Examples Of Factors That Influence The Effectiveness Of Audio And Visual Materials

Medicine Wheel vs. Circle of Life

- Respectful use of graphics, icons, cultural artwork
- Avoid using colors in printed materials that are "sacred"
- Health literacy is understandable
- Verbal, vocal, non-verbal communication styles acceptable to tribal community

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Examples Of Factors That Influence The Effectiveness Of Audio And Visual Materials

- Rate of speech (i.e., Native elder women *usually* speak slower than non-Native women)
- Use of pause between speakers (i.e., non-Natives frequently talk on top of one another's words)
- Illustrates respect for family and /or elders
- Focuses on local people (e.g., pictures, quotes, or stories from them)

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Factors That Influence The Effectiveness Of Materials

- Other Costs considerations:
 - Of duplicating or reproducing
 - Of photocopying black and white versions when monies are low
 - Of assembling the product
 - Of mailing the product
 - General newspaper advertisement for high cost versus free or low cost from tribal newspaper

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Factors That Influence The Effectiveness Of Materials

- Other Format considerations:
 - Video tape versus DVD
 - Audiotape versus CD Rom
 - Glossy high cost brochure / poster that limits the number that can be reproduced
 - Size of the product (small enough to fit in one's purse)

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Factors That Influence The Effectiveness Of Materials

- Other Format considerations:
 - Is the “take home message” clearly apparent from the product?
 - Is there too much information?
 - Is there “white space” on the product?
 - Does the product include “interactivity”?
 - Did you verify clarity of the material after a week or so with elder?

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Factors that influence the effectiveness of materials

- Other Dissemination considerations
 - Ability to post or leave copies at:
 - Market
 - School
 - Clinic
 - Casino
 - Urban Indian clinic web site

NOTE: more AI elders using computers

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Factors that influence the effectiveness of materials

- Other Dissemination considerations
 - Ability to have Press Releases or announcements
 - Played on the local Indian radio station
 - Played at a reasonable time
 - Played TV or cable station that locals watch
 - Printed in tribal publications

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Definition: “Message”

Words, phrases, icons used to bring community into the public health programs

Example: “I quit smoking manufactured tobacco because I could see my children mimicking me and I want them to keep tobacco sacred.”

Denver AIAN Community member 1999



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Cultural Messages and Materials

- No Message or Material is appropriate to all urban or tribal communities.
- All need some local modification (may be through verbal instruction while the product is being used)



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Workshop Power Point® Slide Layout for Community Education

- Include a photo or drawing on most of the slides to increase interest level
- Font size = 32 point font
- Font type preferably is something like Arial or another style without curly cues on the font letters

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Workshop Power Point® Slide Layout (cont.)

- Use upper and lower case letters.
- Avoid ALL CAPS
- Avoid omission of capital letters for the beginning of a header
- Doesn't affect learning to have Title Case in header or just Sentence case in header

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Workshop Power Point® Slide Layout (cont.)

- Workshop Power Point® slide layout
- Try to limit number of lines on each slide to 8 or less (not counting the slide header)
- Header and content on the slide need to match
- Almost all slides need to include a header

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Messages

- Messages for action need to tie back to family and community to:
 - Have long-term impact on behavior
 - Help community members consider using the information to make a behavioral change decision
 - Literacy reading level needs to be between grade 5-7

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AIAN Developed Tobacco Products (Messages, Materials used within Strategies)

- Literally 100's exist
- No one needs to start from scratch
- All have some things about them that are good
- All need some things revised to be culturally appropriate to the local AIAN community

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Native Specific Materials



**Native Cancer Information Resource
Center and Learning Exchange
(Native C.I.R.C.L.E.)**

[http:// www.mayo.edu/nativecircle/](http://www.mayo.edu/nativecircle/)

NEW Site: <http://www.nativeamericanprograms.org>

**The BEST source of Native-specific cancer
information!**

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Burhansstipanov, Native American Cancer Research
800-537-8295 <http://www.NatAmCancer.org>

