



# Communication Strategies for Latina Audiences

Gwendolyn P. Quinn, PhD.  
New York University  
School of Medicine.

Claudia Campos Galván, MA  
Nueva Vida, Inc.  
Washington DC



# Bio: Gwendolyn Quinn, PhD.

- Professor in the College of Medicine at New York University and was at Moffitt Cancer Center for 17 years prior to joining her daughters and grandchildren in New York.
- Her research focuses on improving patient-physician communication in the areas of cancer and reproductive health.
- Dr. Quinn has 2 grandsons who call her “miffy.”



# Bio: Claudia Campos Galván, MA

- Nueva Vida's Chief Programs Officer and Mental Health Director at Nueva Vida, and has been with the organization since 2007.
- She is in charge of leading, planning, coordinating, monitoring and evaluating the implementation of all programs and activities at headquarters.
- She holds a Masters' degree with Magna Cum Laude distinction in Clinical Psychology and Mental Health and currently is a PhD Candidate of Clinical Psychology and Mental Health.
- “Me encanta montar bicicleta todos los días, hacer ejercicio con mis amigos/as cada mañana y disfrutar de las ocurrencias de mis 3 sobrinos de 5 años por facetime.”



A small logo consisting of several stylized leaves in blue, red, orange, and green, arranged in a circular pattern.

## Learning Objectives

- To discuss communication barriers or challenges regarding HBOC in the Latino/Latinx community.
- To increase knowledge of ‘transcreation’ in the design of culturally relevant clinical trials and HBOC materials for the Latino/Latinx community.
- To discuss key components of successful HBOC communication strategies for the Latino/Latinx community.



# What is transcuration?

- Transcreation is the process of adapting both the text of health education materials, and infusing culturally relevant context, photos and themes.
- Text is not just translated into another language or dialect, but tailored to meet the health literacy and informational needs of the target audience.
- Multiple steps, using qualitative approaches, are needed



## Research:

- Studies of health education materials with a focus on promoting behavior change, are more successful when “transcreated” and available to the target population in their native language.
- Transcreation involves the use of acceptable cultural images, sounds, words, and dialects.
- Social marketing approach: targeting and tailoring



# Why use transcreation?

## When it works:

- VW uses its '*Das Auto*' in many countries
- VW Beetle made in Brazil. Brazilians like this status.
- Portuguese slogan that reflected this: '*Você conhece, Você confia*' ['You know (it), you trust (it)']

## When it doesn't:

- Motorola- , '*C'est important pour vous, c'est important pour votre Q.*' ('It's important for you, it's important for your Q')
- '*Mon Q. L'intelligence renouvelée.*' ('My Q. Renewed Intelligence.')
- French speakers thought the letter 'Q' in French was rather too much like a slang word meaning 'butt.'



# Internationally Getting it:

## WRONG:

- ‘Come alive with the Pepsi generation’
  - in Chinese as ‘Pepsi brings your ancestors back from the grave.’ ”
- KFC’ s famous “Finger lickin’ good” slogan
  - In Mandarin “Eat your fingers off.”
- Pedo brand of Turkish diapers
  - In Spain, means “flatulence.”
- Pajero =tosser Mitsubishi Motors launched its Pajero car in Spain – no sales.
- Chevy Nova – didn’t sell well either

## RIGHT

- Mc Donald’ s.- transcreated it’ s tagline “I’m loving it” for the Chinese “I just like it” - knew the Chinese find it offensive to use the word “love” in public.
- Swiffer.: English phrase was “*When Swiffer’ s the one, consider it done*” .
  - Direct Italian translation would have ruined the flow, and so they came up with “*La polvere non dura, perché Swiffer la cattura.*” ( ‘The dust doesn’ t linger, because Swiffer catches it.’



# Examples of dialect differences

- In Cuba, the Dominican Republic and Puerto Rico:
  - "**guagua**" refers to a bus
  - In Chile, "**guagua**" is a word for "baby."
- In most places, "**perilla**" means knob:
  - In Spain = goatee; Cuba = slang for male genitalia
- **Tortillera**: woman who makes a living making tortillas.
  - In Latin America = a vulgar term for a lesbian.
- Latin America: "**bicho**" refers to a small insect/bug.
  - In Puerto Rico = "penis."
- **Chaqueta**: Mexico means "jacket" as "chaqueta."
  - In Latin American = masturbation



# More Examples of Dialogue Differences

- *Coche*: car in Spain – Guatemala = pig
- *Chivo*: goat in Spain – Uruguay/Argentina = armpit smell
- *Coger*: “to take” in Spain – Guatemala = fornication
- *Chucho*: dogs in Spain - Honduras = Stingy; Chile = Jail
- *Fresa*: strawberry – Mexico = Fancy
- *Jugo*: juice – Spain = liquid from meat (Zummo = juice)



# *Barriers and challenges: communicating about HBOC in the Latino community*

- Lack of Latino HBOC navigators or staff trained
- Lack of knowledge of Genetics, high risk individuals, family history, etc.
- Fragmented medical system
- Lack of access to local (or easy to get to) HBOC programs
- **Lack of cultural appropriate HBOC education and materials**
- **Language barriers**
- Limited education (3rd grade level)
- Lack of insurance or knowledge of financial assistance programs



# Key Components of Successful HBOC Communication Strategies

- Use your cultural competent approach (you are one of them)
  - Know, understand and respect the values, culture, lifestyle, health beliefs and practices of the Hispanic subgroup (Mexicans, Salvadorian, Puerto Rican, DRs, etc.)
- Explain the process in easy words (mutación=cambio genética=herencia)
- Reinforce the important of knowing your cancer family history
  - “es importante que hable con su abuela, tia, prima sobre las personas que tuvieron cáncer en el pasado o de quiénes murieron repentinamente”
- Tell them the personal and familial benefit of the test result
  - “conocer el resultado de su prueba nos ayudará a poder cuidar mejor de su salud y la de su familia”



# Key Components of Successful HBOC Communication Strategies

- Reduce anxiety that this is not an invasive test
  - “Hoy en día con su saliva podemos revisar si hay cambios o si tiene algún riesgo de cáncer”
- Inform them about the financial assistance programs for the genetic testing and counseling
  - Las compañías pueden cubrir la prueba si sus ingresos familiares son menores a \$100k
- Sometimes your sisters, brothers, daughters or sons may be referred for the test too
- Reinforce the importance of being part of the research with Latino studies



# Key Components of Successful HBOC Communication Strategies

- Be there to support your client/patient
- Give them the trust and credibility of the genetic testing and counseling





# Starting the transcreation process



# Starting the transcreation process for an educational program about clinical trials:

- Information barriers experienced by Hispanic patients when considering clinical trials
- Developed an 8-minute DVD and 12-page booklet titled: *Estudios clínicos: considere todas sus opciones* (Clinical Trials: consider all your options).
- Hispanic cancer patients/survivors and caregivers participated in focus groups
- Goal was to design an intervention meeting specific needs of Spanish language preferring cancer patients to enable them to make informed decisions about any CTs.
  - Transcreating: *Clinical Trials: Are they Right for You?*



# Background: Clinical Trials

- 1.17 million individuals will receive a cancer diagnosis every year
  - only 2-3% will participate in a cancer clinical trial
    - Less than 1% recruited or retained in clinical trial are minorities due to unique barriers such as:
      - Lack of awareness
      - Decreased physician trust
      - Language barriers





# Quotes:

• Themes	Quotes
Lack of knowledge	<i>“If I don't have any knowledge about the study in which I'm asked to participate, I can't participate because I don't know anything.”</i>
Confusion about the term: clinical trial	<i>“I would say... A clinical trial can be an exam done by the doctor himself, the doctor examines [the patient], either physically or with a small instrument...”</i>
Lack of culturally tailored information	<i>“I think there should be more information, especially for the Spanish-speaking community...”</i> <i>“...the person must have very clear information in their own language...”</i>
Fear of new treatment	<i>“There are side effects...some things happen that affect you, and then you find out that they could be associated with [the treatment].”</i>



# How does the Spanish Clinical Trials DVD differ from the original DVD?



- Doctor -Patient relationship
  - My doctor will decide
- Meaning of pride in Spanish
- The word *clinical* differs in translation
- Low level of understanding of Cancer Clinical Trials
- Media Spanish dubbed over English - not well received



# Video

