Effective Health Promotion in Limited English Speaking Populations

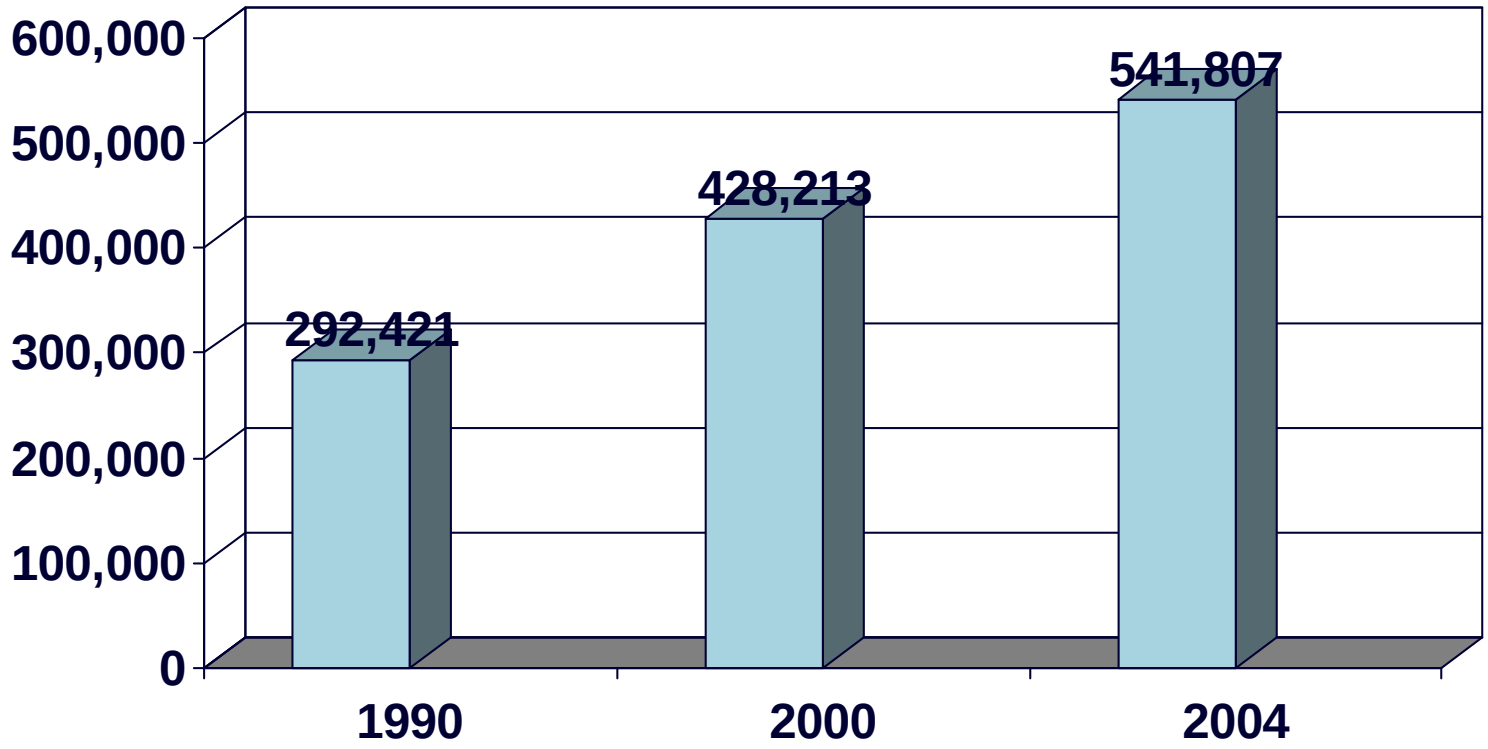
Jing Zhang PhD

Director of Community Health

Asian Human Services

May 20, 2009, Montgomery County, Maryland

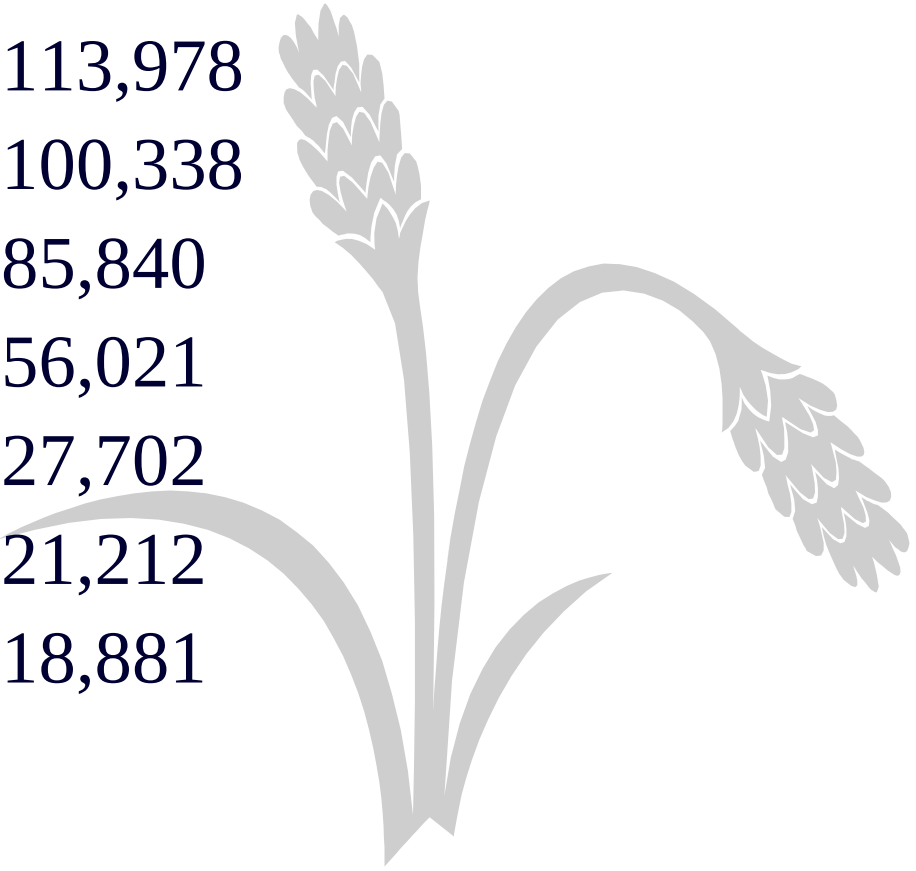
API Population in Illinois



Source: 1990 & 2000 US Census, 2004 Census estimate

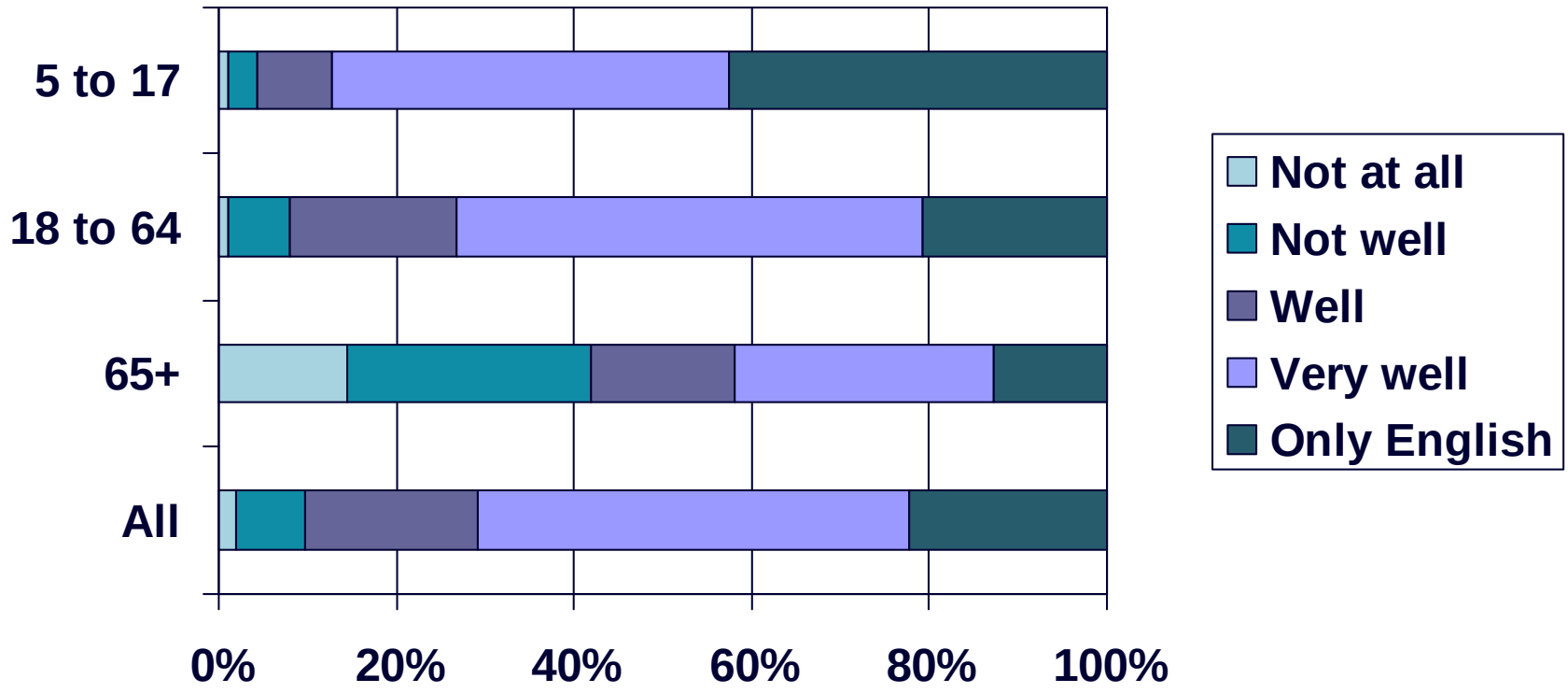
Top 7 API Population in Illinois

South Indian	113,978
Filipino	100,338
Chinese	85,840
Korean	56,021
Japanese	27,702
Vietnamese	21,212
Pakistani	18,881



Source: 2000 U.S. Census

English Fluency of API by age in IL



Source: Asian American Institute, 2006

Challenges in Access to Health Information and Care

- **Language and Cultural Barriers**
  - Unfamiliar with western medicine and health care system
  - Limited English skills
  - Cultural belief, norms, and behaviors
  - Lack of culturally competent providers
  - Underutilize health care services

Continued…

- **Socio-Economic Difficulties**
  - Low-income and poverty
  - Uninsured and underinsured
  - Lack of transportation
  - Family and children
  - Health as a secondary priority

Continued…

- **System Challenges**
  - Lack of health status data
  - Lack of a collective voice
  - Lack of policy and advocacy capacity
  - Lack of participation in local and national decision making process
  - Diversity as a strength and an obstacle in API community

Develop Programs to Address the Problems and Improve Community Health

- **Individual Behavioral Change**
  - Assess individual needs
  - Develop program plan and intervention
  - Develop culturally tailored curriculum
  - Provide language assistance
  - Assist with referral services
  - Monitor behavioral changes
  - Evaluate program effectiveness and outcome

Example 1: “Building Better Bones” – A Model Program

- Improve knowledge on diseases and prevention
- Increase physical activities
- Improve knowledge on nutrition
- More women receive Osteoporosis screening
- More women take prevention measures
- Symptomatic women receive treatment
- Make Asian language materials available

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- **Changes in the Community through Program Design**
  - Know the community, target population, and health issues/problems
  - Engage gatekeepers
  - Involve members of the community (PHE/Health Promoter/Opinion Leader)
  - Have input from members of the community
  - Social marketing and ethnic media campaign
  - Take a community readiness approach with family and community in mind

Example 2: AHS HIV Awareness Day ’06

The Banyan Tree Project since 1994

Continued…

- **Influencing System and Policies**
  - Health data
  - Partnership
  - Advocacy
  - State holders and policy makers

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Example 3: Community Health Needs Assessment

- **We Surveyed 525 People in 20 Languages in 2000 Our Data Says:**
  - 47% has no health insurance
  - 39% pay for medical care by cash
  - 23% use county hospital
  - 13% use physicians who did not charge

Continued:

- 40% felt that they needed to seek medical care, but did not
- 47% delayed or postponed medical care, due to cost, waiting time for appointments, transportation difficulties, and or language barriers

Continued…

- Nearly 60% did not receive vision screening
- Nearly 70% did not receive hearing screening
- More than 50% did not receive dental screening
- Among the 312 female respondents, only 35% had a pap smear in the past; 70% never had a mammogram
- Among the 207 male respondents, 85% never had a prostate exam

Other findings include:

- The majority of the respondents (83%) are foreign born and have lived in the U.S. for less than 5 years
- More than 50% did not speak English, or did not feel comfortable using English
- 40% needed interpreter services when seeking a doctor

AHS Family Health Center (FQHC) 2004

Example 4: From Smoking Cessation to Wellness Program

Asian Human Services – Wellness Calendar

Focusing on improving daily habits can improve our well-being dramatically. A daily wellness routine is essential to fight out stress, anxiety, and poor health. The four main components to a successful wellness routine include:

1. Exercise
2. Nutrition
3. Mediation Practice
4. Rest and Relaxation

During Lunch time, take the time to participate in our weekly wellness activities!

12:15 pm-1:00 pm

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday & Sunday
No Elevator Day	Healthy Eating Day	Walk Club Day	Indoor Exercise Day	Relaxation Day	Spread the Word Day
• Use the stairs instead of the elevator for a day. • Park at least two blocks away from work and walk. • Bike to work.	• Eat steam and boil food (instead of fried food) • Eat 2-4 servings of fruit • 3-5 servings of Vegetables	<u>Walk Club</u> Walk with co-workers, client support groups, or take an individual brisk walk	Yoga, dancing movements, or Aerobics -- exercises in your office area.	Take a load off, its Friday! <u>Practice</u> • Deep breathing • Meditation • Relaxing muscles <u>Walk club (optional)</u>	Encourage friends, family and community members to live well.

Please contact Folasade Ajayi at (773) 293-8476 for questions. Each site will have a designated staff as activity coordinator.

Contact:

Jing Zhang PhD

Program Director, Community Health

Asian Human Services

4753, N. Broadway, Suite 700

Chicago, IL 60640

773.293.8460

jzhang@ahschicago.org

www.ahschicago.org