Effective Health Promotion in Limited English Speaking Populations

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Asian Human Services
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API Population in Illinois

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
Continued...
Continued…

- 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. Meditation Practice
4. Rest and Relaxation

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

<table>
<thead>
<tr>
<th>12:15 pm-1:00 pm</th>
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<tbody>
<tr>
<td><strong>Monday</strong></td>
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<tr>
<td>No Elevator Day</td>
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<tr>
<td><strong>Tuesday</strong></td>
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<td>Healthy Eating Day</td>
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<tr>
<td><strong>Wednesday</strong></td>
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<tr>
<td>Walk Club Day</td>
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<tr>
<td><strong>Thursday</strong></td>
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<td>Indoor Exercise Day</td>
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<td><strong>Friday</strong></td>
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<tr>
<td>Relaxation Day</td>
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<td></td>
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<tr>
<td><strong>Saturday &amp; Sunday</strong></td>
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<tr>
<td>Spread the Word Day</td>
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</tbody>
</table>

- 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
- Walk Club
- 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!
  - Practice
    - Deep breathing
    - Meditation
    - Relaxing muscles
    - Walk club (optional)
- 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.
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