Promesas y Traiciones
(Promises and Betrayals)

A Spanish Language Radio Novela
UAB School of Public Health: Connie Kohler, Marcela Frazier, Shermetria Massingale
Media For Health: Michelle Bowen, Betsy Hunter
(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
Background

- Grant from UAB Diabetes Research and Training Center to Marcela Frazier, OD MPH, PI
- Twelve episodes of an entertainment-education radio drama
- Additional funds from Jefferson County Department of Health (CPPW) to Media for Health for remaining 36 episodes
Objectives

• . . . of the drama
  To model the consequences of second hand smoke exposure and obesity and positive outcomes of healthy behaviors

• . . . of the pilot evaluation
  To determine the appeal, feasibility and potential effectiveness of the drama

• . . . of the ‘magazine’ show
  To provide listeners with access to further information and local resources
The Radio Drama

Listen to a sample of episodes . . .
Program Development

• Used the entertainment education methodology [Miguel Sabido and others]
• EE methods grounded in social cognitive theory tenets of modeling and vicarious learning
• Characters model healthy and unhealthy behaviors and their desirable and undesirable consequences along with modeling strategies for overcoming barriers to change.
• Relies on extensive formative evaluation and audience input
Program Development

• Workshop I: community service providers and gatekeepers
  – aimed at sharing perspectives and buy-in
• Workshop II: community residents
  – activities aimed at providing script writers with culturally accurate situations and stories on which to base the drama
• Scriptwriting: used workshop output to write episodes that met knowledge, attitude and behavior change objectives
  – all scripts reviewed by project team members
Production People

Scriptwriter: Sylvia Pontaza (Guatemala)

Director: Jorge Cacheiro (Cuba)

Actors:
Evelyn: Fabiola Flores Palacios (Mexico)
Esteban: Franco Sandre (Mexico)
Ana: Lucrecia Ostos (Mexico)
Rosita: Edelia Merida (Cuba)
Pancho: Alejandro Garcia (Mexico)
Concha: Lucrecia Ostos (Mexico)
Bill: Gerardo Flores (Mexico)
John: Carlos Morales (Mexico)
Mike: Alfredo Alfaro (Mexico)
Mariana: Vianey Mendez (Mexico)

Recording: Boutwell Studios, Birmingham, AL
Pilot Test

• Mixed methods
  – Theatre style testing groups with pre & post tests to measure knowledge, attitudes and behaviors

• Procedures
  – Four sessions over four months
    • Prestest + listening episodes 1-4
    • Listening episodes 5-8
    • Listening episodes 9-12
    • Debriefing + Posttest
Methods: Measures

- Frequency of talking about the primary topics
- Perceived susceptibility to diabetes
- Knowledge of severity, risk factors, diabetes signs and symptoms, and preventive actions
- Dietary behaviors
- Data were analyzed as simple pre/post comparisons.
Results

• N=49 at first session; 31 completed pre-test and post-test
• Ages 30 to over 70; majority between 40 and 61.
• 61% high school education or better
• Almost half originally from Mexico
Results

• 3 behaviors assessed via self report (n=31)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>% Pre</th>
<th>% Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating fried foods 4+ days/week</td>
<td>51.6</td>
<td>22.6</td>
</tr>
<tr>
<td>Eating 2+ portions F &amp; V daily</td>
<td>32.3</td>
<td>45.1</td>
</tr>
<tr>
<td>Drinking 2+ sweet drinks daily</td>
<td>19.3</td>
<td>29.1</td>
</tr>
</tbody>
</table>

• ‘Corroborating’ attitude changes - increase in:
  – Confidence to avoid fatty food (65.3 to 75.0)
  – Belief that a diet rich in fried food is related to diabetes (67.7 to 74.2)

• No knowledge change (ceiling effect)
Results

Differences are not statistically significant.
Perception of entertainment/health balance

Health Content

- too much health
- good balance
- too little health
Final evaluation

• Questions added to overall campaign survey
  – Knowledge & Behaviors
  – Exposure, perceived influence, appeal
• Data collection via intercept interviews
  – Community events
  – Health screenings
• Data collection sporadic – not pre/post
• Alabama immigration laws
## Final evaluation

<table>
<thead>
<tr>
<th>Variable</th>
<th>N (34)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency of listening at least once or twice</td>
<td>14</td>
<td>41%</td>
</tr>
<tr>
<td>Frequency of listening 3 or more times</td>
<td>4</td>
<td>12%</td>
</tr>
<tr>
<td>Perceived Influence*</td>
<td>N(13)</td>
<td></td>
</tr>
<tr>
<td>To eat a healthier diet</td>
<td>7</td>
<td>54%</td>
</tr>
<tr>
<td>To do more physical activity</td>
<td>1</td>
<td>10%</td>
</tr>
<tr>
<td>To eat more fruits &amp; vegetables</td>
<td>10</td>
<td>83%</td>
</tr>
<tr>
<td>Program appeal**</td>
<td>N (13-20)</td>
<td></td>
</tr>
<tr>
<td>Looking forward to new episodes (n=14)</td>
<td>9</td>
<td>64%</td>
</tr>
<tr>
<td>Events in show relevant to my life (n=13)</td>
<td>10</td>
<td>77%</td>
</tr>
<tr>
<td>Would listen in the future (n=20)</td>
<td>12</td>
<td>60%</td>
</tr>
</tbody>
</table>
Final evaluation

• Magazine show call ins
  – Over 25 programs there were 92 calls
    • 32 obesity
    • 12 tobacco
    • 48 other
      – Breast health
      – Oral health
      – Domestic violence (related to speaker’s expertise)
      – Diabetes & CVD
Call-in example

• I called to ask if a person can get diabetes from drinking beer instead of water? My husband drinks beer. He says that water doesn’t quench his thirst . . .

• If a person is overweight, is he at a higher risk of developing diabetes?
Discussion

• Radio drama was very popular and callers were indicative of the desire for health discussion
• Creation of drama also created ‘buzz’ in community
• Pilot test
  – Small sample, no statistical significance
  – Increase in sweet drinks may be due to learning that juices count as sweet drinks
  – Power of modeling consequences – the xx story
    • Episode 5: “The only think that I want is another one of those empanadas.”
    • Episode 8: mother suffers a heart attack
    • Episode 11: mother dies
    • Could this be related to changes in fried food attitudes and behaviors?
• Evaluation difficulties, partly a function of immigration law ‘scare’