Go Easy on the Empanadas

Results from a pilot evaluation of a Spanish Language Radio Novela
National Health Communication, Marketing and Media Conference
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Collaborators

- Marcela Frazier, OD, MPH, PI
- Michelle Bowen, Project Manager
- Shermetria Massingale, Project Assistant
- Betsy Hunter, Executive Director, Media For Health
Background

- DRTC Funding /Additional funds from CPPW
- Marcela Frazier, OD MPH, PI
- Twelve episodes of an entertainment-education radio drama
Objective

... of the drama
To model the consequences of second hand smoke exposure and obesity.
[developed for the local Communities Putting Prevention to Work initiative]

... of the pilot evaluation
To determine the appeal, feasibility and potential effectiveness of the drama
[funded by the UAB Diabetes Research and Training Center]
Pilot Evaluation Methods

- Evaluated first 12 of 48 episodes prior to producing remaining 36
- Target audience members recruited via radio
  - *Only* Spanish language station in area
- One group pre-test/post-test for outcomes
- Survey and discussions for feasibility and appeal
Methods

• Sessions
  • pretest / listening session; two additional listening sessions; and a posttest session
• Group sessions with ‘game show’ atmosphere
• Latino promotor and radio personality as host
• Use of ‘classroom clickers’
• Questions projected in Spanish while read aloud
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 & self efficacy
- Data analyzed as simple pre/post comparisons.
Results

- N=49 at first session; 31 completed pre-test and post-test
- Ages 30 to >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>
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<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>
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</tbody>
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- ‘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)
Results

- % eating fried food 4+ days/week
- % eating 2+ portions F&V/day
- % drinking 2+ sweet drinks/day

Yellow bars represent pre data, and red bars represent post data.
Perception of Entertainment/Health Balance

![Graph showing the perception of entertainment and health balance. The x-axis represents health content, and the y-axis represents the count. The categories include too much health, good balance, and too little health. The graph indicates that good balance is perceived as most common.](image-url)
Discussion

- 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 Ana story
  - Episode 5: “The only thing that I want is another one of those empanadas.”
  - Episode 8: Ana suffers a heart attack
  - Episode 11: Ana dies
- Could this be related to changes in fried food attitudes and behaviors?
Conclusion

• Promesas y Traiciones appealed to pilot test listeners
• Listeners were involved in the story
• Listeners showed trend toward changing dietary behaviors
• Need to conduct larger scale evaluation