

Alfabetismo y comunicación en la salud/ Health Literacy and Communication

MSAW Promotores Program



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**Modelo de trabajadores
comunitarios de salud /
Community Health Worker
Model**

**11 Promotores de Salud
Voluntarios/ Volunteers
CHWs**

**4 Comunidades
indígenas /4 Indigenous
communities**

**6 diferentes lenguajes / 6
different languages**

**Biculturales/ Bilingües /
Bicultural/ Bilinguals**



Mapa Conceptual/ Conceptual Map



Clinical Tools & Research

Improving provider communication & patient health

Local indigenous tend to avoid early prenatal care

They avoid medical care except in emergencies or when health issues worsen



Linguistically Appropriate Anatomical Diagrams



Health Promotion

Workshops

At Community Gathering Spaces
At health fairs



One-on-one conversations



At farms & Migrant Camps



At Indigenous churches



Outreach Service Delivery

Over last four years, took 47 mobile medical & 49 dental clinics to 2,125 MSAW during berry harvest season at migrant camps and farms

Mobile Flu clinics



TB screening Events



Building Relationships & Trust

With Workers & Employers

In four years, forged collaborations with 8 new farms and multiple communities creating new access points

Increased Community Engagement

MSAW Mapping Project

Initiated to identify local languages and communities to better identify health literacy needs and health perspectives and practices



Whatcom vs Skagit

Whatcom—Mainly Aguacateco, Chalchiteco, Mam, Mixtec (alto) & Punjabi

Skagit—Mainly Mixtecs (bajo and alto) & Triqui (mostly from La Mixteca, Mexico Region)

Of the nearly 30k FW & dependents in Skagit & Whatcom, majority are indigenous peoples from Mexico & Central America



Volunteers

Farm Management

Local & State Partner Agencies

Health Inequities

- Indigenous access health care at lower rates than non-indigenous Mexican farmworkers
- Indigenous women access it at higher rates than indigenous men (National Agricultural Workers Survey)

BARRIERS

- Frequent mobility
- Low literacy levels
- High degree of Monolingualism
- Limited transportation
- Limited income and lack of health insurance
- Cultural health beliefs and practices
- Lack of knowledge of preventive health
- Unfamiliar with US systems & customs
- Widespread mistrust

Communication and Language Challenges

- Few speak English
- Spanish proficiency varies across ethnicities, age & gender
 - Mixtec men—ability varies. Women—60% monolingual
 - Triqui—both speak well
 - Q'anjobal—basic or non-existent
 - Aguacateco—speaks well
 - All languages—elderly not well
 - Mixtec/Triqui—youth are bilingual
- Many intra family communication challenges

MSAW Community

INDIGENOUS

Aztecs (Mexico)



Mayans (Guatemala)



Mixtecs, Triqui, Nahuatl, Purepecha, Zapotec, Tepehuano, Chocho

Aguacateco, Chalchiteco, Chuj, K'iche, Ixil, Mam, Q'anjobal, Tzotzil

Defining the MSAW

NON-INDIGENOUS

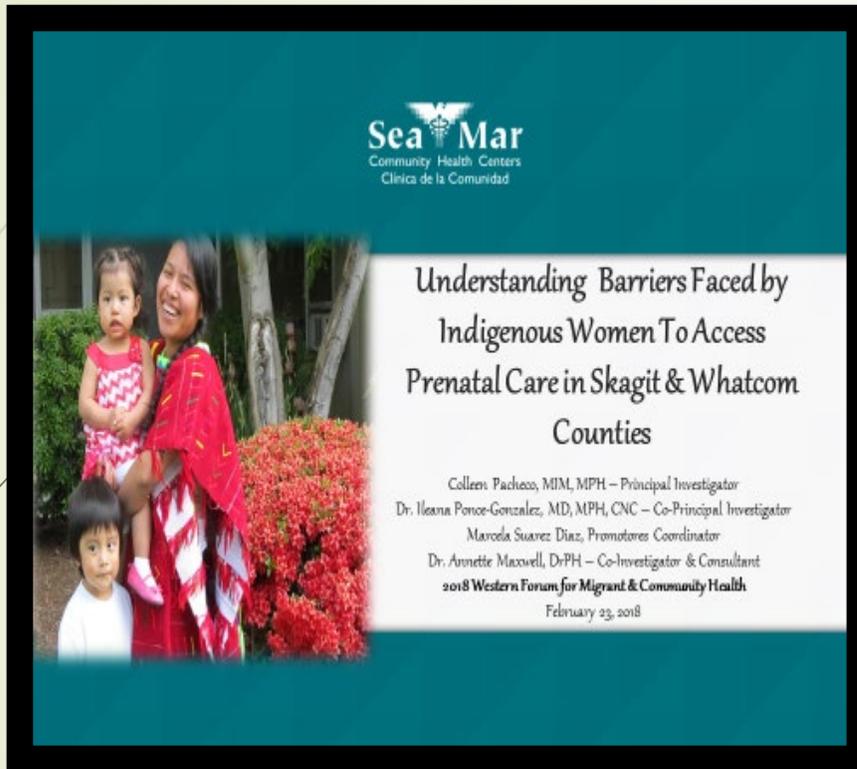
Latino:

Punjabi:
 Sikh:

Smaller communities: Nepali, Russian, Samoan, Vietnamese, Burmese, Farsi, Marshallese

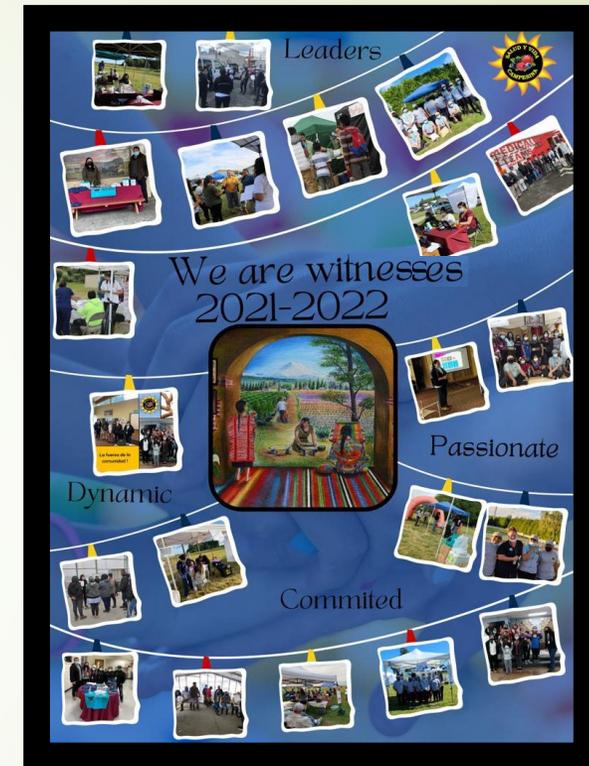
- Migratory Agricultural Worker
 - Principal employment is agriculture
 - Has been so employed within the last 24 months
 - Establishes a temporary home to work in agriculture
- Seasonal Agricultural Worker
 - Principal employment is agriculture on seasonal basis
 - Does not migrate
- Aged & Disabled Agricultural Worker
 - Agricultural worker who aged out or became disabled while migratory

Investigación / Research



<https://www.tandfonline.com/eprint/HXAXGVVXEYTMNC/MFS4M/full?target=10.1080/23293691.2022.2061319>

**Exploring Barriers to Access Prenatal Care
Among Indigenous Mexican and
Guatemalan Women in Washington State**



[https://www.seamar.org/seamar-downloads/We%20are%20Witnesses Ongoing%20Project%20 English CNA 2022%20Updated.pdf](https://www.seamar.org/seamar-downloads/We%20are%20Witnesses%20Ongoing%20Project%20English%20CNA%202022%20Updated.pdf)

**MSAW Promotores Program Research on the
Social Determinants of Health in Skagit and
Whatcom Counties 2021 and 2022**

Diversidad Lingüística

Linguistic Diversity

Mixteco	• Oaxaca & Guerrero
Trqui	• Oaxaca
Zapoteco	• Oaxaca
Mije	• Oaxaca
Amuzgo	• Oaxaca & Guerrero
Tepehuano	• Durango
Purepecha	• Michoacán
Nahuatl	• Puebla
Yali	• Sonora
Tzutzill	• Chiapas
Cho Cho	• Veracruz
Chinanteco	• Veracruz
Itxashiwa	• Veracruz

Awakateko	• Huehuetenango
Chalchiteco	• Huehuetenango
Mam	• Huehuetenango
Chuj	• Huehuetenango
Canjoval	• Huehuetenango
K'iche'	• Quiche
Ixil	• Quiche
Kaqchikel	• Chimaltenango





Desafíos / Challenges

- ▶ Gran porcentaje de la población trabajadora del campo no lee o escribe / A large percentage of the farmworker population in the area does not read or write
- ▶ Variedad de lenguajes indígenas sin suficientes o no interpretes / Variety of indigenous languages without enough or no interpreters
- ▶ Conceptos o palabras que no existen en las diferentes lenguas indígenas / Concepts or words that do not exist in the different indigenous languages
- ▶ Dinámicas de poder hacen que sean aun mas tímidos/ Power dynamics make them even more shy
- ▶ No confían en personas externas a sus comunidades /They do not trust people outside of their communities
- ▶ No hay una cultura de prevención en esta comunidad / There is no culture of prevention in this community



Baja alfabetización y analfabetismo / Low Literacy and Illiteracy

Bajo alfabetismo / Low Literacy

- ▶ Necesita leer varias veces para comprender la información / Need more time to read and re-read information before they can comprehend it.
- ▶ Tiene dificultad para llenar formas, leer etiquetas, recetas medicas / Trouble filling out forms, read labels, prescriptions.
- ▶ Dificultad para entender información verbal y escrita / difficulties understanding oral and written information.
- ▶ Proceso de entender y aprender es mas lento que para otros / Understanding and learning process is slower than for others

Analfabetismo / illiteracy

- ▶ Incapacidad para leer o escribir / inability to read or write.
- ▶ **El analfabetismo afecta todos los ámbitos de la vida /**
Illiteracy affects all areas of life.

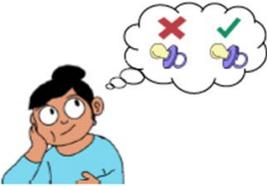


Población prevalente en baja alfabetización sanitaria / Low Health Literacy population prevalence

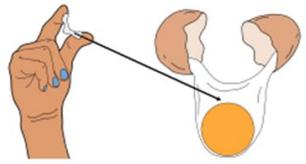
- ▶ Minorías / Minority populations
 - ▶ Adultos mayores / Older adults
 - ▶ Bajo estrato socio-económico / Low socioeconomic status
 - ▶ Personas desatendidas medicamente / Medically underserved people.
- ▶ Factores que influyen en la alfabetización de un individuo / Factors influence an individual's health literacy
 - ▶ Pobreza, educación, raza/etnia, edad e incapacidad / poverty, education, race/ethnicity, age, and disability.

¿Cómo se enseña a los pacientes con baja alfabetización? / ¿How do you teach patients with low literacy skills?

¿Usted quiere más
bebés?



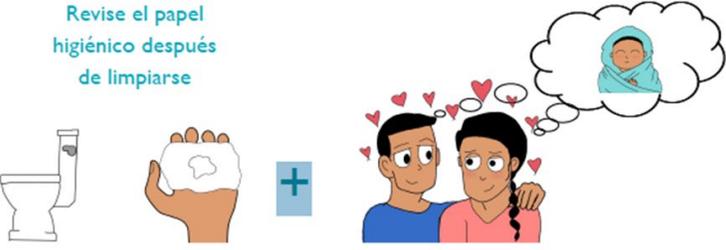
¿Cuándo es más probable que quede embarazada?



Cuando el moco cervical parece clara de huevos
(Cuando un desecho que sale de la vagina, parece moco y es blanco o transparente)

Revise el moco cervical cada día por la mañana

Revise el papel
higiénico después
de limpiarse



Sea Mar
Community Health Centers
Clínica de la Comunidad
Exceptional service. Every person. Every time.

- Vaya despacio / Slow down
- Use lenguaje cotidiano, no medico / Use plain, nonmedical, everyday language
- No use acrónimos / Do not use acronyms
- Use dibujos, imágenes / Use draw pictures, images
- Limite la cantidad de información / Limit the amount of information
- Repita y haga retroalimentación / repeat it and feedback
- Enseñar de nuevo / Teach-back
- Cree un ambiente libre de vergüenza / Create a shame-free environment.

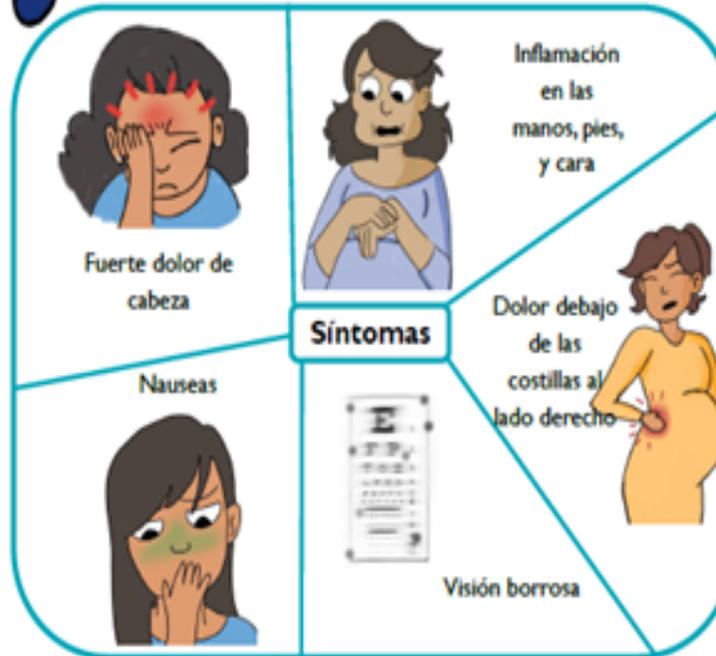
Sea sensible culturalmente/
Be culturally sensitive



Pre-Eclampsia



Empieza después de las **20** semanas



Llame a su partera o doctor si usted tiene cualquiera de estos síntomas



No Espere!



Como reducir el riesgo



Cada día



Sea creativo /Be creative

**Educación
popular es la
respuesta /
Popular
education is the
answer**



ETAPAS DE DESARROLLO DEL CÁNCER DE COLON

1



2



3



4



PÓLIPOS



QUÍTELOS ANTES DE
QUE CREZCAN !



**Transmita el mensaje
claramente en una
variedad de formas /
Convey the message
clearly in a variety of
ways**

Herramienta Clínica / Clinical Tool

After Visit Summary

Nombre del paciente/Patient Name: _____ Condición médica/Medical Condition: _____

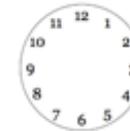
Nombre de la medicina/Medication Name: _____

Cuántas veces puede rellenar su medicina/
How many refills



COMO DEBE TOMAR SU MEDICINA/ HOW TO TAKE YOUR MEDS

 HOY / TODAY						
 Mañana/ Morning						
 Medio día/ Noon						
 Tarde/ Evening						
 Noche/ Night						



En la mañana antes
de comer/
Morning before eat



Después de la
cena/
After dinner



Antes de cada
comida/
Before each meal



Después de cada
comida/
Before each meal





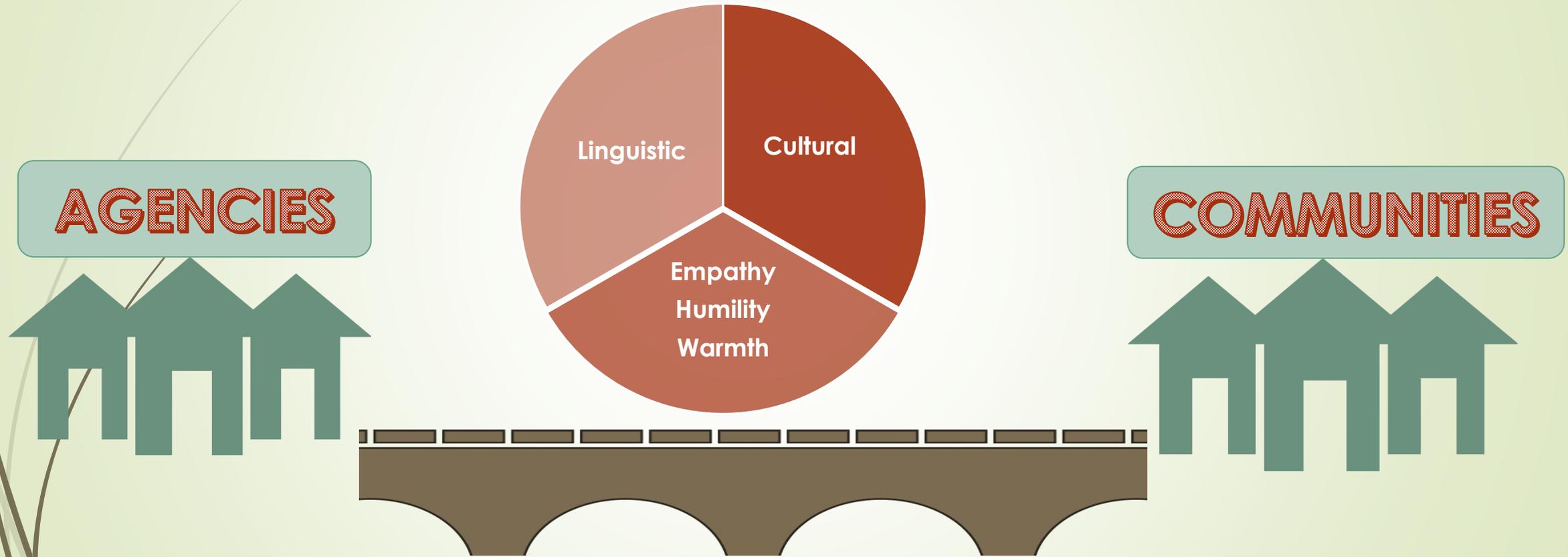
Our Communities face high mobility, limited income, lack of health insurance, health believe and practices, unavailability of sick time, lack of transportation, isolation, loneliness, among many others barriers.

If we can help them by making the delivery of our services and communication more accessible, faster, and simpler, WE ARE REALLY HELPING THEM!

Nuestras comunidades enfrentan alta movilidad, ingresos limitados, falta de seguro médico, creencias y prácticas de salud, no les es permitido ausentarse de su trabajo por enfermedad, falta de transporte, aislamiento, soledad, entre muchas otras barreras.

Si podemos ayudarlos haciendo la entrega de nuestros servicios y comunicación mas accesible, rápida y simple, LOS ESTAMOS AYUDANDO DE VERDAD!

Justicia & Equidad en la Comunicación / Justice & Equity in Communication



THANK YOU! GRACIAS! CURUBARE! XINDAVI INI-UN! TIÓSHOU!

Nuestra
imágen en
la página
de
Facebook /
Our Image
on the
Facebook
Page

