

# Understanding Minority Demographic and Communication Trends among Native Americans



Native American Cancer Research  
Native-operated  
community-based  
non-profit 501(c)(3) corporation

Work with Natives living anywhere on the  
North American continent ("turtle island")  
-- Denver Native Sisters / Native Patient  
Advocates 1-800-537-8295



# Outreach recruitment strategies -- Ineffective

Telephone / mail

Native male outreach workers

Healthcare provider referrals

Voter registration lists / Census lists

News Stories / Releases in general newspapers



# Breast Health Services -- Ineffective

Mobile mammography in city within 50 miles of Native community

Male health provider

County health screening services

General hospital / health care facility screening services



# Education Strategy - Ineffective

Education with partnership of Church

*this may work eventually, just very limited / disappointing results from most Native communities- after 10 years, NACR has finally found potential church-based partners*

Regular / generic Public Service Announcements (PSA) / videos

Regular / generic radio or TV PSA



# Examples of Factors that influence communication

Rate of speech (i.e., Native elder women *usually* speak slower than non-Native women)

Use of pause between speakers (i.e., non-Natives frequently talk on top of one another's words)

Use of traditional Indian music or instruments



# Examples of Factors that influence communication

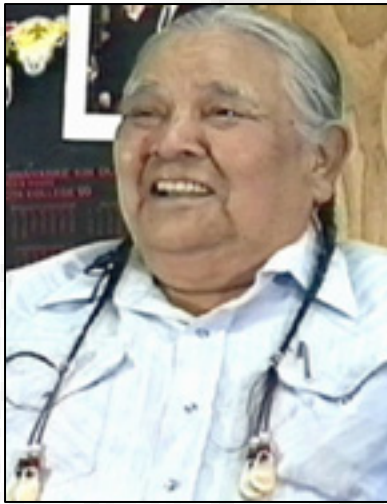
Delivered by Native elder with traditional speaking dialect

Use of circles -- Linear scales are ineffective with elder Native women (HS education and less)

Story-telling format for the message



## Excerpt: Outlook on Life



Abe (Ponca-Osage)  
dx 1987 Prostate

You always want to check with your doctor. If anything comes up, I'd go to my doctor and he would give me this test. I go to him every month every two or three months, he'll take this blood test. And he'll take it out and he'll check it out. So it's good to check with your doctor, anytime, any problem, because you can always rely on him to help you.





# Examples of Factors that influence communication

Respectful use of graphics, icons - done by local artists, not Beltway-based contracted companies

Avoid using colors in delivery of the message that are "sacred"

Verbal, vocal, non-verbal communication styles acceptable to tribal community



# Examples of Factors that influence communication

217 Native languages -- English may be 2nd, 3rd language

~ 60% of the elders finished high school

No word for "cancer"

Cultural issues related to the use of the word, "cancer"



# The Digital Divide is alive and well in Indian Country

NACR uses Audience Response System in addition to focus groups and one-on-one interviews to pretest materials

Observing a trend related toward more use and comfort using the Internet



# When these modules are available on the Internet ...

1. I have the skills to access the information on my own and to help someone else use the information
2. I have the skills to access the information on my own
3. I know someone I would trust to help me access the information
4. I'm not sure / I'd have to ask around

2003

15%

10%

50%

25%

2005

25%

20%

40%

15%

# "Native American Cancer Education for Survivors" (NACES)



Intakes changed so that QOL part 1 and 2 are the second surveys to be completed

# Personalizing the experience

## YOUR PREFERENCES

Click the "home" picture you prefer...

<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 
<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 	<input checked="" type="radio"/> 	<input type="radio"/> 

Are you a man or a woman?

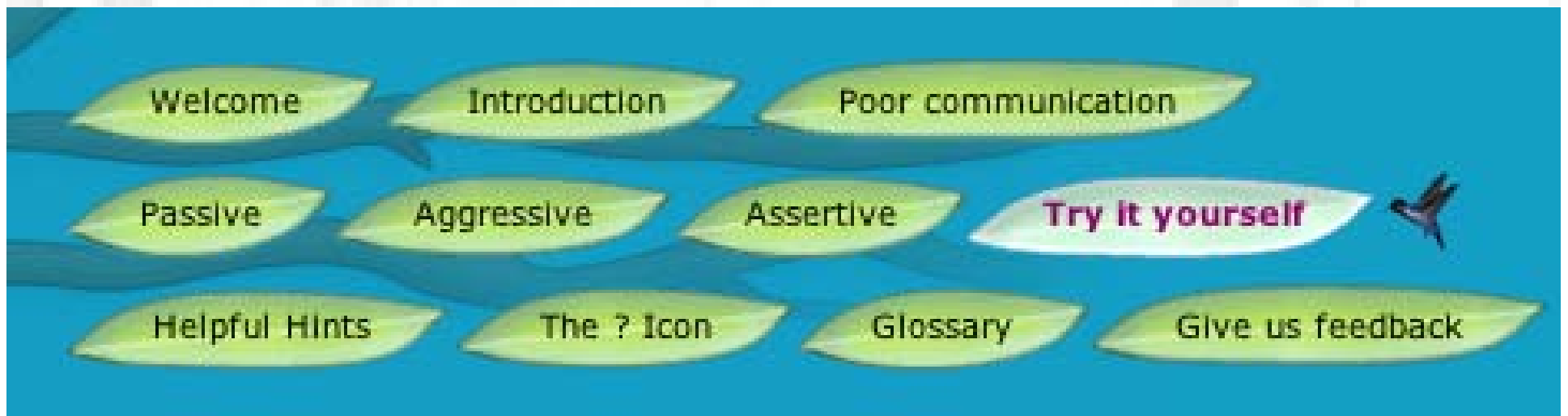
- Woman
- Man

What do you prefer to call yourself?

- American Indian
- Alaska Native
- Native American
- Aboriginal
- First Nation
- First Peoples



# Patients click on leaves in the site



# Example of multimedia:

Why good patient-provider communication matters

## INTRODUCTION: GOOD COMMUNICATION MATTERS!

It is important to communicate effectively with your provider about your experiences with cancer and its treatment. Poor communication can lead to problems like unnecessary pain and side effects. Poor communication can even lower your chances of survival.

On the right, you can view an example of poor communication.

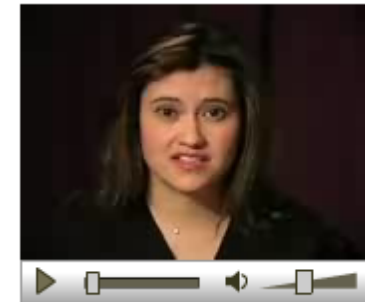
### Good communication helps everyone.

Most Native cancer loved ones and their loved ones have to find information, locate resources, and make health care decisions with little to no help from someone outside of the family. We you with a [Patient Advocate](#), but you are the one who talks directly to your providers. On the right, Rosa Miller comments about how great it was that her family and her doctor communicated so well.

### How do I communicate better with my provider?

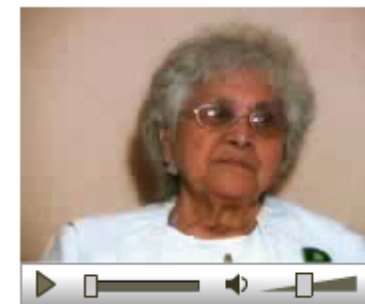
You need to feel free to speak up and be assertive about what is happening to you.

In the scene below, a loved one and provider misunderstand what's "positive."



Play »

Rosa Miller talks about "adopting" Dr. Palmer



Play »





# Example of multimedia:

## Illustration of poor communication

### EXAMPLES OF POOR COMMUNICATION

View some examples of how loved ones and providers can have poor communication. Click the green arrow...

The illustration is divided into three vertical panels. The left panel, titled 'Provider says', shows a male doctor in a white coat with a speech bubble that says 'Your cancer test was "positive."' The middle panel, titled 'Patient thinks', shows a female patient in a blue coat with a thought bubble that says 'Oh good news! I'm not going to die this winter'. The right panel, titled 'The truth is', contains the text: 'The patient has cancer; now the patient doesn't trust the provider because she feels that he tried to trick her by telling her it was good news ("positive")'. A green play button icon is in the top right corner of the illustration area.

### Why does poor communication happen?

- Sometimes loved ones are not used to speaking up for themselves and think its rude to speak out.



# Hands-on learning

## Making "I" messages

1

I have...

2

a stomachache...

3

When I smell food...

4

**Please click a phrase...**

5

I want relief for the way I am feeling

I need something to control my upset stomach

**PLAY**

**ANOTHER**

**Volume...**



# Messages

Related to family vs. personal benefit

*Have a mammogram to be a well woman!*

insignificant ->no effect in Indian Country

*Have a mammogram to show your daughters how a well woman behaves*



# Messages

TV PSA with young Alaska Native boy standing next to rocking chair, *"Today is my birthday. The best gift I could have is my grandma back. She died of breast cancer."*

TV Moderator: *"Mammograms can identify cancer while it is curable. Schedule your mammogram today."*



# Educational Message - Effective

Culturally relevant, appropriate,  
respectful, sensitive, competent

Stress behaviors that benefit overall  
health rather than limiting the benefits  
to cancer only

i.e., low fat, high fiber diet and  
CVD, diabetes, obesity



# Checklist (from Nat'l Susan G. Komen)

## DESIGN

Headers to clarify text that follows

Use of underlining, bold for emphasis only

Font (e.g., Arial - letters without curly cues or similar "additions")

Visually appealing layout



# Messages

Message needs to address all wellness,  
not limited to only cancer ...

*"It is one thing to gamble your money  
in a casino. It is another to gamble  
your life by not having your annual  
well woman check-up"*

NOTE: untested



# Educational Message - Effective

Family-based, emotional message

Messages delivered by local women from the community

Use of circles, cultural artwork, respect for tribal sacred colors

Use of "health" rather than "cancer"





# Checklist (from Nat'l Susan G. Komen)

## Comprehension

Word choice? *varies by Tribe*

Breast "health" rather than Breast "cancer"

Jargon? *varies by Tribe*

Pretested for understanding?  
*varies by Tribe*

Cultural relevance? *varies by Tribe*



# Outreach Recruitment Strategies -- *Effective*

**QUERY:** What would you guess was one of the *most* successful approaches?

One-on-one recruitment

Lay health advisors, Navigators,  
Community Health Representatives

Telephone reminder calls for  
appointments



# Outreach Recruitment Strategies -- *Effective*

Native Cancer Survivors on staff as outreach workers

"Gifting" and incentives for completing screening appointment

News Stories / Releases in Tribal newsletters or newspapers



# Education Strategy - Effective

Story Telling

Native-specific PSAs / Videos

Native-specific Radio or TV (e.g., Raven, Native American Calling, Alter-Native)

Educational Activities need to include the sharing of healthy food



# Education Strategy - Effective

Community programs, workshops  
presentations by local women

One-on-one delivery w/ culturally  
specific videos, fliers, brochures



"If the problems are in the community, the solutions are in the community."

**Gilbert H. Friedell, MD**, Director Emeritus  
Markey Cancer Center  
University of Kentucky, Lexington, KY

