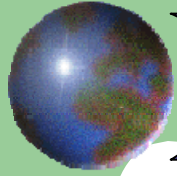


Language, Literacy and Patient Education

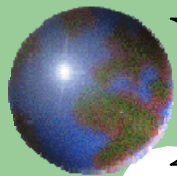




The Center for Immigrant Health NYU School of Medicine

- Founded in 1989
- Network of community members/CBOs/FBOs, providers, researchers, facilities and administrators, program and policymakers
- Mission: To facilitate linguistically, culturally, and epidemiologically sensitive health services
To reduce health disparities
- Research, Education/Training , Program/Policy

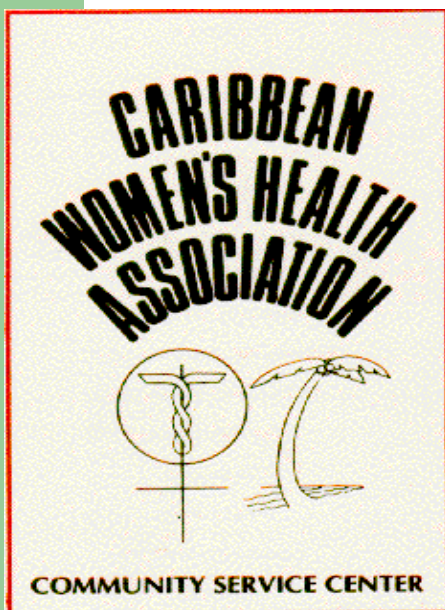




華人策劃協會

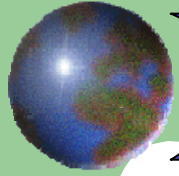


PARTNERS



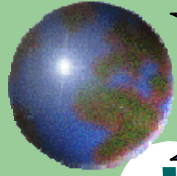
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U.S. Immigrants

- Over 1 million arrive in the U.S. each year
- Over 35 million Americans were born abroad
- 12.4% of the population is foreign-born



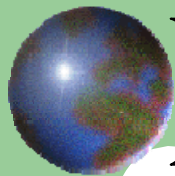
Where do recent immigrants come from?

In 2004, five nations of the world constituted over 40% of legal immigration to the U.S.:

- Mexico: 175,364
- India: 70,116
- Philippines: 57,827
- China: 51,156
- Vietnam: 31,514



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The New York City Picture

Leading countries of birth among foreign-born adults

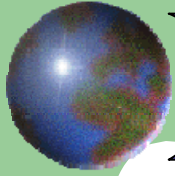
Place of birth	Number*	Percent
1. Dominican Republic	331,700	12
2. China	193,200	7
3. Jamaica	161,300	6
4. Guyana	118,800	4
5. Mexico	108,300	4
6. Ecuador	102,700	4
7. Haiti	90,200	3
8. Trinidad & Tobago	83,400	3
9. Colombia	76,600	3
10. Italy	76,300	3

* Rounded to nearest hundred.

Source: NYC PUMS, 2000/NYC Department of City Planning

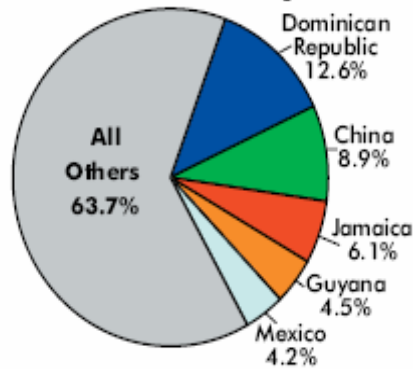


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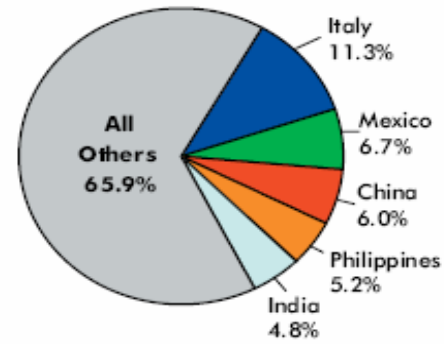


Top 5 Countries of Birth

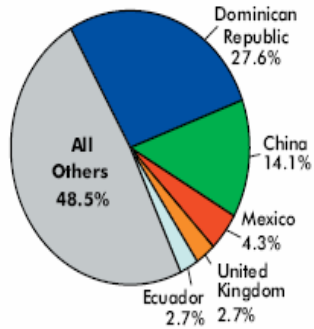
New York City



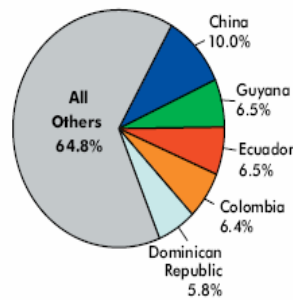
Staten Island



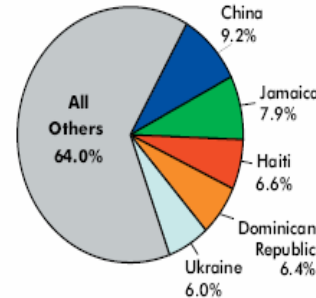
Manhattan



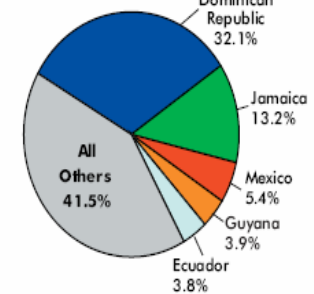
Queens



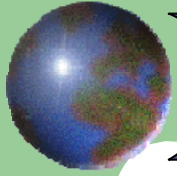
Brooklyn



Bronx



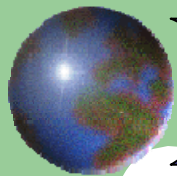
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The Language Barrier

Limited English Proficiency (LEP): a limited ability to understand, speak, read & write in English

less than “very well”



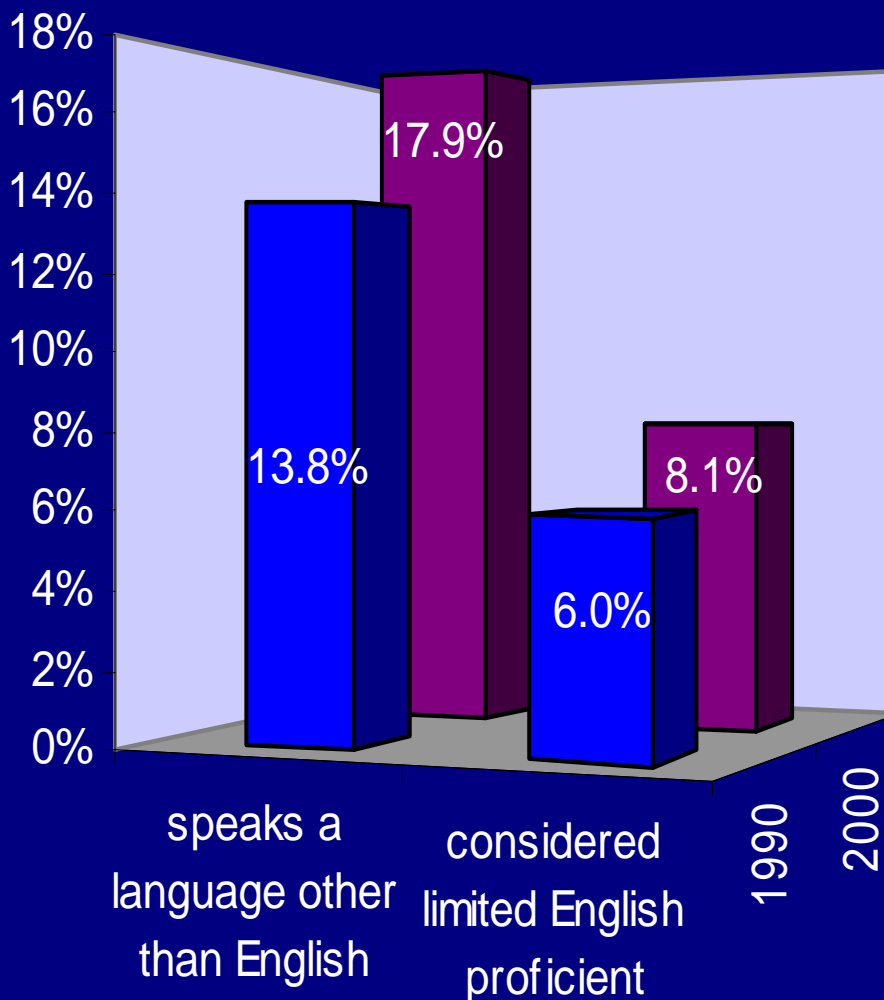
United States Census

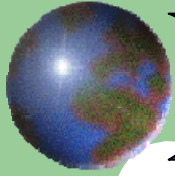
1990 Census

- 31 million spoke a language other than English
- 14 million considered limited English proficient

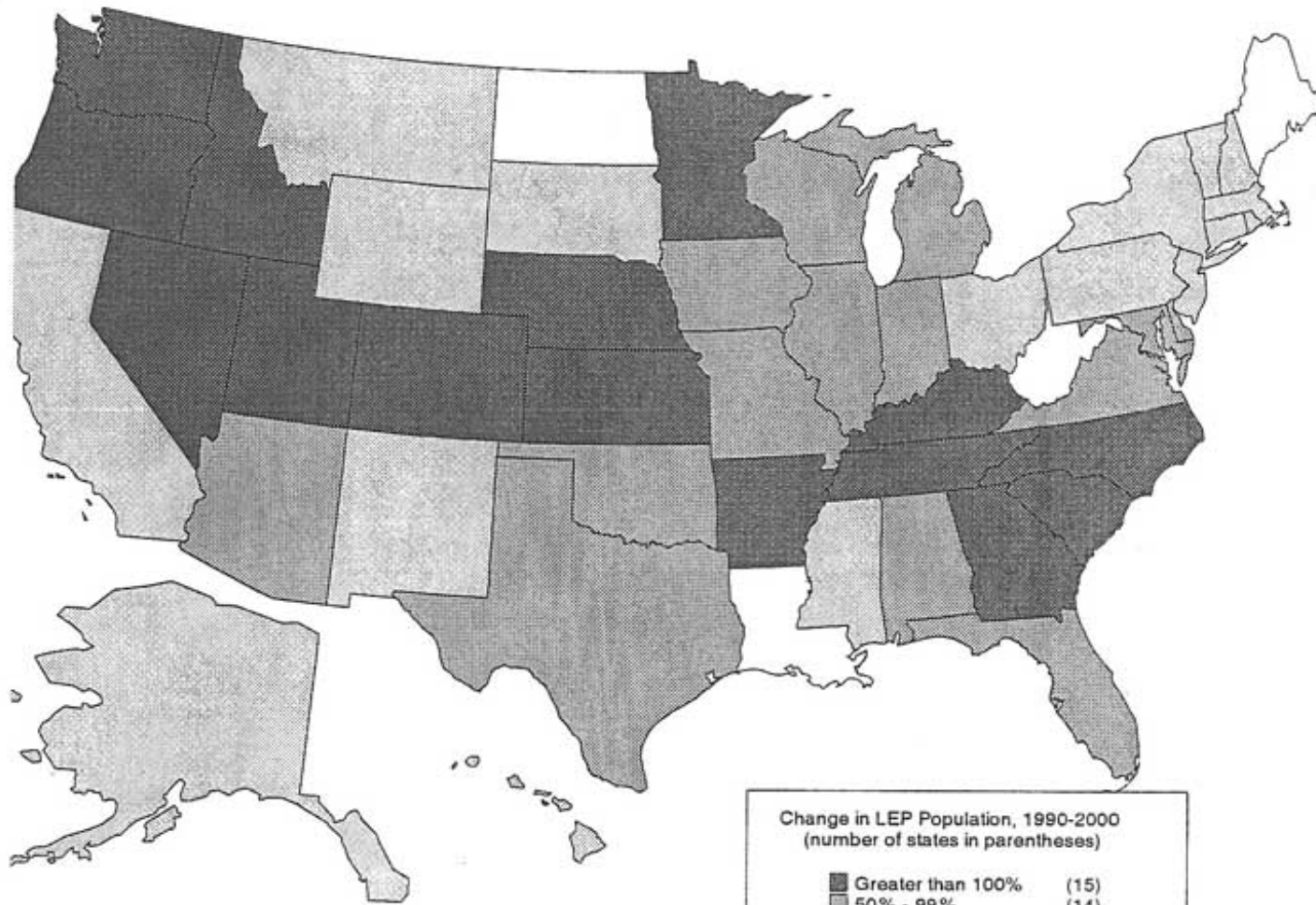
2000 Census

- 47 million speak a language other than English
- 21 million considered limited English proficient



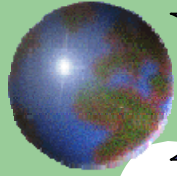


% LEP Change by State



Change in LEP Population, 1990-2000
(number of states in parentheses)

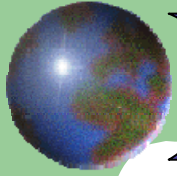
Greater than 100%	(15)
50% - 99%	(14)
0% - 49%	(18)
Decline in LEP Pop.	(4)



In New York City, 24% of the overall population has limited English ability.



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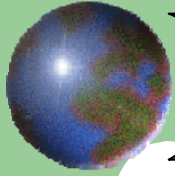


Proportion of Population that is LEP

Filipino	21%
Indian	27%
Italian	36.1%
Pakistani	48%
Spanish	50%
Russian	64.5%
Chinese	70%



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Literacy Facts

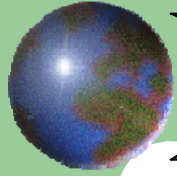
- **90 million people** in US have difficulty understanding and acting on medical information (IOM Report)
- Of these, **1.5 – 2.0 million** live in NYC
- **49% of NYC HHs** speak a language other than English as their primary language



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Literacy Assistance Center



Health Literacy Defined

“The ability to read, understand, and use health information to make appropriate healthcare decisions and follow instructions for treatment”

(American Medical Association)

“The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions”

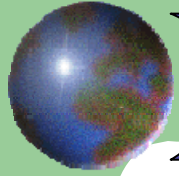
(Ratzan and Parker, 2000)



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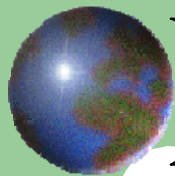
Literacy Assistance Center



Materials Transcreation

- Print
- Video
- Web

Focus Groups, Community Review and Testing, Focus Group Review



Assessment tools

Assessment tools were designed to determine the effectiveness of the brochures, vis-à-vis their visual appeal, readability, cultural and linguistic appropriateness.

Health Educators

Assessment Tool Cancer Educational Materials For Health Educators

On a scale of 1-3, 1 being the least true and 3 being most true, please rate the material that you have received. Please make any comments regarding the material.

Title of brochure/pamphlet: _____

Content	1	2	3	Comment
The content is relevant to the practices or life of the intended audience.				
The content is organized in a logical, easy-to-follow manner.				
The material is medically accurate.				
The tone is positive and upbeat.				
The content is culturally sensitive.				
The information is clearly presented.				
It presents useful resources.				
All major ideas are summarized or reviewed to reinforce the key concepts.				

Readability	1	2	3	Comment
The language and dialect used are appropriate for the intended audience.				
Sentences/paragraphs are short, simple, and written in the active voice.				
The reading/literacy level is appropriate for your audience.				



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Community

Cancer Education Material Effectiveness Community Assessment Tool

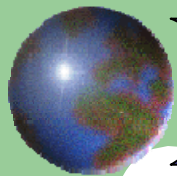
TITLE OF MATERIAL: _____
DATE: _____

Appeal	Yes	No	N/A
1. Is the message appealing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Are the visuals eye-catching?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Are the colors appealing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Is the voice appealing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

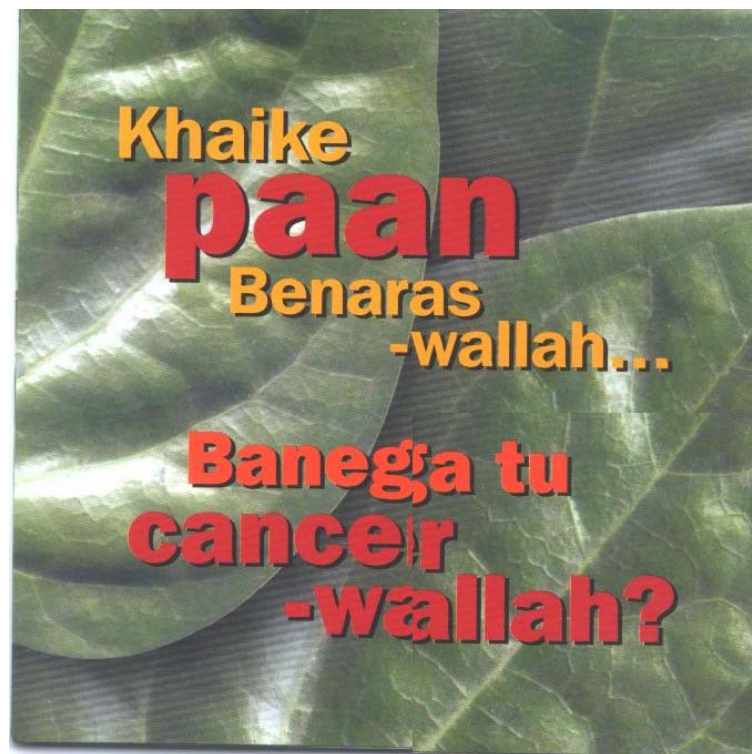
Understandable	Yes	No	N/A
1. Is the message clear?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Is there an overuse of medical jargon?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Is the language and dialect accurate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Are the visuals appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Are key points clearly expressed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Is information confusing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Is the text large enough to be read?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Personally Relevant	Yes	No	N/A
1. Is the message culturally appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Is the message meaningful to you?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Are the visuals culturally appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

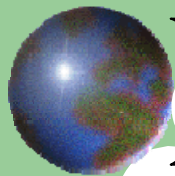
Acceptable	Yes	No	N/A
1. Is the message believable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Is the message credible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



STOP PAAN

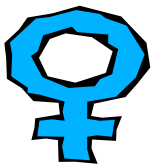


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CANIMP Haitian Materials Initiative

PAP SMEAR



*Sa tout Fanm
fèt pou konnen*

Mamografi



*Chak ane
depi ou 40 an*

Kansè
Pwostat



*Sa tout Gason
fèt pou konnen*



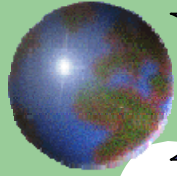
Etid Lan Klinik

Etid Kansè Lan Klinik

*Cancer Awareness Network for
Immigrant, Minority Populations
and the NYU Cancer Institute and
Dr. Rita J. and Stanley H. Kaplan
Comprehensive Cancer Center*



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Website

Collages on all pages

Audio + text testimonial from a breast cancer survivor

Bottom text links



Caribbean CARES
(Cancer Awareness Resources Education and Services)

- Home
- Breast Cancer
- Cervical Cancer
- Resources
- QuickQuiz
- Risk Factors & Prevention
- Contact Us

Testimonial



This website is about breast and cervical cancer for Caribbean women. My name is Vern Julianne Brizen. I am a nurse practitioner and a breast cancer survivor of four years. I currently practice at a clinic in Brooklyn and I am doing well. I am here to recommend that all women be screened for breast and cervical cancer regularly. You and your family will be very glad you did. Please read this website carefully.



Because you are a **woman...**
...You need to know certain **facts** about **breast** and **cervical cancer**.

All women are at risk for breast and cervical cancer. Too many women die each year from breast and cervical cancer. Breast cancer is the leading cause of cancer deaths among women in the Caribbean right now, with cervical cancer second. One out of every ten women from the Caribbean will develop breast cancer during her life. But over 90% of these women can be successfully treated if the cancer is detected early enough.

Early detection (finding out right away that a cancer is growing) gives you the best chance to be cured. Protect yourself by reading the information on this website and following recommendations.

What can I do? The best defense against breast and cervical cancer starts with you!

Join the fight against cancer now!



Mammography

Know all about it!
Find a mammography center nearest to you.

[Read More...](#)

Breast Self-Exam

Got a few minutes?
It's a lifetime habit that could add some time to your life.

[Read More...](#)

Pap Test

Answers to questions!
Also read advice from women who have already had this test.

[Read More...](#)

Stretchable design to fit browser width

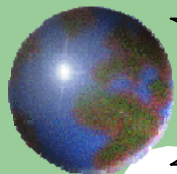
Big sized main navigation menu tabs

Entire text can be clicked in right panel links, not just the words 'Read More'.

[Home](#) | [Breast Cancer](#) | [Cervical Cancer](#) | [Resources](#) | [QuickQuiz](#) | [Risk Factors and Prevention](#) | [Contact Us](#)

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Sample Page

Highlighted tabs show the current page the user is on

Link structure is maintained at a maximum of two levels at all times



Caribbean CAPES
(Cancer Awareness Resources Education and Services)

Home | **Breast Cancer** | Cervical Cancer | Resources | QuickQuiz | Risk Factors & Prevention | Contact Us



Your Fight Against Breast Cancer

Breast cancer occurs when cells in the breast grow out of control. There is no certain way to prevent breast cancer, and the cause of the disease has not been determined.

What are the symptoms of breast cancer?

Breast cancer may have no symptoms in the early stages. But as the cancer grows, the symptoms may include:

- A lump or mass in the breast or the under arm area
- A change in breast size, shape or color
- A discharge from the nipple
- A change in the feel of the skin covering the breast (the skin could become dimpled, puckered or scaly)

Some of these symptoms may be caused by other problems. Only a doctor can know for sure. If you have any of these symptoms, talk to a doctor immediately.

What do doctors recommend for early detection?

American Cancer Society recommends the following guidelines for women without symptoms.

If you are age 40 or over:

- Clinical breast exam every year
- Breast self-exam every month
- Mammogram every year

If you are age 20-39:

- Clinical breast exam every three years
- Breast self-exam every month

If you have a history of breast cancer in your family, talk to your doctor. Your doctor can help you decide when you should start having mammograms and how often you should have them.

Chances are that you don't have breast cancer, so give yourself a gift - the peace of mind knowing that you don't. Your chances are excellent - **If you begin your action plan now.**

Also Read...

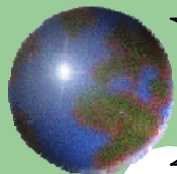
- [Mammography](#)
- [Breast Self-Exam](#)

Content is presented in a Q&A format

Breast and cervical cancer links have been split into several individual pages, in the form of a slide show.

Buttons at the bottom of every page to guide the user

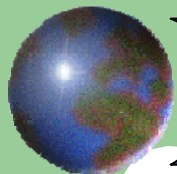
- [Mammography](#) | [Breast Self-Exam](#)



Resources

The screenshot shows the Caribbean CARES website. At the top left is the logo, which consists of a stylized globe with the text 'Caribbean CARES' around it. To the right of the logo is the text 'Caribbean CARES (Cancer Awareness Resources Education and Services)'. Below this is a navigation menu with buttons for 'Home', 'Breast Cancer', 'Cervical Cancer', 'Resources' (which is highlighted), 'QuickQuiz', 'Risk Factors & Prevention', and 'Contact Us'. On the left side of the page is a photograph of a smiling woman. The main content area is titled 'Resources' and contains the text 'Click below to print a fact sheet on any topic.' followed by a bulleted list: 'Breast Cancer - Mammography', 'Breast Cancer - Self Exam', and 'Cervical Cancer - Pap Test'. Below this list is the text 'Also see...' followed by another bulleted list: 'Order Shower Card' and 'Find a mammography center'. At the bottom of the page is a 'Quickquiz' button with a right-pointing arrow. A footer contains the text 'Home | Breast Cancer | Cervical Cancer | Resources | QuickQuiz | Risk Factors and Prevention | Contact Us' and the 'New York University School of Medicine' logo. At the very bottom is the copyright notice: 'COPYRIGHT © 2002, New York University School of Medicine. All rights reserved.'

Common resource section for all printer-friendly pages and interactive sections



Search to Find a Mammography Center



Caribbean CARES
(Cancer Awareness Resources Education and Services)

[Home](#)

[Breast Cancer](#)

[Cervical Cancer](#)

[Resources](#)

[QuickQuiz](#)

[Risk Factors & Prevention](#)

[Contact Us](#)



Breast Cancer - Mammography

Where can I get a mammogram?

Make sure you schedule mammography at an ACR (American College of Radiology) and an FDA (Food and Drug Administration) - approved facility. A certificate is awarded and should be displayed in full view at the location where the mammogram is taken.

Ask your doctor to arrange your mammography visit at an FDA-approved facility. If you don't have a doctor, you can:

- Call the National Cancer Institute's Information Service at 1-800-4-CANCER for information on low-cost or free mammography screening programs
- Or enter your 5-digit zip code here:

[Submit](#)

[Print fact sheet](#)

[Breast Self-Exam](#)

[Back to Breast Cancer](#)

Mammography

- [Watch video](#)
- [Mammography cost](#)
- [Find a mammography center](#)
- [Print fact sheet](#)

Also Read...

- [Breast Self-Exam](#)
- [Back to Breast Cancer](#)

Interactive section – the user can find the nearest mammography center upon entering zip code

[Home](#) | [Breast Cancer](#) | [Cervical Cancer](#) | [Resources](#) | [QuickQuiz](#) | [Risk Factors and Prevention](#) | [Contact Us](#)

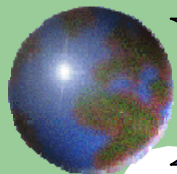


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QuickQuiz

Caribbean CARES
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Home | Breast Cancer | Cervical Cancer | Resources | QuickQuiz | Risk Factors & Prevention | Contact Us

QuickQuiz

Test your breast cancer and cervical knowledge by taking the Quiz. The Quiz is based on information found on this website and takes only a few minutes to complete.

Welcome to the Quiz. We developed this quiz using the information found on our Website. The quiz takes only a few minutes.

1. Who is at risk for breast cancer?

- Women over the age of 50
- Only women
- Women with a family history of breast cancer
- All women

[Submit](#)

[Risk factors & prevention](#)

Score
0 out of 4

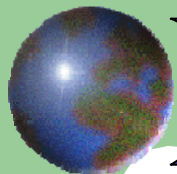
[Home](#) | [Breast Cancer](#) | [Cervical Cancer](#) | [Resources](#) | [QuickQuiz](#) | [Risk Factors and Prevention](#) | [Contact Us](#)

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Colors used are soft and subtle to create a calm and soothing environment

Interactive QuickQuiz section – the correct answer is displayed below on submitting the answer



Interactive Video Clips

Caribbean CARES
(Cancer Awareness Resources Education and Services)

Home | **Breast Cancer** | Cervical Cancer | Resources | QuickQuiz | Risk Factors & Prevention | Contact Us

Breast Cancer - Mammography

Mammography

- Watch video
- Mammography cost
- Find a mammography center
- Print fact sheet

Also Read...

- Breast Self-Exam
- Back to Breast Cancer

Video clips have been inserted for better understanding of the topics

This page contains a video clip for which you shall need an appropriate plug-in installed.
If you're unable to watch the video, please install the plug-in or click the button below to proceed to the next page.

[Mammography cost](#)

Home | Breast Cancer | Cervical Cancer | Resources | QuickQuiz | Risk Factors and Prevention | Contact Us

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File formats for images, audio, and video files have been selected to ensure maximum visibility across browsers.