

Community Outreach Tool Kit for Parenting Healthy, Tobacco-free Hispanic/Latino Youth

Call-in Radio Interview Guide



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INTRODUCTION

In 2007, the Office on Smoking and Health (OSH) at the Centers for Disease Control and Prevention (CDC) launched *Sabemos: Por respeto – Aquí no se fuma*, a multimedia campaign and accompanying community outreach tool kit for parenting tobacco-free Hispanic/Latino youth (ages 14 years and under). This kit is designed for community leaders working to heighten awareness among Hispanic/Latino parents who have recently arrived in the United States about secondhand smoke and how it can affect them and their children. This kit includes carefully selected and tested health messages and images to effectively communicate with parents.

The *Sabemos* tool kit was created to help key stakeholders deliver the campaign's messages to the Hispanic/Latino community through the media and other groups who care about keeping youth tobacco-free. The goal of the tool kit is to provide a wealth of educational resources that will help get the messages to parents and more importantly, to their children. This kit provides tools to develop a multimedia campaign that promotes the importance of good parenting by creating a smoke-free environment in the home and car. The campaign and kit's creative materials reflect a multi-generational approach which includes grandparents, aunts and uncles, as well as other members of the extended Hispanic/Latino family.

To be heard above the noise and effectively compete with dozens of other issues, messages must be distributed through the preferred communication channels of Hispanics/Latinos. Research has shown that radio is a medium of steady popularity among Hispanics/Latinos. According to Arbitron's *Hispanic Radio Today: How America Listens to Radio - 2005 Report*, there are more than 13,800 radio stations broadcasting across the country, 750 of which are Spanish-language stations. In 2004, Arbitron reported 650 Spanish-language radio stations. This increase of 100 new stations could be interpreted as a reflection of the rapidly growing Hispanic/Latino population across the US. According to the U.S. Census Bureau, Hispanics/Latinos are the fastest growing population in the country (seven times faster than the general population) and the youngest (one-third are under the age of 18).

Radio has the flexibility to reach Hispanic/Latino listeners at home, at work, and in their cars. The number of Hispanics/Latinos listening to radio on a weekly basis is fairly consistent across genders and age groups. The more you focus on appropriate ways to engage and motivate your target audience, the more effective your outreach efforts will be. Therefore, it is important to take advantage of every opportunity to reach out to the Hispanic/Latino community and explain the importance of protecting their family's health from secondhand smoke. One effective method of reaching Hispanic/Latino parents is through the use of call-in radio shows. A radio interview format not only disseminates your message, but involves the community in tobacco prevention and secondhand smoke reduction efforts.

THE PURPOSE OF THIS GUIDE

Radio, without a doubt, is the communication tool most available across this country and beyond. It has many uses, namely entertaining listeners; however it can be used as a powerful educational tool to raise awareness on important issues and to promote behavior change. The purpose of this guide is to help concerned community leaders and other stakeholders deliver important messages about tobacco prevention and the dangers of secondhand smoke to Hispanic/Latino parents, particularly their children.

The guide also offers tips on conducting effective interviews, and sample questions you can use when you are coordinating interviews with your local radio stations. This guide to conducting radio interviews will be especially helpful to individuals responsible for communicating about the importance of tobacco prevention and how it to prevent serious disease from secondhand smoke, like lung cancer, and ultimately save lives.

In addition to this interview guide, the *Sabemos* tool kit includes an interactive CD-ROM that contains Spanish-language radio public service announcements (PSAs) of parent testimonials on the importance of being a good parent and protecting their children from exposure to secondhand smoke. PSAs are messages about a public concern (e.g., each year secondhand smoke kills over 3,000 nonsmokers from lung cancer and causes over 35,000 heart-related deaths among nonsmokers in the U.S.). They are a powerful and economical way to reach audiences with prevention messages. Depending on your funding, you can complement these radio PSAs with other radio formats.

Call-in radio interviews or one-on-one discussions are recommended formats for getting your message out and for engaging the community. These interview shows usually involve a person who is knowledgeable about local and/or national tobacco prevention efforts, or someone who has had personal experiences with the issue to make the interview more compelling. Ideally, you can interview a person who already performs the positive behaviors the *Sabemos* campaign is promoting. For instance, if your objective is to increase the number of smoke-free environments among Hispanic/Latino households, then you may want to interview parents who have recently implemented smoke-free rules in their homes and/or car. You can also interview successful, local business owners who endorse smoke-free policies. The goal is to validate this behavior and encourage others to do the same.

WHY IS THIS ISSUE IMPORTANT?

Did you know that each year secondhand smoke kills over 3,000 nonsmokers from lung cancer and over 35,000 nonsmokers from heart-related deaths in the U.S.? Furthermore, secondhand smoke is costing the U.S. economy roughly \$10 billion a year; \$5 billion accounts for estimated medical costs associated with secondhand smoke exposure, and \$4.5 billion represents lost wages. Studies have shown that Hispanics/Latinos are maintaining lower smoking rates than most other racial/ethnic groups in the U.S. For example, trends show that Hispanic/Latino adults have maintained lower smoking rates than whites and blacks between 1983 and 2002, and it is estimated that smoking rates will

continue to decline in the years to come. Now more than ever is an opportune time to promote to the growing Hispanic/Latino community the health benefits of creating a smoke-free environment in the home and car by communicating the negative effects of smoking and secondhand smoke exposure.

Therefore, the CDC is promoting awareness of existing positive social norms regarding in-home protection against secondhand smoke within the Hispanic/Latino population. The *Sabemos* campaign and provides a call-to-action for Hispanic/Latino families to reduce exposure to secondhand smoke in homes, workplaces, and public places. The tool kit will be distributed to key stakeholders and provide them with tools for conducting a multimedia campaign to reinforce continued healthy practices and expand protection to the community at large.

The tool kit is intended to reach low acculturated Hispanic/Latino parents with messages about secondhand smoke and how it can affect their children. Secondhand smoke is a serious health risk to children. Infants and young children whose parents smoke are among the most seriously affected by exposure to secondhand smoke, and are at increased risk of respiratory problems like pneumonia, bronchitis, asthma, and Sudden Infant Death Syndrome.

The goal is to have community leaders and community-based organizations disseminate the kit's key messages and materials to low acculturated Hispanic/Latino parents. "Low acculturated" refers to those who have recently arrived in the United States and are faced with a new culture with different life-styles, customs, and values than their own. As they become familiar with their new environment, Hispanics/Latinos develop new approaches to interacting and living, which in turn begins the acculturation process. Understanding this process is critical for learning how to effectively communicate with this community.

A radio call-in show can disseminate key health messages to Hispanic/Latino parents and community leaders. The show's host and guest speakers can encourage parents and children to work together to protect their community from secondhand smoke. More and more Hispanic families are learning about the dangers of secondhand smoke and tobacco use in general. Many Hispanic/Latino families are already providing a smoke-free environment for their children in their homes and cars. Surveys suggest that most community members support smoke-free policies and want to protect their families from the dangers of secondhand smoke and tobacco in general. Hispanic/Latino communities and businesses are taking action to protect families and children from tobacco and secondhand smoke. The radio show could also be designed to provide guidance to Hispanic/Latino parents and community leaders on practical steps they can take to achieve smoke-free environments in their households, workplaces, and communities.

In this guide you will find a list of questions and key information that emphasize the importance of creating a smoke-free environment in the home and car, and reinforce positive health behaviors.

HISPANIC/LATINO COMMUNITY

The Hispanic/Latino community consists of a variety of groups representing different Latin American countries. One factor that sets Hispanics/Latinos apart from each other in the U.S. is their stage in the acculturation process. Understanding this process is critical for learning how to communicate with this community effectively.

Tobacco prevention efforts must be made relevant, as well as sensitive, to the needs of this rapidly growing and diverse population. Communicating health-promoting behaviors to the general Hispanic/Latino market is a challenge. Thus, messages have to be tailored to each individual target audience within the Hispanic/Latino community. This includes tailor-made messages for different subpopulations and generations. While younger Hispanics/Latinos may prefer to speak Spanish at home and remain tied to their cultural roots, they switch easily between English and Spanish and enjoy familiarity with both cultures and social norms. Therefore, if appropriate, you can use the preferred local language and “slang” terms with the audience you are targeting through this radio show.

As part your communication objectives you should identify at least one target audience -- the specific group of people your message is intended to reach. We often distinguish between primary and secondary audiences. Primary target audiences include those your messages are designed to directly affect -- that is, those whose behaviors you want to influence (e.g., parent, head of household). Secondary audiences include those who influence the primary audience (e.g., community leaders and concerned stakeholders).

A target audience can be described in many ways. Demographic characteristics are often used, such as income level, age, geographic location, gender, language spoken, and/or acculturation level. Audience can also be described by other factors, such as behaviors, values, and knowledge. The most important audiences for tobacco prevention messages targeting Hispanic/Latino communities are family members who make decisions about the household. Secondary audiences may be community leaders or others who may influence the families.

In this case, we are focusing on recently arrived or low acculturated Hispanic/Latino parents. These parents are coping with a new culture with different life-styles, customs, and values than their own. As they become familiar with their new environment, these parents develop new approaches to interacting and living, which in turn begins the acculturation process. These parents are confronted with balancing two worlds (the old with the new). They are continually challenged by the many forces shaping their new environment, including the changing roles of men, women, and children; the greater mobility of families; and the expanding influences from mass media.

Parenting today poses different challenges than in previous generations. This is magnified among immigrant parents who have recently arrived in the U.S. from their country of origin. The family (extended and multi-generational) plays a key defining role in everything they do; be sure to respect and take into account how generational differences may affect language, attitude, and behavior. Research shows the longer an

immigrant child lives in the United States, the higher the chance to adopt the behaviors of their new environment. Given this, the younger generations of immigrants may engage in increased levels of drinking, smoking, and drug use. In addition to confronting these other challenges, Hispanic/Latino parents must maintain their responsibilities of protecting their children.

Tobacco prevention professionals and Hispanic/Latino community leaders can jointly empower Hispanic/Latino immigrants by providing them with the facts on cigarette smoking while they are still adapting to a new culture.

DISSEMINATING THE MESSAGE

Radio is a very powerful tool because no mass medium reaches more people, is easier to learn from, or more economical to use. Radio can reinforce the advice of trusted community leaders and/or health workers and deliver information to families who have not recently received tobacco prevention education and messages.

Radio is an influential communication channel because it can:*

- Inform people and raise awareness about the dangers of secondhand smoke and the benefits of raising tobacco-free youth
- Create demand for services or prompt people to seek out information on current tobacco prevention efforts in their local communities
- Reinforce the advice of health workers and trusted community leaders
- Remind people about what they have already learned
- Showcase model behavior or explain the benefits of adopting positive behaviors
- Motivate people to take action by presenting benefits in a compelling or personally relevant way
- Encourage feedback from the audience (i.e., via a call-in radio show) by having the audience discuss the messages and having listeners contact the radio station
- Foster community ownership of the issue by involving the community in designing the message and in monitoring the community's response
- Give listeners the opportunity to make informed choices about decisions affecting their health and to gain greater self-determination over their lives
- Complement a national program at the local or district level

* Adapted from *Spot On Malaria: A Guide to Adapting, Developing, and Producing Effective Radio Spots*, p. 4. Washington, DC: CHANGE Project, 2005.

PLANNING AND PREPARING FOR THE CALL-IN RADIO INTERVIEW

As a Coordinator for a Call-in Radio Interview:

Before you can begin planning your radio interview, decide what the interview specifically will accomplish. A number of tobacco prevention topics can be addressed through radio communication. If you are not sure which areas to cover during the time-limited radio interview, consult your local, trusted community leaders on tobacco prevention, and/or the tobacco prevention and control officer at your local health department. They can help you review information and key messages, identify available resources, and even determine which questions to use to engage the guest speaker and/or the listeners. Once you are on board with your guest speaker and/or local experts, do your homework and familiarize yourself with the following tips for going on the air.

- Become familiar with the show's format.
- Before the appearance:
 - Role play with a stand-in for the host and/or guest speaker;
 - Jot down likely questions and answers (see sample questions below);
 - List three key points you want people to remember (see sample list below); and
 - Prepare anecdotes, examples, or research to support your messages.
- Be confident, personable, and honest. If you don't know the answer, say so.
- Talk more slowly than usual.
- Always assume a microphone is live. Never say anything within range of a microphone that you would not want to be broadcast.

As the Guest Speaker/Interviewee:

Before participating in the radio interview, it is important to make note of some important tips. Using the following tips will facilitate interesting dialogue which in turn will engage the listeners in the issue of tobacco prevention. In addition, consider conducting a motivational/informational meeting with the station staff in advance of the call-in radio show. This may facilitate further buy-in from the local radio personalities which can go a long way in distributing your key messages to the target audience before and after the show.

Here are some helpful interview tips:

- Be truthful and sincere
- Always make clear statements
- Take notes during the interview
- Assume everything is on the record
- Control the interview and stay focused on the key messages
- Do not give personal opinions if you are representing a group or an organization

Sample Key Messages and Talking Points:

- Each year secondhand smoke kills over 3,000 nonsmokers from lung cancer and over 35,000 nonsmokers from heart-related deaths in the U.S.
- Secondhand smoke is costing the U.S. economy roughly \$10 billion a year; \$5 billion is estimated medical costs associated with secondhand smoke exposure, and another \$4.5 billion is lost wages.

Now that you are equipped with some useful tips, key messages, and talking points, you are ready to develop your interview questions. Following are some frequently asked questions about tobacco prevention and secondhand smoke.

Sample Questions

1. Can you briefly describe your involvement with tobacco prevention?
2. Are you primarily focused on the Hispanic/Latino community and the community-based organizations that serve them?
3. What other related committees or activities have you been involved with?
4. How would you describe secondhand smoke?
5. Do you think secondhand smoke is a serious health threat?
6. What are the risks of secondhand smoke?
7. Who is most likely to be affected by secondhand smoke?
8. Why is it that children tend to be more affected by secondhand smoke?
9. Is there a way of determining how long one would have to be exposed to secondhand smoke before experiencing harmful effects?
10. Is smoking in a different room or when the child is not home enough to avoid the dangerous effects of secondhand smoke?
11. Where does tobacco use and secondhand smoke exposure rank in critical issues faced by the Hispanic/Latino community in the U.S.? Why?
12. Is smoking in the house more common in Hispanic/Latino families?
13. What do Hispanics/Latinos know about secondhand smoke?
14. Do you think Hispanic/Latino parents are aware about secondhand smoke and its effects?

15. In your opinion, do Hispanic/Latino smoking parents believe secondhand smoke is a threat to their family's health?
16. Do you think Hispanic/Latino children are more exposed to secondhand smoke than non-Hispanic/Latino children?
17. Which steps can smoking parents take to protect their children from exposure to secondhand smoke?
18. Where can people in the community go for additional information/resources?

Action: Engaging Listeners

1. In your opinion, what percentage of Hispanics/Latinos in this community smoke?
2. How do Hispanics/Latinos view smoking in this community?
PROBE: What about Hispanics/Latinos who have recently arrived to the U.S. and who are nonsmokers? Do you think they have an opinion about it?
3. What actions have you taken to encourage tobacco control and to discourage tobacco use in your community?
4. Why do you think it is (or might be) difficult for people like you to encourage smoke-free activities, businesses, sporting events etc. in your community?
5. What would make it easier for people like you to encourage smoke-free events and activities?
6. Who in your community do you think would approve or support your efforts to encourage smoke-free activities and events?
PROBE: Who in your community do you think would disapprove?
7. Do you think that by increasing smoke-free environments in this community, the amount of tobacco consumption will decrease?
8. What might be some of the positive outcomes that may occur if you were to promote a smoke-free lifestyle or activities in your community?
9. Which of the following activities would you be most likely to do to support smoke-free living in your community and why:
 - a.) write an article/letter to your local newspaper about the dangers of tobacco smoke
 - b.) make your personal home or business smoke-free and place a decal in your window indicating this status

- c.) make a speech or presentation on the dangerous of tobacco smoke in your community (e.g., at school or church)
- d.) distribute brochures or other materials on tobacco issues
- e.) appear on TV or radio to discuss tobacco's impact on the Hispanic/Latino community in your area

PROBE:

What other kinds of things might you be willing to do?

Thank you for your time. If you want to learn more about how you can maintain a smoke-free environment and reduce exposure to secondhand smoke please call the CDC at 1-800-CDC-INFO (1-800-232-4636). Also, more facts and advice are available from the Centers for Disease Control and Prevention at: www.cdc.gov/tobacco.

EXTENDING YOUR RADIO TOBACCO PREVENTION MESSAGE

Take the opportunity to lengthen the life of your tobacco prevention messages by establishing a partnership with the local radio personalities and program directors. By establishing a good rapport with the station staff, you may be able to extend the reach and frequency of your messages. This may facilitate the repetition of the complementing radio PSA scripts (included in the *Sabemos* tool kit) over the airwaves. There is an increased recall factor among your target audience if the messages are broadcasted at least twice a day for a minimum of four months. Another tip is to consider the station staff as part of your tobacco prevention team. These suggestions can help give your messages more impact in the local communities.