

Best Practices for Health Communication in the Latino Community

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Examples of Effective Health Communication

Messages

Print Media:



Television:



BACKGROUND

Mass media is especially important for effective health communication because it facilitates the sharing and transfer of information from one culture to another.

Health disparities are differences in health status due to various genetic, biological, psychosocial, and other socioeconomic factors that are products of some form of discrimination or inequality.

Using tailored health communication messages could serve as an essential tool to help reduce health disparities faced by Latino communities, specifically non-English speaking and immigrant Latinos.

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RESULTS

Health communication messages targeted to Latinos should consider incorporating the core values of family, collectivism, compassion, and respect for persons of authority (such as elders).

The methods used to convey health messages to Latino populations are important. For example, it was found that Spanish-speaking Latinos were more likely to prefer television, radio, and print media messages when compared to Non-Latino Whites.

It is important to collaborate with Latino “cultural interpreters” during the development of health communication in order to best convey relevant and non-stereotypical messages.

ACKNOWLEDGEMENTS

This project was made possible by the Ferris State University Center for Latin@ Studies Promesa Scholars Program.

CONCLUSION

Despite the vast amount of information about health communication among the Latino population, further work needs to be done to incorporate multiracial individuals more inclusively as well as individuals with differing sexual orientations, disabilities, and family dynamics into mass media messages for Latino communities.

METHODS

Study Design:

Literature review study

Data Collection:

A review of various online research articles on health communication in the Latino community was conducted.

Key words such as “health disparities”, “health communication,” and “mass media” in regard to Latinos were used.

Five articles written between 1999 and 2012 were selected for review.