Successful Factors Influencing AIAN Community Education Programs (checklist)

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Objective: By the end of this session, the participant will be able to:

1. Delineate among strategies most effective for AIAN community education programs (partial checklist).
What do non-Native tobacco interventions need to “work” in Indian Country?

They need:
- To make clear distinctions between manufactured tobacco use and ceremonial tobacco use
- Tailoring to local community situations (e.g., provider turn-over every 12-18 months)
- To understand local IHS / Tribal / Urban (I/T/U) project approval policies

What do non-Native tobacco interventions need to “work” in Indian Country? (cont.)

They need:
- Historical trauma understanding that explains the level of distrust between I/T/U and government programs
- To understand how the depth and breadth of poverty issues affect public health programs
What do non-Native tobacco interventions need to “work” in Indian Country? (cont.)

They need:

To recognize AIAN communities’ basis for our resistance to

- “research”
- “randomization”
- “clinical trials”
- “evaluation”

Examples of Factors Necessary for Successful AIAN Community Education Workshops

Needs to have community participant interactivity at least every 10 minutes of the session

At a minimum include questions for participants to answer

- Questions need to begin with interrogative pronoun (who, what when where, how) but rarely, “why”
- Avoid questions that allow participants to just nod or shake their head
### Successful AIAN Community Workshop Checklist (continued)

- Need some interactivity (quick and easy) within first 5 minutes of community presentation to increase their trust and feelings that it is okay to ask questions or to make comments.

- Clear "take home" message you want the community members to take home with them after they complete the session.

- Need an objective for what the participants should be able to do by the end of the session.
  - You may or may not display the objective on the screen.
  - It helps guide and focus the content and the participant interactivity.
  - It should be DIRECTLY related to the “take home” messages or behaviors.
Need to include LOCAL AIAN stories from community members

- Local stories help explain the relevance in a way the community understands in a respectful way
- Increases the community members' Readiness for learning
- Long-term knowledge retention

Need humor to lower their anxiety about a topic that carries a lot of emotional issues (e.g., respect for ceremonial use)

I gave my provider a tobacco pouch to honor him. He looked at it and said, “no thanks, I don’t smoke.”
Factors Affecting Successful AIAN Community Education

Factors Influencing AIAN Messages, Materials and Strategies (excerpt of checklist)

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Objective: By the end of this session, the participant will be able to:

1. Identify strategies for creating effective AIAN messages, materials and strategies.
Outreach recruitment strategies -- Ineffective

- Telephone / mail
- Native male outreach workers for women’s programs
- Voter registration lists / Census lists
- News Stories / Releases in general newspapers
- Use of celebrities to deliver the messages

Education Strategies -- Ineffective

- Education with partnership of Church
  - This may work eventually, just very limited / disappointing results from most Native communities
- Regular / generic Public Service Announcements (PSA) / videos
- Regular / generic radio or TV PSA
Factors Affecting Successful AIAN Community Education

Outreach Recruitment Strategies -- Effective

- Multiple strategies relevant to local AIAN community
- One-on-one recruitment
- Lay health advisors, Navigators (Native Sisters), Community Health Representatives
- Telephone calls or visits to remind woman of her appointments

Outreach Recruitment Strategies -- Effective

- Native Cancer Survivors on staff as outreach workers
- Native American Navigators (Native Sisters)
- “Gifting” and incentives for completing the appointment
- News Stories / Releases in Tribal or Urban newsletters or newspapers
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**Education Strategy - Effective**

- Story Telling
- One-on-one delivery w/ culturally specific videos, fliers, brochures
- 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
- Community programs, workshops presentations by local women

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**Story Telling**

- Natural way for patients to explain and to understand (see side bar on NACES QOL Tree)
Factors Affecting Successful AIAN Community Education

Developing the Messages, Materials and Strategies
Same process as for refining your message (words, phrases)

Focus groups – ideas, guidance or evaluate

Option: verbatim transcripts coded for qualitative “themes”
Pilot via interviews
Refine
Pilot test

Materials Checklist

DESIGN

3 or less “features” on each page

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
Colors and cultural significance
Graphics / photos
Examples of Factors That Influence The Effectiveness Of Audio And Visual Materials

- Story-telling format for the message
- Delivered by Native elder with traditional speaking dialect (especially by local survivor)
- Use of circles -- Linear scales are ineffective with elder Native women (HS education and less)

Examples Of Factors That Influence The Effectiveness Of Audio And Visual Materials

- Respectful use of graphics, icons, cultural artwork
- Avoid using colors in printed materials that are “sacred”
- Health literacy is understandable
- Verbal, vocal, non-verbal communication styles acceptable to tribal community
Examples Of Factors That Influence The Effectiveness Of Audio And Visual Materials

- 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)
- Illustrates respect for family and/or elders
- Focuses on local people (e.g., pictures, quotes, or stories from them)

Factors That Influence The Effectiveness Of Materials

- Other Costs considerations:
  - Of duplicating or reproducing
  - Of photocopying black and white versions when monies are low
  - Of assembling the product
  - Of mailing the product
  - General newspaper advertisement for high cost versus free or low cost from tribal newspaper
Factors That Influence The Effectiveness Of Materials

Other Format considerations:

- Video tape versus DVD
- Audiotape versus CD Rom
- Glossy high cost brochure / poster that limits the number that can be reproduced
- Size of the product (small enough to fit in one’s purse)

- Is the “take home message” clearly apparent from the product?
- Is there too much information?
- Is there “white space” on the product?
- Does the product include “interactivity”?
- Did you verify clarity of the material after a week or so with elder?
Factors that influence the effectiveness of materials

Other Dissemination considerations

- Ability to post or leave copies at:
  - Market
  - School
  - Clinic
  - Casino
  - Urban Indian clinic web site

NOTE: more AI elders using computers

Factors that influence the effectiveness of materials

Other Dissemination considerations

- Ability to have Press Releases or announcements
  - Played on the local Indian radio station
  - Played at a reasonable time
  - Played TV or cable station that locals watch
  - Printed in tribal publications
Factors Affecting Successful AIAN Community Education

Cultural Messages and Materials

didn’t work

A mammogram: a picture that could save your life

message

graphics

1 eye = dishonest

river symbols

Definition: “Message”

Words, phrases, icons used to bring community into the public health programs

Example: “I quit smoking manufactured tobacco because I could see my children mimicking me and I want them to keep tobacco sacred.”

Denver AIAN Community member 1999

Burhansstipanov, Native American Cancer Research
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Cultural Messages and Materials

⚠️ No Message or Material is appropriate to all urban or tribal communities.
⚠️ All need some local modification (may be through verbal instruction while the product is being used)

Workshop Power Point® Slide Layout for Community Education

⚠️ Include a photo or drawing on most of the slides to increase interest level
⚠️ Font size = 32 point font
⚠️ Font type preferably is something like Arial or another style without curly cues on the font letters
Factors Affecting Successful AIAN Community Education

Workshop Power Point® Slide Layout (cont.)

- Use upper and lower case letters.
- Avoid ALL CAPS
- Avoid omission of capital letters for the beginning of a header
- Doesn’t affect learning to have Title Case in header or just Sentence case in header

Workshop Power Point® Slide Layout (cont.)

- Workshop Power Point® slide layout
  - Try to limit number of lines on each slide to 8 or less (not counting the slide header)

QUESTION: What is the default font size in Power Point®?

ANS: 24 point font
Factors Affecting Successful AIAN Community Education

Workshop Power Point® Slide Layout (cont.)

- Workshop Power Point® slide layout
  - Header and content on the slide need to match
  - Almost all slides need to include a header

Successful AIAN Community Workshop Checklist (continued)

- Workshop Power Point® slide layout
  - Literacy reading level needs to be between grade 5-7 (US average reading level)
Messages

Messages for action need to tie back to family and community to:
- Have long-term impact on behavior
- Help community members consider using the information to make a behavioral change decision

Examples of Materials Tailored to Local AIAN Community

All of the examples have something good about them and all would need some tailoring to your local community
Factors Affecting Successful AIAN Community Education

The Helping Path, Four Directions: A California Indian Tobacco Project:
Steve Cascioke
San Pasqual Reservation
760-783-1800
Chris Gibson, RN/PHN
Cree
619-986-4307
Claudina Masura
San Pasqual Reservation
760-330-3002
saecco@yahoo.com
Mary Ovens
Mesa Grande Reservation /San Diego
760-325-3304
Vader Welmas
Rincon Reservation
760-525-3503
760-751-4855
Diane Werner
UCI Center for Health Policy & Research
760-825-3601
fax: 561-324-5890
dwerner@uci.edu

Use Tobacco in a Good Way
An elder says, "I take care of myself, watch what I eat, what I do. I just hope that my children... teach my grandchildren to do the same thing."

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What parents should know about
TEENS and SMOKING

Traditional Use of Tobacco

- Risk of Cancer: Indigenous people believe that tobacco will not cause harm if it is used in the proper way, as given to us by our creator.
- Time of Use:
  - Tobacco is offered in the am or in the evening.
  - Tobacco is chewed in small quantities.
  - Tobacco is offered to a leader, elder, or other person as a sign of respect.
- Benefits:
  - Discipline
  - Respect for the wearer and all members of the tribe
  - Understanding of the American Indian culture
- Spiritual development toward being a good person
- Special Notes:
  - There are many traditional ways to use tobacco. Tobacco is also used for religious ceremonies.
  - It is generally used less than once a month.

Commercial Abuse of Tobacco

- Risk of Cancer: Very high. If you use these or snuff or smoke cigarettes
- Types of Use:
  - Chewing tobacco or using snuff
  - Smoking cigarettes
- Benefits:
  - No benefits
- Special Notes:
  - Some people chew tobacco or smoke cigarettes because it makes them feel relaxed or cured. The facts are that commercial products (and even the so-called 'American Indian' brand) contain chemicals that don't relax you. And it's not just the nicotine that tobacco companies promote.

- Tobacco products are highly addictive—easier to use than alcohol or heroin. Once you get started, it’s tough to quit.
- Cigarettes cause cancer, heart disease, and emphysema. Cigarette smoke contains over 50 known carcinogens.
- Babies born to parents who smoke suffer from low birth weights, asthma, hearing disabilities, and SIDS. Chewing tobacco is not a safe alternative for pregnant women.

As a vehicle for offerings to the spirits, tobacco holds a spiritual role in Native American culture. Tobacco abuse disrespects that role.

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Factors Affecting Successful AIAN Community Education

Be a Leader...

Kick The Habit
Live Healthy
Live Longer
Live Stronger

KICK THE HABIT

In California, for free information about quitting tobacco call the California Smokers’ Quitline: 1-800-NO-BUTTS or 1-800-844-CHEW

This material was made possible by funds received from the Tobacco Use Prevention and Control Act of 2004, implemented through the California Department of Health Services, Grant #0-12116, and the California Urban Indian Health Council Inc., Sacramento, California.

FOR YOU AND YOUR FAMILY

DID YOU KNOW...
- Children whose parents smoke are much more likely to suffer from asthma, pneumonia, and bronchitis.
- Children whose parents smoke are also more likely to get ear infections.

IF YOU WOULD LIKE TO QUIT SMOKING, contact your local health clinic or health educator for more information.

PLEASE DON’T MAKE ME SMOKE!

For yourself and the ones you love, make healthy choices.

Facts about second-hand smoke and smoking during pregnancy

Remember...
If you smoke around your children, they’re smoking too.

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Hold Them Sacred.

We hold many things sacred, respecting our heritage, each other and all life. But nothing is more important than our children. That’s why we do everything we can to keep them safe and healthy. Or do we?

Secondhand smoke causes low birth weights, sudden infant death syndrome (SIDS), bronchitis, pneumonia, asthma, chronic ear infections and lung cancer.

When you smoke, don’t do it around them.

Aboriginal Cancer Care Unit

Aboriginal Tobacco Strategy
Factors Affecting Successful AIAN Community Education

When you quit smoking you will be putting an end to "PASSIVE" smoking for those around you.

Today is a good time to decide to quit smoking!

DOES YOUR CHILD SMOKE?

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AIAN Developed Tobacco Products
(Messages, Materials used within Strategies)

- Literally 100’s exist
- No one needs to start from scratch
- All have some things about them that are good
- All need some things revised to be culturally appropriate to the local AIAN community

Native Specific Materials

Native Cancer Information Resource Center and Learning Exchange (Native C.I.R.C.L.E.)

http://www.mayo.edu/nativecircle/

NEW Site: http://www.nativeamericanprograms.org

The BEST source of Native-specific cancer information!
Factors Affecting Successful AIAN Community Education

Key Strengths

- Comprehensive approach creates community orientation towards prevention
- Must have Administrative Support (Director, Tribal Council, Health Board)
- The tribal programs are locally controlled
  - greater self determination
  - ability to shape program to meet needs of the community
  - services delivered through trusted institutions and individuals
  - Greater ability to tailor the program to the local community’s perspectives

Factors Affecting Successful AIAN Community Education