Communicating Health Information to Minorities

What Survey Research Tells Us

Presented by:

Larry Hugick

Chairman

Princeton Survey Research Associates International

The U.S. Healthcare System

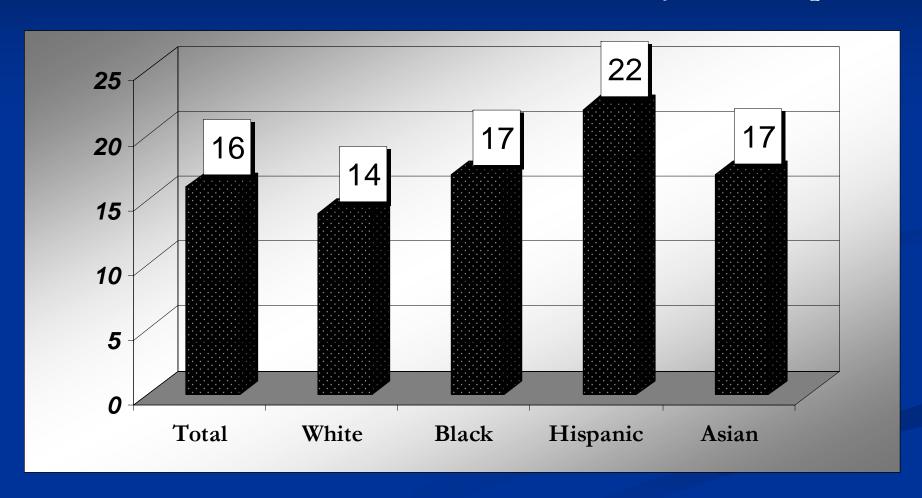


Background information
Public satisfaction & attitudes



Self-Reported Health Status

% of adults who rate their own health as "only fair" or "poor"



Healthcare Insurance Coverage

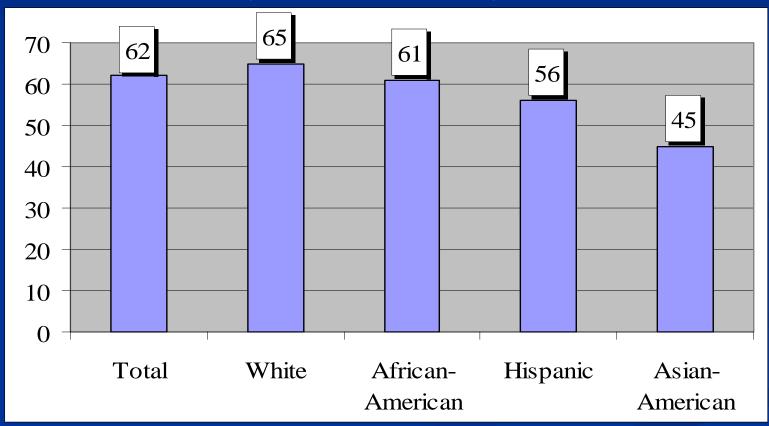
■ Survey of n=6,722 adults 18+

	<u>4/01 – 11/01</u>
■ Total Adults:	81%
■ Total Whites, non-Hispanics:	86%
■ Total Blacks:	78%
■ Total Hispanics:	64%
■ Total Asians:	84%

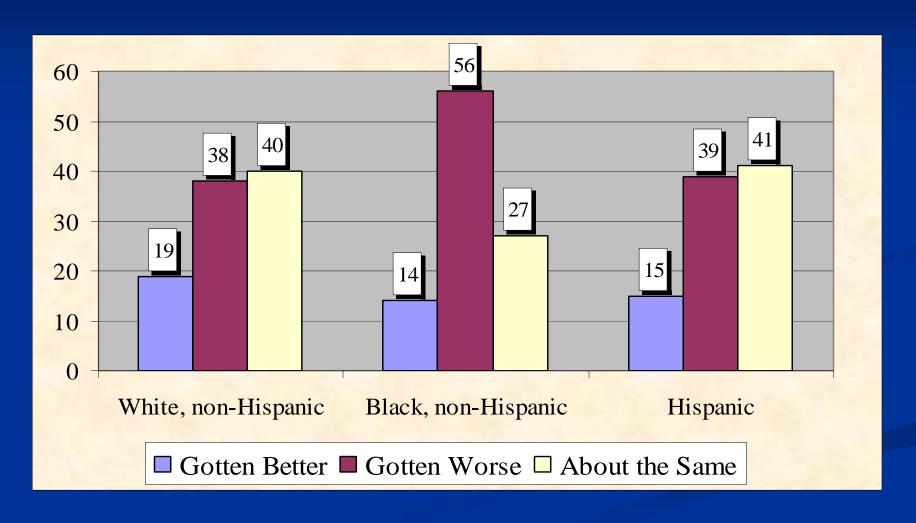
■ Non-Whites, particularly Blacks and Hispanics, are significantly less likely to be covered by insurance than non-Hispanic Whites.

Satisfaction with Quality of Healthcare

Percent of adults "very satisfied" in past two years



Healthcare Quality Over the Past 5 Years



Source: Kaiser Family Foundation's Consumer Information 2004 Survey

Minorities Less Involved in Their Health Care Decisions Than They Would Like to Be

 Satisfaction in involvement in personal healthcare decisions varies by race

■ Total Adults: 75%

■ Whites, non-Hispanic: 78%

■ Blacks: 73%

■ Hispanics: 65%

■ Asian-American: 56%

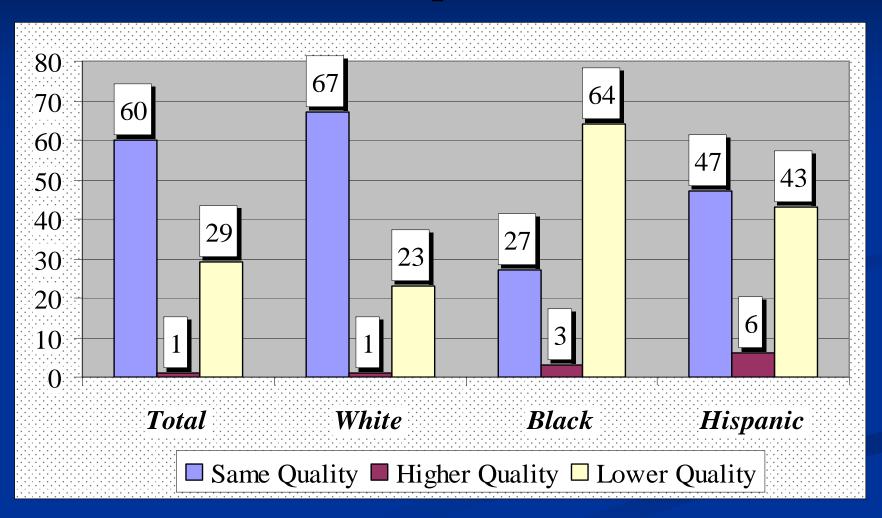
■ Hispanics and Asian-Americans are *more likely* than other racial groups to be dissatisfied with the quality of their healthcare

Visits to Doctor or ER & Overnight Hospital Stays

- In the last 12 months...
 - Blacks (19%) were <u>more</u> likely than Whites (13%) to have had an overnight hospital stay
 - Blacks (38%) were <u>more</u> likely than either Whites or Hispanics to have visited the ER for medical treatment (25% each)
 - Hispanics (72%) were <u>less</u> likely than Whites (85%) and Blacks (87%) to have made at least one visit to the doctor

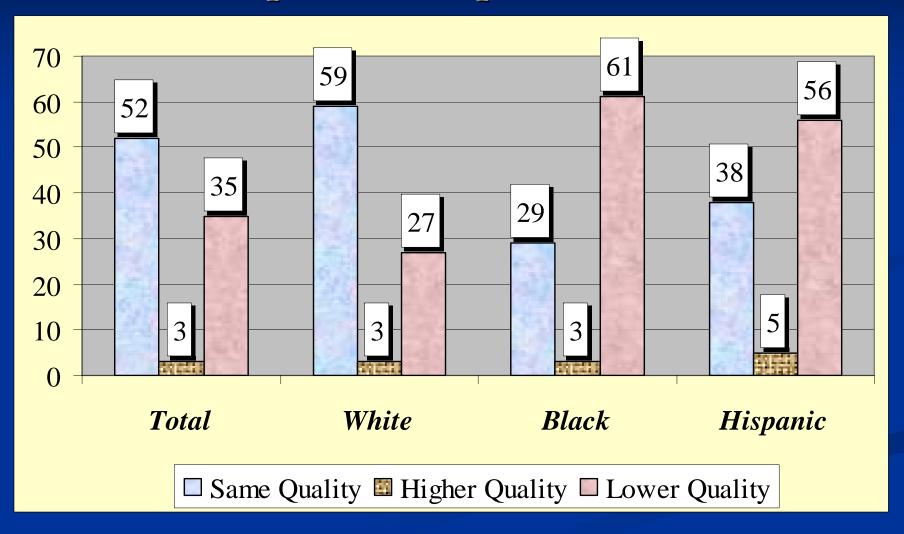
Source: Kaiser Family Foundation's 2004 Consumer Information Survey

Beliefs about Quality of Healthcare Services for *Blacks* compared to Whites



Source: Kaiser Family Foundation's Race, Ethnicity, and Medical Care Survey (1999)

Beliefs about Quality of Healthcare Services for *Hispanics* compared to Whites



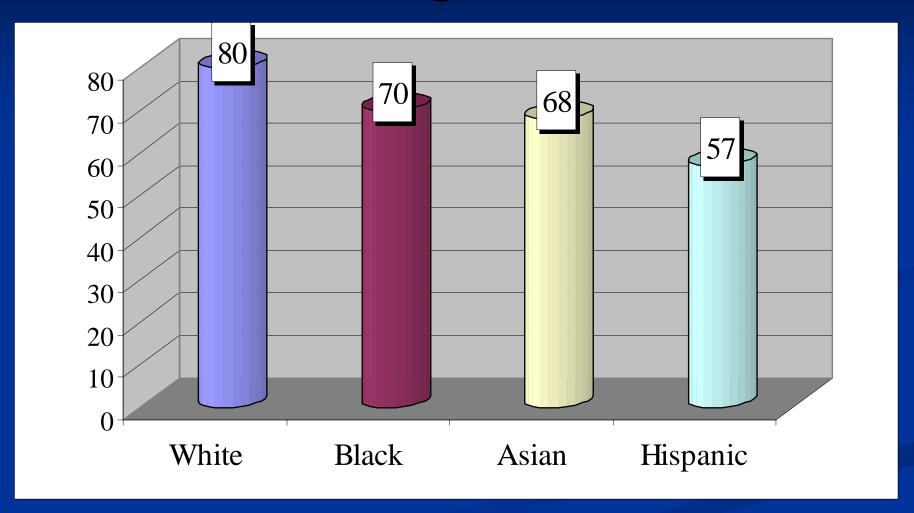
Source: Kaiser Family Foundation's Race, Ethnicity, and Medical Care Survey (1999)

Regular Sources of Care

Do minorities differ from Whites in where they go for care services?



Have a Regular Doctor



Regular Doctors & Satisfaction

Adults in general who report having a regular doctor are *more* satisfied with the quality of their healthcare

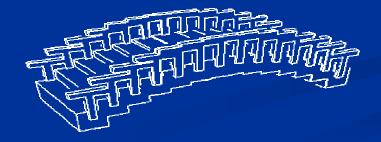
	Level of Satisfaction	
	No	Have
	<u>Reg. Doc</u>	<u>Reg. Doc</u>
■ Whites:	50%	68%
■ Blacks:	48%	65%
■ Hispanics:	40%	65%
■ Asians:	28%	48%

Differences in Healthcare Access

- As compared to Whites, minority adults are:
 - More likely to receive care in a hospital or healthbased center or clinic
 - Less likely to have a regular doctor
 - Less likely to have a long-term relationship with their doctor
 - Less likely to feel they have a choice in where to go for healthcare services

Cultural Competence

How well does the U.S. healthcare system bridge cultural and linguistic gaps?



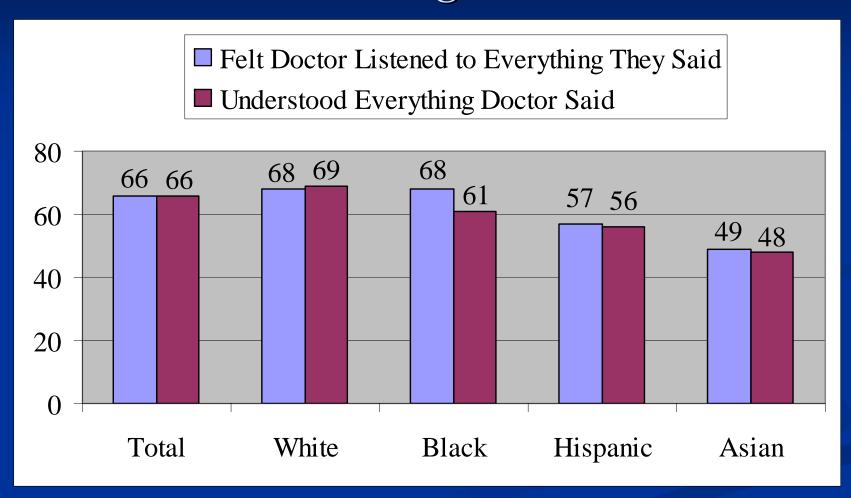
What is cultural competence?

- According to the National Center for Cultural Competence (NCCC) at Georgetown University, cultural competence is defined as having the capacity to:
 - 1) Value diversity;
 - 2) Conduct self-assessment;
 - 3) Manage the dynamics of difference;
 - 4) Acquire & institutionalize cultural knowledge;
 - 5) Adapt to the diversity and cultural contexts of the communities they serve
- Exemplifying cultural competence means incorporating all these qualities into policy making, practice, and service delivery

Perception of health treatment varies by race

- 15% of Blacks, 13% of Hispanics, and 11% of Asians feel they would get better care if they were a different race or ethnicity
- Asians were *least likely* to report their doctors understand their background/values & *most likely* to say they "look down" on them
- 21% of Asians & 18% of Hispanics strongly or somewhat agree that "I often feel as if my doctor looks down on me & the way I live my life" only 14% of Blacks and 10% of whites felt the same

Hispanics & Asians Have More Communication Problems During Doctor Visits



Based on Adults with healthcare visits in the past two years Source: The Commonwealth Fund's 2001 Health Care Quality Survey

Minorities More Likely to Not Ask Questions of Their Doctors

Based on adults who have made a health care visit within the past two years, the percent (%) of adults, by race, who report having questions they did not ask:

■ Whites: 10%

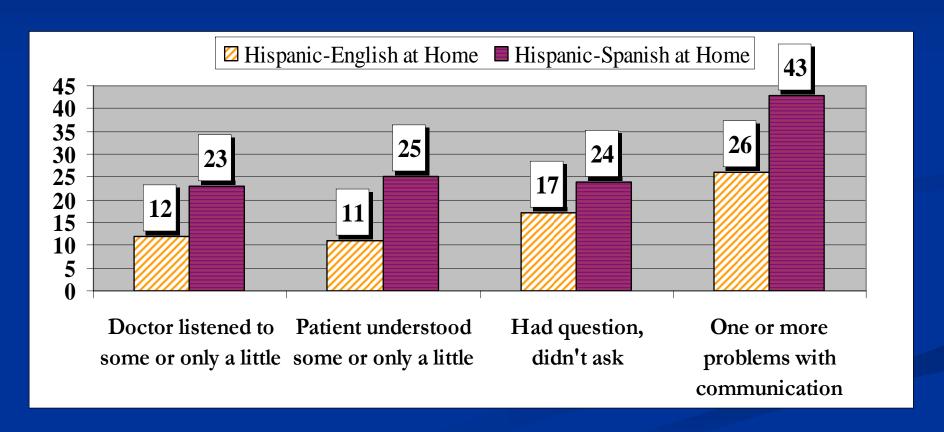
■ Blacks: 13%

■ Asians: 14%

Hispanics: 19%

Within Group Differences

Hispanics who speak Spanish as their *primary* language report having *MORE* problems communicating with their physicians



Based on Adults with healthcare visits in the past two years Source: The Commonwealth Fund's 2001 Health Care Quality Survey

Confidence in Their Doctors

Minorities, specifically Hispanics and Asians, report being <u>less confident</u> in their doctors than Whites or Blacks

% of adults reporting a great deal

of confidence in doctor

■ Whites: 72%

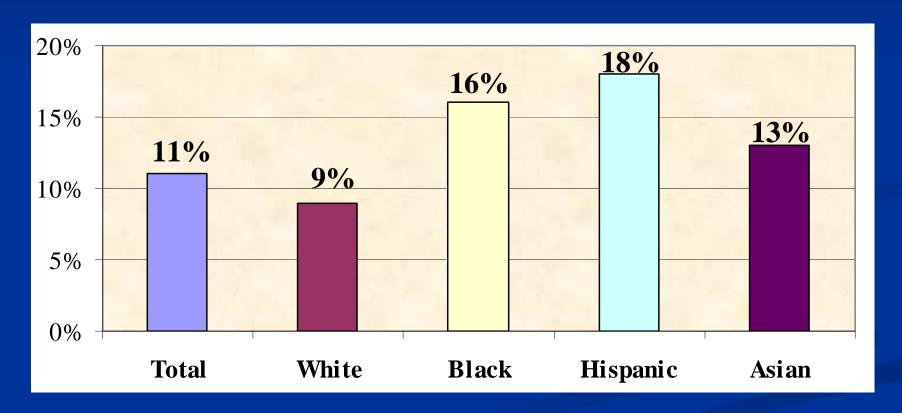
■ Blacks: 69%

■ Hispanics: 57%

■ Asians: 54%

Hispanics and Blacks More Likely to Feel Treated with Disrespect

Percent of adults who felt they were treated with disrespect*



*Felt disrespected because of ability to pay, to speak English, or of their race/ethnicity Source: The Commonwealth Fund 2001 Health Care Quality Survey

Where do minorities most often go for health information?



Blacks and Hispanics Turn to Two Main Sources

- Of the possible sources asked, Blacks and Hispanics both report that television and their doctors or healthcare providers were their two main sources for health information in the last twelve (12) months
 - Blacks report getting "a lot" or "some" health information from TV and "Your doctor or healthcare provider" (78% and 67%, respectively).
 - Latinos report getting ANY healthcare information from TV and "Your doctor, another health care provider, or a health clinic" (80% and 75%, respectively).

Source: KFF/NABJ's National Survey on Blacks, Media, and Health (1998)

Social & Economic Conditions May Affect Hispanic Health

Given the opportunity to specify *anything* as the most important problem facing Hispanics, only 1% name healthcare or health-related topics

Growth potential of TV and other media

- Clearly, TV and other media are vital communication tools for healthcare messages – but do they do enough?
- While 6 in 10 Hispanics think the general media are doing a good job, 87% of Hispanics nationally feel they are <u>not</u> getting all the information they need about at least one aspect of their healthcare.

What role do media play in communicating healthcare to minorities?



The Role of Hispanic Media

Spanish-language TV vs. English-language TV

■ In terms of getting healthcare information from TV, Hispanics report getting more of this information from English-language TV (40%) than from Spanish-language TV (27%)

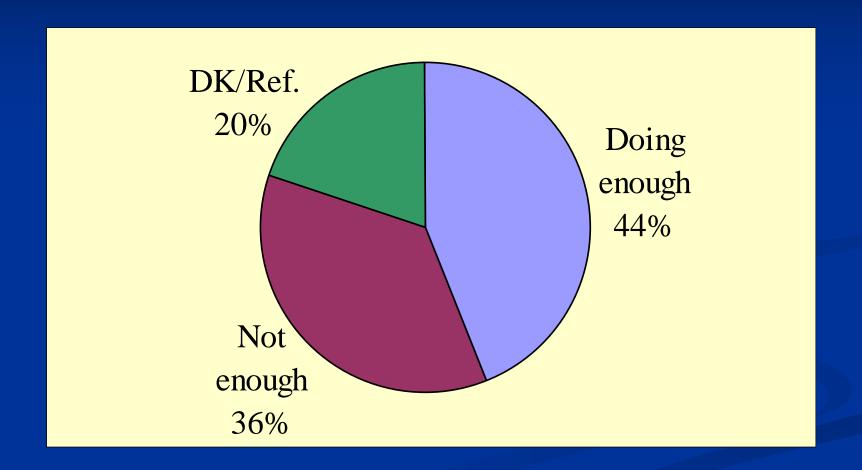
Spanish-Language TV: A Communication Resource

- However, the far-reaching effects of Spanish-language
 TV should not be ignored
 - Over one-quarter (27%) of Hispanics say they get healthcare news more from Spanish-language TV
 - Combined with the 13% who report getting healthcare news from both types of TV equally, Spanish-language TV is a top health news source for 40% of Hispanics
 - Almost two-thirds (62%) of *recent immigrants* actually *prefer* Spanish-language media over general media for health info.

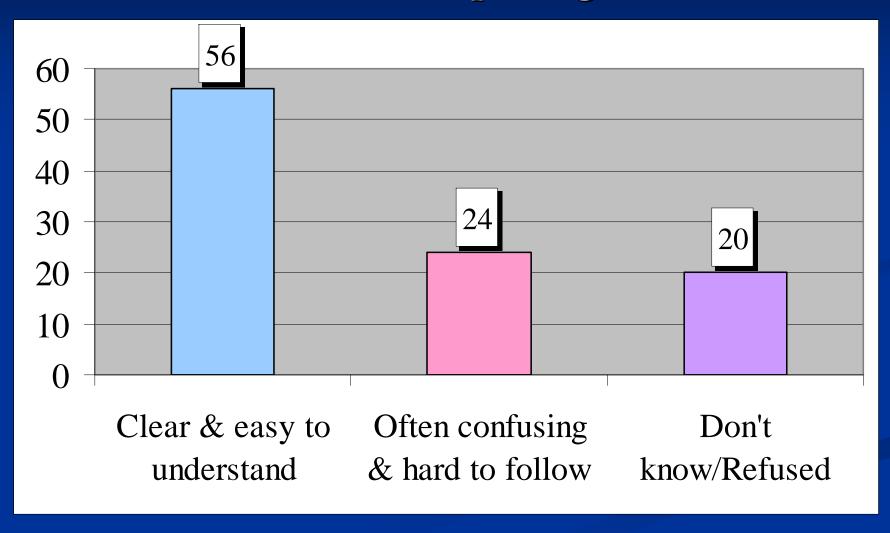
Opinions on the Quality of Hispanic Media

- When asked about whether Hispanic media are doing a good job or a bad job of providing Hispanics with needed healthcare information, 54% say they do a good job, compared with the 17% who say bad job.
- These numbers begin to shift when respondents are probed further.

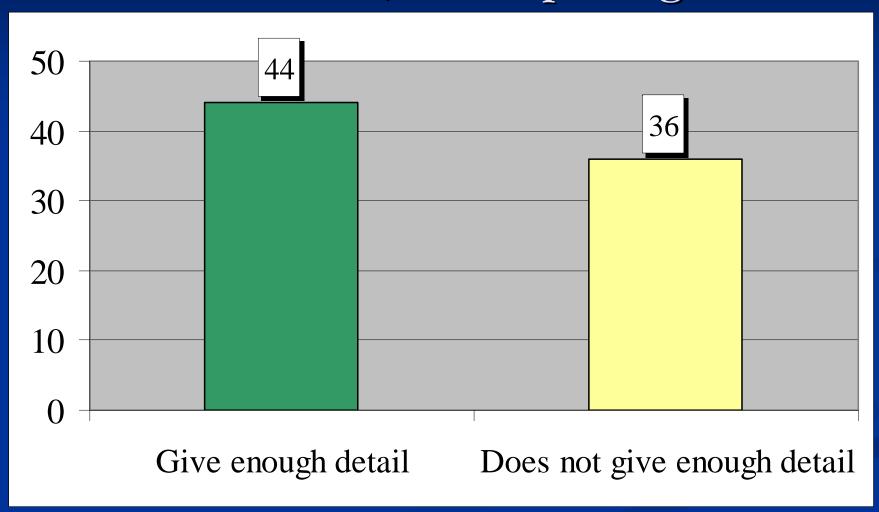
Are Hispanic media doing enough stories about health issues that are most important to you and your family?



When Hispanic media cover important health issues, their reporting is...



When Hispanic media cover important health issues, their reporting is...



Hispanic media should become more effective communication tools

So, although opinion of Hispanic media's ability to report health information to their audiences is generally positive, Hispanics do not feel Hispanic media provides adequate coverage of important health issues

The Role of Black Media

Much like the mixed feelings about Hispanic media, Blacks are also torn about healthcare coverage in Black media reporting

A Generally Favorable View

- In telling U.S. Blacks what they need to know about healthcare, **56%** think Black media do a good job 24% say they do a bad job
- In telling "you and your family" what they need to know about healthcare, **58**% think Black media do a good job 20% say they do a bad job

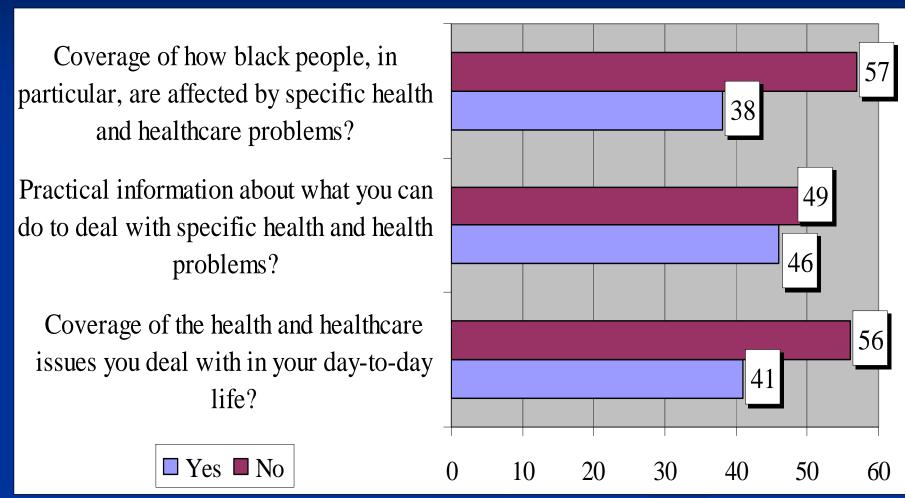
Source: KFF/National Association of Black Journalists' National Survey on Blacks, Media, and Health (1998)

Does this generally favorable view of Black media become less clear-cut when investigated further?

■ Yes! Opinions on Black media seem to shift when questions become more probative

Black Media Health Coverage

Is there enough...



Source: KFF/National Association of Black Journalists' National Survey on Blacks, Media, and Health (1998)

Black audiences still use Black media despite feelings of inadequate healthcare coverage

■ In the past 12 months, Blacks have gotten "a lot" or "some" health information from the following sources that are *directed at Blacks:*

■ Magazines such as Essence or Jet: 67%

■ TV news or talk shows: 59%

■ Radio news or news talk shows: 53%

■ Newspapers: 44%

Source: KFF/National Association of Black Journalists' National Survey on Blacks, Media, and Health (1998)

- Thoughts are mixed about the adequacy of coverage of health-related topics in Hispanic and Black media
- But they are not turning away from race-directed media
- These findings should be used as support for the importance of Hispanic & Black media, while also speaking to the need to strengthen the effectiveness of communicating healthcare information in these markets

The General Media

What influence they have and

What minorities think

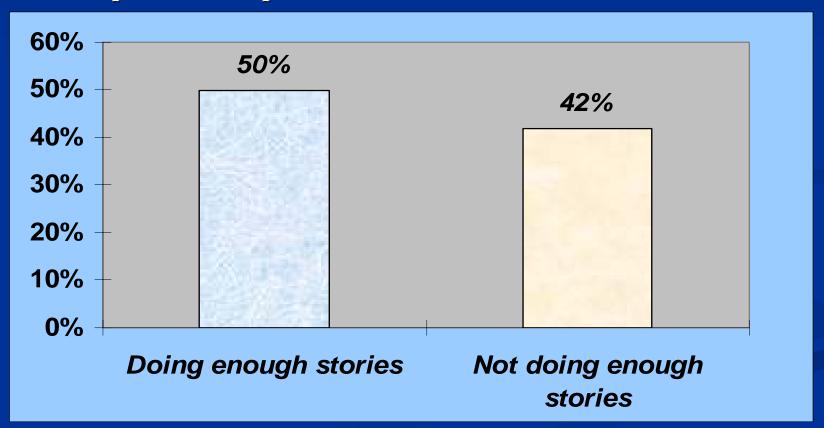
Minorities turn to general media but remain skeptical

- Both Hispanics and Blacks report a preference for using general media more often than race-directed media (60% and 48%, respectively) for health-related information
- But when asked about how well the general media covers health stories about their race, Hispanics and Blacks do not hold an overwhelmingly favorable view

Sources: Kaiser Family Foundation's Latino Media Survey (1998) & KFF/NABJ's National Survey on Blacks, Media, and Health (1998)

Hispanics are not getting enough healthcare information from general media

◆ Are the general media doing enough to cover health-related stories most important to respondents and their families?



Source: Kaiser Family Foundation's Latino Media Survey (1998)

Media has mixed success in communicating healthcare to Hispanics

- Two-thirds of Hispanics find general media coverage of important health issues "accurate"
- One-third (32%) say these reports are "often confusing and hard to follow"
- Hispanics are evenly split on whether general media go into enough detail in healthcare reporting: 45% say enough detail, 45% say not enough detail

Source: Kaiser Family Foundation's Latino Media Survey (1998)

Blacks Finding General Media Lacking

- Coverage of health-related topics is not enough to provide Blacks with health issues
 - 57% say there is NOT enough coverage of healthcare to help them deal with day-to-day life
 - 69% say there is not enough coverage of how Blacks specifically are affected by certain health and healthcare problems

Blacks Under-represented in general media's health coverage?

■ Fully one-half of Blacks feel that "most organizations are not aware of — or interested in — the health problems of Blacks" is a major reason why there isn't enough media coverage of Blacks and health problems

Nearly 8 in 10 Blacks do not think general media features enough Black people or families in their healthcare stories

General Media Not Meeting Needs of Black Population

■ Nearly 6 in 10 (57%) of Blacks believe the general media does not understand or meet the needs of Black audiences

71% of Blacks think most general media direct their health coverage primarily to White audiences

General Media Alienating Black Audiences?

- Blacks feel over-represented in many negative aspects of general media news
 - 76% think Blacks get *too much attention* in media's stories on crime
 - Blacks think many issues are unfairly portrayed as "Black" problems, including welfare dependency (70%), births to single mothers (61%), and unplanned teenage pregnancies (55%)
- General media coverage needs more balance

Minority Knowledge of Health-Related Issues



AIDS

- Minorities, particularly Blacks and Hispanics, are more likely than Whites to hold incorrect beliefs about ways of contracting AIDS
 - Blacks are significantly more likely than Whites or Hispanics to believe that kissing (41%) and sharing a drinking glass (28%) are ways people can become infected
 - Non-Whites (16%), specifically Blacks (16%) and Hispanics (21%), are more likely than Whites (10%) to believe people can become infected just by touching a toilet seat

Source: Kaiser Family Foundation's HIV/AIDS Survey 2004

Minorities' Misconceptions About AIDS

- Non-Whites (84%) are significantly less likely than Whites (90%) to know that there are drugs that can lengthen the lives of people living with AIDS or HIV
- Non-Whites (12%) believe more than Whites (4%) that there drugs available to cure AIDS or HIV
- Non-Whites (14%) believe more than Whites (5%) that there vaccines available to protect people from contracting AIDS or HIV

Source: Kaiser Family Foundation's HIV/AIDS Survey 2004

Treatment of Minorities in Healthcare System

- When asked about the Institute of Medicine's 2002 report on how racial minorities are treated in the healthcare system, Blacks (50%) are significantly *more likely* than Whites (31%) to answer correctly that minorities are sometimes *treated differently* than Whites, even when they have health insurance
- Interestingly, Whites (11%) are *more* likely than Blacks (2%) to think that differences in treatment in healthcare are almost non-existent today

Source: Kaiser Family Foundation's April 2002 Health News Interest Index

Hispanics Lack Certain Health Information

- When asked if they and their families have been getting all the information they need in the following healthcare areas, Hispanics reported needing more information about:
 - Changes in government policies that might affect their healthcare (59%)
 - Medicare (54%)
 - Illnesses that are more likely to affect Hispanics (58%)
 - Where people who don't have health insurance can go for healthcare (59%)

Source: Kaiser Family Foundation's Latino Media Survey (1998)

Women's Awareness of Health

Based on women 18-64 who have had an annual G-Y-N exam within the past two years

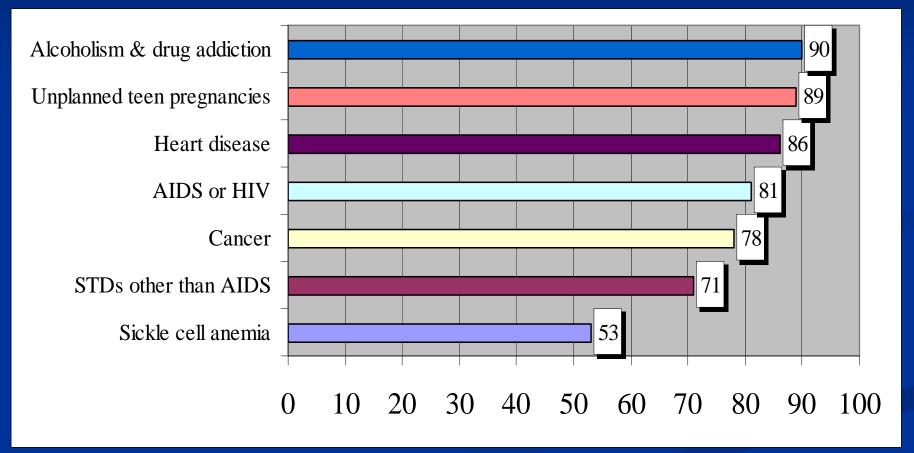
- Latinas (39%) were more likely than White women (20%) to have discussed birth control methods with doctor during last visit
- Across most items surveyed, Latinas and Black women were *more likely* to discuss medical topics with their doctors
 - Topics included: emergency contraception, ways to decrease risk of getting AIDS/HIV/other STDs, fibroid tumors, and yeast infections

Source: KFF's Essence, Latina, and LA Times National Women's Health Survey (1999)

What Health Problems are Minorities Most Concerned About?

Health Concerns for African-Americans

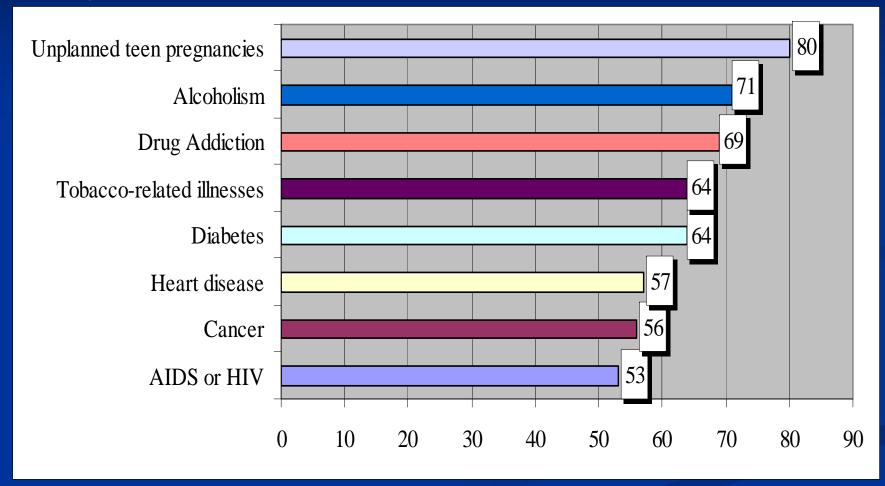
% say this is a MAJOR problem for Blacks



Source: The Commonwealth Fund 2001 Health Care Quality Survey

Health Concerns for Hispanics

% say this is a MAJOR problem for Hispanics



Source: The Commonwealth Fund 2001 Health Care Quality Survey

Choosing a doctor, hospital, or health plan

Do minorities differ from Whites?



Information comparing healthcare options

- Overall, Blacks (30%) and Hispanics (24%) are significantly *less likely* than non-Hispanic Whites (38%) to have seen any information comparing doctors, hospitals, or health plans in the last 12 months
- More specifically, Hispanics (27%) are *less likely* than either Whites (44%) or Blacks (38%) to have seen information comparing healthcare options

Source: Kaiser Family Foundation's Consumer Information Survey (2004)

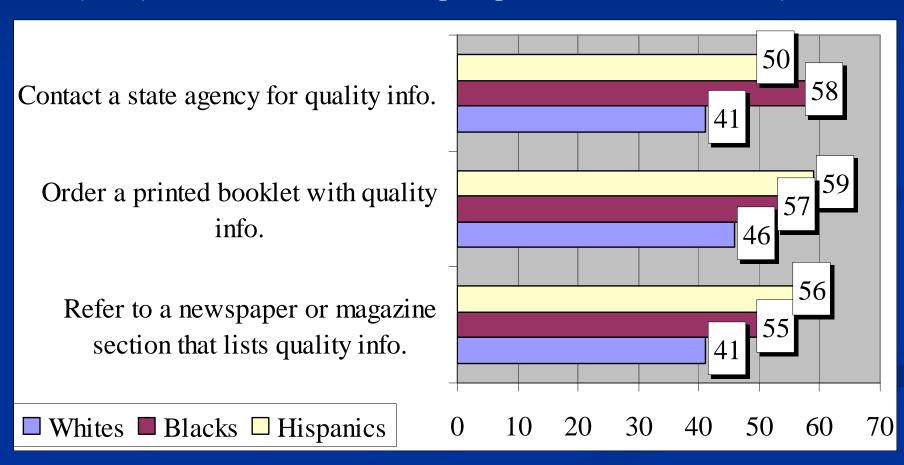
Use of Information Comparing Healthcare Options

- Of those who have seen information comparing doctors and hospitals, minorities used that information more often than Whites
 - Blacks (73%) used information comparing quality among doctors only 45% of Whites did the same
 - Blacks (54%) and Hispanics (60%) used information comparing quality among hospitals only 34% of Whites did the same
- Given that they use it when they have it, it is imperative to examine why more minorities are not getting this kind of information

Source: Kaiser Family Foundation's 2004 Consumer Information Survey

Minorities Looking for More Info.

Not only are minorities more likely than Whites to use certain types of health information when they have it, they were generally *more likely* to say they would do the following to get the information they wanted.



Source: Kaiser Family Foundation's 2004 Consumer Information Survey

Minority Response to Health-Related Advertising Campaigns

PREVENTION magazine's

<u>Direct-To-Consumers (DTC)</u> surveys

Direct-To-Consumer (DTC) Advertising

 Prevention Magazine has examined the effects of DTC ads on consumer behavior and attitudes in its annual surveys

General survey findings and trends show the growing impact DTC advertising has in the healthcare markets, specifically pharmaceuticals

Exposure to DTC ads

■ When asked about a variety of popularly seen or heard DTC ads, 86% of minorities, compared with 94% of Whites, report seeing or hearing any of these ads.

Brief Summary Page

■ When it comes to the black & white information page listing possible Rx drug risks and warnings, Whites and minorities are comparable in reporting that they have noticed this information page (46% and 41%, respectively)



Use of the Information Page

- Do Whites & minorities differ in how they treat this black-and-white information page?
 - Minorities (38%), in particular Blacks (45%) are more likely than Whites (19%) to have read the information page
 - Blacks also report more often than Whites that this page is "very useful" (51% and 43%, respectively)

Getting Rx drug information from magazine ads

- Minorities, particularly Hispanics (60%), look for "information about the medicine's effectiveness compared to other medicines that treat the same condition" MORE often than Whites (44%)
- Blacks (79%) report looking for "information about annoying, but not serious side effects, such as nausea or drowsiness" significantly **MORE** often than Whites (73%)

Usefulness of Information from Magazine Ads

- Minorities (97%) found the "information about the benefits of taking the medicine" useful, compared with the 88% of Whites who said the same
- 52% of minorities found the "information about serious risks associated with using the medicine" very useful, compared with the 39% of Whites who reported the same

DTC Ads on TV

- Minorities (74%) report seeing or hearing DTC ads on TV about the risks or side effects associated with the advertised medicine significantly LESS than Whites (81%)
- This finding is consistent with overall exposure to DTC ads, with Whites saying more often than minorities that they have noticed this information

Minorities Pay More Attention to Risk Information in DTC Ads

When it comes to information about risks and side effects associated with an advertised medicine, minorities, particularly Blacks, who have seen/heard risk information in TV ads are much *more* likely than Whites to say they pay "a lot of attention" to it

■ Total minorities: 61%

■ Blacks: 68%

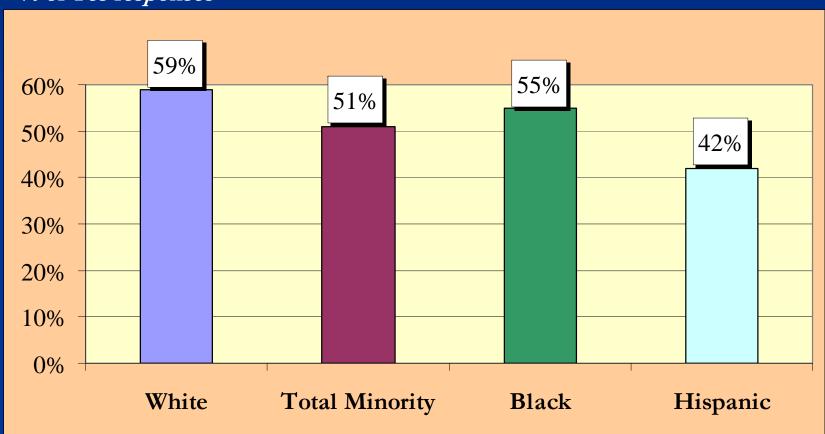
■ Whites: 45%

DTC Ads Help Jog Memory

- Of those who have seen or heard any DTC ads, minorities report two particular instances where seeing or hearing a Rx drug ad has helped them remember to:
 - Take their Rx meds when they might have otherwise forgotten (26% of minorities; 15% of Whites)
 - Get a Rx refilled when they might have otherwise forgotten (23% of minorities, 14% of Whites)

Do you, yourself, ever go online to access the Internet or to send and receive email?

% of Yes responses



Minorities & Getting Health Information Online

- Based on those who go online
 - Whites (67%) are more likely than minorities (54%), especially Hispanics (49%), to go online to get information about a specific medical condition or illness
- Overall, minorities (40%) are less likely than Whites (51%) to go online for health-related information

Communicating Health Information to Minorities

What Survey Research Tells Us

Presented by:

Larry Hugick

Chairman

Princeton Survey Research Associates International