

Navigating the Healthcare System: Information for Latino Residents of Price Hill

Abdullahi H, Cabrera S, Dowling J, Drinnan A, Hernandez-Brandi M, Kutz D, McBreen A, Rubeiz M, Power M, Sidler E, Somppi L, Zydeck K
 University of Cincinnati College of Medicine, Cincinnati, OH; Santa Maria Community Services, Price Hill, OH

Introduction

We wanted to increase community awareness of the healthcare system and resources in the community and how to effectively access care both in and outside of the community. A previous investigation by another UCCOM Physician and Society group in 2011 showed that the neighborhood of East Price Hill had a decrease in health care literacy, and one of the suggested future steps was to create education programming with the goal of addressing common knowledge gaps. Our community partner, Santa Maria Community Services, is a non-profit organization that serves the neighborhood of East Price Hill and offers such services such as youth mentorship and support services, housing and financial counseling, high school equivalency services, health and wellness, immigrant outreach, and employment services. As Santa Maria Community Services is expanding its health and wellness, they asked us to create programming to address common gaps in health care literacy.

Results

We created two videos (English and Spanish) outlining how to access the health care system. These videos consisted of a powerpoint accompanied by a voice over. We also supplemented this information with scenarios that were specifically chosen to illustrate common pitfalls in healthcare access. According to our research and discussions with community partners and key informants, we identified the following topics that would represent the highest informational value to the residents of East Price Hill:

- When to use the Urgent Care vs. Emergency Room
- Importance of routine health care
- Insurance

These videos, as well as an accompanying informational pamphlet, were distributed to our community partner.

Educational Attainment

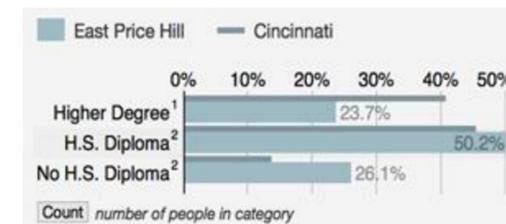


Figure 3. A graph of the highest level of education among adults 25 years and older in East Price Hill compared to the city of Cincinnati based on the data from the US Census Bureau's 2012-2016 American Community Survey

Acknowledgements

We are grateful to our collaborators Luz Elena Schemmel and Rayanne Pancoast, and the East Price Hill Community

References

Vernon, J. A., Trujillo, A, Rosenbaum, S, (2007). Low Health Literacy: Implications for National Health Policy. HealthPolicy and Management Faculty Publications, The George Washington University.

David, R. A., & Rhee, M. (1998). The impact of language as a barrier to effective health care in an underserved urban Hispanic community. *Mount Sinai Journal of Medicine*, 65, 393-397.

Household Income Percentiles



Figure 1. A graph of the household income percentiles in East Price Hill compared to the city of Cincinnati based on the data from the US Census Bureau's 2012-2016 American Community Survey.

Race and Ethnicity

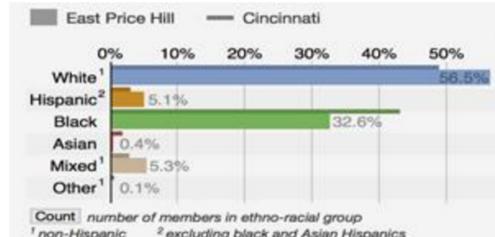


Figure 2. A graph of the race and ethnicities in East Price Hill compared to the city of Cincinnati based on the data from the US Census Bureau's 2012-2016 American Community Survey.

Methods

We consulted with our community partner Santa Maria about the best way to reach residents of East Price Hill. Because a high number of people do not attend informational sessions, we decided the best format to present our project would be a video. The video will be shown at many future informational sessions to reach the highest number of residents. In the recording, the information is present in both English and Spanish, as many residents of this community speak Spanish. We researched common reasons for healthcare disparities (Figures 1-3) and included information from this research in our video. Additionally, we included scenarios to illustrate how to use the healthcare system to improve resident knowledge.



Screenshot of project video, available on YouTube! <https://www.youtube.com/watch?v=n8DkgmMX0m0&feature=youtu.be> (English) and <https://youtu.be/E1WNOuKi3VM> (Spanish)

Discussion

- Our community project intervention sought to educate members of the Price Hill and Cincinnati community on matters regarding healthcare opportunities in the Greater Cincinnati area.
- Our hope is that these videos and informational pamphlets offer residents of Price Hill a resource guide which will increase health care utilization and improve outcomes.
- Low health care literacy is associated with a higher health care expenditure. According to a Medical Expenditure Panel Survey (MEPS), estimated health care costs from low health literacy ranges from \$106 billion to \$238 billion (Vernon JA 2007).

Language barriers associated with Hispanic, non-English-speaking patients are well documented, with Hispanic patients reporting lower levels of overall satisfaction with their medical care, specifically relating to the explanations they were given regarding prescribed medications and possible deleterious side effects. Furthermore, many non-English-speaking patients have reported they feel as though their doctor does not understand how they are feeling.

Next Steps

- Santa Maria will continue to broadcast both of our videos at all of their locations, in an effort to share the information with as many of their clients as possible. Videos will be played continuously during some of Santa Maria's busiest hours.
- Santa Maria will also be able to use the videos to train new staff members and additional volunteers who would need to be knowledgeable about the healthcare opportunities available to residents of Price Hill and Greater Cincinnati.
- Members of the community who wish to access the video will be able to do so using the online video streaming service youtube.com, where the video will be publicly available to anyone, including residents outside of Greater Cincinnati



Booth at Biannual Santa Maria Health Fair