



Cultural Tailoring in Communicating Health



Daniel Garcia, Dr. Joseph Grzywacz, PhD.

College of Health and Human Sciences, Florida State University, Tallahassee, Florida 32306, United States

Abstract

- Pesticide and heat-related illnesses are common amongst all farmworkers, but especially in those with language-barriers or other limiting factors. Latino farmworkers are at high risk for these illnesses due to their eagerness to work and lack of safety education.
- Tailoring is important in educating farmworkers because one must understand the contexts under which they learn. In knowing the best ways to present information to a group of people, it can be made easier for them to learn.
- In the initial stages of joining onto this project, I was assigned to do research on humoral medicine and cultural tailoring.
- Humoral medicine is an equilibrium model of health that is widespread in Latin America. Health is thought to be a balance, where too much warmth, for example, requires cold to compensate and illness results from a lack of compensation (Foster, 1987).
- After learning about these topics, I began to educate myself on the learning management system that we use, TalentLMS. Similar to sites like Canvas, TalentLMS allowed me to use different resources such as videos and PowerPoints to teach and tests and assignments to make sure the learners learn the information presented.
- After completing this learning management system, we will be able to tell if our methods of teaching were tailored to their learning styles, and if cultural tailoring influences learning.
- However, due to the likeliness of preliminary results, literature reviews had to be conducted.

Methods

- To begin, I was assigned to conduct research on humoral medicine and cultural tailoring. This information would be the foundation for the rest of the project.
- Once I understood this information, we moved onto the next phase of the project which entailed the learning management system, TalentLMS. I underwent small courses to gain a better understanding of the system and how to utilize it.
- Using TalentLMS, my team and I were able to upload content such as videos and PowerPoint presentations that would help in conveying the farm-work safety information to Latino farmworkers.
- Over the past weeks, we have created a course for this reason, however, it will not be completed for an unknown amount of time.
- Consequentially, to obtain data fit to analyze, I will have to conduct literary reviews of similar projects.

Results

- Because we still have not obtained actual learner data, the relevance of cultural tailoring in communicating health must be analyzed through literary reviews.
- In a meta-analysis by Yan Huang and Fuyuan Shen (2016), the authors analyze the effects of cultural tailoring in communicating cancer to patients.
- This paper explains the methods and benefits of cultural tailoring and how factors such as ethnicity may be important to think about when attempting to convey health information.
- According to Huang and Shen (2016), “For different ethnic groups, culturally tailored messages were especially effective for Asian Americans and Pacific Islanders, followed by messages for Hispanics and those for African Americans.”
- This analysis portrays the correlation between culturally tailored information and varied persuasion from different ethnicities.
- Another paper by Federica Caffaro et al. (2020) explains an experiment done to analyze cultural tailoring in teaching farm-work safety.
- In this experiment, the learners (farmworkers) collaborated with trainers to develop learning material. After this material was presented to the learners, they rated their satisfaction, safety knowledge, and effort.
- “The results showed improved knowledge, low perceived effort and high satisfaction, pointing to the positive effects of active user involvement when designing targeted training materials” (Caffaro et al., 2020).



Figure 1: pictures a farmworker, who may or may not be educated in pesticide safety, spraying a field of plants with pesticides.

Discussion

Summary of results:

- These derived results show that there may be a correlation between cultural tailoring and the comprehension of health information in learners
- Although our learning management system is not complete to collect data, the literary reviews can give us some premise on how effective these methods of teaching and communication may be.
- In the future, we may want to continue constructing our TalentLMS course until we deem it ready to be able to teach our audience in a way that they would comprehend.
- Due to the evidence shown, we can see that cultural tailoring likely effects the level of understanding in learners.

References

- Caffaro, F., Bagagiolo, G., Micheletti Cremasco, M., Vigoroso, L., & Cavallo, E. (2020). Tailoring Safety Training Material to Migrant Farmworkers: An Ergonomic User-Centred Approach. *International Journal of Environmental Research and Public Health*, 17(6), 2104. <https://doi.org/10.3390/ijerph17062104>
- Foster, G.M. (1987) On the Origin of Humoral Medicine in Latin America. *Medical Anthropology Quarterly*, 1(4), 355-393. <https://doi-org.proxy.lib.fsu.edu/10.1525/maq.1987.1.4.02a00020>
- Huang, Y., & Shen, F. (2016). Effects of Cultural Tailoring on Persuasion in Cancer Communication: A Meta-Analysis. *Journal of Communication*, 66(4), 694–715. <https://doi-org.proxy.lib.fsu.edu/10.1111/jcom.12243>

Acknowledgements

I would like to thank Dr. Joe Grzywacz, Maribel Trejo, Maria Trejo, Cecilia Ordaz Gudino, for guiding me through this project and the research process, and the UROP program at FSU for allowing me to partake in this opportunity.