

Engaging Multicultural Audiences as Co-Developers of Statewide Health Marketing Programs

Linda Neuhauser, DrPH
School of Public Health
University of California, Berkeley

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Our Challenge:

Develop communication that meets the

- **racial/ethnic**
- **literacy**
- **linguistic &**
- **disability-related**

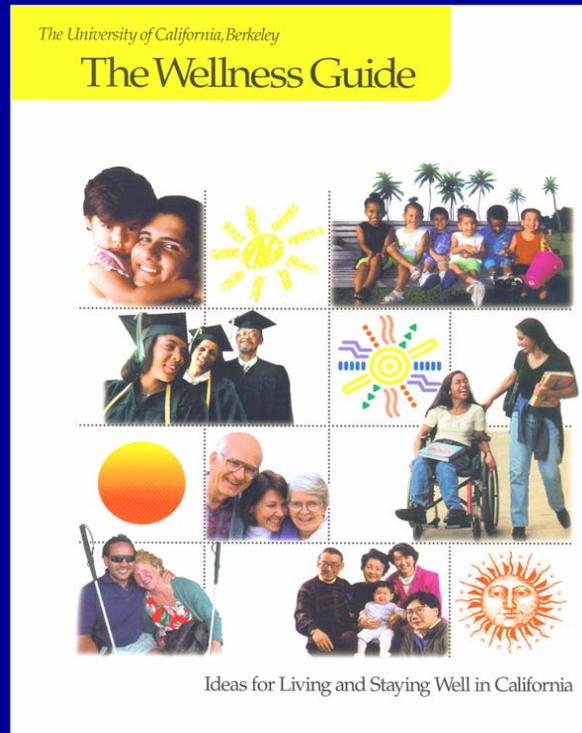
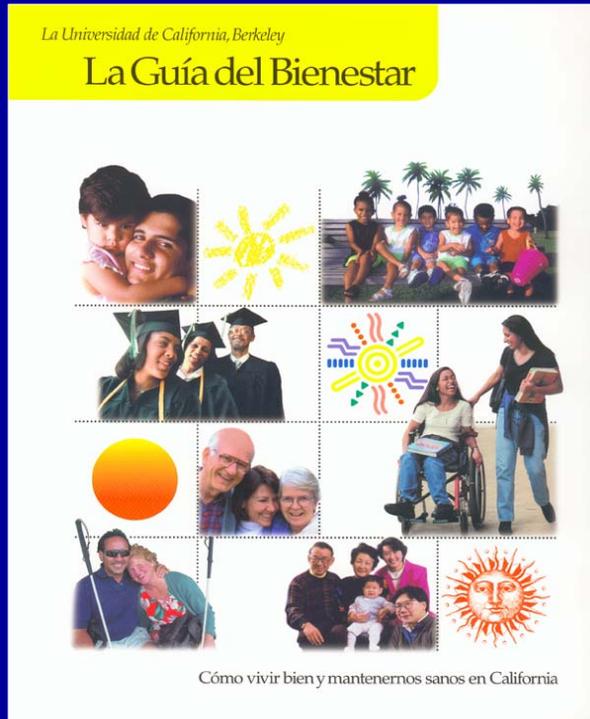
needs of diverse groups

- **Empower diverse groups**
- **Participatory approach**
- **Large-scale communication**
 - 20 million households: US & overseas**
- **Research + interventions**

Strategies for Large-Scale Interventions

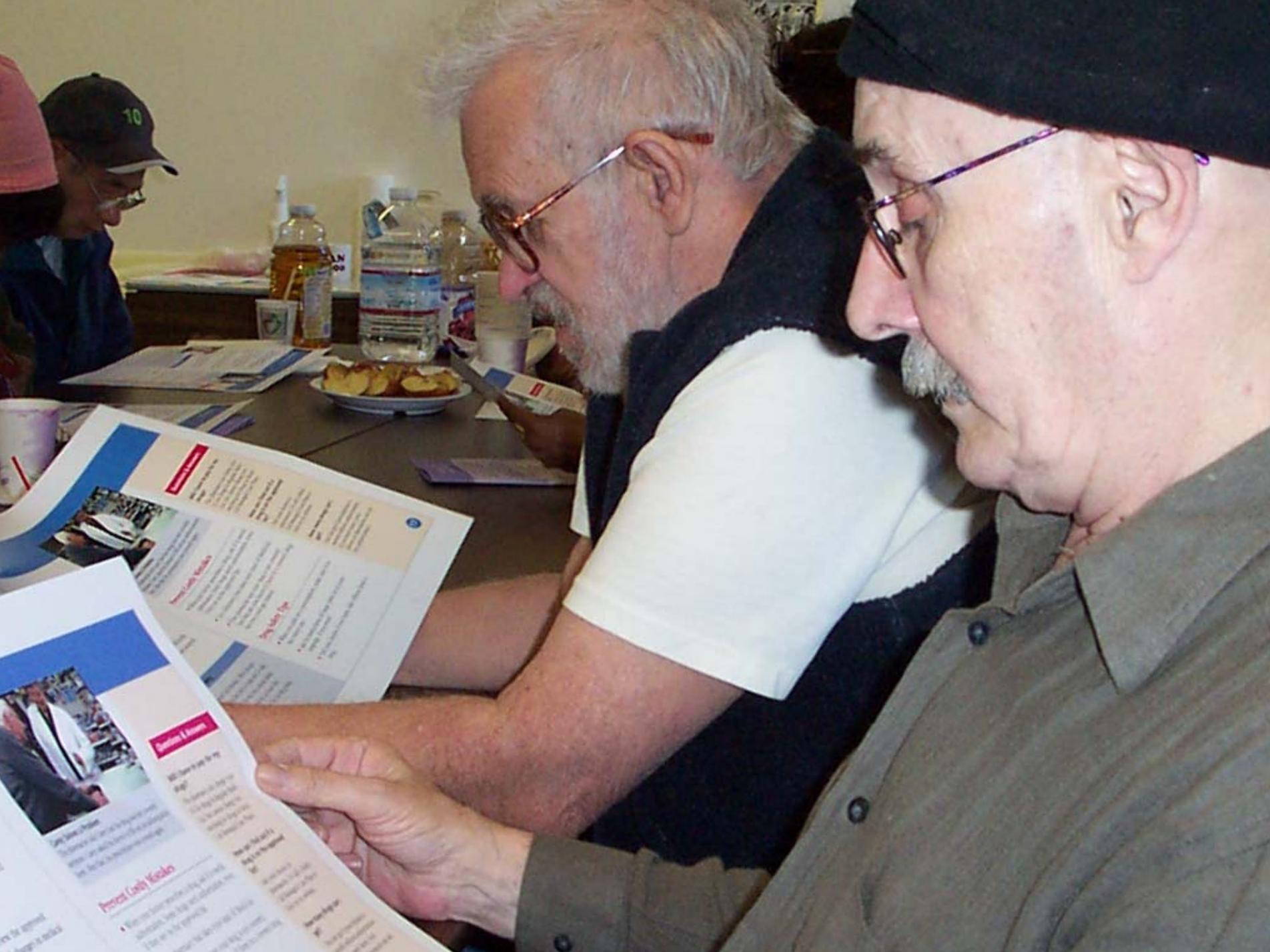
- 1. Participation!**
- 2. Partnerships-multiple stakeholders**
- 3. Adaptation: other languages**
- 4. Evaluation & revision**
- 5. Extension**

The Wellness Guide



Disability-relevant Wellness Guide

- Participatory design
- **Statewide collaborative:**
 - Philanthropy
 - Steering committee: 30 disability organizations
 - End users
- **Evaluation & revision: 1 year**
- **Spanish, Chinese, & Braille versions**
- **Distribution: 300,000 households**



The Wellness Guide

QuickTime™ and a
Cinepak decompressor
are needed to see this picture.

California Parents Kit



California Parents Kit

- **Participatory design**
- **Collaborators: State, parents & providers**
- **Spanish, Chinese, Vietnamese & Korean**
- **Distribution: 3 million families**
- **3 year evaluation**
- **Extension: PA, AZ, KY, AL, OK**

California Parents Kit



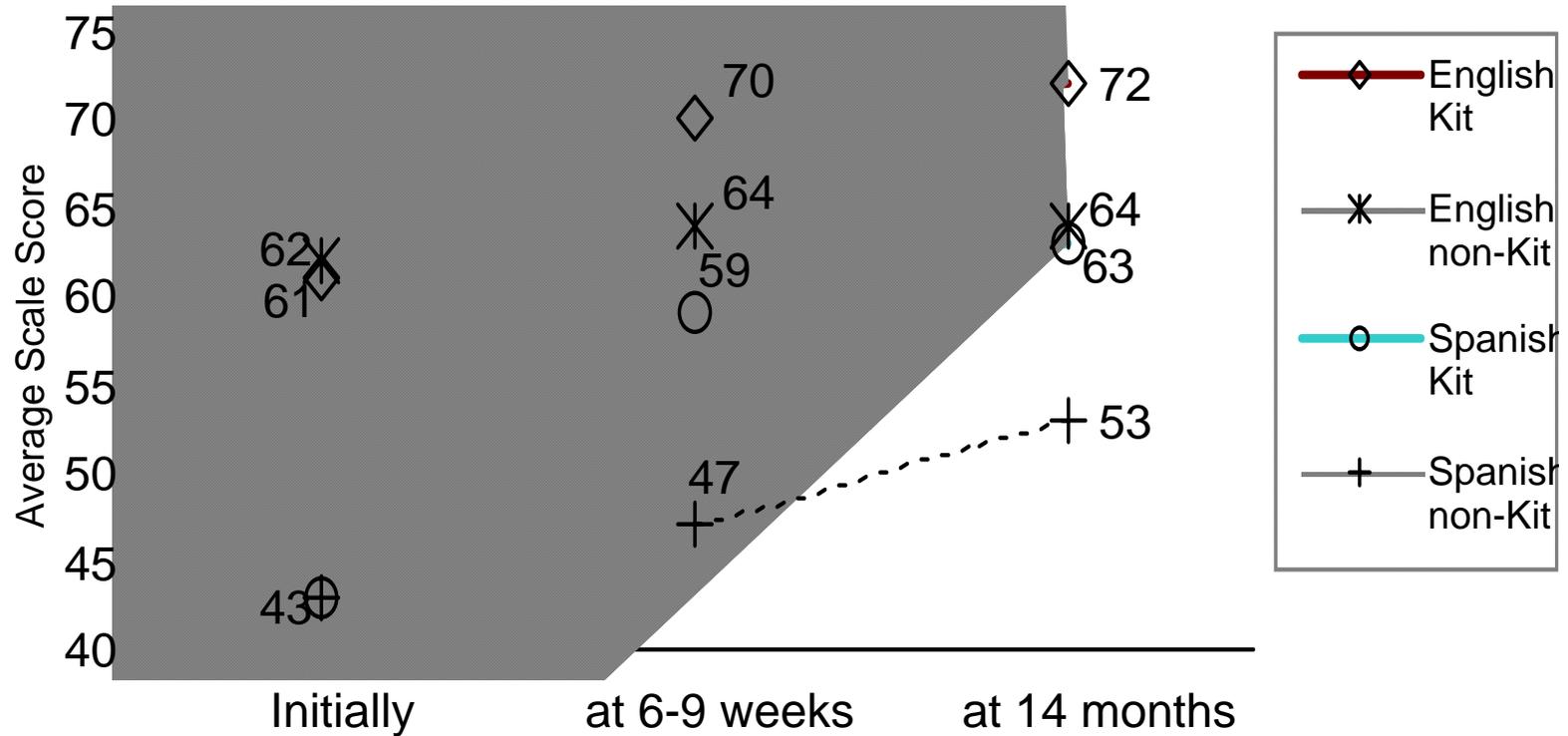
Spanish Kit



Parents Kit Distribution



Knowledge Gains By Language





Linda Neuhauser, DrPH
lindan@berkeley.edu
510.643.9177
www.uchealthaction.org

*School of Public Health University
of California, Berkeley*