



# BUILDING A FRAMEWORK FOR HEALTHY HOUSING

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## Marketing Health Messages to Non-English Speaking Populations

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Lead Safe St. Louis  
City of St. Louis, Missouri



# City of St. Louis Profile

- Per 2000 Census:
  - 51.2% of the City population was African American
  - 43.9% was White (including significant in-migration, particularly of Bosnian immigrants from Eastern Europe)
  - 2% was Asian or Hawaiian/Pacific Islander
  - 0.8% were other races
  - 1.9% identified themselves as more than one race
- Hispanic or Latino increased by 37%, from 5,124 in 1990 to 7,022 in 2000



# City of St. Louis Profile

- 3rd in the nation for degree of diversity of refugee
- 2nd in the nation for the density of new arrivals to native born
- Experiences about 4,000 other new arrivals (secondary migrant refugees, immigrants, students, visitors, and non-documented transients and residents) each year
  - According to the Washington University Medical Center's Human Studies Committee



# International Institute of St. Louis



INTERNATIONAL  
INSTITUTE  
SAINT LOUIS



*Service  
Leadership  
Partnership*

- Lead Safe St. Louis provides testing of new arrivals weekly at the International Institute
- IISL provides interpreting and translation services to LSSL
- IISL is a contractor to recruit landlords into City Lead Hazard Control programs



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# LSSL participates in Refugee Study

- LSSL is participating in the Massachusetts Lead Exposure in Refugee Children study underway
- Besides interviews and study sampling, LSSL is completing lead inspections, risk assessments and hazard controls



# International Institute's Festival of Nations



- HUD's Healthy Home visits the Festival of Nations in St. Louis August 23-24, 2008



# LSSL and partners were there



# St. Louis Lead Prevention Coalition

## STL Lead Prevention Coalition Invited into New Americans' Homes

- STLLPC and Mercy Care Plus sponsor house parties for New American groups to share information about lead safety

The St. Louis Lead Prevention Coalition, in partnership with Mercy Care Plus (formerly Mercy Health Plan) and the International Institute has an exciting new project. Funded through Mercy by a Caritas grant, we are taking lead poisoning prevention information to the homes of New Americans to help them learn how to protect their families.



Liberian House Party

Guided by the expertise of the International Institute, we are using the "house party" model to bring this education to three groups of new arrivals - Liberians, Somali Bantu, and Russian Turks. A family agrees to host the event, and receives a stipend for refreshments. They invite their friends, mostly young parents, to learn about lead prevention. An interpreter from the Institute assists Coalition staff in sharing the information with the group. A Mercy representative assists with lead information and provides information/gift bags for all in attendance.



Russian Turk House Party



Somali Bantu House Party

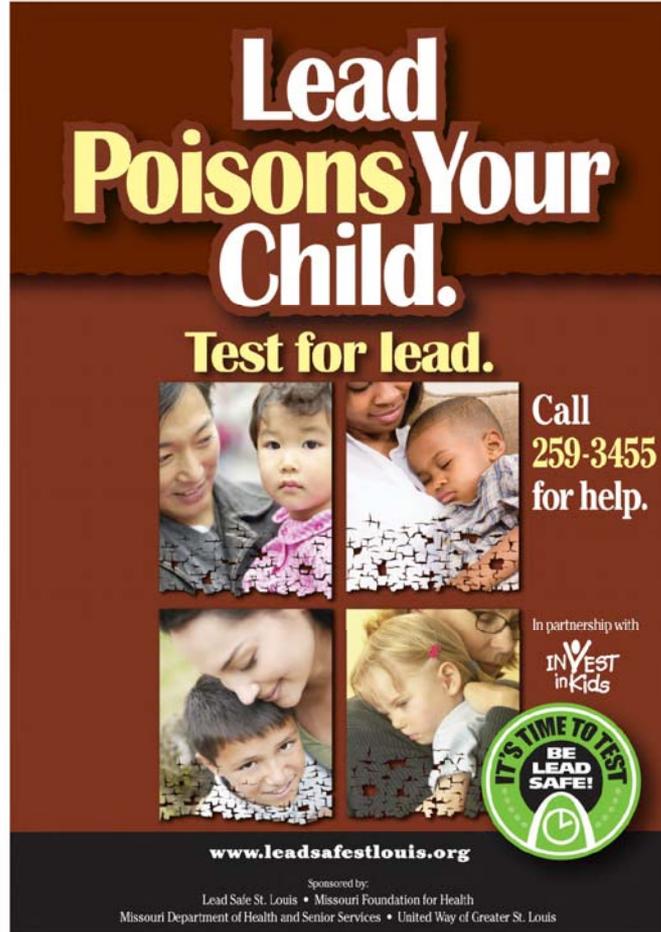
Following the presentation, everyone enjoys delicious foods prepared by the host family and learns about the families and their journeys to St. Louis.

The Coalition has been overwhelmed by the hospitality and graciousness of the host families and have had an opportunity to educate over 160 people about lead hazards and ways to protect their children.



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# Lead Safe St. Louis Media Campaign



**Lead  
Poisons Your  
Child.**

**Test for lead.**

Call  
259-3455  
for help.

In partnership with  
INVEST  
in Kids

**IT'S TIME TO TEST  
BE LEAD SAFE!**

[www.leadstestlouis.org](http://www.leadstestlouis.org)

Sponsored by:  
Lead Safe St. Louis • Missouri Foundation for Health  
Missouri Department of Health and Senior Services • United Way of Greater St. Louis

The poster features a dark brown background with four small photographs of diverse families. A green circular logo with a clock icon and the text 'IT'S TIME TO TEST BE LEAD SAFE!' is positioned in the bottom right corner of the poster area.

- Focus groups employed during image development for LSSL Media Campaign included New American parents



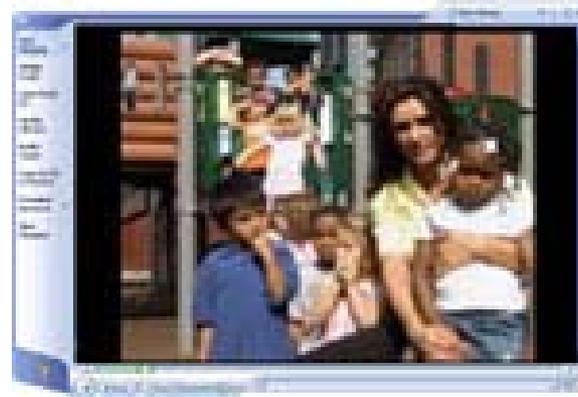
# City of St. Louis Communications Division

- Website development
- Bosnian and Spanish staff
- TV, Radio and Print ads
- Graphic design



# LSSL Media Campaign

- Available on the Public Relations page of [www.leadsthesafestlouis.org](http://www.leadsthesafestlouis.org) :
- Bosnian PSA
- Spanish PSA



# LSSL Media Campaign



**Lead Poisons Your Child.** Test for Lead. Call 259-3455 for help.

[www.lead safestlouis.org](http://www.lead safestlouis.org)

**Que es el envenenamiento por plomo?**  
Es una condición causada por tragar o inhalar plomo. Aun pequeñas cantidades de plomo pueden hacer daño.

**Quiénes corren los mayores riesgo de ser envenenado por plomo?**

- Los niños bajo edad de seis
- Las mujeres embarazadas

**Como afecta el plomo a los niños?**  
El envenenamiento por plomo puede causar los problemas graves en niños bajo edad de 6 años:

- Disminuir el conocimiento intelectual
- Dificultar el aprendizaje
- Dañar la capacidad auditiva
- Los convulsiones
- La presión alta
- La muerte

**Donde pueden estar los niños expuestos al plomo?**  
Pueden estar expuestos en el hogar, en la escuela, en la guardería o en las áreas de juego.

También, se encuentra plomo en la tierra, superficies pintadas con plomo astilladas o descascaradas, cosméticos hechos por otro país, algunos artículos de porcelana y cerámicas, dulces con condimentos picantes importados de México, o en juguetes de niños.

**Como puedo yo proteger a mis niños?**

- Haga que se lave las manos antes de comer.
- No permita que su hijo(a) se meta cosas a la boca que pueden estar sucias o tener pintura de plomo.
- Fregue los pisos con un trapo mojado y limpie los marcos de ventana regularmente.
- No remueva la pintura a base de plomo usted mismo.
- Use solo el agua fría del grifo de agua fría para beber y cocinar.
- Hágale un examen de plomo.
  - Hasta los niños que parecen sanos pueden tener niveles altos de plomo en la sangre.
  - Haga un examen de sangre por lo menos una vez al año por los niños bajo edad de 6 años.
  - Llame a (314) 259-3455 para hacer el examen de sangre GRATIS.

**Que hago si pienso que hay plomo en el entorno de mi hijo(a)?**  
Llama a (314) 259-3455 para que le hagan una evaluación GRATIS a su casa, especialmente si tienen hijos bajo edad de 6 años.

**Servicios Gratis incluyen:**

- Una evaluación cuidadosa de su hogar GRATIS
- Presentaciones educativas GRATIS
- Información en varios idiomas
- El examen preliminar del plomo de niños bajo de la edad de 6 años GRATIS
- Una aspiradora HEPA prestado GRATIS
- Hay fondos que se puede utilizar para ayudar a hacer su casa más seguro casero de peligros del plomo

Francis G. Slay, Mayor

- Ads run in Spanish and Bosnian newspapers and telephone pages



# Derek the Dinosaur

Lead Safe St. Louis' Derek the Dinosaur's Coloring Book about Lead provided by the [Coalition to End Childhood Lead Poisoning](#)

[CLICK HERE TO ORDER COPIES](#) of the Lead Safe St. Louis' Derek the Dinosaur's Coloring Book about Lead

## English

Lead Safe St. Louis' Derek the Dinosaur's Coloring Book about Lead (read coloring book)



## Spanish

"Libro para colorear de Derek el Dinosaurio de "Lead Safe St. Louis" acerca del plomo (Lee el libro)"



## Bosnian

"Lead Safe St. Louis Slikovnica Za Bojenje O Olovu Sa Derek Dinosaurusom (procitajte slikovnicu)"



## Somali

"Lead Safe St. Louis' Derek boogga midabeynta daaynasooorka ee suntan rinjiga (akhri buugga)."



## Dari

مورد سرب (کتاب را بخوانید)  
سنت لوئیس مصون از سرب در  
"دیرک کتاب رنگ‌آمیزی دایناسور"



## Vietnamese

"Quyển sách màu của khủng long về An toàn chì St. Louis về Chì (hãy đọc quyển sách)".



[CLICK HERE TO ORDER COPIES](#) of the Lead Safe St. Louis' Derek the Dinosaur's Coloring Book about Lead



Information on [www.leadsafestlouis.org](http://www.leadsafestlouis.org) is provided in part from documents developed by the Coalition to End Childhood Lead Poisoning: Chios Flakes Peels Dust © and Derek the Dinosaur's Coloring Book About LEAD ©. All materials are available for jurisdiction specific customization and purchase through the Coalition to End Childhood Lead Poisoning.

- LSSL has translated the Coalition to End Childhood Lead Poisoning's Coloring Book into 5 languages at [www.leadsafestlouis.org](http://www.leadsafestlouis.org)



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# For more information

- [www.leadsafestlouis.org](http://www.leadsafestlouis.org)
- Lead Safe St. Louis Hotline: 314-259-3455
- [arrighij@stlouiscity.com](mailto:arrighij@stlouiscity.com)



**IT'S TIME TO TEST  
BE LEAD SAFE!**

**LEAD SAFE  
ST. LOUIS**

Lead Safe St. Louis    634 North Grand Blvd., Suite 528, St. Louis, MO 63103    314-259-3455    [www.leadsafestlouis.org](http://www.leadsafestlouis.org)

The banner features a green circular logo on the left with a clock icon and the text 'IT'S TIME TO TEST BE LEAD SAFE!'. To the right of the logo is the text 'LEAD SAFE ST. LOUIS' in large, bold, yellow and white letters. Below the text is a row of four small photographs showing diverse children and adults in various settings.



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## Marketing Health Messages to Non-English Speaking Populations

Knowing Your Target Audience & Resources:  
A Team Effort

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# Overview



- Diversity within the Target Audience
- Reading Proficiency, Use of Pictures
- Cultural Influences
- Research - Resources - Planning
- Testing the Material, Incorporating Comments, Testing Revisions
- Disseminating the Material
- Team Effort
- Resources



# Diversity within the Target Audience

- Mexican Spanish is not the same as Salvadorian Spanish or Cuban Spanish.
- Between regions of the same country there can be variations.
- Create a document generic enough to be understood by all, make sure it conveys your message or develop material for each sub-group. E.g. grass - zacate, grama, pasto, césped; carpet - carpeta, alfombra.



# Reading Proficiency, Use of Pictures



- A person might speak a language, but not read it well.
- Native language preference.
- Who reads the material for the target audience? Side-by-side translation might work best.
- Children are often asked to read and translate the material for caregivers.
- Third grade level reading and writing proficiency works best. By knowing your target audience you should be able to determine the level of proficiency.
- The right pictures convey more than a 1000 words.



# Cultural Influences

- The material must be culturally sensitive. e.g. cap 
- Tone and type of language to be used to convey your message.
- Reaction of your audience to the information you are conveying.



# Research - Resources - Planning



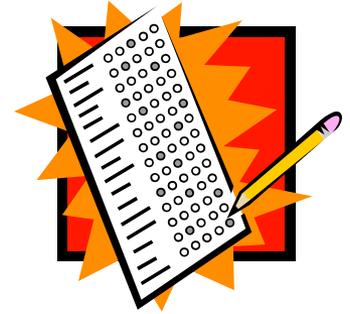
- Develop a timeline
- Assign someone to be in charge
- Make a list of organizations or partners who you already work with
- Engage partners early on
- Identify partners familiar with the cultural and language issues of your target audience
- Prepare a budget

Note: Computerized translations are not reliable because they do not relay the meaning of the message. They are best used for accents and spelling. Eg. lead



# Testing the Material, Incorporate Comments, Test Revisions

- Testing the material. Make sure it:
  - ✓ Conveys your message
  - ✓ Is understandable by your target audience
  - ✓ Is accessible and culturally sensitive for your target audience
- Incorporate everyone's comments
- Test, test and test the revisions.



# Disseminating the Material



- Make sure your material reaches your targeted audience.
- Distribute it through:
  - ✓ Partners, Community Based Organizations
  - ✓ Businesses and organizations that cater to your targeted audience
  - ✓ Local Newspapers
  - ✓ TV/Radio - through their "event calendar"
  - ✓ Be a guest on a radio or TV show



# Team Effort

- Translation is a team effort
- Someone has to be in charge to make sure things get done accurately and on time
- Coordinate and work with other organizations
- Communicate the Timeline to Partners
- Acknowledge your team, rewarding
- Obtaining feedback.....



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# Resources

- A third grade class
- Parent groups
- Church groups
- Client feedback
- Clinics
- <http://babelfish.yahoo.com/>
- <http://www.google.com/>
- <http://www.dogpile.com/>



# Thank you....



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