



# Spanish Language Personas Inform the Development of Healthcare Websites

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KQED



KQED

<https://www.youtube.com/watch?v=97WvAIH6ER4>

<https://www.youtube.com/watch?v=rOuyJLtUfOk>



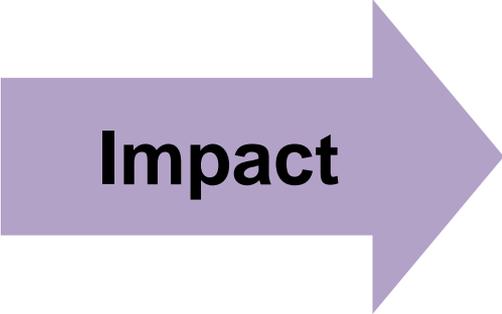
# Cultural Values



- ***Respeto (Respect)***: Demonstrating respect towards authority figures.
- ***Familismo (Family)***: interdependent networks within and across immediate and extended family.
- ***Confianza (Trust)***: Creating a warm and friendly approach.
- ***Personalismo (Personal Connections)***: Building a personal connection and taking emphasis away from institutions.

# Beliefs

- ***Fatalismo (Fatalism)***: All events are predetermined and therefore inevitable.

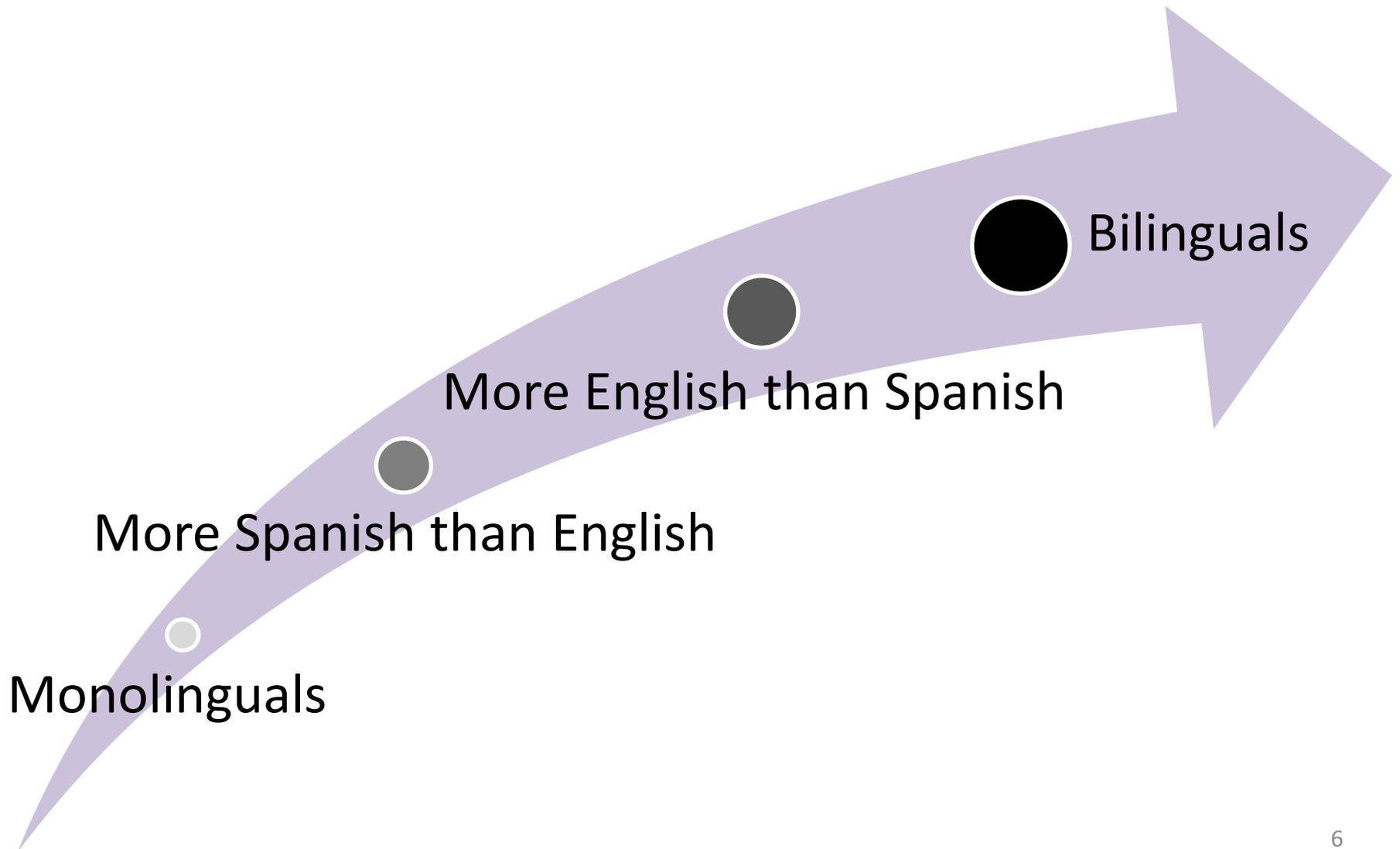


**Impact**

Cancer is a certain death sentence.

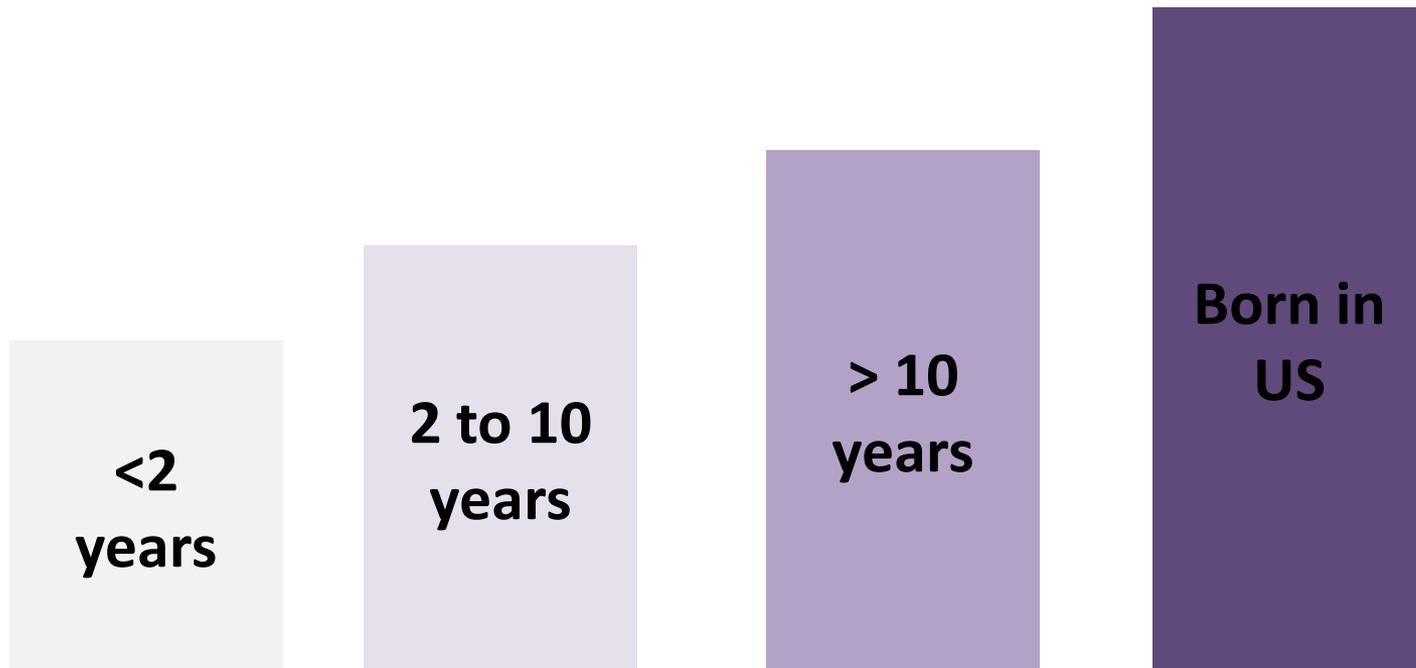
Why sign up for health insurance?  
Something will eventually kill me  
anyway?

# Language Practices-Preferences



# Acculturation

Process in which members of one cultural group adopt the beliefs and behaviors of another group.



# Data to Build Personas

- Quantitative & Qualitative

UNITED STATES DEPARTMENT OF LABOR  
 BUREAU OF LABOR STATISTICS

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## Occupational Employment Statistics

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- RESPONDENTS
- DOCUMENTATION
- SPECIAL NOTICES
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### Occupational Employment and Wages, May 2013

#### 31-9099 Healthcare Support Workers, All Other

All healthcare support workers not listed separately

[National estimates for this occupation](#)  
[Industry profile for this occupation](#)  
[Geographic profile for this occupation](#)

**National estimates for this occupation: [Top](#)**

Employment estimate and mean wage estimates for this occupation:

Employment <a href="#">(1)</a>	Employment RSE <a href="#">(3)</a>	Mean hourly wage	Mean annual wage <a href="#">(2)</a>	Wage RSE <a href="#">(3)</a>
99,880	1.9 %	\$16.80	\$34,950	0.4 %

Percentile wage estimates for this occupation:

Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$10.01	\$12.69	\$16.42	\$20.30	\$24.06
Annual Wage <a href="#">(2)</a>	\$20,820	\$26,390	\$34,150	\$42,230	\$50,040

**Industry profile for this occupation: [Top](#)**

Industries with the highest published employment and wages for this occupation are provided. For a list of all industries with employment

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## Occupational Employment Statistics

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## Cancer Facts & Figures for Hispanics/Latinos 2012-2014




# Data to Build Personas

- Quantitative & Qualitative



The image shows the cover of a report titled "Cancer Facts & Figures for Hispanics/Latinos 2012-2014". The cover features a photograph of two women, one younger and one older, smiling together. The title is in white text on an orange background. The American Cancer Society logo is visible in the bottom right corner.

# Data to Build Personas

- Quantitative & Qualitative



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF ECONOMIC ANALYSIS

Income, Poverty, and Health Insurance Coverage in the United States: 2012  
Current Population Reports

By Carmen DeNavas-Walt, Bernadette Proctor  
Issued September 2013

NUMBERS, FACTS AND TRENDS SHAPING YOUR WORLD

Home Subjects

Occupation

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PewResearchCenter

U.S. POLITICS MEDIA & NEWS SOCIAL TRENDS RELIGION INTERNET & TECH HISPANICS GLOBAL

PUBLICATIONS TOPICS DATA INTERACTIVES FACT TANK ABOUT

FACTANK  
NEWS IN THE NUMBERS

AUGUST 13, 2013

## Spanish is the most spoken non-English language in U.S. homes, even among non-Hispanics

BY ANA GONZALEZ-BARRERA AND MARK HUGO LOPEZ | 32 COMMENTS

A record 37.6 million persons ages 5 years and older speak Spanish at home, according to an analysis of the 2011 American Community Survey by the Pew Research Center.

Non-English Languages Spoken in U.S. Homes, 2011  
(in millions among persons ages 5 and older)

Spanish 37.6

Among Spanish speakers

ABOUT FACT TANK  
Real-time analysis and news about data from Pew Research writers and social scientists.

TWITTER | RSS | ARCHIVE

RECENT POSTS

What is the greatest threat to the world? Depends on where you live

Young U.S. Catholics overwhelmingly accepting of homosexuality

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

american society

# Data to Build Personas

- Quantitative & Qualitative

Cancer Facts & Figures  
for Hispanics/Latinos  
2012-2014

The collage features several key elements:

- United States Department of Labor Bureau of Economic Analysis:** A red header with navigation links like 'Home' and 'Subjects'. A main article titled 'Income, Poverty, and Health Insurance Coverage in the United States: 2012' is visible.
- Pew Research Center:** A navigation bar with categories such as 'U.S. POLITICS', 'MEDIA & NEWS', 'SOCIAL TRENDS', 'RELIGION', 'INTERNET & TECH', 'HISPANICS', and 'GLOBAL'. A 'FACT TANK' section is also present.
- Florida Trend:** A prominent red and white logo with the tagline 'The Issues, People and Ideas that Define Florida Business'. A featured article is titled 'Breast Cancer: A Cultural Divide' by Art Levy, dated 10/1/2007. The article text includes: 'Jeanne P. Brotzky has spent much of her career touting the benefits of monthly breast self-exams, annual mammograms and early treatment. Some women, however, aren't'. A small image of a woman is partially visible at the bottom.
- Fact Tank:** A sidebar on the right with the title 'ABOUT FACT TANK' and the description 'Real-time analysis and news about data from Pew Research writers and social scientists.' It includes links for 'TWITTER', 'RSS', and 'ARCHIVE', and a 'RECENT POSTS' section with the headline 'What is the greatest threat to the world? Depends on where you live'.
- Other Elements:** A 'Workspace redefined' advertisement for Highwoods, a 'Florida Trend' special report on 'Health Insurance Overhaul', and a 'Digital Access' section for 'DIRECT DIGITAL ACCESS'.

# Data to Build Personas

- Quantitative & Qualitative
  - Nielsen
  - Web analytics
  - Interviews with stakeholders and users



## ANTONIO & CLAUDIA(2)

### Co-Browsers

*Nosotros estamos averiguando lo que necesitamos saber.*

*(We are finding out what we need to know.)*

Claudia has a family history of breast cancer – her grandmother and mother were diagnosed years ago, and her sister was diagnosed when she turned 30. They heard that there is a family connection, and Antonio and Claudia are worried.

Both of them speak and read English well. Claudia earned an associate's degree and is the manager at a clothing store. Antonio completed a bachelor's degree and works in accounting.

Antonio and Claudia access the Internet through a desktop computer at home. They are not very skilled, and they only use it together – one never goes on the Internet without the other. Claudia will often sit on Antonio's lap while they look for cooking recipes. Because Claudia has more experience with the Internet than Antonio, she is usually the one who uses the mouse when they browse. Antonio usually points out items on the screen as they are browsing. When they are navigating a site, they discuss and then decide together where they will click before actually doing so. They have a shared account on Facebook—they "like" and share information, but usually just photos.

Like many women in their community, Claudia takes the lead in finding health information for her family. When she finds good medical information, she prints it. She sticks to a few sites that she likes and trusts, including some Spanish-language ones.

### ABOUT ANTONIO & CLAUDIA

- 45 & 42 years old, respectively
- Access Internet with desktop PC
- He works in an accounting department. She is the manager of a clothing store
- Live just outside Chicago in Belvidere, IL with 2 children
- Mexican ancestry
- English fluency: Medium
- Spanish fluency: High
- Acculturation: Medium
- Medical Literacy: Low
- Household Income: \$84K

### CANCER JOURNEY



### TOP TASKS FOR CANCER INFORMATION

- ¿Cuáles la posibilidad que Claudia padezca cáncer? (What is the probability that Claudia will have cancer?)
- ¿Estará recibiendo el tratamiento apropiado su madre? (Is her mother getting the right treatment?)

### TOP VISITED CANCER.GOV ESPAÑOL PAGES

- Índice de hojas informativas
- Tratamiento

### FAVORITE HEALTH SITES

- American Cancer Society

### WEB AND SEARCH SKILLS



- Proficient, but not expert web skills

### USABILITY NEEDS

Pages need to be clear and written in simple to understand language.



## JAVIER (1)

### Confirmación datos Checking Facts

*Busco información breve.*

*(I'm looking for a few quick pieces of information.)*

After Javier's childhood friend died from cancer, he was inspired to become a health educator. Javier works part time at a restaurant as a server while he attends college part time, studying biology. His goal is to become a cancer health educator in the Latino community. His family is afraid of openly talking about cancer. Javier lives with two classmates in an apartment not very far from his parents, and he plays in a fútbol pickup league. His parents are of Mexican ancestry and they only speak Spanish, but Javier is bilingual and is more proficient in English than Spanish. He often is the information-seeker for his family – his parents rely on him to help them find information on the Internet.

Javier has access to the Internet through his iPhone, and he uses it to check class schedules, email and text friends and family, and to access social media. On social media, he looks up exercise routines (on YouTube), "likes" health topics (on Facebook), such as exercise, and he communicates with family in México.

He doesn't go out of his way to look up medical information because he relies on his schoolbooks. He uses the Internet to look up cancer-related information when something in the books is unclear or when something is particularly interesting. He uses Google, visits many sites, and does not stay on any of them too long. He has not had good experiences with Spanish versions of sites and thinks that they are often poorly written. So he prefers to use English websites and then toggle to the Spanish language translation of the site when needed. He gets annoyed when he can't simply toggle from an English page to an equivalent page in Spanish. He does not expect the Spanish version of the page to be identical, but he does expect it to be very similar conceptually.

#### ABOUT JAVIER

- 26 years old
- Accesses Internet with iPhone
- Part-time college student
- Lives in Long Beach, CA with roommates
- Family immigrated to CA from México before he was born
- English fluency: High
- Spanish fluency: Medium
- Acculturation: Medium
- Medical Literacy: Medium
- Income: \$31K

#### CANCER JOURNEY



#### TOP TASKS FOR CANCER INFORMATION

- ¿Cuáles son las causas del cáncer? (What causes cancer?)
- ¿Cuáles nuevos tratamientos están disponibles? (What types of new treatments are available?)

#### TOP VISITED CANCER.GOV ESPAÑOL PAGES

- Lo que usted necesita saber
- Noticias

#### FAVORITE HEALTH SITES

- Univision.com
- Cancercare.org

#### WEB AND SEARCH SKILLS



- Expert web browser and searcher

#### USABILITY NEEDS

He's busy; uses the Internet on the go



## RENATA (13)

### **Servicio de Información sobre el Cáncer** (Cancer Information Service (CIS) Spanish Call Center)

*Brindando apoyo y recursos.*  
(I offer support and resources.)

As a representative of the NCI, Renata answers calls and emails from patients and family members who seek information about cancer in Spanish and/or English, depending on the family. Her goal is to understand and prioritize the needs of callers, find simple to understand cancer information, and sending them information. She keeps a list of frequently asked questions and answers at her desk. Using NCI's English and Spanish sites, the CIS has a wide range of information across the cancer continuum.

Most inquiries from patients come via email. Family members (especially spouses and parents) and friends of patients often call the CIS Spanish Call Center to request information, such as how to obtain financial assistance. Renata has found that Spanish-speaking callers typically need more emotional support, while English-speaking callers are typically more cut-and-dry and procedural. Sometimes students and researchers contact the center for information too, seeking information about the psychosocial effects of cancer and emotional wellness.

About 50% of those requesting information would like it printed, but due to the high costs of printing, Renata first tries to provide online materials. She often recommends .gov resources in Spanish, and when Spanish versions are not available, she provides detailed explanations of materials. Addressing the needs of callers who do not have access to the Internet is also a priority.

Renata also monitors social media and responds to requests for information on Facebook. The requests are often in Spanish, and she spends a lot of time translating content that does not exist in Spanish.

#### ABOUT RENATA

- 35 years old
- Accesses Internet with desktop PC
- Seattle, Washington
- Born in the Dominican Republic, her family moved to the U.S. before her third birthday
- English fluency: High
- Spanish fluency: High
- Medical Literacy: High
- Acculturation: High
- Income: \$39K

#### CANCER JOURNEY



#### MEDICAL LITERACY: HIGH

- Constantly looking up information

#### TOP TASKS FOR CANCER INFORMATION

- Sobre los tipos de cáncer* (About types of cancer)
- Tratamiento* (Treatment)
- Apoyo moral y recursos* (Emotional support and resources)

#### TOP VISITED CANCER.GOV ESPAÑOL PAGES

- El Cáncer*
- Tratamiento*
- Recursos*

#### FAVORITE HEALTH SITES

- NIH/NCI
- American Cancer Society
- Other cancer societies

#### WEB AND SEARCH SKILLS



- Has a large collection of bookmarked favorite sites

#### USABILITY NEEDS

For herself, wants familiar formats, little navigation.  
For callers, wants accurate, easy to read information.

## Contact Information

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