Using the Classroom as a Pilot Public Health Education Project

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WHAT?

• Classroom-level Observation
• Health Literacy Levels
• “Too Much Information”
• Misconceptions

• Population: Diversity of Hispanic subgroups and age groups
WHY?

• Hispanics face several challenges to health care (Rodríguez, n.d.)
  ❖ Language
  ❖ Culture
  ❖ Knowledge of US health care system
  ❖ Quality of Information
  ❖ Family Orientation
HOW?

RESEARCH

KNOWLEDGE/AWARENESS

ACTION
PROBLEM

• Disconnect between research, awareness, and action

• Many factors affecting this flow:
  ➢ Misconceptions
  ➢ Medical culture
  ➢ Misunderstanding of what is diversity
  ➢ Mode of Messaging
Role of Educator

• How do I get from research to knowledge/awareness?
• How do I get from awareness to action?
• How do I engage my audience?
• How do I empower my students to educate others?
The Idea

• HESC 360: Statistics for Health Sciences
• Target: Heart Disease
• When: February 2016
• Who: Nursing students & Faculty
• Task: Students had to search for articles that presented statistics related to heart disease or cardiovascular health
Step One: From Research to Knowledge/Awareness

• Use of statistics from credible sources
• Use of plain language (no technical words)
• Variety of topics within cardiovascular health:
  ▪ Diet/exercise
  ▪ Cost
  ▪ Risk Factors
  ▪ Stress
  ▪ Hispanics and heart disease
MY HEART, YOUR HEART, OUR HEARTS...

IN NUMBERS

A COLLABORATIVE EFFORT FROM THE STUDENTS OF HESC 360 (STATISTICS FOR NURSING)
Heart disease is the #1 cause of death worldwide

About 610,000 people in the U.S. die from heart disease every year...That’s 1 in 4 deaths! (CDC, 2016)
• Coronary heart disease is the most common type of heart disease (CDC, 2016)
• 715,000 Americans have a heart attack every year
• 15% of people that have a heart attack will die from it
People with high cholesterol are two times more likely to develop heart disease.

People with diabetes are twice as likely to develop heart disease.

People with depression are 25-40% more likely to die from heart disease.
The estimated cost of heart disease in the United States is... $313 billion!!
• Married men and women have less risk of heart attacks, and among those who suffered a heart attack, the risk of death was higher for unmarried men (56%) and unmarried women (43%) (NYU Langone Medical Center, 2013)

• Older women in unhappy marriages are more prone to heart problems

• Older couples in bad marriages, especially the wives, have a higher risk of heart disease than those who were happily wed (Michigan State University, 2014)
Summary of Step One

• Raising awareness
• Sharing acquired knowledge with classmates and other SUAGM students
• Understanding research as an important component of their job
• “Statistics are more than numbers”
• Thinking how to translate numbers into possible public health interventions
Step Two: From Awareness to Action

• “Direct Social Communication Model” suggested by Evans-Lacko et al. (2012)

• Nursing Department Faculty
  – Blood Pressure Screening
  – BMI
  – One-on-One Consultation

• Nursing Students
  – Address concerns
  – Refer to nursing faculty
Findings from Intervention

• Misconceptions regarding heart disease
• Perception of being overweight as the main factor
• Some participants didn’t make the connection between smoking and heart disease
• Very little knowledge on stress management
• Medication adherence issue
• Concern about being reprimanded by health professional
Recommendations and Next Steps

• Continue these direct interventions for other health topics:
  – Sun exposure and skin cancer
  – Diabetes prevention and management
  – Stress management

• Diversity Training for Health Professionals

• Promote a benefits appeal rather than using fear

• Utilize different strategies to disseminate knowledge
Thank you for your time!!

Questions?

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