



Research Article

Development of A Statewide Social Media Campaign for Pre-Diabetes Prevention in Idaho: Phase One

Mary Nies, Melody Weaver, and Tanna Woods*

Mary A. Nies, PhD, RN, FAAN, FAAHB, Director of Nursing Research and Professor, Division of Health Sciences, College of Nursing, Idaho State University, USA

Melody A. Weaver, PhD, FNP-BC, Assistant Professor, College of Nursing, Idaho State University, USA

Tanna Woods, PhD, MSN, RN, Assistant Professor, Nightingale College, USA

*Corresponding author: Tanna Woods, PhD, MSN, RN, Assistant Professor, Nightingale College, 175 South Main Street, Suite 400, Salt Lake City, UT 84111, USA. Tel: 801-689-2160; Email: TWoods@nightingale.edu

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Abstract

Background: There is a noted disparity being faced by Latinos/Hispanics with regard to their risk for prediabetes and subsequent development of diabetes. Given the increased risk for the Latino/Hispanic population, it is crucial to find ways to appropriately address the increased risk.

Purpose: To determine where the most rural Latino/Hispanic residents were located in Idaho by interviewing the Executive Directors of the seven Regional Health Departments.

Methods: After obtaining IRB approval, the research team interviewed each of the executive directors for the seven regional health districts in Idaho.

Results: Each of the seven districts had distinct locations where access to potential participants was most likely. Some executive directors were able to pinpoint specific towns while others identified a specific entry point.

Conclusion: Speaking with the seven executive directors allowed for specific counties and towns to be identified as having the largest populations of Hispanic/Latinos individuals in the state of Idaho.

Keywords: Hispanics, Rural, Pre-Diabetes, Prevention, Social Media

Background

There is a noted disparity being faced by Latinos/Hispanics with regard to their risk for prediabetes and subsequent development of diabetes. In fact, 50% of Hispanic men and women are expected to develop type 2 diabetes mellitus (T2DM) in their lifetime compared to 40% of all United States (U.S.) adults [1]. Despite a lower overall death rate [2], Hispanic individuals are 50% more likely than white individuals to die from diabetes [1].

Prediabetes and T2DM have been recognized as an increasing burden in the U.S. and strides have been made to affect change with programs like the National Diabetes Prevention Program (NDPP) [3]. This lifestyle-based program focuses on changes in physical activity and healthy eating [3]. Results of such lifestyle-based interventions have proven to drastically reduce the risk of developing T2DM by 58% overall and by 75% for those older than 60 [3].

While the benefits of programs like the NDPP are promising, more understanding of how high-risk minority groups who have socioeconomic inequalities and other specific barriers to change are not well understood [4]. Given the increased risk for the Latino/Hispanic population, it is crucial to find ways to appropriately address the increased risk. This project seeks to address the challenges and deficits related to Latino/Hispanic knowledge of pre-diabetes. The project will span two years and has 4 overall aims:

- Gather information on rural Idaho Latino/Hispanics' knowledge, preferences for social media use, solutions, and desired outcomes associated with pre-diabetes by directly engaging with them and key stakeholders in face-to-face group discussions.
- Document the team's process of engaging Latinos across the state of Idaho.
- Use information obtained from the group discussions, to develop a statewide social media campaign focused on pre-diabetes awareness for Idaho Latinos using a social media platform.

The first phase focuses on gathering information. In an effort to reach the most Latino/Hispanic residents of rural counties in Idaho, we developed a list of script/questions to

ask each of the seven Executive Directors of the Regional Health Departments in Idaho (see Figure 1).

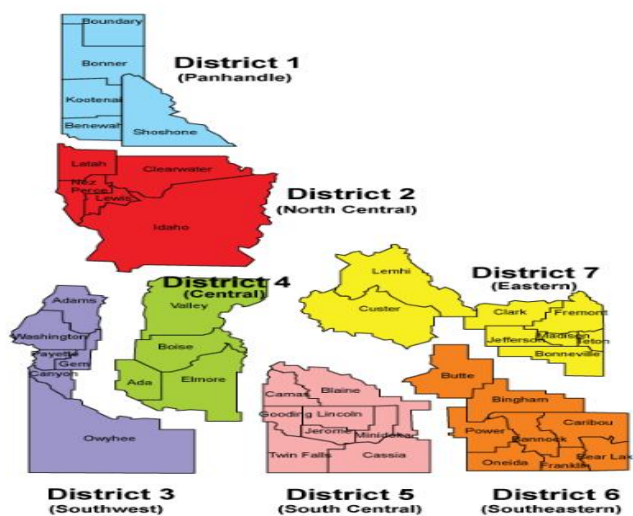


Figure 1: Regional Health District Map. Retrieved from the Idaho Department of Health and Welfare (2017).

The purpose of the questions was to determine the best place to go in each Regional Health district (see Figure 1) to locate the most rural Hispanic individuals to get information from these Hispanic individuals on their needs for a pre-diabetes education state wide outreach program.

Methods

After obtaining IRB approval at Idaho State University, the research team used the approach of open-ended questions to gain opinions of executive directors for the seven regional health districts in Idaho (see Figure 1). We informed each of the Executive Directors that there was no right or wrong answer and that rural was however they define rural for their specific district. The following four questions were asked of each of the seven executive directors during telephone meetings.

- In your opinion, what are the most rural counties or areas in your health district?
- In your opinion, in these mostly rural counties or areas, which have the most Hispanic residents?
- In your opinion, if you personally were to go to these rural counties/areas with the most Hispanic residents, what place or location would you go to meet with Hispanic individuals?
- In your opinion, is there any person at this place or location that you would meet with to gain entry to Hispanic individuals in this area?

Results

One of the primary objectives was to determine the best locations to recruit Latinos/Hispanics for subsequent phases of the project. Each of the seven districts has distinct locations where access to potential participants is most likely. Some of the executive directors were able to pinpoint specific towns within the larger counties with the best access while others identified a specific entry point, such as a church or city, or only the larger county that should be targeted. The break-down of the best contact areas is identified in Table 1.

Each of the executive directors was able to provide at least one county where the highest number of Latino/Hispanic people live. The northern Idaho area was identified as the location with the least number of this population. In district 7, the executive director was able to suggest the Catholic Church as a good entry point to access the population. Other areas to make contact with Hispanic/Latinos populations were identified throughout the districts as churches, community centers, potato and Hopps plants, and Women, Infant, and Children (WIC) locations. The Spanish radio station and Migrant Councils were further noted to be a good way to communicate with this population.

Conclusion

Speaking with the seven executive directors allowed for specific counties and towns to be identified as having the largest populations of Hispanic/Latinos individuals. These conversations were extremely valuable and provided multiple suggestions for pinpointing locations and/or entities where the greatest likelihood of finding a concentration of Latino/Hispanic residents would be possible. Churches, schools, agricultural businesses and

service agencies were among the many suggestions. As for opportunities for mass communication both the

Migrant Councils and the Spanish-language radio were recommended for getting the message out.

Area	Best contact area
District 1	Bonner's Ferry in Boundary County
District 2	Lewiston in Nez Perce County and Kamiah in Lewis County
District 3	Owyhee County in town of Marsing and Wilder in Canyon County
District 4	Towns of Mountain Home and Glens Ferry within Elmore County
District 5	Dietrich in Lincoln County and Heyburn in Minidoka County
District 6	Aberdeen in Bingham County and American Falls in Power County
District 7	Clark and Fremont County

Table 1: Response on best recruitment areas in Idaho.

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