

The Role of Ethnic Media in Promoting Health Literacy among Canadian Minorities

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Background

- Health literacy allows individuals to understand health information and make informed decisions that increase the individual's health and well-being
- Immigrant and minority groups are one of most vulnerable groups experiencing significant health disparities and poor health outcomes
- Canadian Public Health Association: There needs to be an emphasis on working within communities to expand the current knowledge on how health literacy is impacting minorities¹
- We are looking at ethnic media as many immigrants and minorities use these forms as primary source for information
- Objectives: To establish the extent to which ethnic media in Alberta are promoting health literacy and education, the effectiveness of these mechanisms, and the role they perceive they can play in improving health literacy among ethnic minorities

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Methods

Organized around the Knowledge, Attitudes, and Practices Model²

1. Define Ethnic Media:



Home Country Language

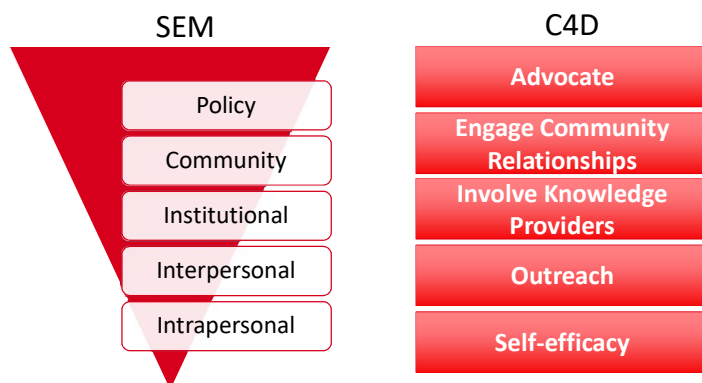


Operate in Alberta



Established

2. Sampling frame: ~ 90 forms of ethnic media in Alberta
3. Contacting the media outlets for semi-constructed interviews
4. Summarize the participants' knowledge and attitude using descriptive analysis and thematically analyze using the Socioecological Model (SEM)³ and the Communication for Development approach (C4D)⁴



Results

- Data Collection in Progress

Expected data:

- Ethnic media members believe they should be playing a role in improving health literacy
- Might be uncertain about what to do

Conclusion

- This study establishes the role Ethnic Media can play in improving the health literacy for immigrants and minorities
- Future Directions: Focus on potential mechanisms that can effectively engage ethnic media with their audiences to promote health literacy

References

1. Park SY, Lee H, Kang M. Factors affecting health literacy among immigrants - systematic review. *European Journal of Public Health* 2018; 28: suppl_4
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3. Centers for Disease Control and Prevention. The social-ecological model: a framework for prevention. 2020.
4. UNICEF Regional Office for South Asia. Communication for development strategic framework 2019-2021.