Background

• Hispanic Americans with MS have less awareness of MS and its treatments despite:
  - Increase in MS diagnoses
  - Increase in available MS educational material

Background

- Film and visual narratives
  - More easily understood by individuals with low literacy
  - Can be culturally tailored

- Visual narrative use among Hispanics
  - Edutainment tools as interventions
  - Health promotion and self-care
  - Interventional *fotonovelas* and *telenovelas*

- Little is known about the attitudes and beliefs about MS among this group


Objectives

- To combine **visual technology** and **medical knowledge** in developing a bicultural short film about the Hispanic community affected with multiple sclerosis (MS).

- Designed to:
  - Increase knowledge about the perceptions and practices that exist among Hispanic MS patients, their families, and their communities
  - Provide an edutainment tool for better management of MS in this population
Methods

- Project Committee (led by L. Amezcua)
  - Immigration Health Initiative faculty
  - CTSI Community Engagement
  - USC School of Cinematic Arts
  - USC Hispanic MS Registry

- Phase I: Recruitment – USC Hispanic MS Registry
  - Individual interviews

- Phase II: Recruitment – Film Subjects
  - One-on-one meetings with the film director
  - Test shots

Results: The Film

- Dentro de Mi
  - 8-minute film
  - Five Hispanic MS patients and their families

- Fusion of documentary and experiential narrative
  - Visual metaphor usage illustrates impact of MS diagnosis (dark, abandoned house; broken glass; misfiring electrical circuit)
Results: The Film

Dentro de Mi
LIVING LIFE WITH MULTIPLE SCLEROSIS

"Within Me"

PRESENTATION PURPOSES ONLY

Keck Medical Center of USC

Results: The Film

Dentro de Mi
LIVING LIFE WITH MULTIPLE SCLEROSIS

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Keck Medical Center of USC
Results: The Film

• Main themes
  - Perceptions of MS
  - Immigrant issues
  - Cultural beliefs and myths
  - Religion
Results: The Film

- Cultural strengths and resilience
  - Family
  - Spirituality
  - Community
Conclusions

• Short film portraying Hispanic MS patient and family experiences through storytelling
  - Potential to better illustrate the interplay between immigration, culture, and health
  - Exposes health perceptions among MS patients

• Patient-centered content and multidisciplinary approach
  - Delivery of culturally sensitive education to Hispanic MS patients

Future Directions

• To assess the short film for cultural context and its efficacy as an educational tool to:
  - promote MS awareness and improve self-efficacy and care (patients)
  - promote cultural sensitivity (providers)
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USC Team

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• Ana Palomeque, BS

Film Crew

• Melanie D'Andrea, MFA (director)
• Bryce Morgan, BA (producer)

Patient Participants

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THANK YOU!