



A Short Film Highlighting MS in Hispanic Lives: Fostering Cultural Sensitivity

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Background

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

1. Shabas D, Heffner M. *Mult Scler*. 2005;11(6):635–640.
2. Khan O, Williams MJ, Amezcua L, et al. *Neurol Clin Pract*. 2015;5(2):132–142.
3. Buchanan RJ, Zuniga MA, Carrillo-Zuniga G, et al. *J Soc Work Disabil Rehabil*. 2011;10(4):211–231.
4. Obiwuru O, et al Amezcua L. Perception of multiple sclerosis in Hispanic Americans: need for targeted messaging. Under review

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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

1. Rich M, Chalfen R. Showing and telling asthma: Children teaching physicians with visual narrative. *Visual Stud.* 1999;14(1):51-71.
2. Baezconde-Garbanati LA, et al. Tamale Lesson: A case study of a narrative health communication intervention. *Journal Comm Healthc.* 2014;7(2):82-92.
3. Edwards AM, et al. An Edutainment Tool for Increased Compliance with DR Screening and Management: A KAP study. *Invest Ophthalmol Vis Sci.* 2011;52(14):3607.

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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

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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

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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)

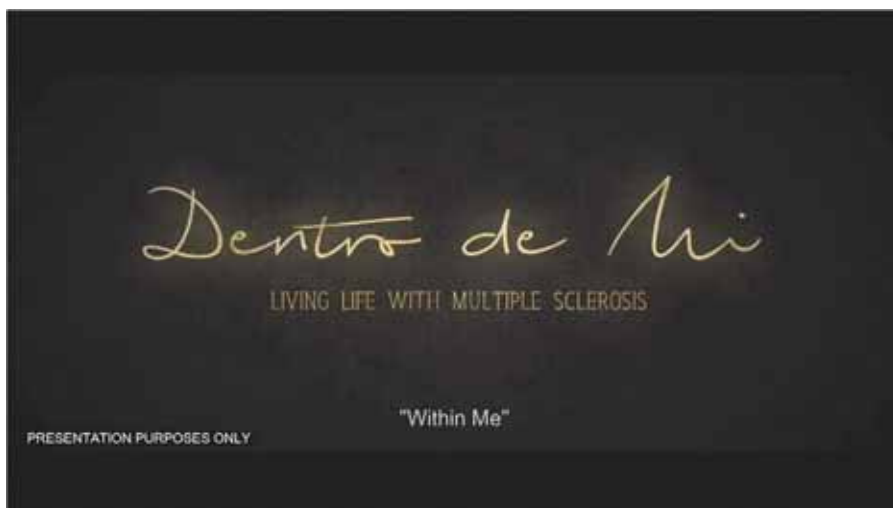
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Results: The Film



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Results: The Film



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Results: The Film

- Main themes
 - Perceptions of MS
 - Immigrant issues
 - Cultural beliefs and myths
 - Religion

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Results: The Film



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Results: The Film



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Results: The Film

- Cultural strengths and resilience
 - Family
 - Spirituality
 - Community

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Results: The Film



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Results: The Film



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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

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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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Acknowledgments

USC Team

- Lilyana Amezcua, MD, MS (executive producer)
- Sarah Joseph, MS
- Lihua Liu, PhD (Immigration Health Initiative, USC)
- Leslie Tarlow, NP
- Ana Palomeque, BS

Film Crew

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

Patient Participants

Support:
Biogen Idec, iHi,
USC Hispanic
MS Registry

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THANK YOU!



Pictured from L to R: Ozioma Obiwuru, Lihua Liu, Ana Palomeque, Bryce Morgan, Leslie Tarlow, Lilyana Amezcua, Melanie D'Andrea, Sarah Joseph

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