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### Latinos' Health Perceptions: A Cross-Cultural Analysis

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# Latinos' Health Perceptions: A Cross-Cultural Analysis

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**MORRIS**

# Health Perceptions

## Causes for breast cancer from U.S. physicians

1. Family history
2. Age
3. First child after age of 30 years

## Causes for breast cancer from Mexicans

1. Blows to the breast
2. Lack of medical care
3. Smoking

(Chavez, Hubbell, McMullin, Martinez, & Mishra, 1995)

# Outline

- Health perceptions
- Study questions and hypotheses
- Andersen health care utilization model
- Cultural consensus model
- Methodology
- Results
- Discussion

# Health Perceptions

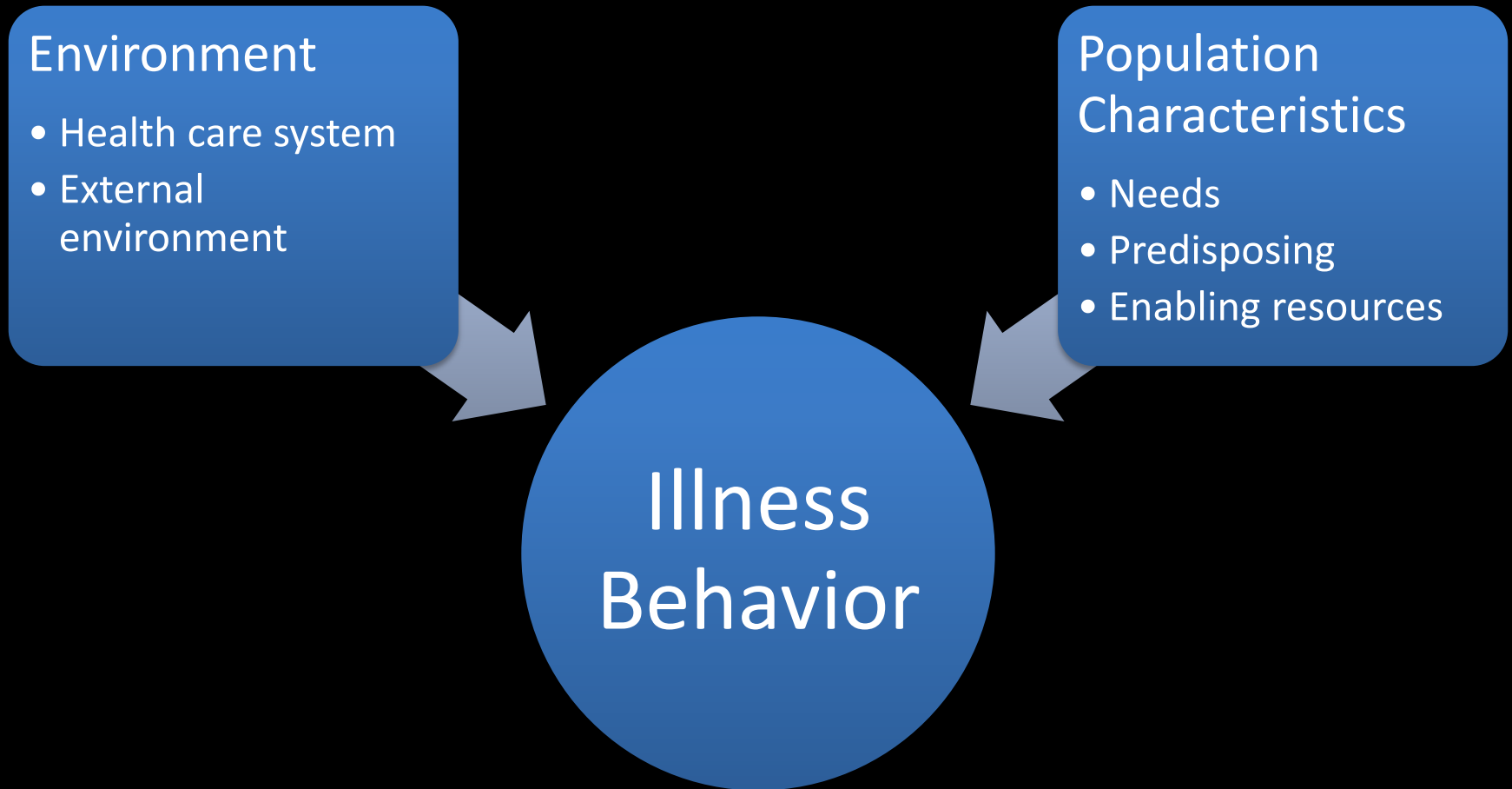


- Types of culture:
  - Individualistic: individual benefits
    - Ex. United States, Canada, U.K.
  - Collectivistic: group-focused
    - Latin America, Africa
- Illness behavior:
  - the manner in which a person monitors their body, interprets their symptoms, and their reactions to those symptoms

# Study Questions & Hypotheses

- Question 1:
  - What influences health care utilization?
- Hypothesis 1:
  - Utilization is going to be dependent upon health insurance status and health needs.
- Question 2:
  - Does culture influence illness behaviors?
- Hypothesis 2:
  - The decision if they need health care is dependent on their cultural socialization on illness behaviors.

# Andersen Health Care Utilization Model



(Andersen, 1995; Sherrill, et. al., 2005 )

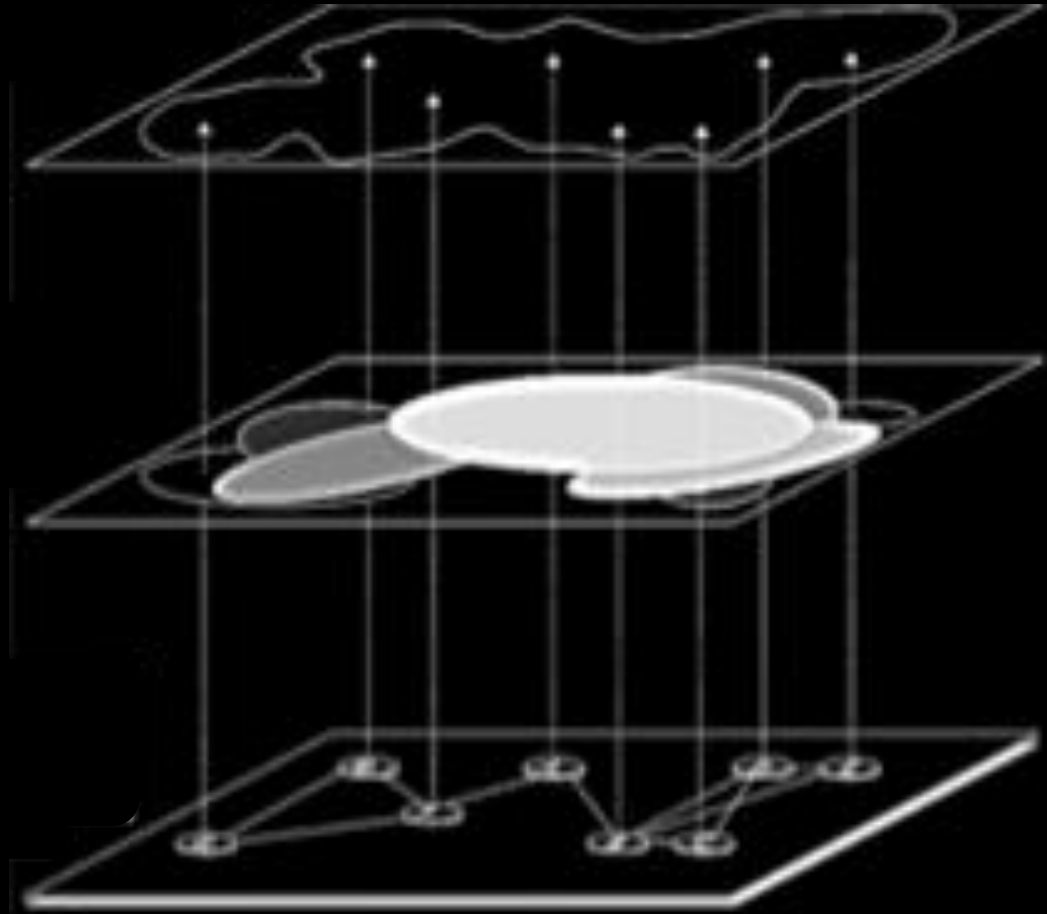
# Cultural Consensus Model

Culture is shared

Cultural knowledge or  
consensus view

Individual knowledge

Individual sharing  
information



(Romney, Batchelder, & Weller, 1987; Berns & Kashyap, 2001)



# Participants

- Women only (n=40)
- White (n=21)
  - Age: 34 years old
  - Regional Fitness Center
- Latina (n=19)
  - Age: 32 years old
  - n=12 live in Morris, n=7 live in metro area of Twin Cities
  - n=4 participants took the study in Spanish

# Methodology

- Free-listing
  - “List behaviors that you do when you start to feel ill.”
- Ranking activity
  - 8 behaviors
  - “Change your diet.” “Ignore it.” “Go see a doctor.”
- Questionnaire & demographics
  - General health questionnaire

# Results-Andersen Model

- Environment
  - Having health insurance and receiving a physical exam
    - $r=.385$   $p=0.014$
  - Having health insurance and ethnicity
    - White( $M=0.00$ ) Latina( $M=0.42$ )  
 $t(38)=2.16$ ,  $p=0.037$
- Population Characteristics
  - Health Needs and ethnicity
    - White( $M=8.97$ ) Latina( $M=13.19$ )  
 $t(38)=2.29$ ,  $p=0.027$
- Illness Behavior
  - Not using healthcare and ethnicity
    - White( $M=0.33$ ) Latina( $M=0.95$ )  
 $t(38)=3.69$ ,  $p=0.001$

# Results-Cultural Consensus

- Free-listing
  - 3 categories of behaviors
    - Social, mental, and physical
      - Social: good communication skills, no isolation, good relationships
      - Mental: emotionally stable, happy, smile
      - Physical: good diet, regular exercise, sleeping

# Results-Cultural Consensus

## – Describe what it means to be healthy

- Social White (M=0.71), Latina(M=1.53)

t(38)=3.16, p=0.003

## – List healthy behaviors

- Social White(M=0.62), Latina(M=1.26)

t(38)=2.26, p=0.029

## – Resources

- Professional White (M=1.57), Latina (M=0.89)

t(38)=3.20, p=0.003

- Family and friends White (M=1.38), Latina (M=2.21)

t(38)=2.12, p=0.041

# Results-Cultural Consensus

## White

1. Change your diet.
1. Seek over the counter medication.
2. Call a relative for support/advice.
4. Go to the doctor or clinic.
5. Ignore it.
6. Drink herbal tea.
6. Pray/look towards your faith.
8. Call a nurse or hospital line.

## Latina

1. Ignore it.
1. Call a relative for support/advice.
2. Pray/look towards your faith.
3. Change your diet.
5. Drink herbal tea.
7. Go to the doctor or clinic.
8. Call a nurse or hospital line.
8. Seek over the counter medication.

# Results-Cultural Consensus

## White

1. Change your diet.
1. Seek over the counter medication.
2. Call a relative for support/advice.
4. Go to the doctor or clinic.
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6. Drink herbal tea.
6. Pray/look towards your faith.
8. Call a nurse or hospital line.

## Latina

1. Ignore it.
1. Call a relative for support/advice.
2. Pray/look towards your faith.
3. Change your diet.
5. Drink herbal tea.
7. Go to the doctor or clinic.
8. Call a nurse or hospital line.
8. Seek over the counter medication.

# Discussion

- Latinas have a lack of health insurance and a greater health need, yet are less likely to seek out health care.
- White women are more likely to seek out assistance from professionals and are more likely to use health care facilities.
- Latinas are more likely to seek out assistance from people close to them and focus on social wellbeing.



# Future Directions

- Different sample population
  - Focus on sub-groups
    - Chicanas, Latin American, Mexicans, Immigrants
- Comparison on different cultural groups
  - Compare against another collectivist culture
- Focus on a different, more specific behavior

# Conclusions

- Environmental and personal characteristics are great predictors of illness behaviors.
- Illness behaviors are partly dependent upon our cultural upbringing.
- Bridging the knowledge gap between health care providers and cultural minorities can increase overall health care for everyone.

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**Questions**