SEMIOTICS, HEALTHCARE, AND THE LATINO PATIENT

By

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Abstract

In the medical field, advertisements act as markers of healthcare professionals’ marketing capabilities. Advertisements also illustrate a marketer’s knowledge of the target consumer population given the signs and cultural symbols within a specific advertisement. An assessment was performed of advertising aimed at attracting Hispanic patients in regards to health and development. Advertisements from the Phoenix, Arizona based Spanish newspaper La Voz Arizona were analyzed, as well as Spanish-language paper handouts, bilingual signs, and pamphlets from medical clinics in Tucson, Arizona. In each form of communication, there were significant community indicators of culturally sensitive semiotics specific to the Hispanic population, particularly that of Hispanic females. Among the most prevalent topics displayed in the observed advertisements were those of fertility, birth control, and health-benefiting, family lifestyle habits, with grandparents often included in this definition of “familia.” Spanish language advertising in the realm of healthcare does not appear to be lacking, however, there is a growing demographic of bilingual Hispanics that participate in English language forms of popular media that may not be reached by such communicative methodology. Fostering a popular media environment which renders accessibility to these Hispanics via the utilization of culturally sensitive semiotics is imperative for robust economic development and enhanced service in healthcare.

Background

Between August 2013 and May 2015, I conducted clinical research in the outpatient pediatric clinic at the Banner University Medical Center in Tucson, Arizona. I was involved in two different research programs, each concerned with assessing the
effects of parental opinion and knowledge on pediatric development and health outcomes. As my involvement in each research endeavor increased and as I began to collect and analyze incoming data, I found an interesting trend. Hispanic parents and/or guardians were consistently less aware about the effects of elements of lifestyle on the health of their children. This caused me to inquire the reason for the trend I was observing in relation to healthcare advertising to the Hispanic demographic. My thesis is a scholastic attempt to investigate the semiotics of health and lifestyle advertisements in the context of the Hispanic patient and how this may affect perceptions of health.

Introduction

There are over fifty million Hispanics living in the United States making them the single largest ethnic group, according to the U.S. Census Bureau. In terms of population, U.S. Hispanics would be the twenty-fourth largest nation in the world after Italy – larger than Spain and more than twice the size of Australia. If U.S. Hispanics were a country, they would rank as the twelfth largest economy in the world somewhere between Mexico and Australia, commanding over one trillion dollars in purchasing power. While these numbers are staggering, the fact that U.S. Hispanics represent more than half (56%) of the net population growth from 2000 to 2010 and are projected to contribute 100 percent of the population growth between the ages of 18-49, is game changing (U.S. Census Bureau).

By 2030, Hispanics are projected to account for over 30 percent of the U.S. population – a significant growth driver that marketing agencies can no longer overlook. However, medical and healthcare companies interested in recruiting Hispanic consumers and clients must exhibit cultural competencies in their advertising and
marketing techniques. Certain elements of Hispanic culture must be taken into consideration in advertisement development. Recognizing and understanding what is important to Hispanics and their families is imperative. Additionally, knowing the difference between the terms “Latino” and “Hispanic” are significant in proper marketing techniques.

The term “Latino” is the definition of people with Spanish-speaking origins from regions of the Caribbean, Mexico, Central America, and South America (Flores, 2000). In the early 1970s, the U.S. federal government sought a way to consolidate the diverse and large population of Spanish-speaking individuals with roots in distinct nations. The result of such a consolidation was the term “Hispanic,” which is not considered a race to the U.S. Census Bureau, but rather an ethnic group. Due to this terminology utilized by the U.S. federal government, “Hispanic” will hitherto be used in this text to describe persons living in the U.S. from Spanish-speaking origins across the globe.

Hispanics have strong cultural values that permeate nearly every aspect of life. In the article, “Cultural Values of Latino Patients and Families,” Marcia Carteret, M.Ed., highlights three sectors of Hispanic culture. The first is the concept of task versus relationship, or as Carteret posits, “simpatia and personalismo.” Hispanics emphasize relationships with others. They often exhibit politeness and pleasantness, even during times of hardship. This translates to healthcare expectations as “formal friendliness.” If a healthcare organization is too formal or neutral in their dealings with Hispanic patients, this may be seen as negative and the patient may be dissatisfied. This concept is closely linked to the hierarchical nature of Hispanic culture.
Power distance refers to the degree to which less powerful members of a society accept the unequal distribution of power. Thus, individuals in a society with a high power distance often believe that each individual has a proper position in the rankings of a society based on the power they possess. Individuals in a society with a low power distance will most often believe that an individual’s position in society is variable and that there exists an opportunity to advance in the ranks of power in a society. Given these definitions, it is not surprising that the U.S. American culture adheres to the belief of a low power distance, while many Hispanics maintain a high power distance perspective rooted in the societal structure of the nation they originated from, even after migrating to the U.S. This power distance perspective is infused in the hierarchical nature of Hispanic culture, especially within Hispanic families. What Carteret coined as “respeto,” Hispanics value authority and deference to authority is expected. Authority can be stratified by “age, gender, social position, title, and economic status” (Carteret). It is important to note that respeto is reciprocal, when it is given it is one’s duty to accept it and give it back. Carteret notes that this is especially true in the population of older Hispanics.

The Hispanic culture can best be described as familial-centric and group-oriented. Carteret defines Hispanic culture as “collectivist” with “strong family values” (Carteret). The family is of upmost importance to Hispanics. Individuals develop concepts of identity, belonging, and protection from their family. The definition of immediate family is expanded from the generic American model and is inclusive of not only parents and siblings, but abuelos, tíos, cousins, and even close friends that are not biologically related. This expansive family model possesses a hierarchy, where pleasing
the family has great importance. Maintenance of integrity and the honor of the family is an essential duty. One will often consult the family before making a major decision. Many of the behaviors Hispanic patients exude are based upon the binding ties of loyalty to their family. Understanding such social ties in necessary for the proper representation of signs and symbols to attract the Hispanic consumer.

According to the Oxford English Dictionary, the word *semiotics* is defined as “the science of communication studied through the interpretation of signs and symbols as they operate in various fields, especially language” (OED). The American logician Charles Sanders Peirce and the Swiss linguist Ferdinand de Saussure each concentrated on different methods by which signs produce meaning. Although different, each theory contributes to how we interpret and understand semiotics in its myriad of contexts.

Peirce stated that a sign was “something which stands to somebody for something in some respect or capacity” (Chang, 2007). He believed in a semiotic triad between the sign, object, and interpretant. The object is the external reality of the sign, the thing for which the sign stands for. The interpretant is not the person who is reading the sign; it is the mental concept that is perceived when one observes the sign. This leads to the process of signification as the sign is eventually connected to meaning of significance for the viewer.

Saussure deconstructed semiotics in a different manner. Semiosis is the “production and interpretation of signs, both equally fundamental …[and] provides a logical basis for a reader or reception-oriented theory of art” (Bal and Bryson, 1991). Saussure’s semiotic system is comprised of two parts: the signified and the signifier.
The physical reality of the sign is the signifier. The mental concept associated post-perception of the sign is the signified. This relationship has been criticized as arbitrary and is indeed more open to context than Peirce’s definition. However, both semiotic theories are important in this study as the relationship between intratheoretical components is largely determined by context and the cultural lens of the perceiver.

In Book III of his *Essay on Human Understanding*, John Locke observed that words serve as signs by which the “thoughts of men’s minds” are “conveyed to one another” (Locke, 1995). For communication to serve its purpose, the speaker and the listener must share the same ideas about the meanings of signs. Nowhere is this knowledge exploited more than in the field of marketing. The success of marketing strategies is reliant upon the ability of the agency to “stimulate potential consumers’ interest in an advertised product or service” (Fan, 2003). Advertising uses complementary verbal and visual elements to maximize effectiveness. While text plays an important role in capturing the attention of a potential consumer, visuals often transmit enhanced meaning. Percy and Rossiter explain that this occurs because images in advertising are:

internalize[d] as a basis for personal imagery [...] visual imagery can be as effective as an actual experience in guiding behavior. Thus, in an advertising context, one may ‘see’ oneself behind the wheel of an attractively automobile, “imagine” oneself drinking that refreshing looking bottle of soda, and so forth. The visual imagery derived in this manner may serve as a favorable unconditioned stimulus that increases our attitude response toward the product
[or service]. Attitude can thereby be created or altered without any verbal belief process occurring (Percy and Rossiter, 1980).

The goal of marketing is to attract and persuade the consumer to purchase the product or service. Semiotics is the key to metaphorically unlock the potential consumers’ interest (and wallet). From Coca-Cola commercials, Chanel prints in magazines, to the colored borders of a Cigna health insurance brochure, semiotics are significant in attracting the desired consumer population.

A recent research study by the Pew Research group found that 51% of Hispanics obtained information about health and/or healthcare from print media and 68% obtained this information from television (Appendix, Figure 1). Within the print media information, 27% of the information obtained was written in Spanish and 29% was written in a combination of both English and Spanish (Figure 2). In the realm of television, 40% was presented in Spanish and 32% was presented in a combination of both languages.

This study will analyze the utilization of semiotics as it pertain to Hispanic health, lifestyle, and healthcare. The cultural implications and the influences of such semiotic mechanisms will be assessed in Arizona’s leading Spanish language newspaper and in pamphlets and brochures in medical clinics in Tucson, Arizona.
Newspaper Advertisements

The first Spanish newspaper published in America was *La Prensa*. Published in 1913 in Manhattan, this newspaper has made a lasting mark on the Spanish community. CEO Rossana Rosado claimed that the newspaper has played a principal part in the cultural landscape which it serves and is “helping shape the destiny of the Hispanic community and championing the causes that are dearest to its heart” (Planas, 2013). Having merged with another popular New York newspaper, *El Diario*, the combined publication of *El Diario/La Prensa* continues today to make a lasting mark in the large and diverse Hispanic landscape of America’s most populated city. Text, especially that which is mass-circulated, can empower a community, inspire civic engagement, and impress a unique market. It is this market that influences advertising within Spanish newspapers in the United States.

While many would likely assert that the influence of newspaper within American society is diminishing, this case does not hold true for a sub-set of that society: the Hispanic population. The Connecticut-based newspaper *El Sol* held a national conference on April 25, 2014 titled “The Future of Hispanic Print.” Among the panel of experts was Ingrid Reyes, Executive Vice President and Director of client solution strategy value for the cultural consumer marketing company, EPMG 360. When asked to defend Spanish newspapers against other popular forms of Spanish media such as the internet and television, Reyes commented that Hispanic readership has seen an increase in key markets. Stating the findings of a study by the American global information and consumer activity measurement company Nielsen Holdings N.V., Reyes used Los Angeles, California as an example of newspaper readership that defies
overall American societal readership trends, stating that “in Los Angeles, there has been a 79% increase in readership, not only from a readership stand point, but also a circulation stand point” (Lenz, 2014). This connection makes sense in that it would be assumed that if the number of readers of a given publication are increasing, likewise the geographical breadth of that consumership is increasing.

There are over 680 Spanish publications in circulation in the United States. Many have translated their offerings from print to the internet in order to encompass the more contemporary Hispanic audience. With this innovation, print continues to grow. While the circulation rates of many Anglo daily newspapers continues to fall – 62.3 million copies in 1990 to 44.4 million copies in 2009 – the Spanish newspaper circulation industry has flourished – 4.2 million copies in 1990 to 17.3 million copies in 2009 (Figure 3, Wendorf, 2010). Additionally, the National Association of Hispanic Publications, Inc. has found that Hispanic engagement with printed texts (newspapers and magazines) can hold its own when compared to internet usage among the same demographic (Figure 4, Wendorf, 2008). There has been an increase in the number of Hispanic publications seen in daily, weekly, and less than weekly forms of print. However, weekly publications still remain the backbone of the Spanish print industry (Figure 5, Wendorf, 2010). As Reyes also commented, Hispanic readers are passionate about what they are reading as it pertains to their community, to their health, and to being informed. In comparing print media to other forms of Spanish media, it is important to not simply isolate one’s perspective to a dollar amount, but to also look at the impressions left with consumers.
La Voz Arizona is a Spanish newspaper published in Phoenix, Arizona and is the sister publication of the English-language newspaper The Arizona Republic, both of which are owned by Gannett Company, Inc. La Voz was first published in January 2000 and has won multiple awards for the quality of its journalists, establishing a reputation for the paper as a reputable source for news, entertainment, sports, and advertising. La Voz is a weekly newspaper, distributed every Friday to over 2,000 locations in Arizona. Reaching a large and diverse Hispanic consumer population, La Voz was an ideal candidate for the analysis of healthcare advertising to the Hispanic population of Arizona. Advertisements from publications from January 2013 to December 2015 were analyzed.

Dental Care

La Voz contained an overwhelming amount of healthcare advertisements for dental offices. With a strong emphasis on the smile and promises of illumination and brightness, these advertisements were often found on the first page or last pages of the newspaper. All of the models in dental advertisements were smiling with their teeth showing, revealing beaming, white teeth. The health of an individual’s teeth is often one of the first physical characteristics one notices when interacting with another. Teeth quality has been associated with not only health, but signs of power and prosperity (Lee, 2015). For Hispanics from regions where adequate dental care was lacking, dental care may be a priority in creating a new self-image in a new country.

Even in dentistry, an appeal to the targeted demographic was apparent. Figure 6 and Figure 8 illustrated the appeal to the cultural significance of family in the Hispanic community. Additionally, Figure 8 displayed an image of an elderly man reviewing an x-
ray next to a text box showing the price for “niños” to receive a complete dental examination and an image of a young girl. In a subtle way, the Sky Dental Alliance integrated a multi-generational approach to the marketing of their services, showing that their offices are a place for the whole family. Another advertisement aimed at the elder Hispanic population displayed an older Hispanic couple and emphasized the ease of service and low-cost dental plans (Figure 10). This would not only benefit the elderly, but perhaps the children that may be cohabitating with and, in some ways, financially supporting their aged parents.

A pediatric dental office advertisement highlighted important aspects of their services that pertained to Hispanic culture (Figure 9). Initially, the green and red colors are attention-grabbing and reminiscent of the green and red present on the flag of Mexico. The dentist introduced himself, shared his Hispanic name and informed potential patients that he speaks Spanish. Almost immediately, Favela established a cultural connection with those reading the advertisement. Included in the advertisement was an image of Favela with his wife, disclosing to the reader that he has a family as well. In this way, Favela makes the connection that what his patient values, he values as well. Added after this, the advertisement reads: “[...] permito a los padres estén con sus hijos en el cuarto de tratamiento” (I allow parents to be with their children in the treatment room). This statement was unlike anything encountered in any other form of healthcare advertising in the newspaper. In a culture where familial relationships are paramount and a parent’s presence may ease both a child and parent’s concerns, this was a clear indication of a dentist who not only understands the needs of the children he treats, but that of their families as well.
Optometry

Less frequent, but still present were advertisements for optometrists. Usually large and taking the space of an entire page, these services were geared more towards the older Hispanic population. This was apparent based on the frequent mention of the necessity for reading glasses and cataract removal, a condition commonly found in those over the age of forty. Still, there was an emphasis on care for the whole family (Figure 16). Another interesting note to mention is that there were optometry advertisements that contained eyes with brown irises and those with green irises. Given the scope of eye color within the Hispanic population, this is indicative of an effective cultural appeal to Hispanics of different regions, representing different facial characteristics. One of the most defined physical differentiations among different Hispanic ethnicities is eye color. The inclusion of opposite spectrums of eye color found within the Hispanic population in advertising for optometry demonstrates an awareness of the varied physical features within one Hispanic country, but also within the United States, where many different ethnic groups of Hispanic origin have immigrated.

Women’s Health

Overall, the healthcare advertisements appealed more to a female audience than to a male audience. While the newspapers were plastered with healthcare advertisements for women with fertility issues and pregnancy advertisements, there was only one advertisement from October 2013 that passively mentioned consultations for Viagra. This insert was a small part of a holistic advertisement aimed at attracting clients for a family medicine clinic in Phoenix, Arizona (Figure 18). Other than this, the
healthcare advertisements were clearly targeting a female population. This was evident in the use of colors observed.

The use of color was imperative in drawing one’s attention while reading the newspaper. Most healthcare advertisements consisted of bright colors, especially those of lime green, orange, yellow, and bright blue hues. While there was some neutrality in the color schemes of some advertisements, those that were most recurring were those of the more brightly colored schematic, potentially indicating a reader preference for these business choices. Overall, La Voz demonstrated an appeal to the Hispanic female population, especially those women searching for fertility and/or pregnancy care options.

With promises of fertility or nutritional advisement during pregnancy, many advertisements aimed at attracting the attention of women were pink or purple colored. Figure 13 depicts an advertisement found in an older version of the newspaper. In Figure 14 – an advertisement found in a more recent version of the newspaper – a noticeable change in color is observed. It is likely that this change in color was induced in order to attract more women to the information presented, which targets pregnant women. This is an example of how the proper use of color can be more effective in attracting a potential consumer’s attention. The advertisement in Figure 14 was continually found in more recent editions of the newspaper, its repeated use indicative of its probable success at attracting the appropriate audience.

Figure 14 depicts an advertisement for a woman who is already pregnant, but who is seeking prenatal care advice and assistance for the duration of her pregnancy. With the infant in the foreground, attention is drawn to the child pictured nude, rolled into
a pleasing sleeping orientation, a tranquil smile on its fresh face. This sleeping newborn possessed features characteristic of many Hispanic newborns with a large amount of hair on the head, the follicles dark and the skin a light olive. Cultural identity between physician and patient were established by displaying the image of the three health care professionals and their names beneath the image. Reader attention is then drawn to the bold, violet words found above the sleeping child asking, “¿Embarazada?”

For women who may feel sadness at reading the word “¿Embarazada?” and who may think their goal of bearing their own child is unattainable, there are other advertisements for women who are having difficulty conceiving a child or who have irregular menstrual cycles (Figure 11, Figure 12). The first of these advertisements was rather blunt and suggested a woman look further into their services by posing a question. The latter advertisement was not as common, but would appear to be more effective in this case. Rather than focusing on the “dificultad” or “problemas” a woman may have faced physically, emotionally, and/or culturally while attempting to become pregnant, this advertisement focused on the positive, the potential for successful conception after being treated. Beneath the physician’s name is a touching message: “ha ayudado a varios pacientes a lograr el sueño de formar una familia durante 31 años” (I have helped many patients achieve their dream of forming a family over 31 years). In one statement, this physician has not only established that she is experienced in her practice on fertility, but that she recognizes the significance of having a family and child-bearing in Hispanic culture and that she is prepared to assist women in overcoming both personal and often familial and cultural pressures to start a family.
Again, the advertising physician is pictured (Figure 11, Figure 12). In these forms of advertising for women's health, it was common to find the physicians pictured. Perhaps this was due to the nature of the healthcare issue at hand. With many of these clinical appointments having the potential to involve much more emotional investment and vulnerability, it is significant that the female patient know the appearance of her potential health provider. This establishes familiarity with the provider, thus when patient and physician meet in-person for the first time, there is already a sense of acquaintanceship. This provides a more open environment for meaningful patient-physician conversation which, in the context of fertility and pregnancy among Hispanic women, can benefit the diagnostic efficacy in a clinical situation that can often include difficult and emotional conversations for women.

**Family Medicine**

The most prevalent healthcare advertisements were those geared towards families. Given that the average Hispanic family has four children, double that of Caucasian American families, this would be an economically wise target consumer for healthcare marketers. However, the ways in which the advertisements culturally appear to Hispanic families was interesting. Many family representations were like those found in Figure 6 and Figure 8. However, these images stray from the reality of Hispanic family dynamics in many Hispanic-American households as there are no abuelos, tíos, or primos pictured. Pictorial representations such as these – representing a more American-structural family norm of a heterosexual couple with two children, one boy and one girl – were commonplace and may be indicative of an ideological movement away from the intimate relationships found in close-knit, extended Hispanic families to that of parents
and children living as a single family unit, and not as a component of some extended social construct propelled by cultural expectations.

One general family medicine advertisement represented a more realistic family within a traditional Hispanic family construct. This was unique in that it was the only advertisement for family medicine that depicted a multigenerational Hispanic family (Figure 19). It can be observed that there are parents with two children, but also the addition of grandparents in the picture. This is more indicative of many Hispanic family households in that it is commonly found that aging parents live with their children and grandchildren. While more common in Hispanic-populated countries outside of the United States, this household social structure can be found in the United States among Hispanic families from differing nations. That this representation of the family was illustrated is an acknowledgement of that social construct that comprises the lives of many Hispanic households within the United States. It is also a realistic appeal to those multigenerational households seeking primary care healthcare providers.

Lastly, the Maricopa Integrated Health System (MIHS) demonstrated an appeal to a Hispanic patient’s desire for professional and cultural competency (Figure 20, Figure 21). Featuring a Hispanic medical resident, the first advertisement in the series noted that Pedro Roque, MD was educated at Harvard medical school and chose to serve at MIHS. This established credibility of medical knowledge and professional capacity of physicians working for the MIHS to properly treat patients. However, the information in the second advertisement of the series may be equivalent in importance to the first advertisement, if not more so, to the Hispanic patient. The manager of the department of interpreters is pictured and emphasis is placed on the role interpreters
play in the lives of patients. In reality, interpreters enable the patient-physician relationship to flourish by facilitating precise communication between two individuals, allowing trust to develop and producing an environment that fosters compassion and understanding between the provider and the patient. In presenting these advertisements as a series, MIHS acknowledged that professional expertise can accomplish much more when coupled with the cultural knowledge provided in a linguistic outlet of communication.
**Print Advertisements in Medical Clinics**

Medical clinics serve as places where individuals and families go to be seen by medical staff during both times of health and times of illness. Upon entering a clinic, one will usually find a receptionist or secretary of some sort who checks the patient and/or patients in and asks them to be seated while they await to be seen by a medical assistant or nurse followed by a physician or physician’s assistant. I was interested in observing the materials available to patients as they waited for their appointment.

While many clinics offer an array of entertainment options to patients – television programming, popular magazines, and children’s books (where applicable) – I found that they also offer an equal variety of health-related brochures and pamphlets to patients.

**Dental Offices**

Of the dental offices visited, most were lacking in any pamphlets, brochures, handouts or flyers of any kind. The majority of entertainment provided to waiting guests was that of popular magazines ranging from news magazines (Time) to attractive celebrity gossip magazines (People). The one office that did provide patients with a single health-related brochure was related to oral cancer and was only available in English and not in Spanish, despite that the area this office was located was in a predominantly Hispanic-populated area of Tucson, Arizona.

One part of the brochure that was unique from other dental brochures I had seen was that this brochure on oral cancer highlighted the influence of ethnicity on the likelihood that an individual will develop oral cancer. Under the section of the brochure
titled “Risk Factors,” there was a sub-section titled: “Race, ethnicity, and economics.” This sub-section further discussed the significance of socioeconomic factors – which can certainly influence access to healthcare and economic capacity – in an individual’s ability to routinely visit a dentist or physician. Based on the location of the dental office, this was what I perceived to be the only portion of the brochure that had somewhat of a relation to some of the economically challenged Hispanic families that inhabit the area surrounding the clinic. There was no explicit information or images that appealed to the dental needs of the Hispanic population.

**Health Insurance Plans**

Brochures for health insurance plans were available in nearly every medical clinic visited. However, the majority were devoid of any images containing humans and were mostly comprised of general symbols pertaining to different services (Figure 25). The text was straightforward and informative. There was no noticeable appeal to any particular culture or demographic.

**Pediatrics**

While many aspects of pediatric health were found within family medicine signs and handouts, there were some distinct differences that require brief mention. The first is that there is a widespread pediatric health campaign titled “Sus niños sanos” found in many pediatric clinics in Tucson, Arizona. Based on the texts and images found on brochures and posters observed in clinics, there appears to be many aspects of this campaign that relate to concerns of both Hispanic and non-Hispanic families (Figure 26).
However, there is one topic that the campaign appeared to emphasize as its main focus point, and that is the topic of nutrition and weight gain in children. With information ranging from how much milk to feed an infant, to appropriate childhood vitamins, to the relationship between hyperactivity and sugar consumption, it is clear that Hispanic families are concerned about the issue of childhood weight gain plaguing communities across America. One semiotic tool that combined statistics with text stated that “2% de los padres de niños de 24 a 47 meses cree que su hijo tiene sobrepeso” (2% of parents of children 24 to 47 months believe that their child is overweight). A line divided this statement from a more shocking statement: “21% de los niños de esta edad tiene sobrepeso o está obeso” (21% of children from this age group [24 to 47 months] are overweight or obese). In this case, the small pink line that separated these two statistical statements also showed a separation in parental beliefs and the reality of their child’s health. This calls attention to the Hispanic parent reading the text to reflect on what is perceived and what is actually true in regards to the weight and health of their child. While these posters and brochures do a sufficient job of attracting the attention of Hispanic parents and providing a thorough explanation of multiple pediatric health topics – many mothers I observed at the clinics I visited were engrossed in these materials – some of the messages could be better suited to the Hispanic demographic.

An example can be found in Figure 27. One section titled: “Refrigerios preocupantes en parques de diversiones (“Worrying snacks in amusement parks”) provided the number of calories and grams of fat in four common foods found in amusement parks and fairs. The four snacks included were: funnel cake, cinnamon rolls, popcorn, and cotton candy. No doubt common staples of amusement park and
county fair cuisine, one asks that if a campaign is geared towards raising awareness about pediatric nutrition in Hispanic families, why not include more culturally or regionally accurate foods whose consumption may be more commonplace among Hispanic children?

In order to be more culturally and regionally accurate, perhaps this section of the poster could have included foods like tamales, nachos, elote (corn), tacos, cinnamon churros, pan dulce, or fry bread to name a few. Informing Hispanic parents of the nutritional value of such foods can influence not only whether they will allow their children to consume such foods, but also whether they themselves will consume such foods, thus potentially having a positive effect on overall familial health.

Women’s Health

The topics most common among materials related to women’s health were: pregnancy, methods of birth control, gynecological/obstetric health, breastfeeding, diet and exercise, aging, bone health, and cancers of the breasts, cervix, and ovaries. Among these topics, the highest prevalence of materials I observed in the clinics visited were related to contraceptives and unplanned pregnancy.

Figure 28 depicts a drastic difference in the marketing techniques for Paragard®, an intrauterine copper contraceptive device. Before having read the pamphlet cover, from a distance, I perceived that it related to women’s health in that it had pink and purple text color, a common practice in other forms of media, such as newspaper advertisements, to attract the attention of women consumers. Upon reading the pamphlet, my assumptions were confirmed. While all other human models and internal
aspects of the pamphlets were identical, (with the exception of the language each one was in), the main attractant, or the cover of the pamphlet, differed greatly between the English and Spanish versions.

In first focusing on the textual differences between the covers of the pamphlets, it can be immediately recognized that there is a difference in the amount of text present between the English-language version and the Spanish-language version. Below the bolded “Maybe It’s Time to Break Up With Your Current Birth Control” there are three blocks of texts. The first block of text informs the reader that this particular contraceptive is 100% hormone free and effective. The second block of text references the durability of Paragard® and informs the reader of instances when one should not consider implantation and of potential serious side-effects. The third block of text directs the reader to additional safety information and directions on how to begin the process of obtaining Paragard®.

The information on the cover of the Spanish-language pamphlet is much less than the English language version. As can be seen in Figure 28, below the title “Tal Vez Sea Hora de Romper con tu Anticonceptivo Actual” there is only one block of text. This text mentions the English-language equivalent of the device being hormone free and possessing a 99% efficiency rate. However, it should be noted that the order in which this information is presented is different than the English version. The Spanish text places the efficiency rate before the information of the device being hormone free.

What can be gleaned from such a difference is that perhaps the text translated into Spanish could not all fit in a consumer friendly layout on the cover of the pamphlet,
creating a loss of information. However, this could also indicate differences in the demographic of interest. Based on the information provided, it would appear that Hispanic women are most concerned with the effectiveness of a contraceptive device and the fact that the device is hormone free. There lies a possibility that greater emphasis needed to be placed on these two characteristics of the device in order for a Hispanic female patient to look further into the offerings of such an implant. Other pertinent information may have been unnecessary on the front cover as the information regarding device durability, side effects, and safety information can also be found within the Spanish version of the pamphlet.

The most immediately noticeable difference between the two pamphlets was in the female cover model. The English version portrayed a light-skinned female with light hair and light, brown eyes. The Spanish version portrayed a light-skinned female with more striking features: pronounced cheekbones, dark brown eyes, and dark hair and eyebrows. Both models can be found within the pages of the pamphlet.

While it would be wrong to define the race and/or ethnicity of either of these two specific models without any additional information, there was no doubt a strategy employed for attracting different female audiences to pick up and read this pamphlet. Cultural identity is most easily established by the use of culturally-specific language and the use of models in images that individuals of a particular culture can easily identify themselves with. Paragard® selected an ideal model for the cover of the Spanish pamphlet. She is light-skinned with dark features, a representation of light-skinned Hispanic women and Hispanic women who may not be light-skinned, but have other features such as dark hair and dark eyes. Additionally, a Hispanic family was
represented in both the English and Spanish versions, expanding potential users to English-speaking, Spanish-speaking, and bilingual Hispanic women (Figure 29). By providing Spanish language information and selecting appropriate models featured in images, Paragard® was able to appeal to a variety of Hispanic women interested in a hormone free and highly efficient contraceptive device.

The second most common materials I observed in medical clinics visited pertained to managing an unplanned pregnancy. Hands of Hope is an organization in Tucson that assists women in dealing with the effects of an unplanned pregnancy through support, care, and guidance via confidential counseling. In nearly every family medicine or general health clinic I visited, some form of Hands of Hope advertising was present.

The Hands of Hope flyer was smaller in size than many other handouts or flyers I read, making it easy to conceal, a potential desire in a situation of an unplanned pregnancy. What was most intriguing about the Hands of Hope flyer were the messages written on one side of the flyer (Figure 30). Presenting questions asked by many women who face the reality of the consequences of an unplanned pregnancy, the most striking of the questions were: “¿Qué va a decir mi papá?” (What will my Dad say?), “¿Qué va a decir mi mamá?” (What will my Mom say?), “¿Qué pensarán mis amigos?” (What will my friends think?), and “¡Mi papá me va a odiar!” (My Dad is going to hate me!).

Hispanic culture places high importance on family bonds, honoring one’s parents, and the opinion of close friends, (who are often viewed as family). In the context of Hispanic culture and family expectations, this advertisement exceptionally marketed the
concerns of the typical Hispanic woman facing an unplanned pregnancy. In a hierarchical family construct, where the father is often the head of a household, the principle source of financial income, and holds a role of pinnacle authority, the expressions of concern over the opinions of one’s father in such a situation are highly applicable. A Hispanic daughter may be most concerned with her parents’ resulting opinion of her and the actions this may induce in the home. If she is a member of a tight social network, where friends are more associated as family, then she will express concerns in regards to her friends’ thoughts about her choices and actions. While the Hands of Hope flyer also mentioned financial concerns a woman may face when dealing with an unplanned pregnancy, the inclusion of such culturally-relevant issues and attitudes as it pertains to the Hispanic family set this advertisement apart from others of its kind.

**Family Health**

Among family health advertisements, the most common theme was that of a traditional family and care for the elderly. There were also general packets of information in Spanish about certain medical conditions, but these were highly general and identical to their English language counter-parts. Figure 31 depicts a family comprised of a father, mother, and two children, one daughter and one son. This depiction is identical to that presented on the English language version of the brochure. This indicates that this company is marketing to a large cultural audience that may not specifically target the Hispanic population. A suggestion to more specifically access the Hispanic population would be to place on the cover a family with more children or a multi-generational family.
The CVS pharmacy Minute Clinic exemplified effective marketing techniques to English-speaking, Spanish-speaking, and bilingual Hispanic patients. All brochures and handouts were available in both English and Spanish. The general welcome brochure (in both English and Spanish) had a Hispanic nurse practitioner on the cover (Figure 32). The last name on her nametag was “Harondo.” The image of this woman established cultural identity among a vast array of Hispanics. For sub-populations within the Hispanic demographic, the availability of both English and Spanish language forms of the brochure enabled maximum linguistic accessibility to patients.

A potential area for improvement to more accurately represent Hispanic culture was found in a packet from a dialysis care clinic (Figure 33 & Figure 34). While enjoyable activities, such as the word search shown in Figure 33, can be easily translated from one language to another, Figure 34 demonstrated an area where a better understanding of Hispanic culture could enhance the use of a packet of health information. This figure showed foods suggested to avoid during the holidays for dialysis patients. When comparing the English and Spanish language version of this section, one may notice that the foods mentioned are identical. However, the foods upon the dinner table during the holidays may differ greatly between a non-Hispanic and Hispanic dialysis patient. In order to better account for these differences, more culturally relevant foods could be included, (and perhaps certain foods omitted), in the Spanish language version of this list.

Among the Spanish-language paper handouts and pamphlets in general medical clinics, there was much available on homes for the elderly and palliative care (Figure 35). In a culture where it is common for three or four generations to live in one home,
this is an effective marketing technique to draw attention to alternatives when an elder member of the family begins to see a decline in health. Within the Hispanic community, there is a strong sense of respect and honor for the elderly. The placement of an elderly family member in a home may be viewed with negativity and as the removal of a responsibility.

The Casa de la Luz Hospice sought to alleviate some of this social and cultural pressure commonly faced by Hispanic families, (Figure 36). Note that the latter portion of the mission statement stated that they want for the elderly they care for “completar su misión en la tierra con comodidad, dignidad, y armonía” (to complete their mission on Earth with comfort, dignity, and harmony). The word dignity is defined as “the quality of being worthy of honor and respect” (Merriam-Webster). Aligning with cultural beliefs in honor and “respeto,” the essence of a dignified death for their loved ones would likely appeal to Hispanic families when making a decision on whether to place an elderly family member in a rest home. It is also interesting to observe the inclusion of the name of the chief executive officer, Lynette Jaramillo. Discovering that the chief executive officer of the hospice is Hispanic may aid in the trust a Hispanic family may feel in placing the life and care of a loved one in another’s organization.

In regards to health for adults and the elderly, there were many advertisements attempting to market a pharmaceutical agent to improve health during the aging process. Two such drugs were Xarelto® and Bydureon®. Xarelto® is a blood thinning agent used to decrease the risk of heart attack and stroke. The advertising for Xarelto® was intriguing in that it showed two women together on the cover of the pamphlet (Figure 37). Whether these women were a homosexual couple or representative of a
dyadic friendship unit is uncertain, but that this image was selected for the cover of the Spanish-language version of the pamphlet is significant. It implies that in Hispanic culture, relationships between women, whether as friends or romantic partners, is important to the patient’s overall sense of self and as a support network.

The brochure cover for Bydureon®, a drug used to treat adults with type 2 diabetes, established cultural identity with a potential Hispanic consumer by displaying an image of an elderly Hispanic woman at a marketplace (Figure 38). The physical appearance of the woman could enable many older, Hispanic women to self-identify. In addition, this woman appears to be shopping for food at an outdoor vendor selling lemons, oranges, mangos chili, and other foods that may appear in Hispanic cuisine. If traditional familial roles are assumed, this woman could possibly be a homemaker, caring for the needs of her children and grandchildren. This brochure also showed the importance placed on respect for the elderly within Hispanic culture, as demonstrated by the captured interactions between young and old (Figure 39).

Conclusion

The Hispanic demographic within the United States is the fastest growing minority group. Three main sectors of Hispanic culture include: simpatia and personalismo, respeto, and familia. Simpatia and personalismo emphasize relationships with others and can translate to expectations of formal friendliness in a healthcare setting. Respeto involves the recognition of authority and is not only represented by societal norms, but also within the hierarchical nature of Hispanic families. The family is highly esteemed among Hispanics, in which a collectivistic view abounds. Individuals
develop concepts of identity, belonging, and protection from their family, both immediate and extended.

Semiotics is the study of signs, symbols, text, and images and how these media convey meaning to the interpreter. In the context of marketing, the success of semiotics is largely reliant on the assumption that the marketer and the consumer possess the same idea as to the meaning of a sign. While different semiotic theories have been discussed, what is significant about semiotics is their ability to provide valuable information about the cultural implications of a particular demographic, as well as the needs, hopes, and esteemed principles of a given group of people. In this study, the group analyzed was the Hispanic demographic in Arizona.

Newspaper advertising found in La Voz Arizona was insightful. It demonstrated what matters to Hispanics in the context of health. Some topics to be highlighted are the use of bright colors to attract consumers, as illustrated in advertisements aimed at women. Medical professionals’ assertion that they speak Spanish and can thus serve the patient’s needs effectively was also observed. Emphasis not only on the role of the physician, but also on the role of medical interpreters is significant in that it assured potential patients that the professional expertise they sought would be accompanied with cultural knowledge. This would enable only Spanish-speaking Hispanics to be provided private health information in a linguistically sensitive format.

Perhaps one area that could see improvement among newspaper advertisements is the representation of the Hispanic family. Most advertisements showed an “Americanized” model of the Hispanic family: one father, one mother, one
male child, and one female child. With the average Hispanic woman in the United States having four children, this is not an accurate representation of a societal norm. In addition, many Hispanic households are multi-generational. The lack of the presence of grandparents within advertisements was astonishing. Hispanics often enjoy close bonds, even with extended family members. A more accurate representation of this in advertising would be beneficial.

The pamphlets, brochures, and handouts provided to Hispanic patients at clinics in Tucson, Arizona was helpful in determining not only the needs of the Hispanic population, (what information is known versus what is not known), but also provided an opportunity to observe key differences between English-language and Spanish-language advertisements. Differences ranged from as drastic as changes in cover model to no differences other than the general language of the advertisement. Additionally, elements of a collectivistic perspective were observed more frequently in Spanish-language advertisements than English-language formats. Clinical advertising demonstrated a wider breadth of cultural influence and representation than did newspaper advertisements.

Based on the advertisements studied, some basic conclusions can be reached and suggestions for improved cultural representation provided. The advertising topics most prevalent in Hispanic print media were dental care, pregnancy, and family health. While Hispanic print media advertising is not lacking, there can be improvements in the breadth of the audience to which the advertisements appeal to.
Most Hispanic advertisements appeal to Hispanics that only speak Spanish and addressed a more collectivistic perspective (in terms of one’s place in a family unit). The younger generation of Spanish-speaking or only English-speaking Hispanics who may both identify with less traditional Hispanic cultural norms may not be as culturally accessible using some forms of advertising encountered in this study. Culturally sensitive advertisements were readily accessible in Spanish-language print media. An increased, culturally sensitive presence in English-language forms of print media may have the potential to expand the audience of Hispanic patients interested in various health services and/or health-related information reception.

The information that Hispanics glean from health-related print media can have a significant impact on their lives. A recent Pew Research study found that information found from media in the previous year affected how 41% of Hispanics made decisions about how to treat an illness or medical condition. Sixty-four percent admitted that media caused them to change the way they thought about diet and exercise. And 57% claimed that information they received from the media had led them to ask their physician new questions (Figure 40, Livingston et al. 2008). This last finding is perhaps the most significant consequence of culturally-specific advertising campaigns.

Advertisements found in print media change the way Hispanics think, perceive, and inquire about their health. The goal of advertising is to lead consumers to action, and that is precisely what Hispanic patients are doing in what one could argue is one of the most important areas of one’s life: personal health. If advertisements in the print media are leading Hispanics to change the way they think about their health habits and result in lifestyle changes, that is indicative of success, from a marketing and cultural
perspective. The information an advertisement conveys can be powerful, and harnessing that power to affect people in a positive manner should be the goal of health-related advertisements to come.

**Appendix**

Figure 1

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<th>Source</th>
<th>A LOT</th>
<th>A LITTLE</th>
<th>NONE</th>
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<td>36</td>
</tr>
<tr>
<td>Churches or community groups</td>
<td>9</td>
<td>22</td>
<td>68</td>
</tr>
</tbody>
</table>

Question wording: How much information about health and health care did you get over the past year from a doctor or other medical professional, family or friends, the radio, the Internet, television, a church or community organization, newspaper or magazine?
Figure 2

![Chart showing distribution of language usage across media.](Image)

Question wording: Was the information mainly in Spanish or in English or in both languages?

Figure 3

![Chart showing circulation trends of Anglo and Hispanic newspapers.](Image)

Circulation trends
Anglo daily versus Hispanic newspapers

Sources:
- Daily Paid Newspaper Circulation: Newspaper Association of America, Deutsche Bank
- Hispanic Newspaper Circulation: Latino Print Network

Chart by: Nile Wendol, Extra Bilingual Newspaper, Chicago, IL
Figure 4

Print usage approximates Internet usage across all acculturation levels

Figure 5

Number of Hispanic publication by frequency of publication

Source: Hispanic Newspaper Counts: Latino Print Network
Chart & Analysis by: Nile Wendorf, EXTRA Bilingual Newspaper, Chicago, IL
Figure 6

¿En busca de dentista familiar?
Su familia merece una sonrisa saludable.

- Aceptamos la mayoría de seguros y planes AHCCCS
- Precios razonables
- Abrimos los sábados
  (Con cita)
- Emergencias el mismo día
  (Sin cita durante horario normal)

Hablemos Español

Ambiente agradable, tranquilo y trato suave

480.821.4868
707 W. Ray Rd Suite A-5
Gilbert, AZ 85233
stottdentistry.webs.com

Figure 7

“Su Sonrisa Es Importante”
Atendiendo a la comunidad Hispánica
El mejor servicio que usted y su familia se merecen

Si traes frenos te los ajustamos por $99 al mes
No Contrate

¡DESCUENTOS para pacientes sin aseguranz!

FINANCIAMIENTO DISPONIBLE
¡Trabajos Garantizados!
Llámame para una Segunda Opinión GRATIS

Felipe Salinas, D.M.D.
7162 N. 58th Dr. • Glendale, AZ
623-939-5171
Figure 8
**Palo Verde Dental**

**Dentista General para Niños o Adultos con Un Corazón de Niño**

**HOLA. SOY EL DR. RAÚL FÁVELA. HABLE ESPAÑOL Y PERMito A LOS PADRES ESTén CON SUS HIJOS EN EL CUARto DE TRATAMIENTO.**

**Aceptaramos la Mayoria de los Seguros Dentales y Plan de AHCCCS.**

**Emergencias el mismo día.**

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<th>Examen Limitado</th>
<th>Rellenos</th>
<th>Adultos Examen Completo</th>
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<tr>
<td><strong>GRATIS</strong> (Ahorré $85)</td>
<td>Comenzando desde: <strong>$49.95</strong></td>
<td>Todas las bucas, con rayos x necesario (Ahorré $360)</td>
</tr>
<tr>
<td>Radiografía de 1 Diente Con Tratamiento</td>
<td><em>Sólo para pacientes nuevos. No es válido con otra oferta.</em></td>
<td><em>Sólo para pacientes nuevos. No es válido con otra oferta.</em></td>
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<th>Niños</th>
<th>Adultos</th>
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<tr>
<td>Comenzando desde: <strong>$39.00</strong></td>
<td>Examen, Rayos X, Limpieza con flúor</td>
<td><strong>$34.95</strong></td>
</tr>
<tr>
<td><em>Sólo para pacientes nuevos. No es válido con otra oferta.</em></td>
<td><em>Sólo para pacientes nuevos. No es válido con otra oferta.</em></td>
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**Encontranos en los Diamonds:**

301 E. Bethany Home Rd, Ste A 133
(602) 277-2333

**TV Más • Segunda Mano • Televisa en Español**
Plan dental con descuento GRATIS

Recibe membresía por 1 año a nuestro Plan Dental en oficina*

*1 tarjeta funciona como membresía D.A.C. Aquí nos quedamos

- Sin seguro - No Problema
- Sin premium
- Sin máximos
- Sin deducibles

Desde $50 Extracciones simples
Desde $67 Rellenos
Desde $280 Endodoncia
Desde $430 Carillas de porcelana

Abierto Lunes a Viernes 7am-5pm

Best Value Dentistry
7102 N. 35TH AVE. SUITE I, PHOENIX AZ
602-903-7757
bestvaluedentistryphoenix.com

OFFICINA DENTAL DE SERVICIO CON DESCUENTO
Servicio y Calidad Garantizados

¡VISITAS SIN CITA Y EMERGENCIAS BIENVENIDAS!

- Rayos-X GRATIS
- Exámenes GRATIS
- Consultas de gasto GRATIS (Ahorro hasta 65)
- Lab completo preventa
- Reparación inmediata espera
- Re-Límites en 1 H (modalidad única y tarifa)
- Transporte disponible

CORONAS PFM desde $379
DENTADURAS POSTIZAS desde $239.00
Incluye Rayos-X (Caja: válida hasta 31/12)

IMPLANTE desde $799
Consulta para dentadura GRATIS
CON PILAR Y CORONA $1499
¡Llame ahora!

Dentadura postiza fija y sujeta por implantes
Completo 2 implantes, accesorios y dentadura
SOLO $3,395
(Precio reg. $8,500)

Oferta DENTAL 50%/50%. Cierta restricciones aplican,
Favor llamar para detalles. Con esto copia RC válido con otros cupones.

*Distrito dental de cupón con patente inscribible y el precio en su defección.

Figure 10

Figure 11
Figure 12

HACIENDO SUS SUEÑOS REALIDAD...
Nueva Esperanza, Nueva Vida.

Si desea hacer este sueño realidad, llame ahora para conocer las opciones de tratamiento.

- Técnicas de reproducción asistidas
- Todos los servicios aceptados excepto AHCCCS
- Inducción a la ovulación
- Diagnóstico y tratamiento para endometriosis
- Opciones de financiamiento

www.southwestfertilitycenter.com 602.956.7481

Figure 13

¿EMBARAZADA?
William A. Chavira, MD • Enriqueta Porras, MD • Mariana Amaya, MD
www.chavira.com

Nutrición Durante el Embarazo
La buena nutrición durante el embarazo es muy importante para que tu bebé crezca y se desarrollle sanamente.

Comer una dieta balanceada y tomar vitaminas prenales junto con el establecimiento del cuidado de un ginecólogo obstetrico es un excelente comienzo.

Déjate que nuestro personal amable ayude a tu bebé y a usted a conservarse saludables y felices.

Partos en los hospitales
St. Joseph y Banner Good Samaritan.
¡Ahora aceptamos seguro Banner Health!

Uxhaga y preguntan cómo recibir su prueba de embarazo ¡Gratis!

Aceptar AHCCCS y tenemos formas para aplicar.
Planes de pago en efectivo

600 West Thomas Rd. • Phoenix, AZ 85013 602-234-9611
Figure 14

Nutrición Durante el Embarazo
La buena nutrición durante el embarazo es muy importante para que su bebé crezca y se desarrolle sanamente.

Contiene una dieta balanceada y varias vitaminas y minerales que mejoran la salud materna, promoviendo un embarazo saludable.

William A. Clavira, MD
www.drchavira.com
Enrique Porras, MD
Mariana Amaya, MD

Déjese llevar por nuestra atención amigable y disfrute de un embarazo saludable.

600 W Thomas Rd
Phoenix, AZ 85013
Llame para saber cómo recibir su prueba de embarazo ¡Gratuito! 602-234-9611

Figure 15

¡Si nos visita hoy le transformamos en un nuevo ser más saludable!

Con nuestro programa pierde peso rápidamente, incrementa su energía y se sentirá más eufórica.

$24.95

SIN CITAS
Consulta gratuita con la doctora
Sólo younas
Lunes-Viernes 9-7 (cerrado 2-6)
Sábado 9-4

VALLE Y MEDICAL WEIGHT CONTROL
480-968-5673
3141 S. McDowell Dr. Tempe, AZ 85282

Especial en la semana para perder PESO
$24.95

www.valleymedicalweightcontrol.com
Figure 18

Figure 19
Figure 20

DR. PEDRO ROQUE, MD
MEDICO RESIDENTE

HARVARD LO ELIGIO
EL ELIGIO MIHS
CUENTE CON NOSOTROS

"Los pacientes me dicen que tienen suerte de ser tratados aquí. Honestamente, yo soy el afortunado."

MIHS
MARICOPA INTEGRATED HEALTH SYSTEM
Maricopa County Special Healthcare District

CONÉCTESE CON LA HISTORIA DE DR. ROQUE EN MIHS.ORG/SALUD
Figure 21

Figure 22

Hispanics are most likely to view television in the language they prefer to speak at home.
Figure 23

Spanish Language broadcast TV reaches 4 times more Spanish language dominant Hispanics

Source: The Nielsen Company

Figure 24

Recall improves considerably for General Market ads that were "repurposed/translated" and aired in Spanish. Spanish original ads generate the highest levels of ad memorability among Hispanics

Source: The Nielsen Company
Aún más beneficios para sonreír.

Catálogo de Productos para la Salud
Créditos cada año para comprar los productos que necesita.

Servicios de Podología
$0 de copago por visitas.

Cobertura Oftalmológica
Crédito para lentes de contacto o anteojos y marcos.

Asistencia de Transporte
Traslados a las citas con el médico.

Sus Niños Sanos

Únase a la Conversación
Síganos en Twitter @SusNiñosSanos
Al igual que nuestra página de fan en Facebook Sus Niños Sanos

Para más información visite www.patientinformationcenter.net
Figure 27
EVEN IF YOU'RE IN A RELATIONSHIP
it could be time to
BREAK UP
WITH YOUR CURRENT BIRTH CONTROL

Whether you're a mom, hope to be one someday, or think you're done,
**Paragard®** (intrauterine copper contraceptive) could be right for you.

AUNQUE ESTÉS EN UNA RELACIÓN
tal vez sea hora de
ROMPER
CON TU CONTROL DE NATALIDAD ACTUAL

Si eres mamá, esperas serlo algún día o piensas que terminaste con los embarazos, **Paragard®** (dispositivo anticonceptivo intrauterino de cobre) podría ser para ti.
Entendemos que un embarazo inesperado puede cambiar tu vida de una manera no deseada. Si no estás segura de qué hacer, queremos que sepas que nosotros en Hands of Hope (Manos de Esperanza) estamos aquí para darte apoyo, la atención y orientación que necesitas durante este tiempo. Nuestro equipo de profesionales dedicados, ofrecen apoyo y asesoramiento confidencial sin ninguna clase de prejuicio.

Hands of Hope
Embrace Enlighten Empower

HandsOfHopeTucson.com (520)806-0266

¿Para dónde iré? ¿Qué tanto cuesta el cuidado de niños?
¿Qué tanto tiempo tengo de embarazo? ¡Mi papá me va a odiar!
¿Qué hago ahora? ¿Qué va a decir mi mamá?

La Ayuda Comienza Aquí

¿Qué va a decir mi papá?
¿Opciones para mi embarazo?
¡No puedo vivir así!

¿Qué hago después?
¿La aseguranz a cubre el costo de un aborto?

¿Qué tan precisas son las pruebas?

¡ESTO ARRUIÑARÁ MI VIDA!

Hands of Hope
Embrace Enlighten Empower
En casa al fin

Explore la hemodiálisis domiciliaria más frecuente con NxStage®
Bienvenido a MinuteClinic®
Reciba atención de salud conveniente y de alta calidad dentro de selectas sucursales de CVS/pharmacy®.
### Fall Word Search

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**Answers:**
- Autumn
- Chestnuts
- Chilly
- Cornucopia
- Deciduous
- Football
- Gourd
- Halloween
- Leaves
- Pumpkins
- Rawe
- Scarecrow
- Sweater
- Thanksgiving
- Turkey

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### Otoño Búsqueda de Palabra

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**Answers:**
- Rastro
- Suéter
- Día de Acción
- Graças
- Futbol
- Otoño
- Frío
- Calabaza
- Abundancia
- Cornucopia
- Pavo
Figure 34

**Featured Recipe: Spicy Mustard Pork**

*Serves 10*

**Ingredients:**
- 1 tbsp. mustard - prepared
- 1/4 cup brown sugar
- 1/2 cup water
- 2 lbs. pork tenderloin
- 1/2 tsp ground black pepper

*Directions:* Preheat oven to 400 degrees. Loosely wrap pork. Sprinkle with pepper and put in oven for 30 minutes. Combine mustard and brown sugar and add to pork. Reduce oven temperature to 375 degrees, and return pork to oven for 15 minutes or until coated. Serve. (Prep Time: 10 mins; Cook Time: 45 mins; Total Time: 55 mins)

**Notes:** This recipe is Reader’s Digest’s featured article. **Prep Time:** 10 mins; **Cook Time:** 45 mins; **Total Time:** 55 mins.

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**Foods to Try to Avoid* During the Holidays**

Foods High in Sodium, Fat, and Sugar

- Alcohol
- Bread & Rolls
- Condensed Soups
- Cheese
- Choco Strawberries
- Cranberry Sauce (canned)
- Dark meat Turkey
- Eggplant
- Fruit Cake
- Gingersnaps
- Glazed Ham
- Gravy
- Green-bean casserole
- Hash browns
- Pecan Pie
- Prickly and Olives
- Plum Pudding
- Shredded Potatoes
- Spinach or Rice Dips
- Sugar Cookies
- Swedish Meatballs
- Truffles (candy)

*All these foods just can’t be avoided, eat them in moderation and be very careful about the fluid you drink following the meal. The high sodium content will make you retain fluid and possibly lead to higher pre-dinner weight gain.

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**Receta destacada: Carne de cerdo con mostaza picante**

*Para 10 personas*

**Ingredientes:**
- 1 cucharadita de mostaza, preparada
- 1/8 taza de azúcar morena
- 1/2 taza de agua
- 2 lb de solomillo de cerdo
- 1/2 cucharadita de pimienta negra molida

*Direcciones:* Precalentar el horno a 425 grados. Colocar la parte del cerdo, rojo, y quitado en el horno durante 30 minutos. Corte la pimienta y el azúcar morena y añadir al solomillo. Dejar la temperatura del horno a 375 grados y usar el solomillo durante 15 minutos o hasta que adquiera un color dorado. (Tiempo total: 45 minutos)

**Notas:** Este receta de pan es un punto de partida para el Pollo. Siga las recetas para evitar que el pan se queme. (Notas: 45 minutos)

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**Alimentos que debe tratar de evitar* durante las fiestas - Alimentos ricos en sodio, grasa y azúcar**

- Alcohol
- Pan y rosquillas
- Batatas caramelizadas
- Queso
- Pimientos de pimiento
- Salchicha de salchicha (en lata)
- Cerveza oscuro de pavo
- Ponche (pompgis)
- Torta de fruta cristalizada
- Pan de jengibre
- Jamón caramellizado
- Salsa de carne o caviar
- Cocos de uyes
- Puré de papas
- Plátanos
- Pepinillos y aceitunas
- Pudín de nata
- Refrescos de frutas
- Tarta de cerezas con puré de cerezas
- Salsa de espaguetis con aliñadores
- Galletas de piñón
- Albondigas suaves
- Trufas (dulces)

*Si los alimentos anteriores se lo pueden evitar, es mejor con moderación y tienda mucho alrededor de las tazas que tiene disponibles para tomar. El azúcar contenido de sodio también llevaría su mayor empuje a tiempos de pico antes de la comida.

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**Planifique con antelación**

*Si los alimentos anteriores se lo pueden evitar, es mejor con moderación y tienda mucho alrededor de las tazas que tiene disponibles para tomar. El azúcar contenido de sodio también llevaría su mayor empuje a tiempos de pico antes de la comida.*

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que ellos puedan completar
su misión en la
tierra con comodidad,
dignidad y armonía”.

Lynette Jaramillo, Chief Executive Officer
Agnes Poore, RN, Chief Clinical Officer

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- Sin restricciones alimentarias conocidas

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Consulte la Información completa de prescripción adjunta para Xarelto®, incluidas las Advertencias enmarcadas, la Guía del medicamento y la Información de seguridad importante.
Otras cosas que debe saber

Información de seguridad importante exclusiva

Información sobre la prescripción de medicamentos para diabetes tipo 2, BYDUREON® (exenatida), que es una medicación para el control de la glucosa en la sangre. BYDUREON® puede ser de ayuda en el manejo del diabético, pero es importante hablar con su médico antes de comenzar su tratamiento con BYDUREON®. Con BYDUREON® se ha demostrado que puede reducir niveles de glucosa en la sangre de manera eficaz.

¿Qué es BYDUREON®?

BYDUREON® es un medicamento para el manejo del diabetes tipo 2. Se presenta en forma de inyección semanal y se recomienda administrarlo de una manera rutinaria. Es importante hablar con su médico antes de comenzar y seguir las instrucciones proporcionadas.

POSIBLES REACCIONES LATERALES, INCLUSO CANCER:

BYDUREON® puede causar reacciones adversas, inclusive cancer, en sitios de inyección. Por el momento, BYDUREON® no se ha evaluado en la condición de cáncer. Si experimenta cualquier reacción adversa, comuníquese con su médico.

Bienvendos a BYDUREON®
Figure 40

Note: This question was asked only of those who reported obtaining information from the media in the past year.
References


