

More Than Chat?

Evaluating Efficacy of the Health Education Series “Chat at the Quiosco”

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Background

- Education is an essential component of action to promote health and prevent diseases. (1).
- Risk factors for poor health outcomes, including nonadherence to medications, lack of screening, risky sexual practices, and drug use, disproportionately impact low-income and racial/ethnic minorities (2).
- Similar health education programming has demonstrated that communities feel empowered as their strengths and recourses are identified, bolstered, and highlighted. (3)

Objective

This study investigated the effectiveness of interactive, lecture-based discussions to educate and empower participants and promote healthy behaviors among marginalized residents of Bexar County.

Methods

This is a cohort, quality improvement project involving community members who attended a Chat at the Quiosco event from October 2021 – September 2022. Participants were Bexar county residents, >18 years old who were recruited by outreach event flyers within The Neighborhood Place or word of mouth. The presentation topics ranged from chronic condition management to health maintenance and were delivered by health care professionals, researchers, and other content matter experts. Surveys were collected before and after each 1-hour lecture-based discussion. Metrics such as knowledge, attitudes and behaviors were all evaluated and compared.



In Mexico, *Quioscos* are plazas with central pavilions where community comes together to greet friends, attend concerts, and catch up on local news. We consider the Quiosco a resource center where people can socialize and learn about health issues in a friendly, collaborative environment. The topics are chosen by the community and information is spread through out social networks by participants.

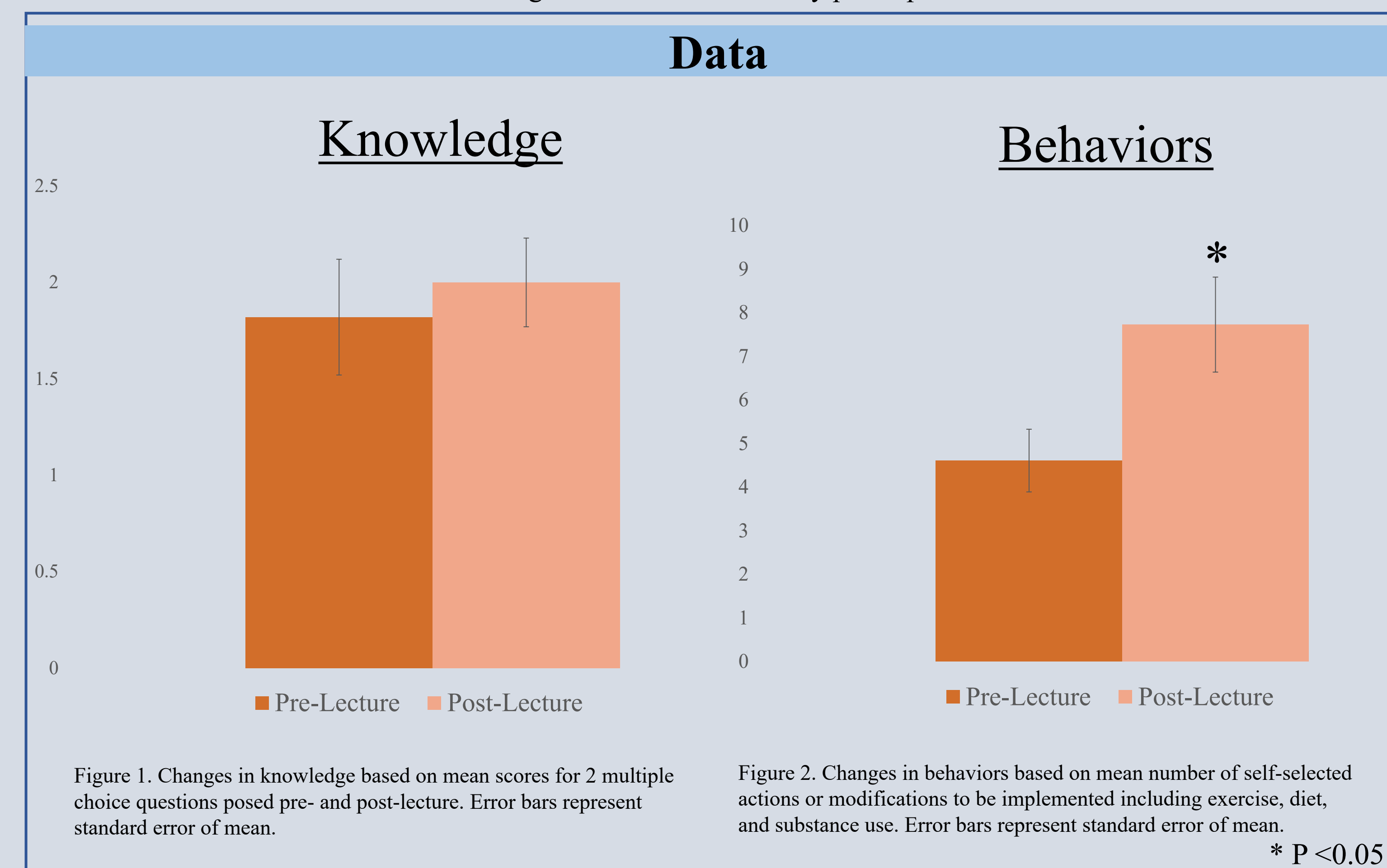


Figure 1. Changes in knowledge based on mean scores for 2 multiple choice questions posed pre- and post-lecture. Error bars represent standard error of mean.

Figure 2. Changes in behaviors based on mean number of self-selected actions or modifications to be implemented including exercise, diet, and substance use. Error bars represent standard error of mean.

Conclusions

Interactive, lecture-based health promotion events are effective at educating and empowering participants.

Future Directions

Implementation of similar health education programming at other locations could elucidate benefit for a variety of populations.

Limitations/Confounding Factors

- Limitations include small sample sizes and specific populations recruited by word-of-mouth basis.
- Initially, sessions were offered virtually or had reduced capacity due to the COVID-19 pandemic, potentially limiting growth and efficacy.
- Given that presentations were only presented in a single language (Spanish or English), this also restricted attendance to participants who have a common language with the presenter.

Citations

1. Nutbeam D. Health literacy as a public health goal: a challenge for contemporary health education and communication strategies into the 21st century. *Health Promot Int.* 2000 Sep 1;15(3):259–67.
2. Glanz K, Rimer BK, Viswanath K. Health behavior and health education: theory, research, and practice. Hoboken, NJ: John Wiley & Sons; 2008.
3. Adam M, McMahon SA, Prober C, Bärnighausen T. Human-Centered Design of Video-Based Health Education: An Iterative, Collaborative, Community-Based Approach. *J Med Internet Res.* 2019 Jan 30;21(1):e12128.

Acknowledgments

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