



Fotonovela Health Strips in Spanish Newspapers

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What is functional illiteracy?

- The inability of a person to use reading, speaking, writing, and computational skills in everyday life. A person who is functionally illiterate cannot read a newspaper, follow written instructions or fill out a job application.
- There are about 40 million people in this country, about 20% of the U.S. population, who are functionally illiterate.
- These are people who fall into **Level I** of functional illiteracy according to the National Adult Literacy Survey conducted in 1993.
- These are the folks for whom written educational materials are irrelevant



Functional Illiteracy Level II

- There is another level of concern regarding functional illiteracy and that is the folks who fall into Level II.
- According to the National Center for Education Statistics, there are another 50 million adults who fall into this second lowest level. Their skills are more varied than those of individuals in Level I, but their skills are still limited.
- For the most part, these are people who can read the newspaper, read simple instructions do basic math computations.
- These are the folks that need easy- to- read materials, or more commonly referred to as “low literacy” materials.



Background

- Developing simple, easy to read information about diabetes in English is a challenge in mainstream USA...
- For monolingual Spanish speakers, their limited English language proficiency and other socio-cultural barriers pose additional challenges.
- Almost 25% of the Hispanic/Latino population in the US does not speak English.
- In New Mexico, according the U.S. Census Bureau, more than 30% of the population speak Spanish and speak no English at home



Three basic guidelines for developing low literacy materials:

- Use simple language.
- Use a conversational tone.
- Use pictures to tell a story.



What is a fotonovela?

A fotonovela is a story told with pictures and conversation...





Announcing the diabetes fotonovela health strip!

- Starting March 17, 2009, the New Mexico Department of Health Diabetes Prevention and Control Program and ACMA Social Marketing will publish a weekly diabetes health strip in the *Santa Fe New Mexican – La Voz!*



The purpose of the diabetes health strip...

- To raise awareness about diabetes among the Spanish speaking public.
- To provide basic diabetes prevention and management information to Spanish language readers.
- To test out the medium and see if we can create a following of people who want to learn more about diabetes via the Spanish language press.



A Pioneering Effort!

- This is the first diabetes health strip to run in a newspaper in the United States.
- In year 01, the strip will run exclusively in *The Santa Fe New Mexican – La Voz*.
- If it is successful, we will run similar strips in other newspapers in the state and in the U.S.



Gracias!

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