The Use of Spanish Radio Dramas to Raise Awareness of Environmental and Occupational Health Issues in Yakima Valley, Washington

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OBJECTIVES
The overall goal of these pre- and post- assessment surveys are to:
1. Gauge the effectiveness of educational Spanish radio dramas
2. Raise awareness of environmental and occupational health issues in Yakima Valley

BACKGROUND
Location: Yakima Valley, Washington
- Major agricultural center in Washington State
- Leads production of apples, hops, cherries, and grapes in the United States
- Large population of Hispanic farm workers

- University-community partnership with funding from the National Institute for Environmental Health Sciences (NIEHS)

Partners: The Northwest Communities Education Center (NCEC)/ Radio KDNA, Yakima Valley Farm Workers Clinic, Heritage University, and the University of Washington

Purpose
- To identify and prioritize the environmental and occupational health issues most important to the Yakima Valley Hispanic community
- To develop a series of themed radio dramas to be aired on a local Spanish radio station "Radio Cadena, KDNA 91.9", that informs listeners of various environmental and occupational health issues.

METHODS
Community – based convenience survey (English and Spanish)
- Survey locations: Grocery stores, Hispanic bakeries & food markets, and the Yakima Valley Farm Workers Clinic (Toppenish)
- Two survey forms
  - 4-7 minutes
  - 75 of each, n=300
- Demographic questions on all forms
- Form A: Asthma, air pollution, and water pollution
- Form B: Pesticides and abusive work places
- Time frame: July 2009- August 2009
- Data Analysis: SPSS

RESULTS

Sample Questions
Is it safe to rinse off with or touch water that is used to irrigate the fields?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
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<tbody>
<tr>
<td>Yes</td>
<td>20</td>
</tr>
<tr>
<td>No</td>
<td>71.7</td>
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<tr>
<td>Don’t Know</td>
<td>8.3</td>
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Which of the following can cause asthma attacks? (%)

<table>
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<th></th>
<th>Pet allergies</th>
<th>Drinking coffee</th>
<th>Workplace exposures</th>
<th>Dust mites</th>
<th>Pollen</th>
<th>Smoggy air/ air pollution</th>
<th>Stress</th>
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<tr>
<td>Yes</td>
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<td>13.9</td>
<td>40.5</td>
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<td>51.5</td>
<td>31.7</td>
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<tr>
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<td>46.5</td>
<td>13.9</td>
<td>11.9</td>
<td>13.9</td>
<td>9.9</td>
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<td>3</td>
<td>2</td>
<td>2</td>
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<td>4</td>
</tr>
</tbody>
</table>

NEXT STEPS
- Air the radio dramas on Radio Cadena for one year
- Obtain a general idea of the show’s popularity by using call-ins and community surveys
- Conduct focus groups & town hall- style surveys
- Compile a list of suggested health topics for future radio dramas
- Conduct post surveys July 2010