



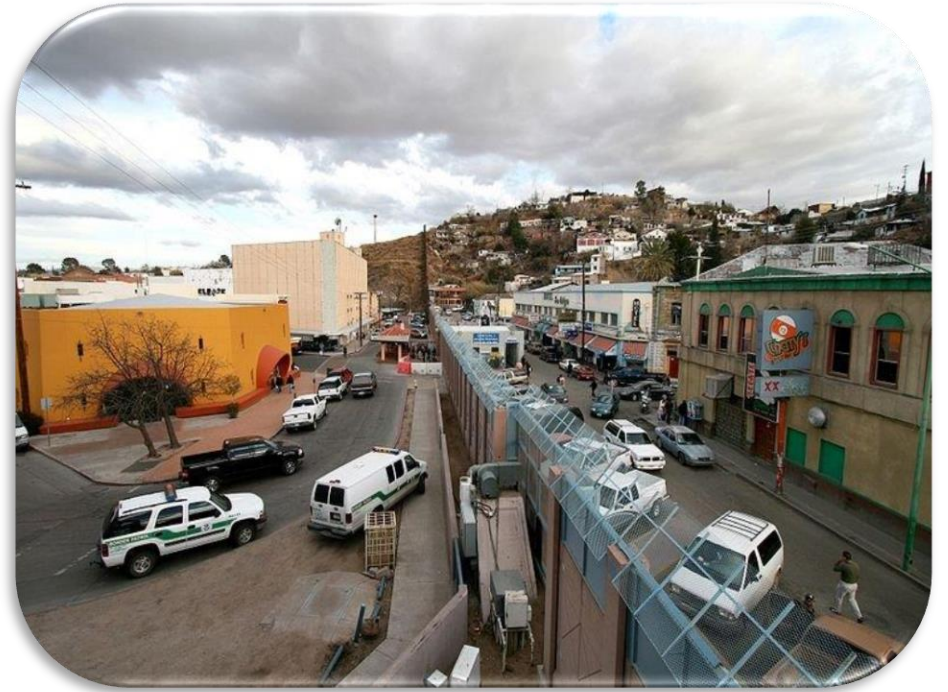
Behavior change in response to Zika among US-Mexico Border women

October 25th, 2017

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Healthy Start Border Alliance





The Case of the US-Mexico Border

Estimated northern range for: **--- Aedes albopictus** **— Aedes aegypti**



Research Questions

- Are women in the border region taking actions to protect themselves and their families against ZikV.
- Secondly, what specific actions are they women taking against ZikV?
- What was the most helpful source of information for women?

Methods

- Pregnant and interconceptional women currently enrolled the five border Healthy Start programs
- Surveys - Convenience sample
- 326 Interviews in 5 sites; October - November 2016
- 23 home visitors and 2 outreach workers
- Data collection software provided by CommCare
- We used chi-square tests and 95% CI
- All analysis was conducted in SPSS software, version 23.0

Variable List

- **Demographic factors**
 - Ethnicity
 - Age
 - Level of Education completed
 - Pregnancy Status
 - Recent travel (past 6 months)
 - Program Site

Variable List

Behavioral variables

- Taking Any Action; taking at least one action
- Clinical Action: getting tested, speaking to primary physician
- Individual Protection: mosquito repellent, protective clothing
- Using Contraceptives or more contraceptive: condoms, abstinence
- Avoid travel: avoiding/limiting travels, restricting destinations

Information sources

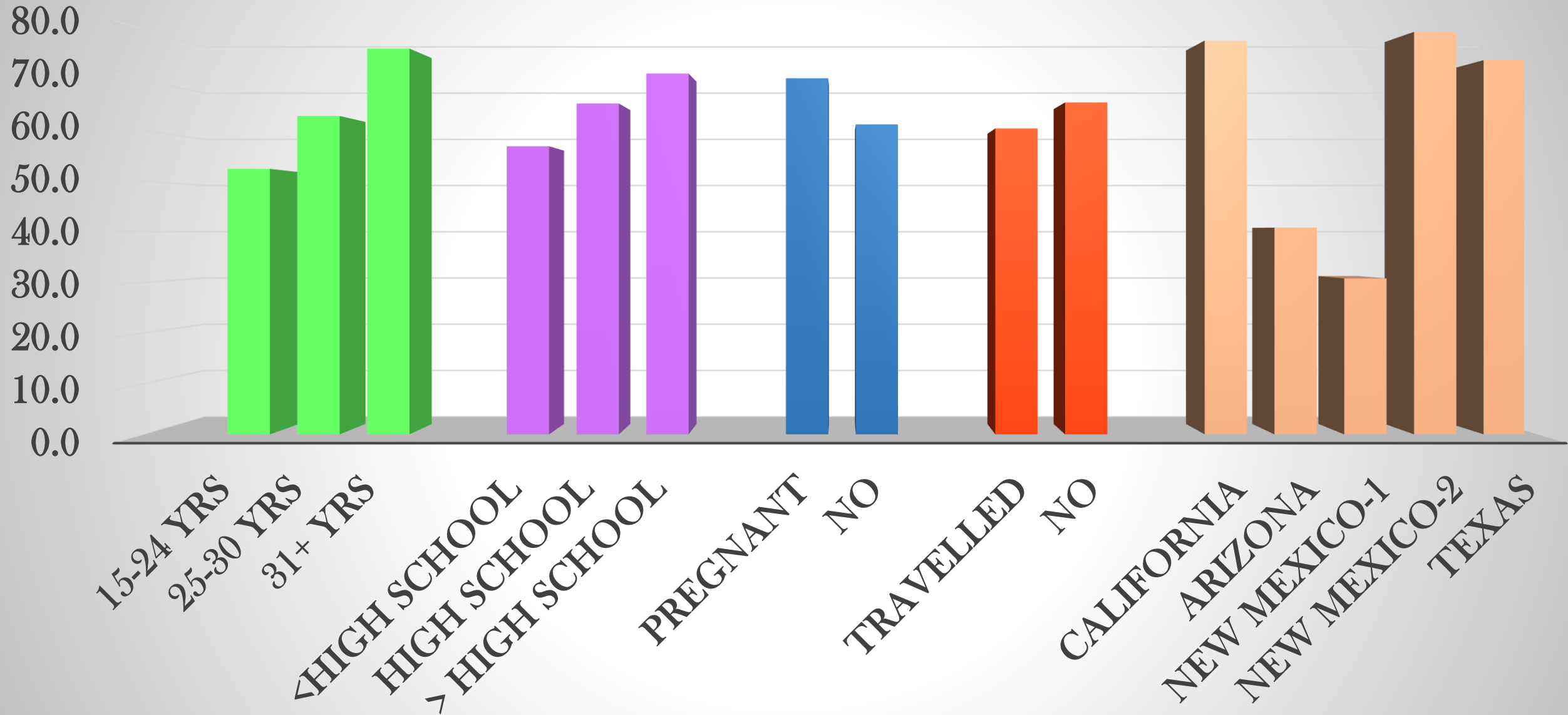
- Television/Radio
- Other media sources: social media, government websites etc.
- Community Resources: pastors, schools, public forums etc.
- Health Care professionals (HCP)



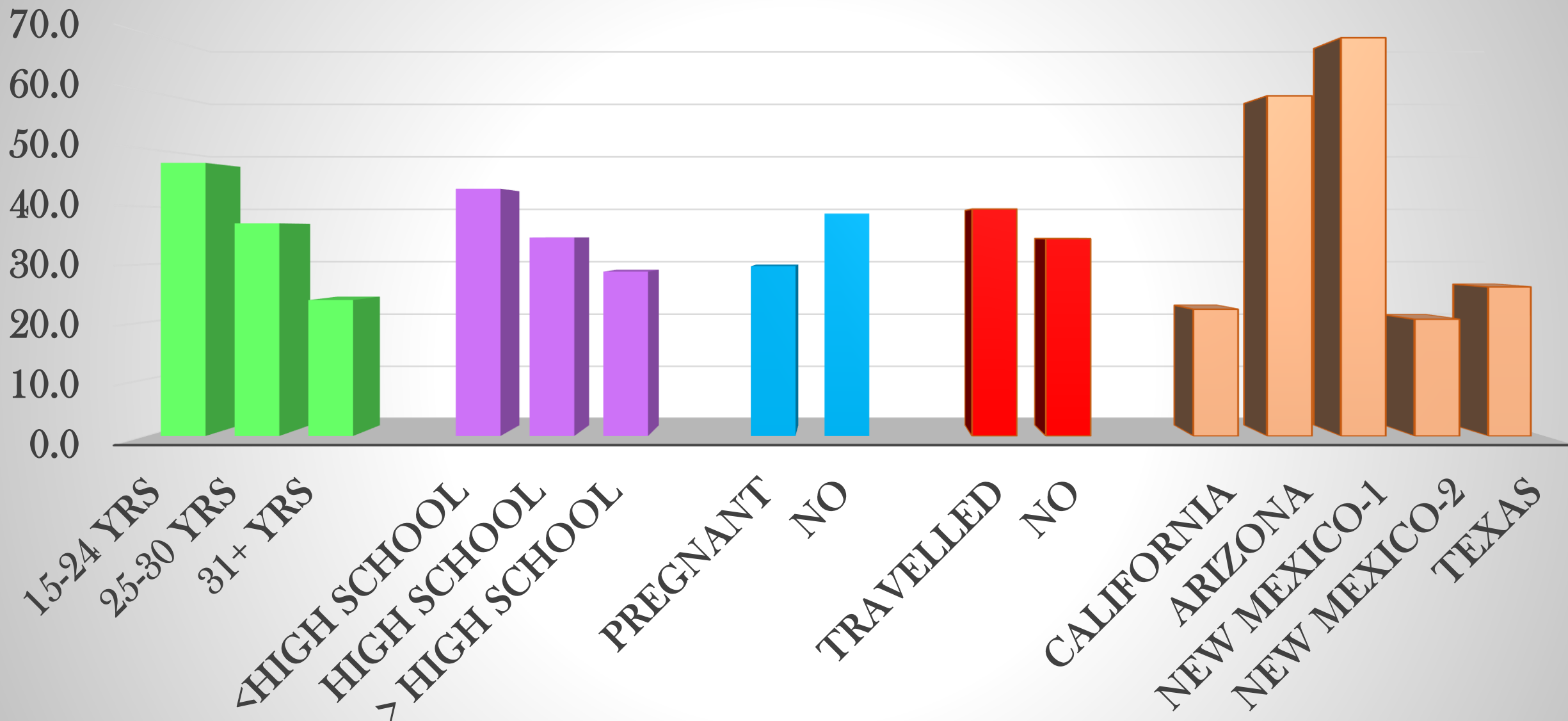
Distribution of Demographic Factors

	Categories	Percentage
Ethnicity	Hispanic	96.9
	Non Hispanic	3.1
Education	< High School	33.6
	High School	37.6
	> High School	28.4
Pregnancy Status	Pregnant	30.3
	Not Pregnant	69.7
Travel Status	Travelled	30.3
	Not Travelled	69.7
Age(years)	15-24	33.6
	25-30	32.1
	31+	34.3

Behavior Change (n=195)

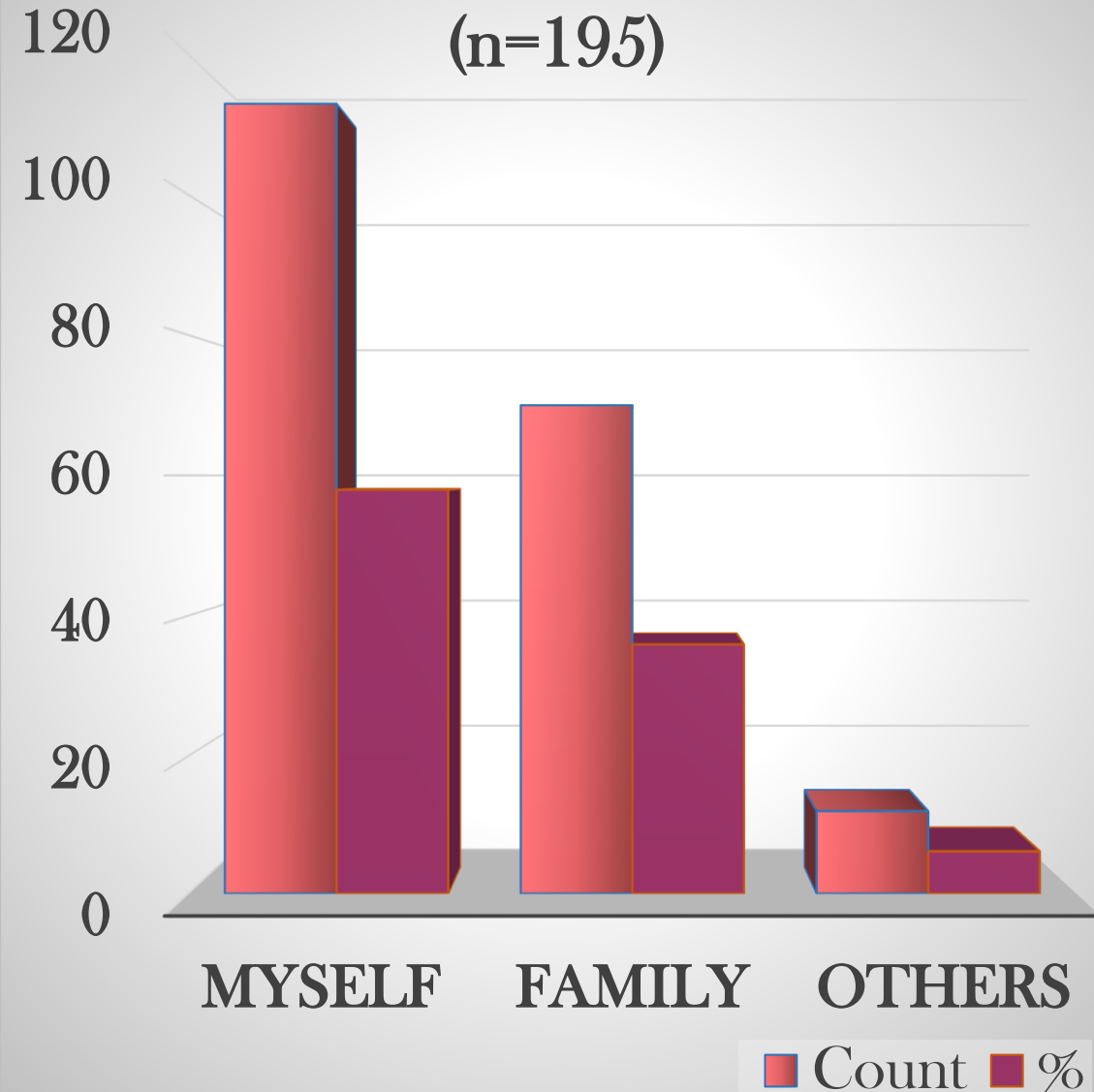


No Behavior Change (n=110)

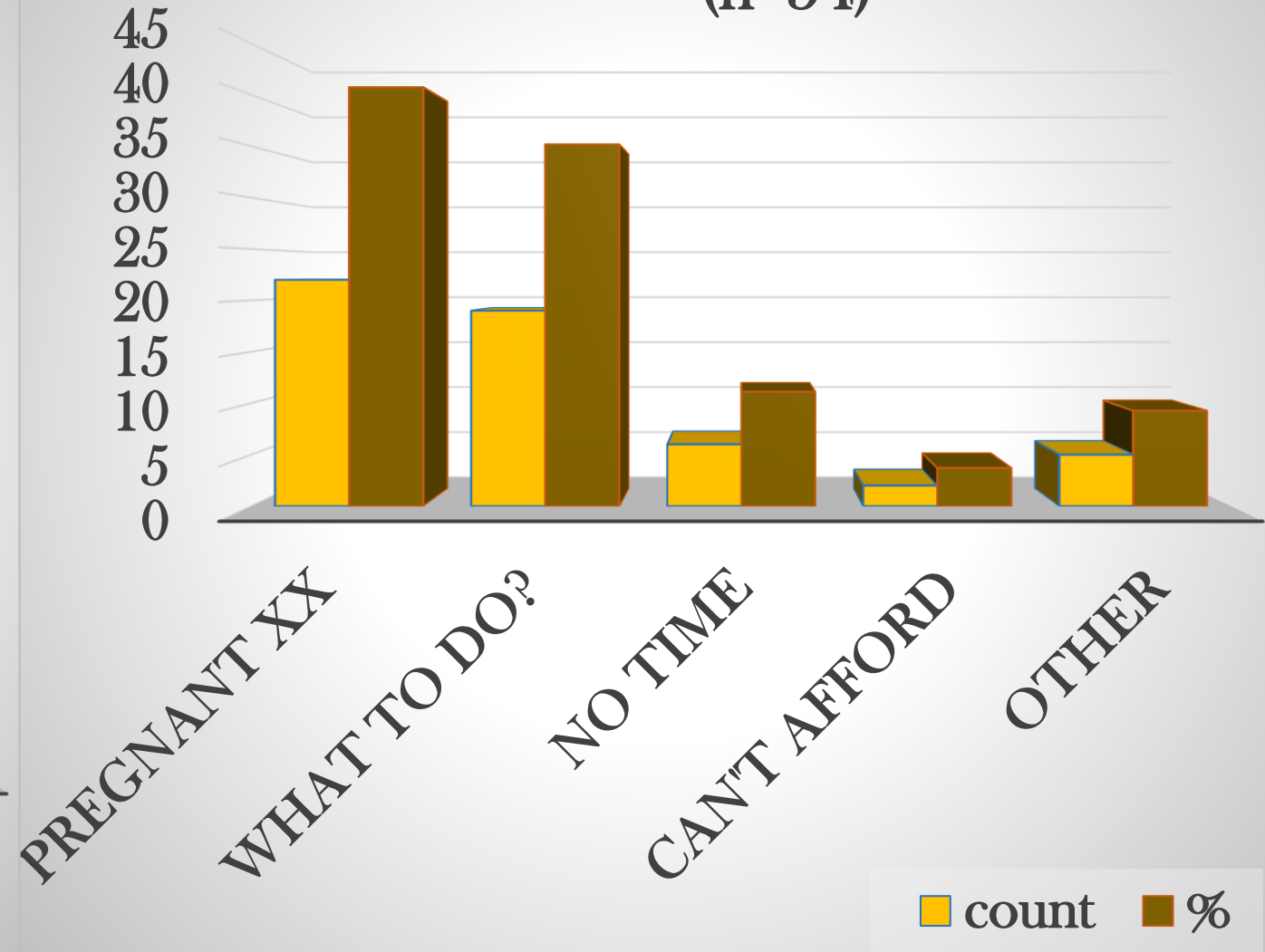


Reasons for Behavior Change or Not

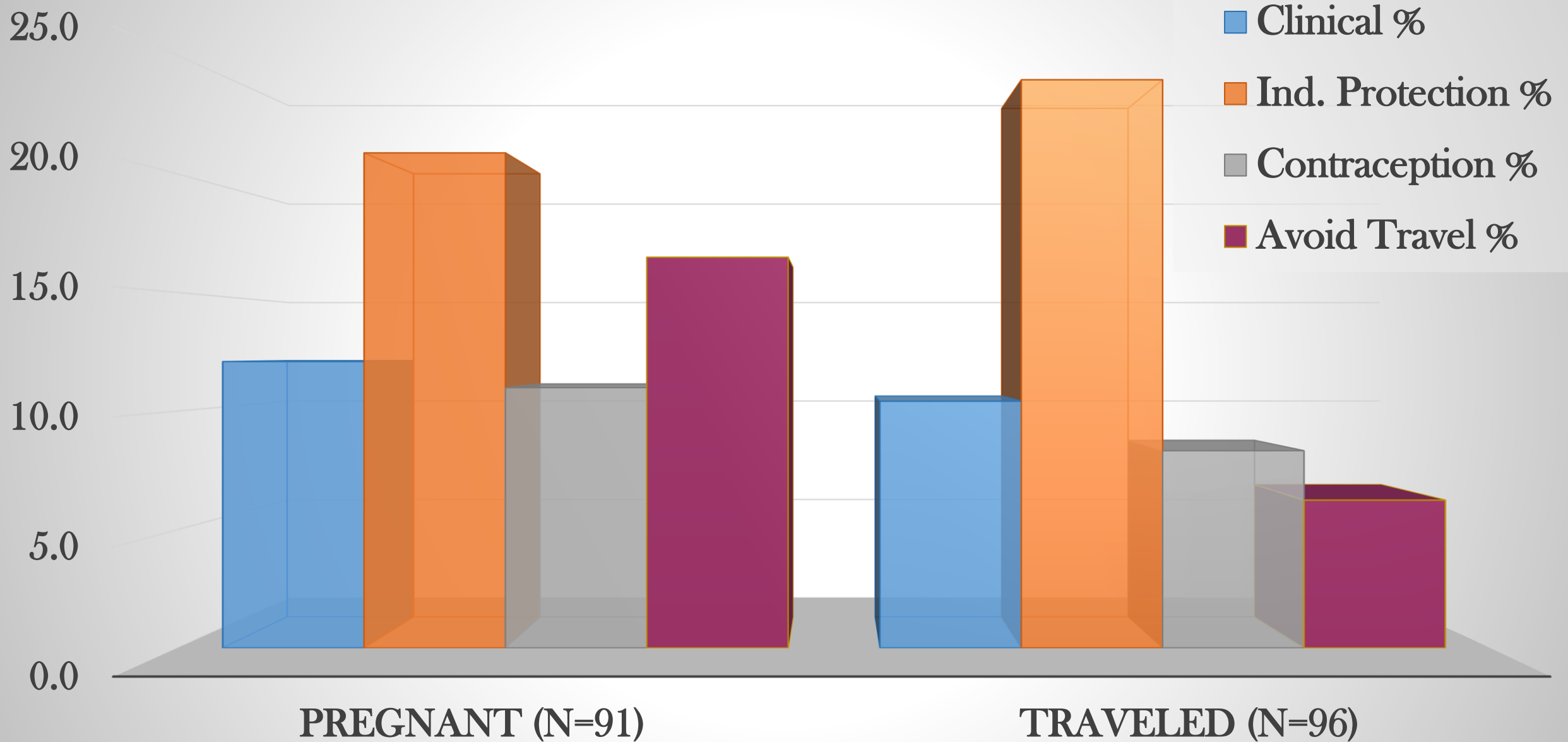
Why Did you take an action?
(n=195)



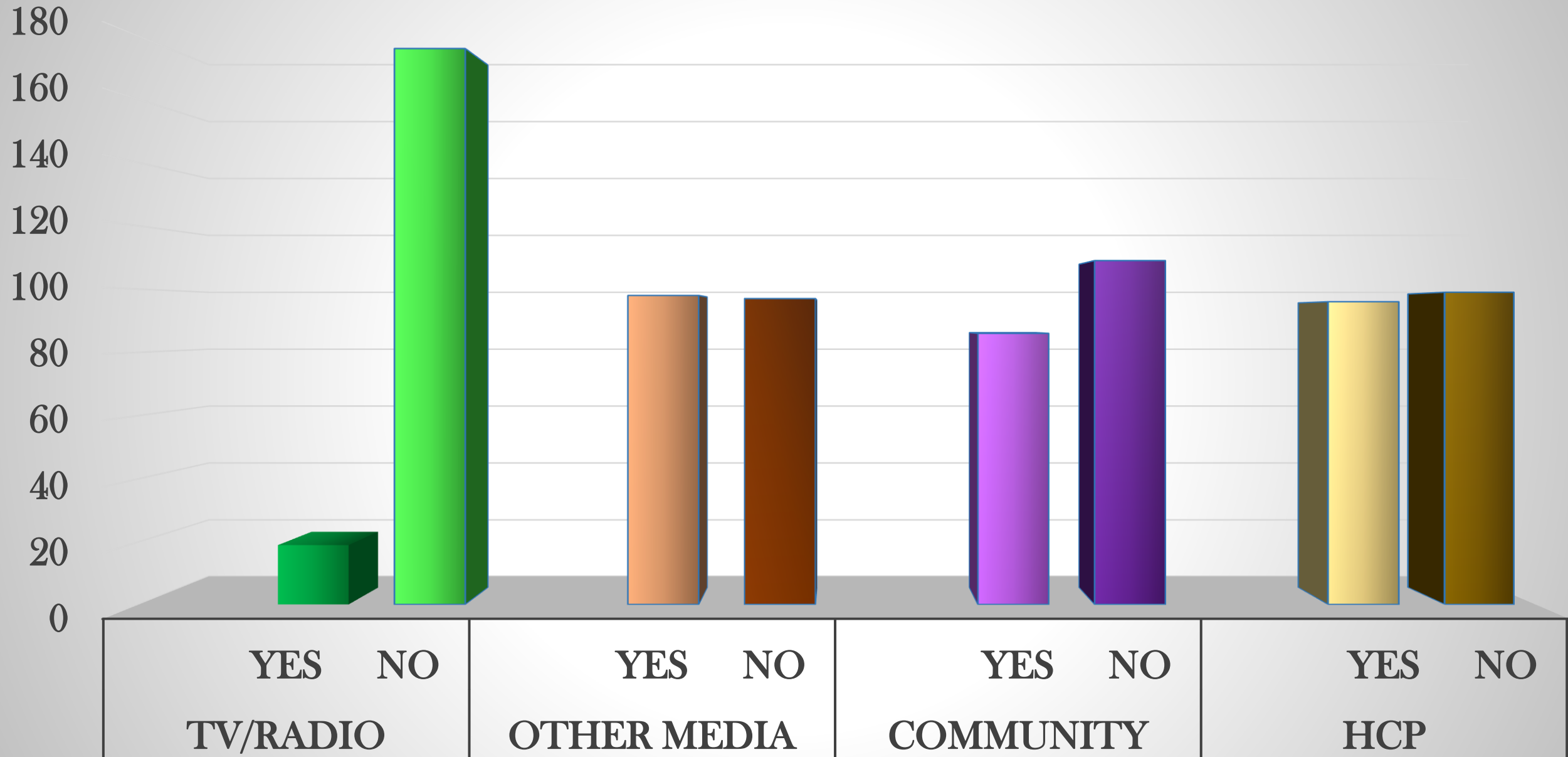
Why DIDN'T you take action?
(n=54)



Specific Behavior Changes % (n=305)



Helpful Sources of Information (n=305)



FINDINGS and NEXT STEPS

- Taking action was associated with age ($p < .005$) but not education or pregnancy status.
- Most women who took action did so to protect themselves and or their unborn babies.
- Most women who did not take action did so because they were either not planning on getting pregnant or did not know what to do.
- Women who took action reported other media sources such as social media and government websites, community sources and health care professionals as a helpful source of information.
- Adjusted analyses are currently being calculated to assess best predictors of behavior change

SO WHAT DOES IT ALL MEAN



- This is the first Zika study assessing behavior changes on the US-Mexico Border.
- Interventions should aim at **EMPOWERING WOMEN** and **PROVIDING** resources they could use to actually take action.
- Health departments, and other agencies should use community partners such as religious leaders and health care professionals such as medical doctors to disseminate information rather than relying on TV/Radio sources.
- Further study can explore the impact of religion on specific actions women took.
- The generalizability of findings from this study has not been assessed.
- The analysis was limited by small numbers of participants from individual study sites, which limited our ability to identify significant variables.

Appreciation



- **Thesis committee members**
 - Jill McDonald, PhD, Department of Public Health Sciences, NMSU
 - Anup Amatya, PhD, Department of Public Health Sciences, NMSU
 - Stephanie Lynch ,PhD, School of Nursing, NMSU
- **Other experts**
 - Katherine Selchau, MA, Project Concern International
 - Healthy Start Staff, Case Workers and Clients from the participating Healthy Start programs

Any Questions... Just Ask!



**The single
biggest problem
in communication
is the illusion
that it has
taken place.**

-George Bernard Shaw

