Health Messaging Advice

- **Teach skills.**
- **Be concise** unless you are targeting Utah Asians, who appreciate thoroughness.
- **Use native languages.** Health information is more interesting and memorable in first languages, even for fluent English-speakers.
- **Show minority faces.**
- **Emphasize in-person communication** over mass media.

Health Program Planning Advice

- **Involve minority community members.**
- **Pay volunteers.**
- **Improve access to health insurance** and address the perception that having a doctor is prerequisite to adopting a healthy lifestyle.
- **Support community-based organizations** that understand cultural issues unique to their communities and offer in-person services.

Broad Messages

- Utah minorities believe they face greater life challenges than other Utahns.
- Lack of health insurance is their greatest concern.
- Cultural barriers interfere with healthy lifestyles.
- Racism in health care settings is a barrier to preventive care.

Participants: 180 members of four Utah racial and ethnic minority communities:
African-Americans, Asian Americans, Hispanics/Latinos and Pacific Islanders.

Venues: 10 English and 7 Spanish community discussions at various Utah locations

Project Team: Don Gray (principal investigator), April Young Bennett, Lois Bloebaum, Nathan Checketts, Karen Coats, Edwin Espinel, Rebecca Giles, Johnelle Lamarque, Patrick Lee, Lynn Meiner, Owen Quiñonez, Amara Zafar, Nasrin Zandkarimi, Several community liaisons