



Bilingual Strategy Communications: Communicating With A Diverse Audience

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Outline/Agenda

- 1. Why Salinas Valley Health switched from English-only events and social media content to a bilingual approach**
- 2. How we assessed our ability to pivot**
- 3. What worked well and what we learned to do differently**

Learning Objectives

- 1. Importance of a bi-lingual strategy to reach a diverse audience**
- 2. Importance of live virtual presentations to help reach a bi-lingual audience**
- 3. How to select the right presenters**

Why This Strategy Matters

- **330 million people in the United States**
- **62.57 million Hispanics in the U.S. (19%)**
 - **Buying power of \$2.7 trillion**
 - **26 million are active on social media**
- **Loyal to brands that demonstrate understanding of Hispanic values, language and diversity**

Monterey County, CA Demographics

► 2020 Census:

- 432,977 County residents
- 163,542 Salinas residents

Hispanic/Latino

- 60.4% Monterey County
- 79.8% Salinas



Patient Statistics



- 60% of hospital patients are Hispanic
- 36% of clinics' patients are Hispanic

Leading causes of illness/death:

- Diabetes
- Heart Disease
- Cancer
- Stroke

Early Bilingual Outreach

- Medical brochures
- Pamphlets, flyers
- Signage

Occasional:

- Educational health events
- Social media posts
- Video testimonials



Ask The Experts Presentation: February 2020



First Facebook Live: April 30, 2020

2,000-3,000 people watched live
9.9K people reached



34,200 People Reached



Ask
THE EXPERTS
Salinas Valley Memorial Healthcare System

SHSMD

Society for Health Care
Strategy & Market
Development™

1,700 People Reached



2,000 People Reached



Virtual Presentations: New Look, New Location



Strategy for Choosing Panelists

- Have a list of providers who enjoy community outreach
- Have a list of bilingual providers
- Know their language fluency

Bilingual Podcasts



Mahendra Poudel, MD

*Treatments for Hospitalized COVID-19
Patients at SVMH and Scheduled Surgeries*



Jaime Gonzalez, MD

*COVID-19, la variante Delta
y las vacunas*

Presentation topics: 2020

- ▶ April: **Covid-19**
- ▶ May: Covid-19
- ▶ May: Medical Emergencies During Pandemic
- ▶ May: **Overcoming Fear About ER Care During COVID-19**
- ▶ Sept: COVID-19, the Flu and Quarantine
- ▶ Nov: **Smoking and Vaping: What you need to know**
- ▶ Dec: COVID-19, the Flu and the Holidays

Presentation topics: 2021

- ▶ **Jan: COVID-19 vaccines**
- ▶ **Feb: Heart Month (3 presentations)**
- ▶ **March: Diabetes**
- ▶ **April: Cooking Demos**
- ▶ **May: Women's Health: Annual Screenings**
- ▶ **June: Men's Health: Prostate Cancer**

Presentation topics: 2021

- ▶ July: Kids, School and COVID-19 vaccines
- ▶ Aug: Strokes
- ▶ **Sept: Obesity**
- ▶ Oct: Breast Health
- ▶ Nov: COVID-19 and the Influenza
- ▶ Dec: Holiday Health Cooking Demos

Presentation topics: 2022

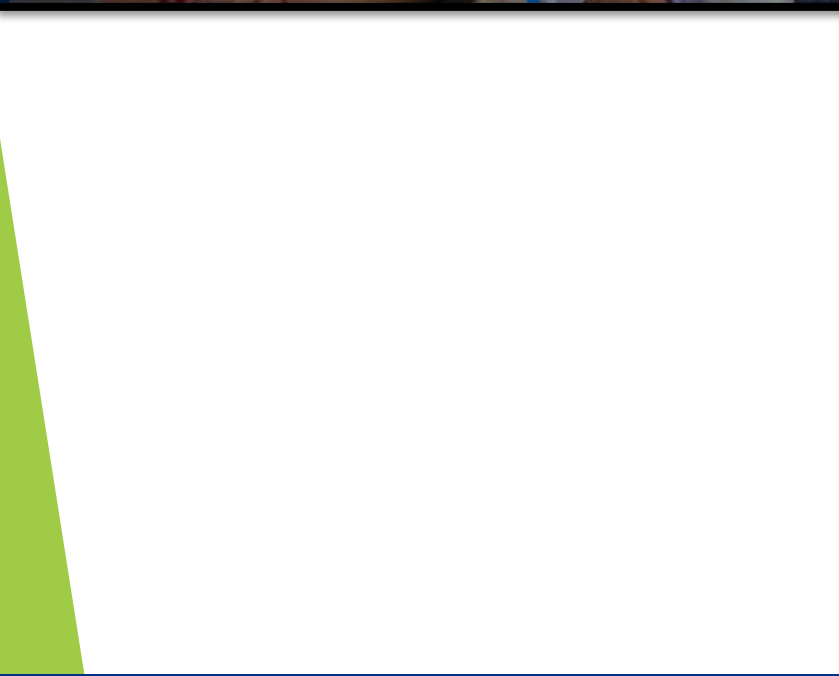
- ▶ **Jan: Blue Zones Project**
- ▶ **Feb: Heart Month: MitraClip**
- ▶ **March: Mobile Clinic**
- ▶ **May: Opioids**
- ▶ **July: Taylor Farms Family Health & Wellness Ctr**
- ▶ **Sept: Bariatric Surgery**
- ▶ **Nov: Obstetrics**
- ▶ **Dec: Cooking on a Budget: Holiday Meal**

Presentation topics: 2023

- ▶ **Feb: Cath Lab**
- ▶ **March: Men's Urologic Health**
- ▶ **June/July: Colon Cancer**
- ▶ **Aug: Mediterranean Meal Cooking Demo**
- ▶ **Oct: TBD**
- ▶ **Nov: TBD**
- ▶ **Dec. TBD**



Take advantage
of technology





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Repurposing Presentations

- ▶ **Post on other social media sites**
- ▶ **Edit shorter videos & publish to social media**
- ▶ **Repost due to Rebrand**

Ask
THE **EXPERIS**

STROKES: Risk factors and treatments

Ask
THE EXPERIS

Salud de la mujer



Social Media Content

We translate 90% of our content



*Hoy honramos y celebramos a todos los padres.
Les deseamos lo mejor.*

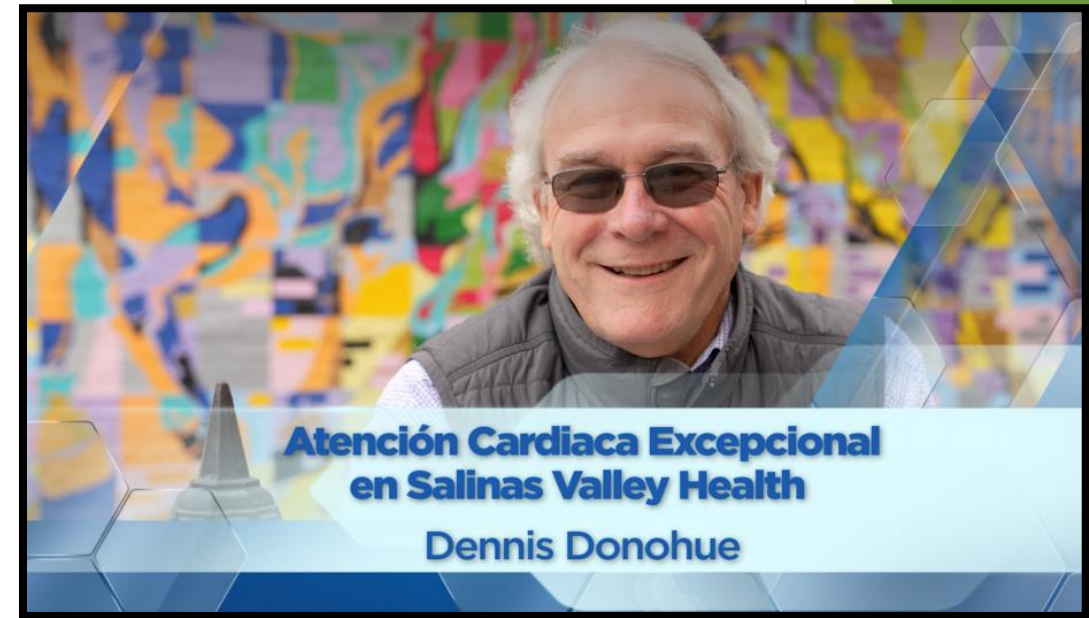
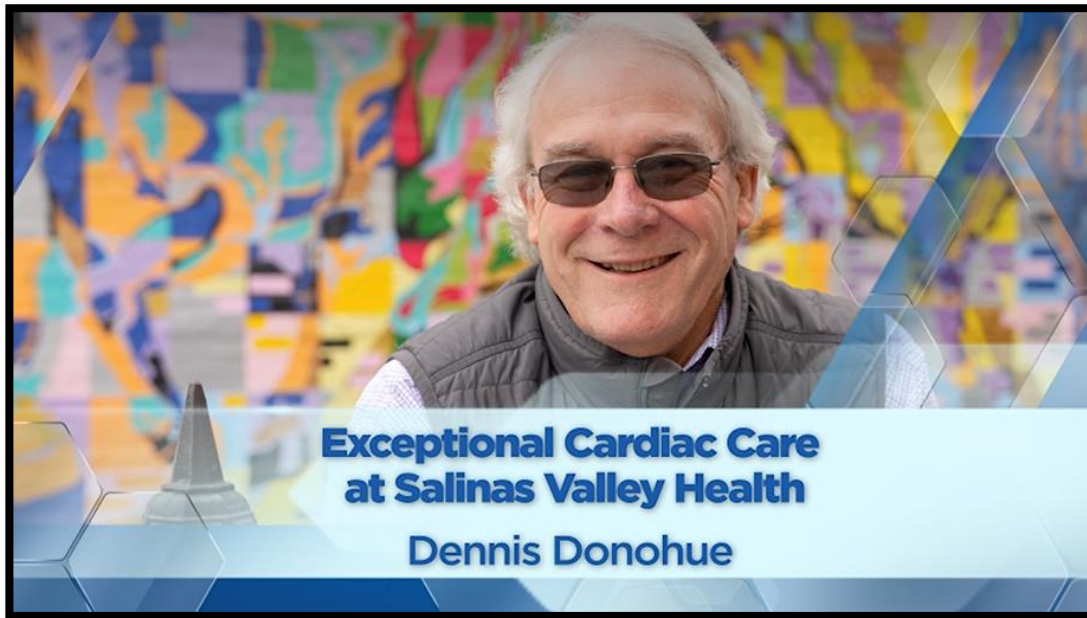
FELIZ
Día del Padre



*Today we honor and celebrate all fathers.
We wish you well.*

HAPPY
Father's Day

Bilingual Patient Testimonials



Other Bilingual Language Content

- ▶ **Physician biography videos**
- ▶ **Spanish language medical news segments**

Results

- ▶ Reached thousands of people in the last 3+ years
- ▶ Live presentations were highly watched
- ▶ The only healthcare system in our county producing monthly bilingual presentations (still are)
- ▶ Providers are engaged and want to participate
- ▶ Robust Spanish language social media content

Lessons Learned

- ▶ **Meet the panelists in person before event**
- ▶ **Get Admin's permission regarding providers**
- ▶ **Check (Spanish) language fluency**
- ▶ **Prep your speakers in studio**
- ▶ **Don't be afraid to try something new**
- ▶ **Facebook Live to 'Premiere' to basic scheduling**
- ▶ **Be creative and have fun!**

Three Key Take-Aways

- 1. A bilingual strategy is necessary**
- 2. Virtual (live or recorded) presentations reach a wide audience and can be repurposed**
- 3. Have a list of bilingual providers- use them!**



Questions?

Please be sure to complete the session evaluation.



Claudia Otero

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Claudia Otero manages physician marketing campaigns and special communication projects. She also manages, coordinates and hosts bilingual healthcare virtual events, produces patient testimonial videos, co-produces podcasts and oversees Spanish language web and social media content.

Claudia is an Emmy Award winning TV news producer. Prior to embarking on a career in healthcare marketing, Claudia worked as a TV news anchor, reporter and producer at Univision, CBS, Fox and Telemundo TV news stations in California.

Claudia earned her bachelor's degree in English/Communications from Emmanuel College in Boston, MA, and her master's degree in Broadcast Journalism from Emerson College in Boston, Massachusetts.



Bibliography / References

- ▶ **US Census**
- ▶ **USA Facts**
- ▶ **Nielsen**
- ▶ **Salinas Valley Health**