

APPLICATION CHECKLIST

Research, Scholarship, and Creativity Grant

Deadline February 12th

Please print and complete this checklist and attach it as the cover page of your grant application.

Faculty information

Name: Beatriz Torres

Dept: Communication Studies

Email: btorres@gac.edu

Rank: Assistant Professor

Checklist

☐ Description of previous projects (and outcomes) funded by RSC grants

☒ Complete project description, including separate statements of:

1. **Purpose.** What are the intellectual, conceptual, or artistic issues? How does your work fit into other endeavors being done in this field?
2. **Feasibility.** What qualifications do you bring to this project? What have you done/will you do to prepare for this project? What is the time period, i.e. summer, summer and academic year, academic year only? Is the work's scope commensurate with the time period of the project?
3. **Project Design.** This should include a specific description of the project design and activities, including location, staff, schedules or itineraries, and desired outcomes.

☒ RSC Budget Proposal Form attached as last page of application

☒ Nine (9) copies of completed application and budget (including this checklist) to be submitted to the John S. Kendall Center for Engaged Learning (SSC 119)

If successful, my proposal can be used as an example to assist future faculty applications. This decision will not in any way influence the evaluation of my application.

Yes/ No (please circle one)

Research, Scholarship, and Creativity Grant BUDGET INFORMATION

Faculty Stipend

(\$500 professor; \$600 associate professor; \$700 assistant professor)

Expenses

Faculty may apply for up to **\$1500** to pay for the cost of equipment, materials, personnel, and travel associated with the project to be funded by the RSC Grant. All expenses must be necessitated by the project to be funded by the RSC Grant.

ITEM		AMOUNT
Equipment (e.g., transcription machine, camera, cassette recorder— but not to include computer hardware)		\$
1: Sony transcriber/recorder	Cost: \$300.00	\$300.00
2:	Cost:	
3:	Cost:	
Materials (e.g., books, printing, software, lab supplies)		\$
1: Photocopies of IRB consent forms 140 pages	Cost: \$17.00 (.12 cents each page double sided)	\$265.00
2: Photocopies of transcripts (400 pages)	Cost: \$48.00 (.12 cents each page double sided)	
3: Subscription to surveymonkey advanced features	Cost: \$200 (for a year)	
Personnel (e.g., typist, transcriptionist, student assistant)		\$
1:		
2:		
Travel Costs (cannot include conference travel, see http://gustavus.edu/finance/travel.php for allowable travel expenses)		\$
Airfare:		\$550.00
Mileage: Number of miles 1000 @ \$0.55/mile		
Lodging:		
Meals: 16 meals		\$128.00
Other Expenses		\$
1:	Cost:	
2:	Cost:	
3:	Cost:	
		\$1,243.00
TOTAL EXPENSES		\$1,243.00
AMOUNT REQUESTED (not to exceed \$1500 + stipend commensurate with rank)		\$1,743.00

Have you applied for, or received funding from, another source to help support this project?

Funding Source: NO

Amount:

Please explain how the RSC will be used in addition to the other funding.

Application for Research, Scholarship, and Creativity Grant

Deadline February 12th

1. **Purpose.** What are the intellectual, conceptual, or artistic issues? How does your work fit into other endeavors being done in this field?

The US Bureau of Census (2003) estimated that 33.5 million of American residents are born outside the US (around 11.7 per cent of the total US population). From that 11.7 per cent, 53.3 were born in Latin America. In the state of Minnesota, 3.8% of the foreign born residents are Hispanic (American Community Survey 2005-6 US Census Bureau). This population has grown tremendously in MN in the last few years and is expected to multiply exponentially by the year 2025. Health communication scholars (Airhihenbuwa, 1995; Geist, 1997; Kothari & Kothari, 1997; Rao, 2003) as well as health care professionals and policy makers (Andersen, 2001; Bonder, Martin & Miracle, 2001; Spector, 2000) have pointed out several concerns regarding the impact that this growth has on the health care system. There are several cultural factors such as socioeconomic status, ethnicity, education (Davis, Williams, Branch & Green, 2000), gender, sexual orientation, and age differences (Nussbaum, Pecchioni, Grant & Folwell, 2000) that shape individuals' "cultural attitudes toward health, health care, and illness" (Spector, 2000, p. 75). Whaley (2000a) explained that all these considerations are extremely important to bear in mind as these factors influence the way individuals explain and understand the health care situation.

Most of the research on Latinos in Minnesota has been conducted under the auspices of HACER (Hispanic Advocacy and Community Empowerment through Research) a non-profit community based organization. This research (Blewett & Smaida, 2002) found Latinos experienced a lack of preventive health care and numerous health disparities due to lack of understanding of the health care system, economic constraints and cultural beliefs barriers. Very limited information exists about the experiences of Latinos in MN with chronic or temporary conditions. One report indicated a growing number of Latinos with HIV/AIDS and diabetes (Minnesota Department of Health, 1997). Very little is known about the perceptions Latinos hold about certain health conditions, what information they possess about them and how these perceptions and information affect their behavior and interpersonal relationships. Research in this area is needed in Minnesota as an initial step towards finding ways to improve our understanding of the extent of health disparities and cultural beliefs barriers in the life of Latinos.

The intent of this project is to conduct research to develop an entertainment education program to creatively find ways to address misunderstandings, lack of knowledge and negative attitudes towards health conditions and health care. Several scholars have demonstrated the effectiveness of using entertainment education (radio, music, TV, theater, etc.) to diffuse health information, produce health behavior and attitudinal change through the use of role modeling. A few of those projects (Dutta & Basnyat, 2008; Greiner, Singhal, & Hurlburt, 2007; Papa, Singhal, Law, Pant, Sood, Rogers & Shefner-Rogers, 2000; Vaughan, Rogers, Singhal, & Swalehe, 2000, to name a

few) have been participatory in nature with high success in producing knowledge, attitudinal and/or behavior change.

The goal of this project is three-fold:

- 1) To understand Latinos' knowledge, attitudes, and communicative behaviors about health, illness and health care through the collection of personal stories about health and healing.
- 2) To develop an entertainment education program to address misunderstandings, lack of knowledge, and/or negative attitudes about health conditions and health care. The goal of these episodes will be to diffuse health information and/or resources available in the southern Minnesota communities.
- 3) To measure the impact that this entertainment education program has on members of the Latino community.

The purpose is to capture Latinos' personal narratives about health/illness, healing and health care. The researcher will create radio-soap-opera scripts based on those stories. The creation of the scripts will be based on several theories commonly used to guide entertainment education products through the use of role model characters that will perform the rewarded behavior. Scripts will be reviewed by members of Las Comadres (a social support group of La Mano) and the person who supplied the story. Reviewers will make any necessary changes to improve the quality, cohesiveness and culturally appropriate expression of the scripts. The researcher will then select local community members or bilingual students who would like to participate as actors and actresses for the radio soap-opera. La Mano will help in the recruitment of those actors and actresses. KMSU radio will help with the recording and editing of the soap-opera. The radio soap-opera will be aired through KMSU radio on Saturdays at 1 pm in La Mano's radio program: "La Hora Comunitaria" (The community hour). This program reaches a captive audience of more than 500 Latinos in Southern Minnesota. After the episode is aired, the radio host speaker (a member of La Mano) will invite specialists on the topic who will address the issues presented, offering further education, advice and community resources. There will also be opportunity for Q & A from the audience and the expert/s. After the first season is over, the radio episodes will be also diffused through La Mano Inc website & the creation and distribution of additional educative materials for guided use by community groups.

Several focus groups and surveys will be distributed after at the end of the each soap-opera season to measure the impact of this program in the Latino community and to make any necessary adjustments for future products.

*I did a pilot of this research project when I worked for Minnesota State University. IRB permission was granted on January 2009. 8 interviews were conducted and 8 radio soap-opera episodes were aired (one season) through KMSU radio. The radio soap-opera is called: "Tests of destiny: Stories of love, pain and healing." This pilot study helped me to map and network the Latino community in central/southeastern of MN and to learn about organizations working for Latinos in the area. For the RSC grant I am looking for support to collect data for 16 stories which will cover 2 seasons of radio programming and for conducting post-tests to measure the radio soap-opera impact. Gustavus IRB approval #2009-1085 was granted on 12/11/2009 for conducting this research.

2. **Feasibility.** What qualifications do you bring to this project? What have you done/will you do to prepare for this project? What is the time period, i.e. summer,

summer and academic year, academic year only? Is the work's scope commensurate with the time period of the project?

I have been in the field of communication for the last 23 years (mass media—as a TV & radio producer; organizational communication, small groups and intercultural communication conflict in healthcare). For the last 9 years, I have been involved in several research projects in the intersection between health and culture, in particular doctor-patient interactions (when doctor and patient are from different cultures and across cultures). This research project will help me to scholarly engage in issues within my own Hispanic community and to connect this interest with a concrete social action for change. My research project involves conducting qualitative research through (in-depth interviews and focus groups). I have been trained as a qualitative researcher, which supports my credentials for the type of scholarly work this project will produce. I expect this project to be completed during summer and the academic year. The project is doable. With the pilot project, I was able to map and network within the Latino community. The specific data collection process took approximately five months to complete including conducting interviews, transcriptions, writing of the episodes' scripts, as well as recording and post-edition of episodes. Collecting 16 more stories as well as evaluating the impact of the episodes aired is something doable in the timeframe given above and based on the connections I already made in the community.

3. **Project Design.** This should include a specific description of the project design and activities, including location, staff, schedules or itineraries, and desired outcomes.

The project involves:

In-depth interviews with adult Latino men and women from the following counties: Nicollet, Blue Earth County, Waseca, Le Seur, & Faribault (other counties may be added depending on networking within the community). Participants should be willing to share their story about health/healing. The story has to be on a health related topic (i.e. a specific medical condition either temporary or chronic; disability of themselves or a close family member). The story should reflect the impact of this specific condition on family & personal relationship. Participants will be recruited initially through "Las Comadres" a social support group from La Mano Inc. These women not only talk about relevant health/safety and other issues affecting the Latino community and women in particular, but meet and work regularly to address some of these issues through different preventative and educational activities. The researcher also met with the president of Las Comadres, the treasurer and the group facilitator to explore the group's interest in this project. The group has agreed to start this participatory action research. These women will point out possible individuals interested in sharing their stories. It is to note that members of this social support group are abided by confidentiality rules due to the nature of the information shared within this group. Announcements through the radio will also be released offering interested individuals the opportunity to reach the researcher through a confidential line if they are interested in sharing their story.

Total in-depth interviews 16

Schedule of research:

8 interviews----- July and August 2010*

8 interviews----- January & February 2010*

*Tasks involved: to contact potential interviewees through networking; schedule interviews, travel to interviewees' residence, conduct interviews, and transcribe interviews.

Schedule of creative part of the project using first 8 interviews:

- Creation of scripts – 1st and 2nd week of September
- Feedback on scripts – 3rd week of September
- Selection of actors/actresses - *already selected through previous pilot
- Rehearsal – 4th week of September
- Recording – October 1st and 2nd week
- Post-production – 3rd and 4th weeks of October
- Air – November 1st week

Schedule of creative part of the project using next 8 interviews:

- Creation of scripts – 1st and 2nd week of March
- Feedback on scripts – 3rd week of March
- Selection of actors/actresses - *already selected through previous pilot
- Rehearsal – 4th week of March
- Recording – April 1st and 2nd week
- Post-production – 3rd and 4th weeks of April
- Air – May 1st week

Post-evaluation of the impact of soap-opera

Focus group interviews who have listened to at least one or more episodes of the radio-soap opera with Latino men and women from the following counties: Nicollet, Blue Earth County, Waseca, Le Seur, & Faribault (other counties may be added depending on networking within the community). Total focus groups 16

Schedule of research:

6 focus groups----- December 2010*

6 focus groups----- End of May/June 2010

*Tasks involved: to contact potential focus groups participants through networking; schedule focus groups, travel to focus groups sites, conduct focus groups, and transcribe focus groups.

Develop a complete online survey through surveymonkey to measure people's reactions to the episodes aired online (for website only). June 2010

Outcomes:

- Transcripts of interviews
- Radio soap-opera scripts
- Manuscript for a conference paper*

*I expect to start writing at least one paper once the first set of focus group results is obtained. The paper will be submitted to these possible conferences: NCA (National Communication Association) Health Communication division or La Raza division or Intercultural Communication division. Deadline February 15th 2010 and ICA (International Communication Association) Health Communication division – Deadline October 15th 2010.