

Utilizing Principles of Community-Based Collaboration, Health Literacy and Cultural Competency to Develop Culturally Appropriate Prenatal Education for Chinese American Communities

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Project Overview

1. Develop a Chinese version, *Xiao Bao Bao*, of *Baby Basics: A Month By Month Guide to a Healthy Pregnancy*, a popular pregnancy guidebook and planner for low-income expecting families
2. Ensure that *Xiao Bao Bao* meets the language, literacy, cultural, health and socioeconomic needs of Chinese women
3. Utilize the strengths of the partnership between Charles B. Wang Community Health Center (CBWCHC) and the What to Expect Foundation (WTEF)

Effect of low health literacy and low literacy on birth outcomes

- Over 1/3 of all mothers on Medicaid have limited literacy skills
- Children of less-educated mothers have higher rates of low birth weight and infant mortality.
- Mothers with less than twelve years of education are ten times more likely to smoke during pregnancy.
- Findings indicate a strong association between a mother's literacy level, and the likelihood of initiating and sustaining breast-feeding during the first 2 months of life.

Healthy Beginnings & Health Literacy

- Education level and literacy level correlate with prenatal health
- As a woman's literacy level increases, infant mortality decreases
- Helping a woman to make pregnancy lifestyle choices and to engage in her prenatal care is important
- But most prenatal education efforts do not adequately address health literacy of low-income and ethnic minority women

What is Baby Basics?

- Prenatal health literacy program developed by the What to Expect Foundation
 - Addresses health disparities and poor birth outcomes
 - Helps health care providers and health educators engage and empower low-income pregnant women
- *Baby Basics: Your Month by Month Guide to a Health Pregnancy* is a pregnancy guidebook developed for women with low literacy levels
 - Addresses literacy skills, and economic, cultural and social concerns of underserved families
 - Engages providers, educators and patients and fosters effective communication between providers and patients
 - Empowers pregnant women to engage and act on health information
 - Accompanying planner
 - English and Spanish (*Hola Bebe*)

HOLA BEBÉ

Su guía de mes a mes
para un embarazo
saludable

BABY BASICS

Your Month by Month
Guide to a
Healthy Pregnancy



ДНЕВНИК
ДЛЯ БУДУЩИХ
МАМ

Имя и фамилия:

Предполагаемая дата
родов:

B A B Y
BASICS
PLANNER

Name:

Due Date:

مفكرة
لكتاب أساسيات
الحمل والولادة

الإسم:

التاريخ المتوقع للولادة:



مركز ما هو المتوقع للولادة

144 West 80th Street
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New York, New York 10024
info@whattoexpect.org



تم تمويل طباعة هذه
المفكرة من قبل

مركز ما هو المتوقع للولادة
من قبل
ALTMAN
FOUNDATION



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孕育健康 小宝宝

帮助你
健康愉快地度过
你的怀孕期



Why *Xiao Bao Bao*?

- Asian Americans are twice as likely to be poor as non-Hispanic whites.
- The illiteracy rate of Asian Americans is 5.3 times that of non-Hispanic whites.
- 14 percent of Asian Americans live below the poverty line, compared to 13 percent of the U.S. population.
- Every hour, an Asian American baby is born to a mother who had late or no prenatal care.
- Every 45 minutes, an Asian American baby is born at low birth weight
- Every hour, an Asian American baby is born to a teen mother

National Center for Health Statistics at the Centers for Disease Control and Prevention, 1999 report

Charles B. Wang Community Health Center website: www.cbwchc.org

1990 United States Census; An Invisible Crisis: The Educational Needs of Asian Pacific American Youth. Asian Americans/Pacific Islanders in Philanthropy, 1997); Children's Defense Fund: Special Report: Sizing up the Odds. CDF Reports, March 1999, Volume 20, Number 3

Socioeconomic & cultural barriers

- Low socioeconomic level
 - Under-insured or uninsured
 - Low income
- Low acculturation level
- Low English proficiency
- Low health literacy (lack ability to navigate health care system)
- Transient and mobile population
- Undocumented

Collaborative Partnership

CBWCHC

- Federally qualified community health center
- A leader in providing culturally relevant health care and education for Asian Americans

Mission:

- *Be a leader in providing quality, culturally relevant and affordable health care and education to Asian Americans*
- *Advocate on behalf of the health and social needs of underserved Asian Americans*

WTEF

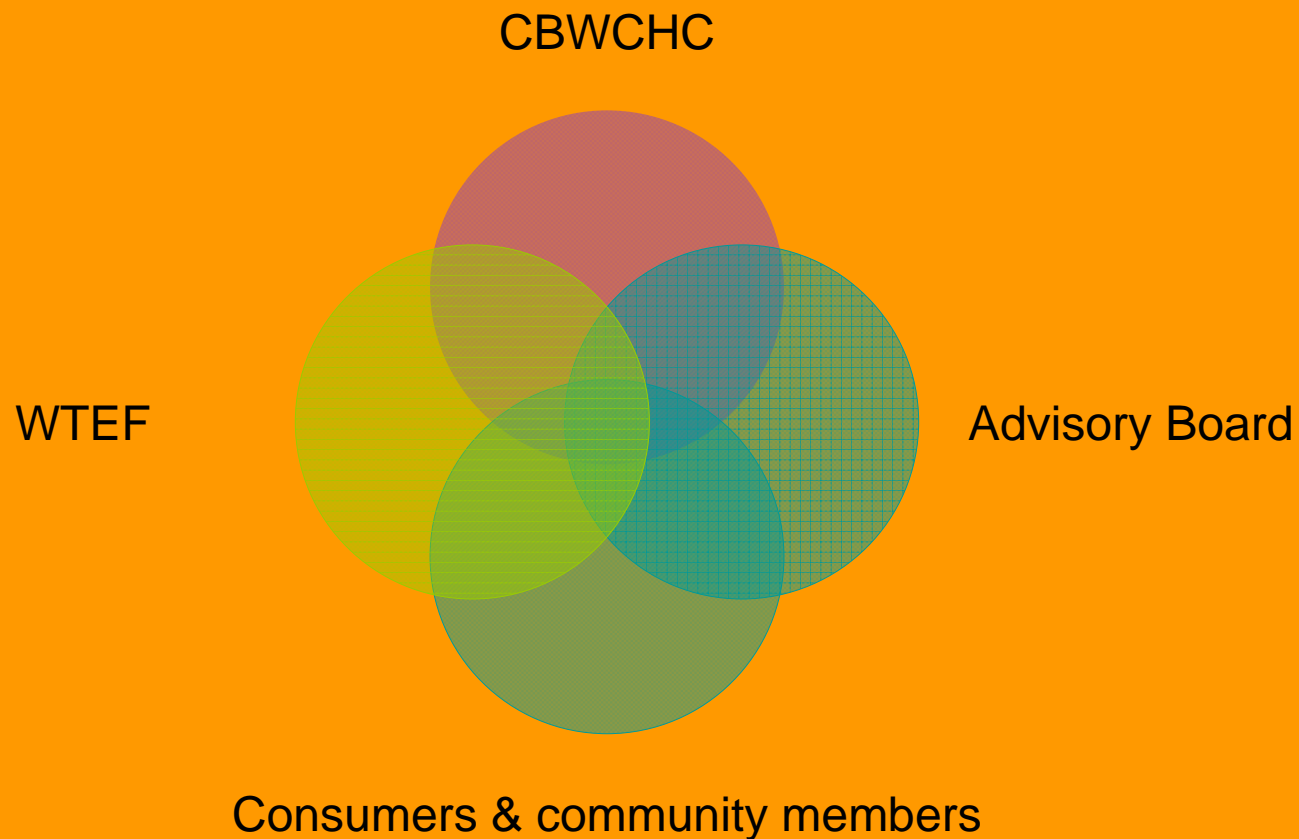
- *“Provide prenatal health and literacy support so that women in need know what to expect when expecting”*
- Developed the Baby Basics Program, a leader in health literacy and prenatal education

CHARLES B. WANG COMMUNITY HEALTH CENTER

王嘉廉社區醫療中心



Collaborative Community-Based Approach



Community Engagement

Baby Basics Advisory Board

- 13 members
- Leaders, health care providers and academics in Asian American health care, social services and community development
- Provide expertise and advice on ensuring that *Xiao Bao Bao* is culturally and linguistically appropriate

Consumer Feedback

- A gripe group with prenatal patients at CBWCHC was conducted to assess needs
- A focus group with CBWCHC frontline staff was conducted to assess the effectiveness of *Xiao Bao Bao*

Development of *Xiao Bao Bao*

1. Identified the needs of the target audience (low income, low literate and underserved pregnant Chinese women)
2. Adapted the English version into Chinese
 - Extensive rewriting of the text
 - Revised the content in certain sections and chapters
 - Replaced the images
 - Consulted with the Advisory Board and various units at CBWCHC: Health Ed, Women's Health, Social Work
3. Field tested the material with the Advisory Board and the community

More Than Translation

- Use of words unfamiliar in Chinese
 - US health care has terms unfamiliar in Chinese (e.g., health plan, managed care, etc.)
- Baby Basics used informal, idiomatic English language and wanted to extend that in the Chinese version
- Two-step process:
 1. Required initial rewriting in English for the translator to translate essential meaning
 2. Required extensive translation and rewrites to obtain informal, idiomatic Chinese language

Importance of Culture

<i>Xiao Bao Bao</i>	<i>Baby Basics/Hola Bebe</i>
Special topics: child care, domestic violence, human trafficking, what to do if you don't speak English (directory of Chinese agencies and glossary of insurance terms)	Special topics: drug/alcohol use, incarceration, homelessness, foster care,
My Stories: husband trying to quit smoking, 18 yr old factory worker, woman whose in-laws want a boy	My Stories: grandmother with expecting granddaughter, young dad, pregnant teenager
You May Have Heard: eating lamb or rabbit causes cleft lip, don't eat cold foods, don't take a bath after birth, don't see someone who has experienced a death	You May Have Heard: eating dirt, don't wear short skirts, don't eat sour foods, don't get hair cut until the baby is born
Specific health issues: thalassemia, hepatitis B, Traditional Chinese Medicine	Specific health issues: sickle cell anemia, alcohol and drug addiction
Nutrition: mercury in seafood, Chinese recipes and meal plan, healthy Chinese snacks	Nutrition: fast food, healthy snacks, Latino and African American/African/Caribbean recipes

A Look at Your Baby

Your baby's bigger now, about 1 1/4 inches. His or her arms and legs are growing fingers and toes. This month, the biggest part of the baby's body is the head. It takes up about 1/3 of your entire baby. The heart is beating.



Baby
Basics
•
the
2nd
month

45

看看你的小宝宝

你的宝宝又长大了一点，大约有1 1/4英寸长了。他的手和脚正长出手指和脚趾，心脏也在不断地跳动。在这个月里，宝宝身体最大的部分是头部，几乎占据了整个宝宝的三分之一。



孕育健康
小宝宝
•
第二个月

45

Your Changing Body

“The other day, I was waiting for a bus and a guy cut in front of me on line. I was so mad I thought I would cry. That’s not like me at all.”



Your body

- Tired
- Breast changes—bigger, darker around the nipple, bumps that you can feel
- Need to urinate more
- Sick to your stomach (nausea), with or without vomiting
- Constipation
- Heartburn
- Gas
- Bloating—your body feels like it weighs more everywhere
- Food dislikes
- Food cravings
- Headaches
- Faintness
- Dizziness

Your mind

One minute you’re up, the next you’re down. That’s a normal part of early pregnancy. Your body is changing, and hormones can make your moods swing all over the place. Hang in there. It’ll pass.

Should I call the doctor? If you feel sick, or have any bleeding, turn to the last page to check your symptoms. But if you are worried—it’s always best to call.

你不断变化的身体

“那天，我正在等巴士，有个人在我前面插队，把我气得不得了。我差点儿哭出来。这完全不像过去的我。”



你的身体

- 疲倦。
- 乳房胀大，乳头周围皮肤出现疙瘩（凹凸不平），颜色变深。
- 尿频。
- 胃部不适（恶心），伴有或不伴有呕吐。
- 便秘。
- 烧心感。
- 肠胃胀气。
- 肿胀-感觉身体每个部分都重了。
- 讨厌某些食物。
- 偏好某些食物。
- 头痛。
- 眩晕。
- 头昏眼花。

你的感受

你可能前一分钟还很高兴，下一分钟就突然变得很忧伤。请不要担心，这是怀孕早期的正常现象。因为你的身体正在发生变化，体内的荷尔蒙会使你的情绪变化不定。忍耐一下，这情况会慢慢有所改善。

我应该给医生打电话吗？如果你感觉不舒服，或是有阴道出血的情况，请翻到本书的最后一页（第295页）对照你的症状。如果你不放心的话，最安全的做法还是联系你的医生。

Make a Healthy Baby

Do's

- ✓ Take your prenatal vitamins (with food) and any calcium iron pills.
- ✓ Keep something in your stomach to avoid nausea.
- ✓ Eat a healthy diet (real food—not candy, soda pop, potato chips).
- ✓ Drink a lot of water.
- ✓ Rest when you can. Legs up. Eyes shut.
- ✓ Wash your hands often to stay healthy and germ-free.
- ✓ Get some exercise. Walking is good.
- ✓ Cut down on caffeine.

Don'ts

- ✓ No smoking.
- ✓ No alcohol.
- ✓ No drugs.
- ✓ Avoid junk food.
- ✓ Don't douche.
- ✓ Avoid soda.
- ✓ Don't eat nonfood items.

Don't listen

To people who say that eating nonfood items—paint chips or dirt—can help calm the stomach. They're not good for your stomach. Don't eat them!



孕育健康的小宝宝

你应该做的事情：

- ✓ 服用孕妇维生素以及铁质和钙质的补充剂。
- ✓ 尽量不要空着肚子，以免恶心。
- ✓ 保持健康的饮食习惯（吃健康的食物不吃糖果、汽水、炸薯片等）。
- ✓ 多喝水。
- ✓ 尽量多休息，最好把腿抬高，闭目养神。
- ✓ 常洗手，以减少细菌感染的机会。
- ✓ 多做一些运动，例如步行等。
- ✓ 尽量少饮含咖啡因的饮料。

你不应该做的事情，包括：

- ✓ 不吸烟
- ✓ 不喝酒
- ✓ 不吸毒
- ✓ 不吃不健康的食品
- ✓ 不灌洗阴道
- ✓ 不饮汽水





Your 2nd Month Visit to Your Doctor or Midwife

They'll check...

- your weight.
- your blood pressure.
- your urine.
- your hands and feet (to make sure you're not swelling).
- your legs (for varicose veins).

Now it's your turn. Ask questions.

One of the normal symptoms of early pregnancy is called morning sickness. You may feel queasy or like you may throw up at any moment. Your doctor or midwife can help you cope with this. Tell them how you feel.



怀孕第二个月的产前检查

他们将检查你的

- 体重
- 血压
- 尿液
- 双手和双脚（检查你有没有浮肿现象）
- 腿（检查你有没有静脉曲张）

现在轮到你提问了

怀孕早期的一个正常症状叫做晨吐。你可能经常会感到胸口发闷、随时想呕吐。你的医生或助产士能帮助你处理这个问题，告诉他们你的状况。

You May Have Heard

"The lady at the store told me that if I eat sour foods I might miscarry."
Sour foods may cause gas or heartburn. But not a miscarriage.

"I hear that if you look at someone ugly, your baby will come out ugly. I've been staying away from the guy down the hall."
What your baby looks like has to do with how you and the baby's father look. Not at who you look at. Your baby will be the most beautiful baby in the world. Everyone's is.

"My mother says 'Don't wear short skirts, your baby will catch cold.' She never likes it when I wear short skirts!"
Wearing short skirts in freezing weather will certainly make you cold. So this is good advice to take on a cold day if you want to make sure you stay warm. But the baby is snug and warm inside of you. Nothing you wear will affect your baby's body temperature. Or give it the sniffles or sneezes.

"I heard from a cousin that I shouldn't get my hair cut until the baby is born because it will hurt the baby's eyes."
Having a haircut will not hurt the baby in any way. Pregnancy can change your hair, though. It's the hormones at work. Women with curly heads can wake up to long straight hair. Straight hair can suddenly have waves. And the change may differ with each pregnancy. Who knows, you may wake up with the hair you always wanted.

你可能听说过

“在商店有位女士告诉我，如果我吃凉的食物，如：西瓜、海带、白萝卜或绿豆汤，就有可能流产。”
吃某些食物可能会引起胃胀气或烧心感，但是不会导致流产。怀孕期间食用各种不同的食物是安全的，你只要确保饮食均衡，进食适度就可以了。如果你有任何疑问，请咨询你的医生或营养师。

“听说如果你看到吓人的东西，宝宝将来会很丑或畸形。”
你宝宝的长相只与你以及孩子父亲的长相有关，跟你所看到的东西和人没有任何关系。

“我婆婆警告我不能吃羊肉，兔子肉和鸡爪。她说如果我吃了那些东西，宝宝就可能得癫痫或兔唇这样的缺陷。”
孩子出生时患有缺陷，一般是由孩子父母的基因遗传，或者是周围的环境影响（如吸烟、使用毒品或酒精等）而造成的。在你怀孕期间你可以放心食用各种不同的食物，你只需确保饮食均衡，进食适度就可以了。如果你有任何疑问，请咨询你的医生或营养师。

Our Stories

My body is really changing.

"Here's one thing I guess I can say for pregnancy. I've finally got something on top. Plus, I have these blue lines on my breasts and coming up on the tops of my legs. I was sure they're varicose veins, but when I asked the midwife, she told me they're not and that they'll go away when I give birth. Then she asked if my mom had gotten varicose veins when she had me. My mom. Well, hell if I know. And no way am I asking. I haven't even said I'm pregnant. You know why? Because the last thing I need right now is one of her lectures."

Valerie, 26

我们的故事

透过胎教转移注意力

我已停职在家待产，全身无力觉得随时都会倒下。东西吃不了多少，偏还尿多，上厕所竟成了苦事。

瑞生下班就赶来陪我，他每天都在我肚子上比划两下，想象孩子的模样大小，过过做爸爸的瘾。

他找了许多相关资料，经常读些育婴知识给我听，我那有精神听得进去。他倒有耐心，说东说西的，帮我转移注意力，减轻我的辛苦；还找了很多婴儿的可爱相片，贴满房间，他说这叫「胎教」，让我能有个好心情。

秀玲，21岁

On My Mind

Think of some things that stress you out.
Making a list can help. Try it.



我的想法

想一想使你感到有压力的事情。
把它们写出来会有所帮助。试试看。



Challenges

- Some cultural barriers hinder full engagement of the Chinese community
 - Chinatown community mainly consists of undocumented workers who are transient and mobile
 - Loose social network compared to other ethnic minority immigrant communities
 - Therefore engaging community members who are not fully invested in the community can be challenging
- Staying consistent with the English version while adapting it to Chinese needs; trying to maintain a fine balance
- Translation issues

Lessons Learned

- Collaborative partnership between CBWCHC and WTEF leveraged the strengths of both partners, allowing each to contribute their expertise
 - CBWCHC: cultural relevancy and health care for Asians
 - WTEF: prenatal education and health literacy
- Adapting materials to another language is more than just translation
 - Intimate understanding of culture
 - Know your audience well

Next Steps

- Distribution of *Xiao Bao Bao*
- Information dissemination and sharing lessons learned
- Adapting the Baby Basics Program and curriculum for the Chinese community
 - WTEF plans to continue to work with CBWCHC

- For more information about *Baby Basics & Xiao Bao Bao*:

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