



Create culturally relevant outreaches and connect with your Hispanic population to increase engagement and improve outcomes. Eliza offers three approaches to Spanish engagement design:

Enhanced Approach

- Analyze population needs prior to content design
- Design persuasive messaging using hooks tailored to Spanish-speaking population
- Employ tailored behavior change theory and behavioral economics to drive desired actions within the Spanish-speaking population
- Provide tailored language for different dialects within the targeted population
- Follow by back-translated English content to illustrate intent of new Spanish content

Culturally Adapted Approach

- Trans-creation, not 1:1 translation
- Cultural/regional relevance assessment and content revision. Adapts the content and tailors message strategically to influence behavior
- Provide back-translated English content to illustrate intent of new Spanish content

Standard Translation

- Direct translation tailored to Eliza's quality standards

Certificate of Accuracy

The Certificate of Accuracy and Intent is provided upon request and certifies that the content and intent of the translated document is valid and correct. All Eliza translation services are provided by Eliza employees and are certified with the following credentials: Advance Practice Translation, Certification in Medical Interpreting, Master's level education in Business with focus on the Hispanic marketing in the US, English, Communications and Advertising. Fluency in both the Spanish and English language.

ELIZA BEHAVIOR-DRIVEN ENGAGEMENT SOLUTIONS

- > Defines choice architectures based on business goals and individual routines and behaviors
- > Uses narrative approaches acknowledging culturally specific barriers and pointing to relevant resources
- > Cultural interpretation - not translation



Target Audience - 55.4 Million Hispanics (17.4% of the U.S. population)

Cultural Attributes

- Extremely group oriented and more likely to value the opinion of the people they trust
- Strong emphasis is placed on family
- A distinguishing feature of today's Hispanic youth is their ability to switch their identities depending on where they are and who they're with
- A majority of foreign-born Hispanics (52%) report that they speak only Spanish at home

HEALTH FACTS - HISPANICS IN THE U.S.

- > 23% higher rates of obesity and 50% higher likelihood of dying from diabetes than non-Hispanic whites
- > Hispanics with limited English proficiency show significantly higher patterns of ER visits and hospitalizations
- > Latinas have the second highest mortality rate from cervical cancer of all demographics



Barriers in the Target Audience

- Barriers to behavior change differ from non-Hispanic groups
- Health literacy among Hispanics is lower compared with other ethnic groups
- Harder to find a care team that speaks Spanish
- Hispanics are twice as likely to report a lack of access to a regular care team



Eliza Insights

- Spanish speakers report "schedule" and "transportation" as their most common barrier whereas "cost" is the most stated barrier among English speakers
- Have higher rates of call completion
- Are more likely to speak with a live agent
- Are more likely to agree to receive additional information and health tips
- Report higher rates of satisfaction with outreaches

