



# Findings from a Survey of US Hispanic Adults on Health Care, Diabetes, and Foot Health

October 2012

Prepared by:



# Background and Objectives

- Each year, the American Podiatric Medical Association conducts a national education campaign during the month of November, National Diabetes Awareness Month
- This year, APMA is targeting the Hispanic/Latino audience with its campaign and wanted to get nationally representative data to use in its efforts
- APMA's goals were to gather information about the following:
  - Overall health profile of audience
  - Diabetes health awareness and behavior
  - Foot health awareness and behavior
  - Perceived link, or lack thereof, between diabetes and foot health
  - Audience awareness and perceptions of podiatry
  - In addition, APMA wanted to determine the decision-making role of women in the Hispanic community when it comes to health in the household
- Research was conducted by Edge Research, Inc. based in Arlington, VA.

# Methodology

- To gather valid and nationally representative information from the US Hispanic population, it is necessary to consider the following:
  - Acculturation/Language Proficiency
  - Geographic representation
  - Demographic representation
- Although Random Digit Dialing is the ideal methodology to achieve the greatest level of representation within this audience, it is prohibitively expensive and time-consuming for most organizations.
- Edge Research contracted with KnowledgePanel Latino<sup>SM</sup>, a carefully vetted, representative panel of US Hispanic households
- KnowledgePanel Latino<sup>SM</sup> panel managed the survey to meet the following criteria\*:
  - Representative of real world language proficiency among US Hispanics
    - A minimum of 30 percent of surveys would be completed in Spanish, to represent US Hispanics that are non-acculturated
  - Geographically representative of the 4 U.S. Census regions for this audience
  - Demographically representative of gender and age, most importantly, but also of other demographic factors among US Hispanics

*\* A comparison of language proficiency, geography and demographics of the KnowledgePanel Latino<sup>SM</sup> vs. US Census data is provided in the appendix*

# Methodology (continued)

- Online survey of 505 US Hispanic adults, age 18 or older
  - Recruited from a nationally representative panel of US Hispanics
  - Data collection began on October 4, 2012 and was completed on October 10, 2012
  - On average, the survey took approximately 10 minutes to complete
- The following sub-groups are key in the analysis:

	US Hispanic Adults	Men	Women	Acculturated *	Non-Acculturated *	Family History/ At-Risk/Have Diabetes	Have Foot Issues
Sample Size							
Count	505	250	255	366	139	196	407
Percentage of Total Sample	100%	50%	50%	73%	27%	39%	81%

\* For this analysis, Acculturated Hispanics converse and read in English very or pretty well. Non-acculturated Hispanics do not meet that criteria.

# US Hispanics in US Census vs. KnowledgePanel Latino<sup>SM</sup>

	Census.gov 2011 US Hispanic Adults	Knowledge Panel Latino <sup>SM</sup>
<b>Language Proficiency</b>		
English Proficient	23%	23%
Bilingual	39%	39%
Spanish Proficient	38%	38%
<b>4 U.S. Census Regions</b>		
Northeast	15%	15%
Midwest	8%	8%
South	35%	35%
West	42%	42%
<b>Gender</b>		
Male	52%	52%
Female	48%	48%
<b>Age</b>		
18-24	18%	18%
25-34	25%	23%
35-44	22%	23%
45-54	17%	23%
55-64	10%	17%
65 or older	9%	12%

	Census.gov 2011 US Hispanic Adults	Knowledge Panel Latino <sup>SM</sup>
<b>Employment Status</b>		
In Labor Force	70%	76%
Employed	62%	58%
Not Employed	8%	18%
Not in Labor Force	30%	25%
<b>Education</b>		
< HS Diploma	34%	34%
HS Diploma or equiv	31%	31%
Some College	23%	23%
Bachelor's +	13%	13%
<b>Household Income</b>		
<\$10K	10%	7%
\$10K < \$25K	23%	18%
\$25K < \$50K	33%	29%
\$50K < \$75K	17%	20%
\$75K +	18%	27%
<b>Marital Status</b>		
Married	51%	53%
<b>Housing Ownership</b>		
Own	50%	50%

# Key Findings

## Health Profile

- Hispanics are less likely than whites or blacks to have insurance in the US.
- Acculturation is a key factor, and expense is the most significant barrier.
- Nearly three quarters of Hispanics report visiting a health-care professional in the past year. However, only 3-in-5 non-acculturated Hispanics did so.
- Two-thirds of US Hispanics have a decision-making role about health care in their households. Women and non-acculturated Hispanics are more likely than others to be the sole health-care decision maker in their homes.
- US Hispanics get their health-care info primarily from medical professionals, but importantly, a significant number get their info from the Internet. Non-acculturated Hispanics are more likely than others to rely on their personal networks.
- For a majority of US Hispanics, English is the language of choice when it comes to health-care info. But nearly all (9-in-10) non-acculturated Hispanics (approximately 3-in-10 US Hispanics) want their information in Spanish.
- A majority of US Hispanics have at least one of the prevalent health issues tested in the survey.

## Diabetes

- Compared to US adults overall, Hispanics have a greater history of diabetes in their families.
- Four-in-ten US Hispanics are impacted by diabetes: nearly a third have a family history, one-in-ten have been diagnosed as at-risk, and a similar number are currently diabetic.
- Many of those at risk or with the disease are in need of more information, as only 4-in-10 feel they are very familiar with diabetes.
- Of those familiar with diabetes, most are aware that the eyes, feet, and weight have a significant relationship to the disease. A majority also associate the health of the kidneys, blood, heart, and limbs/appendages to diabetes.
- Despite awareness that diabetes can affect the body in a variety of ways, most US Hispanics at risk or with diabetes only rely on their primary care physician or nurse practitioner for care and management.
- Two-in-ten have seen an ophthalmologist or dentist; fewer than 1-in-10 have been to a podiatrist as part of their diabetes management.

# Key Findings (continued)

## Foot Health and Podiatry

- Overall, US Hispanics are more aware than US adults overall of how foot health can affect or be a clue to overall health.
- Eight-in-10 US Hispanics experience/d some kind of foot ailment.
- Majorities check their feet on a regular basis.
- Among those with foot ailments, the most common treatment is over-the-counter products, but some US Hispanics have visited medical professionals for care. One-in-five visited a podiatrist (similar to national numbers).
- That said, a majority of US Hispanics are not familiar with podiatry. Acculturated US Hispanics are significantly more familiar with podiatry than those not acculturated.
- Of those who have visited a podiatrist for foot ailments, most had a very good or excellent experience. Most feel they were given a clear diagnosis and effective treatment.

## Diabetes and Foot Health

- US Hispanics familiar with diabetes know the disease can affect the feet. Nearly half monitor their feet daily.
- Those at risk or diagnosed with diabetes are more likely than others to experience pain in the legs, swelling of the foot/ankle, and numbness in feet/toes.
- Those at risk or diagnosed with diabetes are also more likely than others to have visited a podiatrist. However, not all are convinced that feet require the expert care of a podiatrist.
- Overall, US Hispanics at risk or with diabetes are slightly more likely to have used specialized foot products.
- Though directional because of small sample sizes, those at risk/with diabetes who visited a podiatrist are more likely than others to credit their doctor with helping to diagnose/treat not only their diabetes, but also other health issues.

# Health Profile of US Hispanic Adults

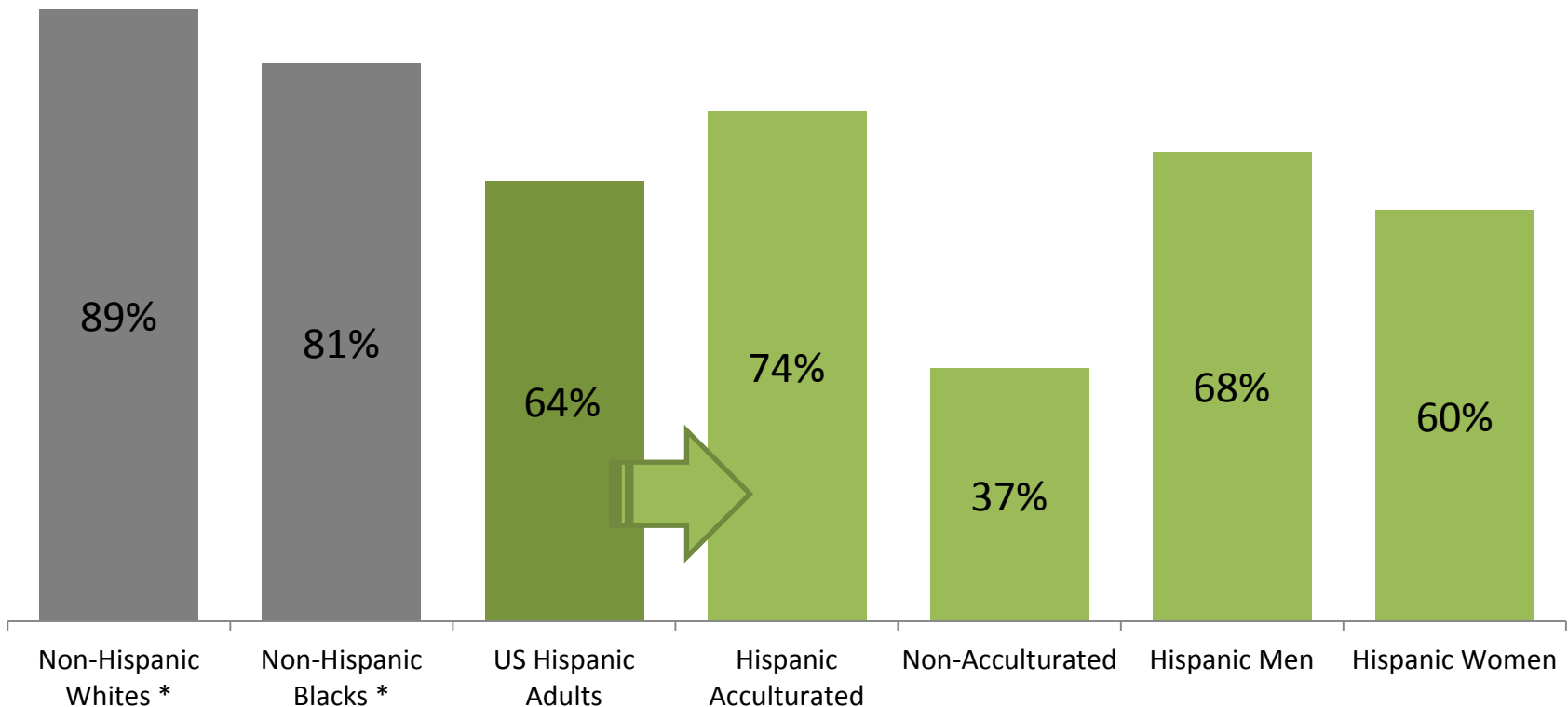




## Who's Covered? Acculturation is a key factor in becoming insured.

- Of the three largest racial groups in the United States, US Hispanics are the least likely to be insured
- There is a huge divide in coverage between acculturated and non-acculturated Hispanics.
- US Hispanic women lag behind men in insurance coverage.

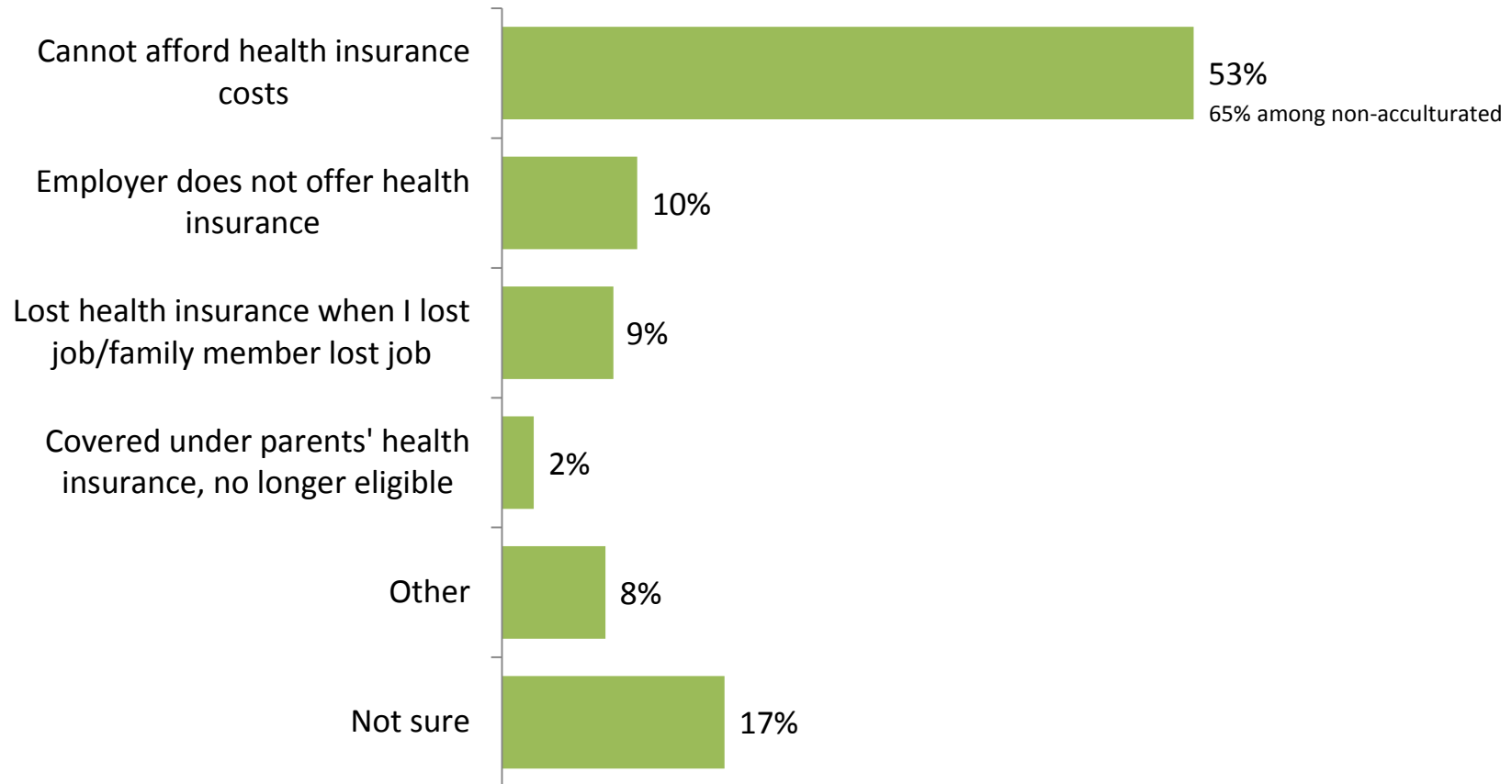
### Have Health Insurance



## Hurdles to Health Insurance: Expense is the biggest obstacle, particularly among non-acclimated Hispanics.

### Barriers to Health Insurance

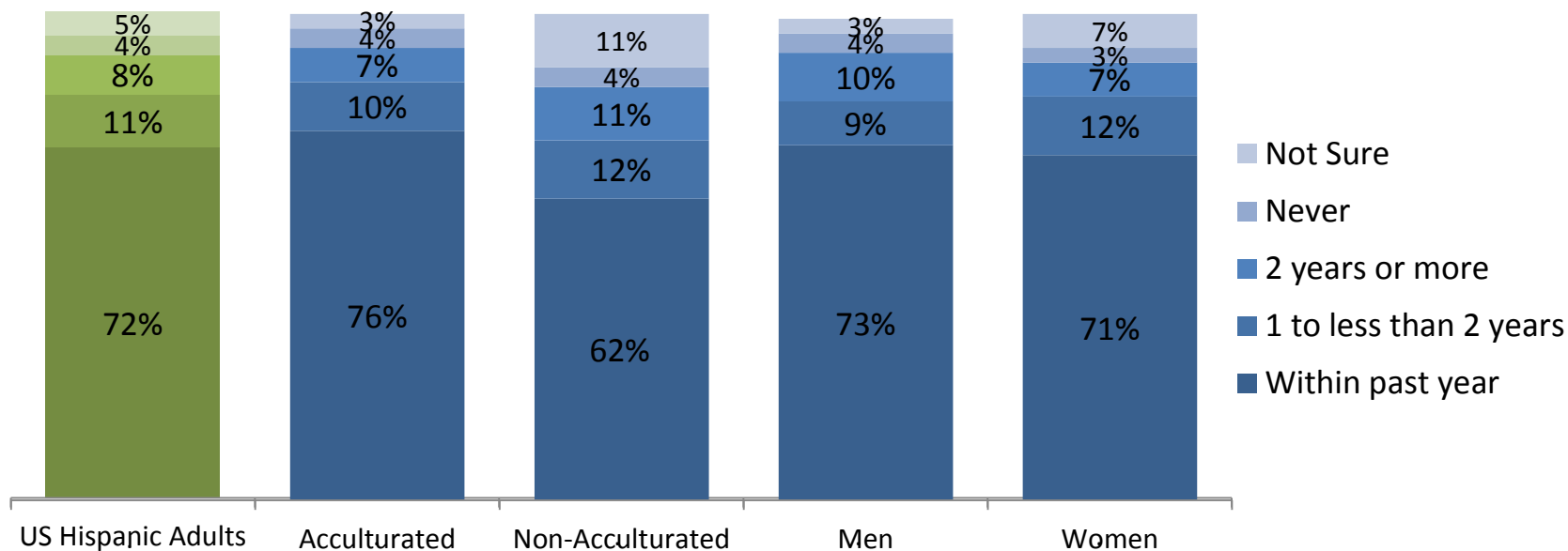
-among those without health-care insurance-



## Health-care Visits: Nearly 3-in-4 US Hispanic Adults visited a health-care provider in the past year.

- Non-acclulturated Hispanic adults do not visit providers as frequently.

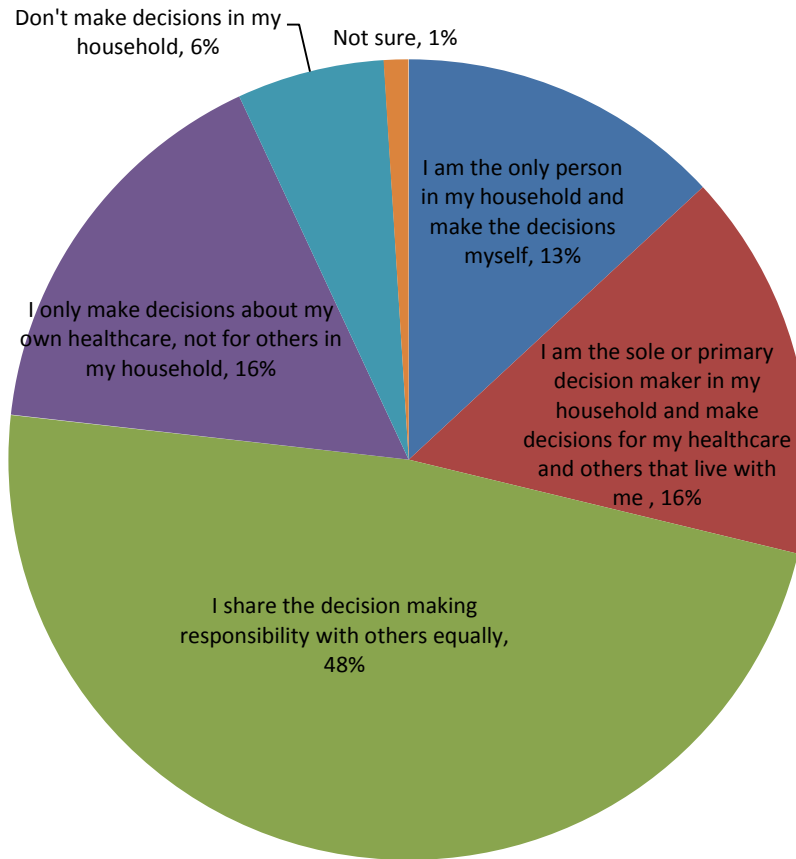
### Most Recent Visit to Health-care Provider



## Who's the Decision Maker? Two-thirds of US Hispanic adults have some role in health-care decisions in their household.

- Over a quarter are making health-care decisions for themselves alone.
- Women and non-acclulturated US Hispanics have a bigger role in health-care decision making compared to men and acculturated Hispanics.

### Role in Decision Making



#### More likely to be sole HC decision makers?

- Women (24%)
- Non-acclulturated (23%)

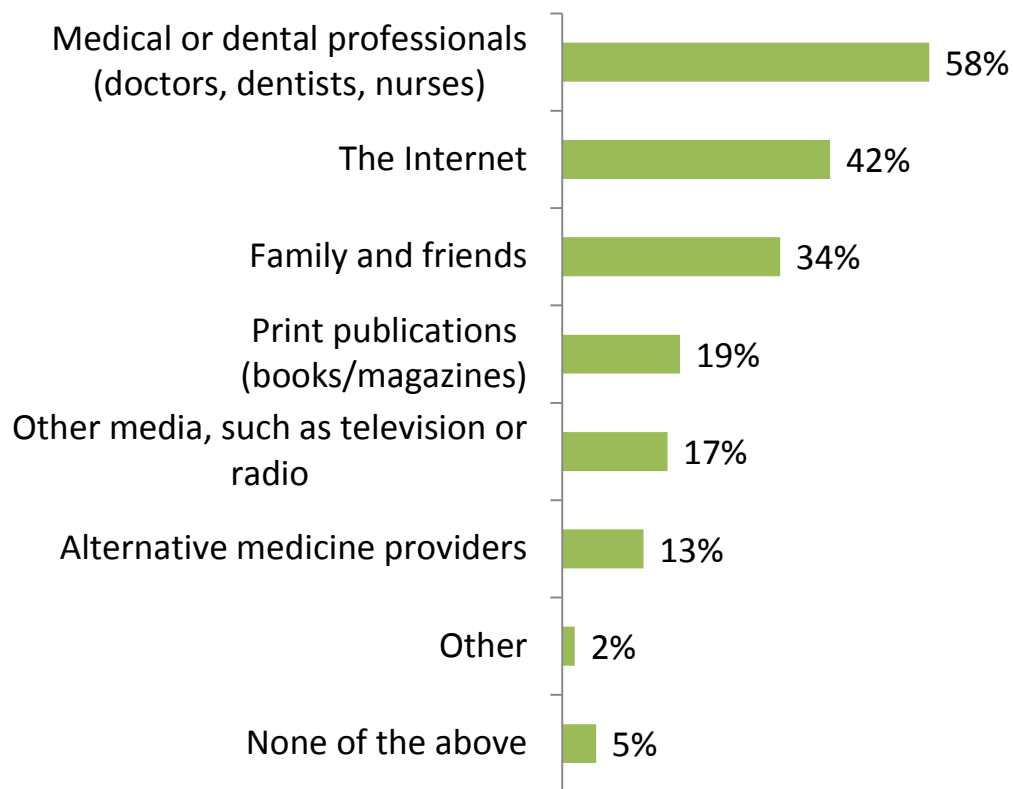
# Where does health-care information come from?

Medical professionals are the primary channel, followed by the Internet.

- There are some interesting sub-group differences. Non-acculturated Hispanics rely almost equally on health-care professionals and their personal network.
- There is also a gender gap: men are more likely to seek information online than women.

## Health-care Information Sources

-among US Hispanic Adults-



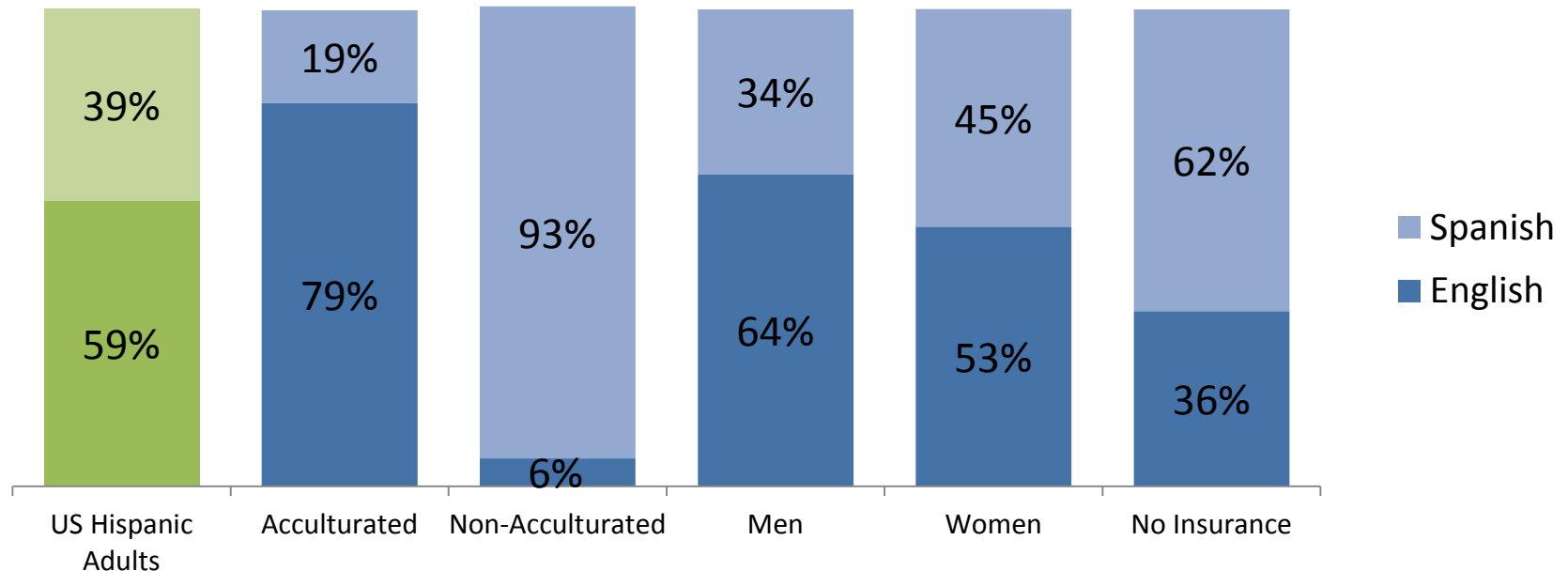
	Acculturated	Non-Acculturated	Men	Women
Medical or dental professionals (doctors, dentists, nurses)	63%	44%	60%	56%
The Internet	50%	23%	49%	36%
Family and friends	32%	41%	33%	36%
Print publications (books/magazines)	19%	17%	19%	18%
Other media, such as television or radio	16%	19%	17%	16%
Alternative medicine providers	12%	16%	13%	13%
Other	2%	1%	2%	2%
None of the above	5%	7%	5%	5%

Statistically **HIGHER/LOWER** than other comparison groups at a 95% confidence level

## Language of Health: Though a majority prefer English, 4-in-10 US Hispanic adults would prefer to receive health-care information in Spanish.

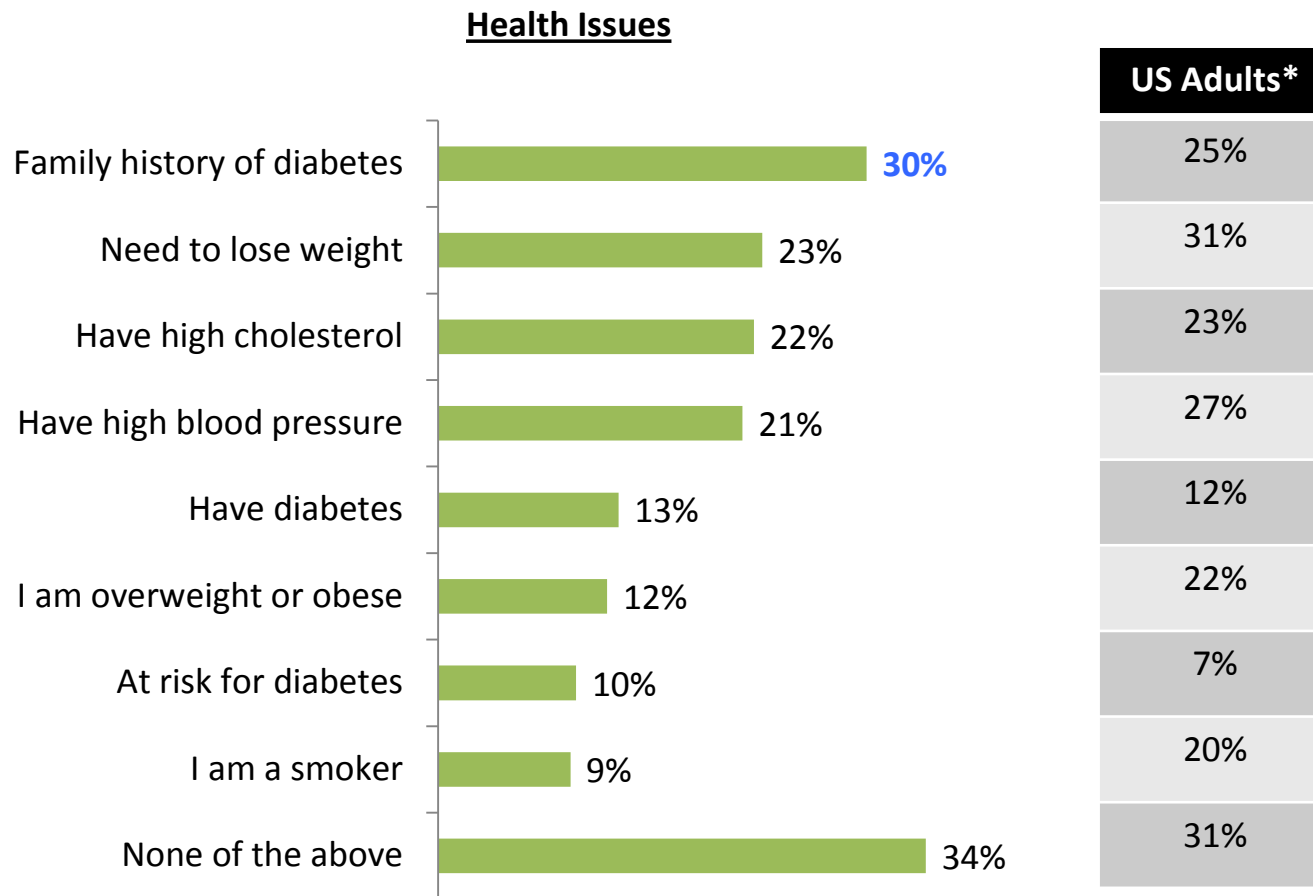
- That said, 9-in-10 non-acculturated Hispanics would prefer getting their health-care information in Spanish (opposed to 2-in-10 acculturated Hispanic adults).
- Hispanic women are almost equally divided in their preference.
- The un-insured strongly prefer information in Spanish.

**Language Preference for Health-Care Information**



## Health Alerts: Two-thirds of US Hispanics have at least one of these health issues.

- Nearly a third have diabetes in their family history – more than reported by US adults generally.



Statistically **HIGHER/LOWER** than other comparison groups at a 95% confidence level

# US Hispanic Adults and Diabetes

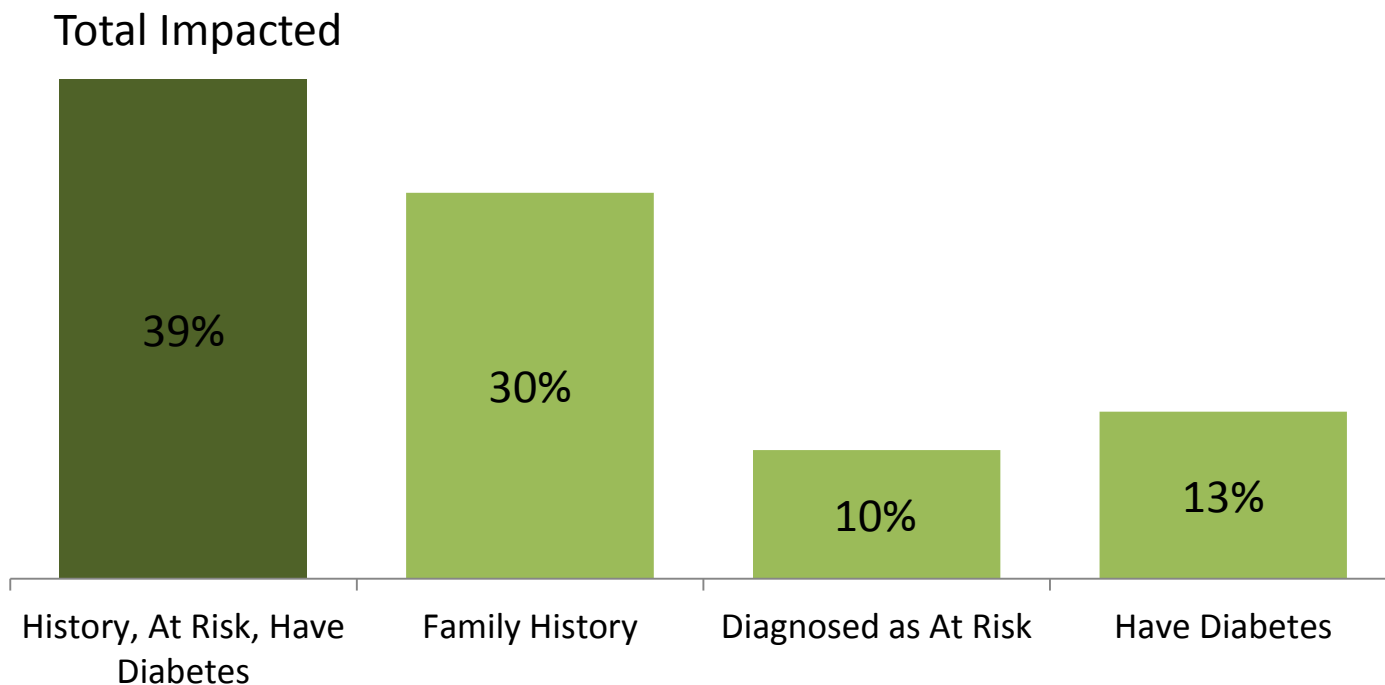




## Impact of Diabetes: Over a third of US Hispanics are impacted by the disease.

- Overall, nearly a quarter say they have been officially diagnosed as at risk or as having the disease.

### Diabetes History, Risk, Diagnosis

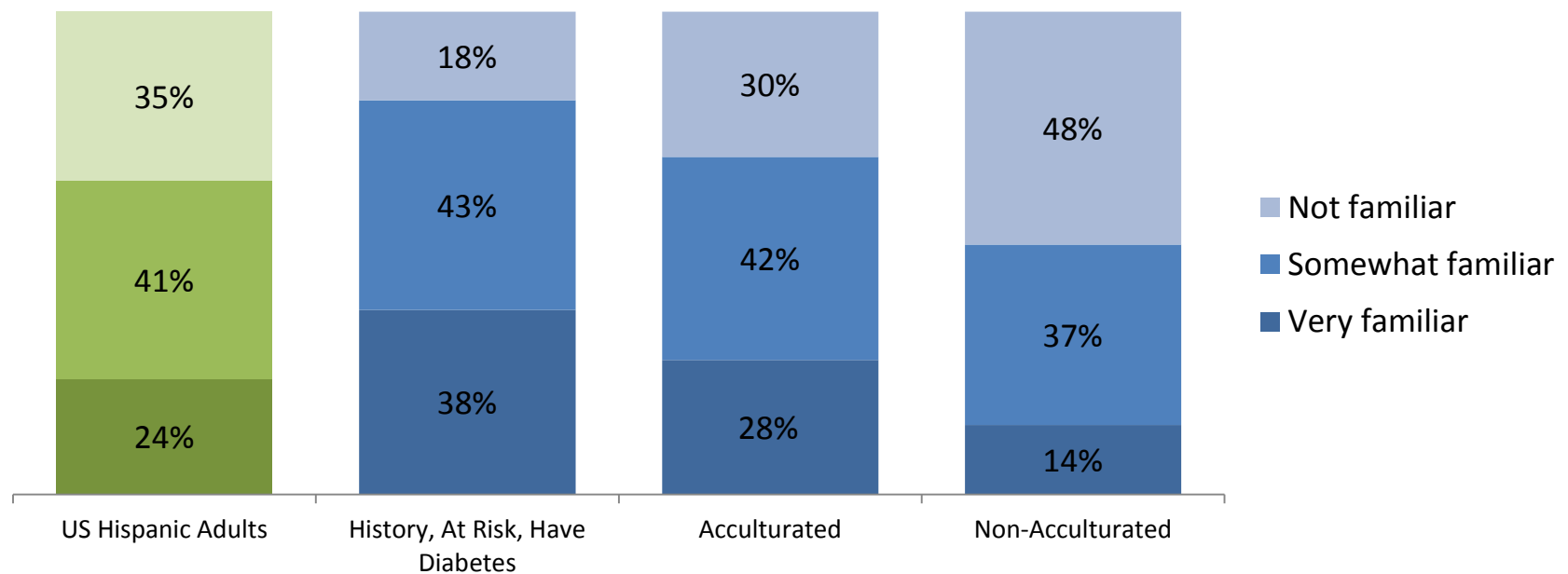


As of 2011, 10%\* of non-Hispanic Whites and 19%\* of non-Hispanic Blacks were dealing with diagnosed or undiagnosed diabetes

## Familiarity with Diabetes: Those who are at risk or have diabetes could be more informed.

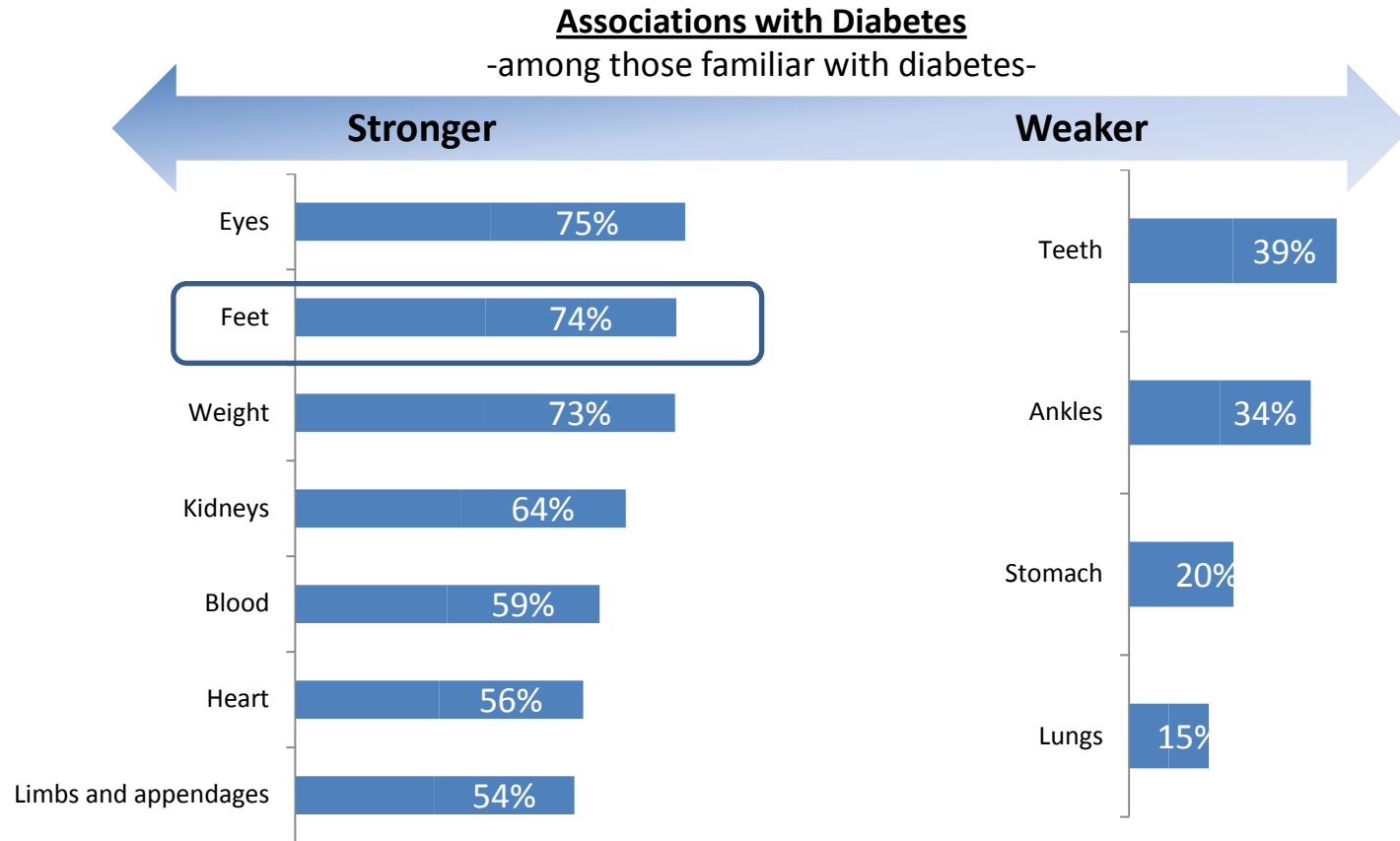
- While those who have or are at risk for diabetes are more knowledgeable than the Hispanic population generally, still 4-in-10 of this affected group are only “somewhat familiar” with the disease, and 2-in-10 are not familiar at all.
- Acculturated Hispanics report being more familiar than non-acculturated.

### Familiarity with Diabetes



## Understanding Diabetes: To US Hispanic adults, eyes, feet, and weight have the greatest relationship to diabetes.

- Most also associate health of the kidneys, blood, the heart, and limbs/appendages with the disease.
- Only a few believe teeth, ankles, stomach, and lungs are affected due to diabetes.

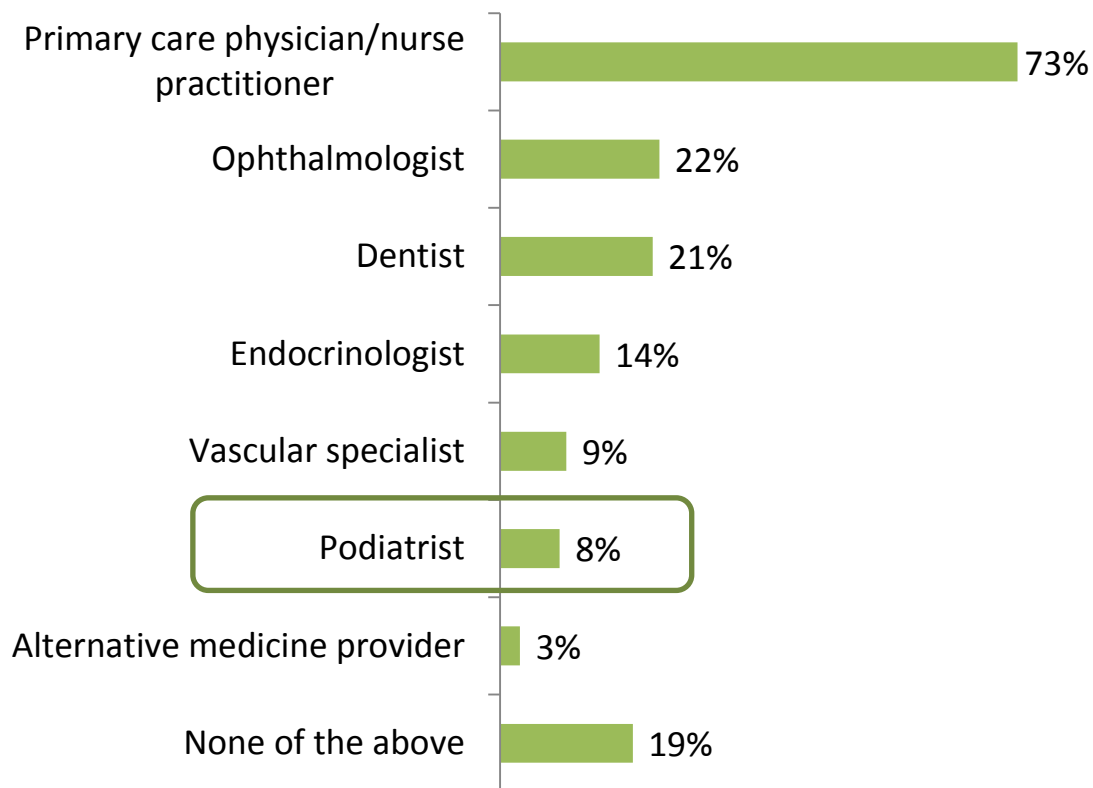


## Diabetes Care Team: For most, it is a team of one. Most rely on their primary care physician/nurse practitioner for care and management.

- About a fifth have seen an ophthalmologist or dentist to help manage or treat diabetes.
- Fewer than 1-in-10 have visited a podiatrist as part of their diabetes care and management.

### Medical Professionals Visited for Diabetes Management

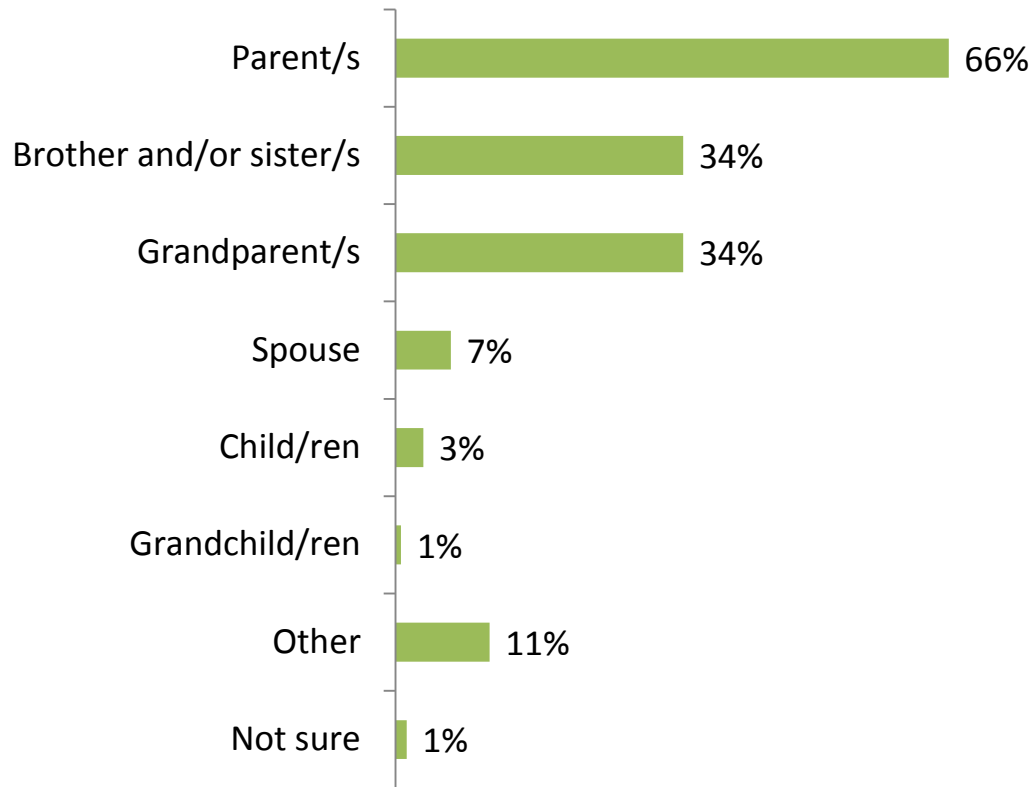
-among US Hispanic Adults with or at-risk for diabetes-



# Diabetes is in the Family: US Hispanic adults with a family history of diabetes more than likely had parent(s) affected by the disease.

## Family Members Diagnosed with Diabetes

-among US Hispanic Adults with family history of diabetes-



	Acculturated (n=113)	Non-Acculturated (n=39)
Parent/s	68%	59%
Brother and/or sister/s	37%	<b>26%</b>
Grandparent/s	35%	31%
Spouse	7%	5%
Child/ren	4%	-
Grandchild/ren	1%	-
Other	12%	10%
Not sure	-	5%

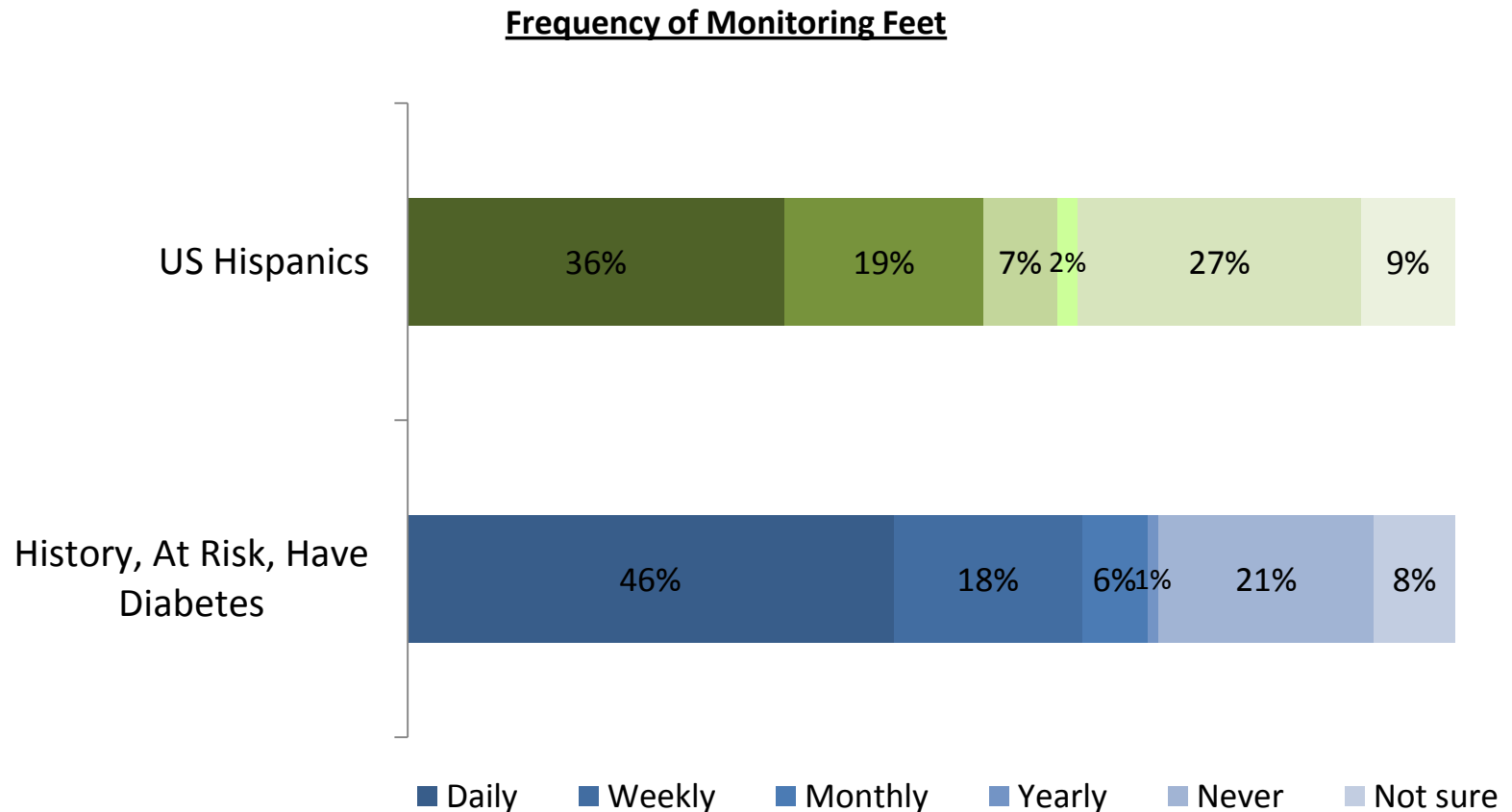
Statistically **HIGHER/LOWER** than other comparison groups at a 95% confidence level

# US Hispanic Adults and Foot Health



## Foot TLC: Over a third of US Hispanics monitor their feet for sores, cuts, or bruises on a daily basis, more than half weekly.

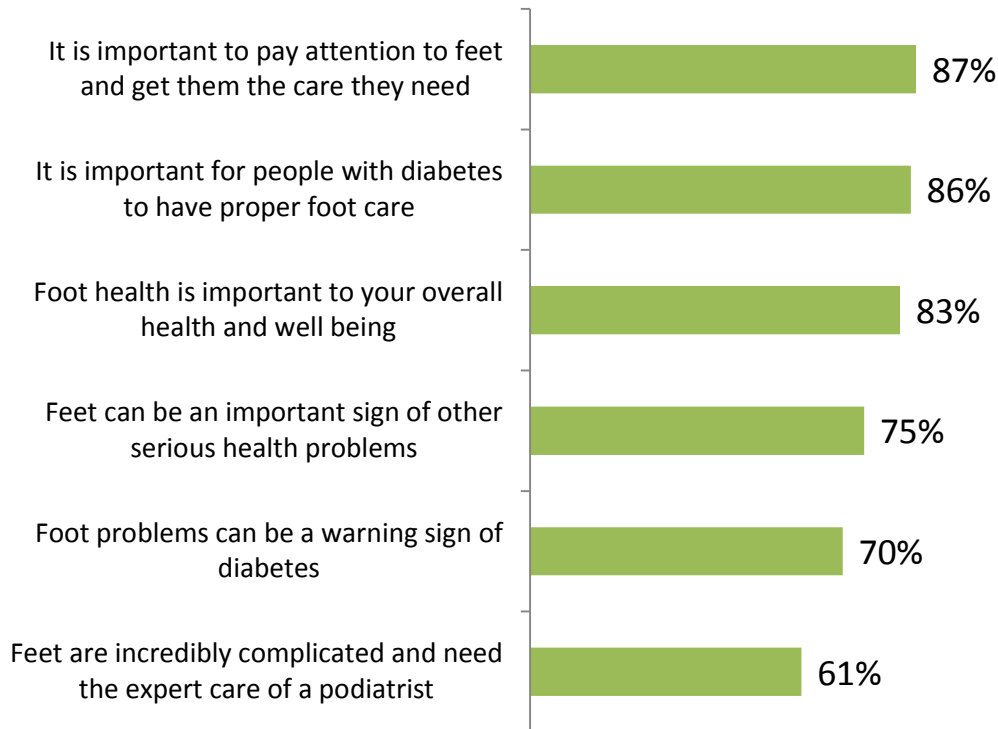
- Those at risk/diagnosed with diabetes are more likely to do so daily.



# Foot Health: Those with diabetes are more likely to be in tune with their foot health.

- US Hispanics are more likely to feel it is important to care for your feet and see this as important to overall health than US adults generally.
- US Hispanics with no other health issues are less concerned with their foot health than others.

## Understanding Foot Health -Strongly and Somewhat Agree-



### - US Hispanics -

	US Hispanics History, At Risk, Have Diabetes	US Hispanics No Health Issues	US Adults Overall*
It is important to pay attention to feet and get them the care they need	92%	80%	80%
It is important for people with diabetes to have proper foot care	92%	75%	NA
Foot health is important to your overall health and well being	89%	74%	74%
Feet can be an important sign of other serious health problems	84%	66%	70%
Foot problems can be a warning sign of diabetes	82%	55%	NA
Feet are incredibly complicated and need the expert care of a podiatrist	68%	52%	61%

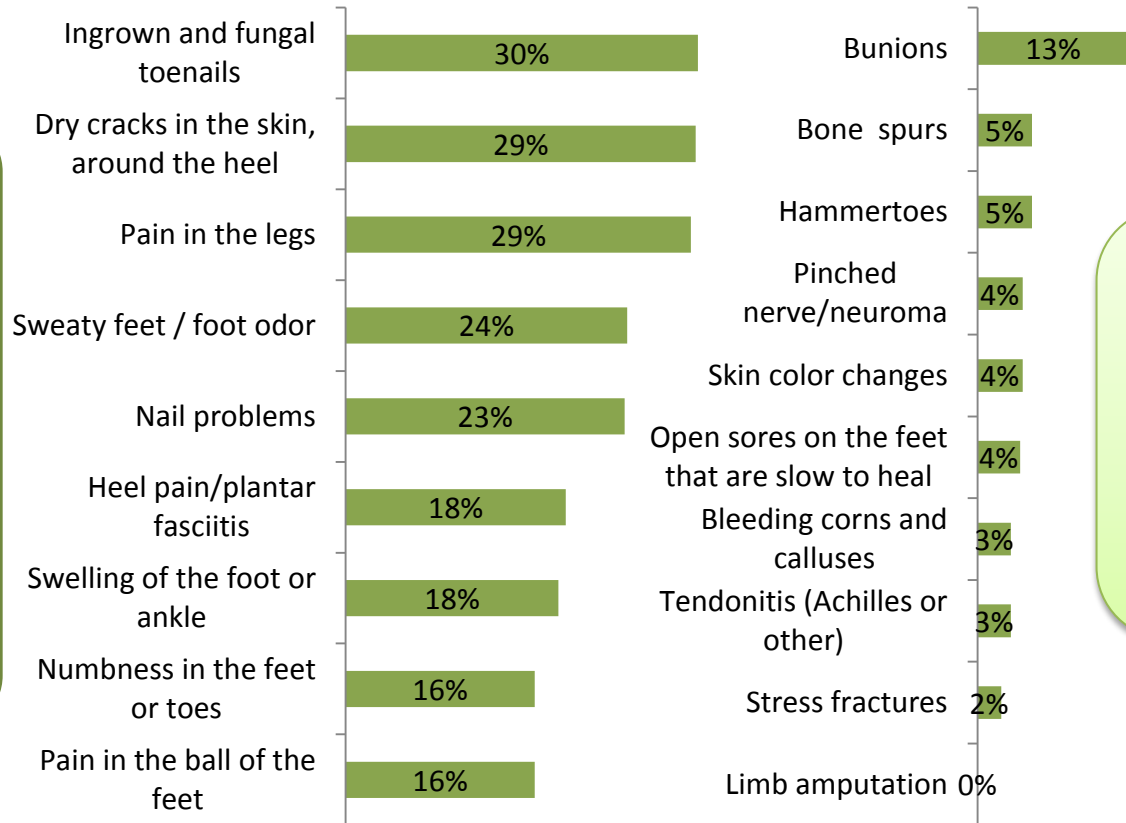
Statistically **HIGHER/LOWER** than other comparison groups at a 95% confidence level



**Foot Problems: Eight-in-ten US Hispanics experience one of the foot problems tested. Diabetics are more likely to experience specific ailments.**

**81%**  
US  
Hispanics  
(Net)  
experience  
foot  
ailments

**Specific Foot Ailments**

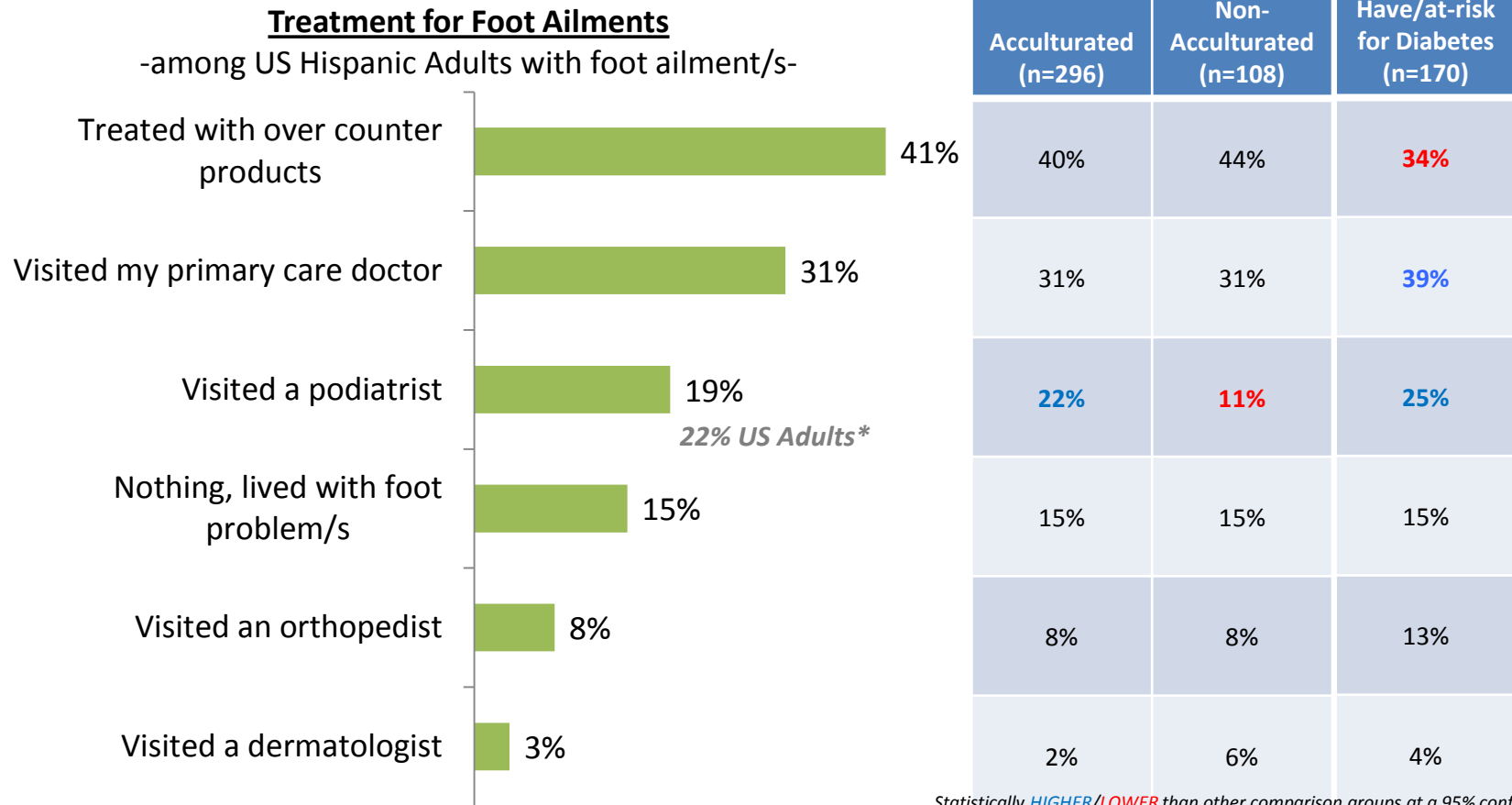


Diabetics or people at risk are more likely than others to experience:

- Pain in the legs (50%)
- Swelling of the foot/ankle (30%)
- Numbness in the feet/toes (29%)

## Foot Caretakers: Though over-the-counter products are the most common form of treatment, some US Hispanics have seen medical professionals

- One-in-five visited a podiatrist (similar to US adults nationally).
- Those who have/are at risk for diabetes are more likely to have visited a primary care doctor, podiatrist and/or orthopedist.
- Acculturated Hispanics are more likely than those non-acculturated to have visited a podiatrist.

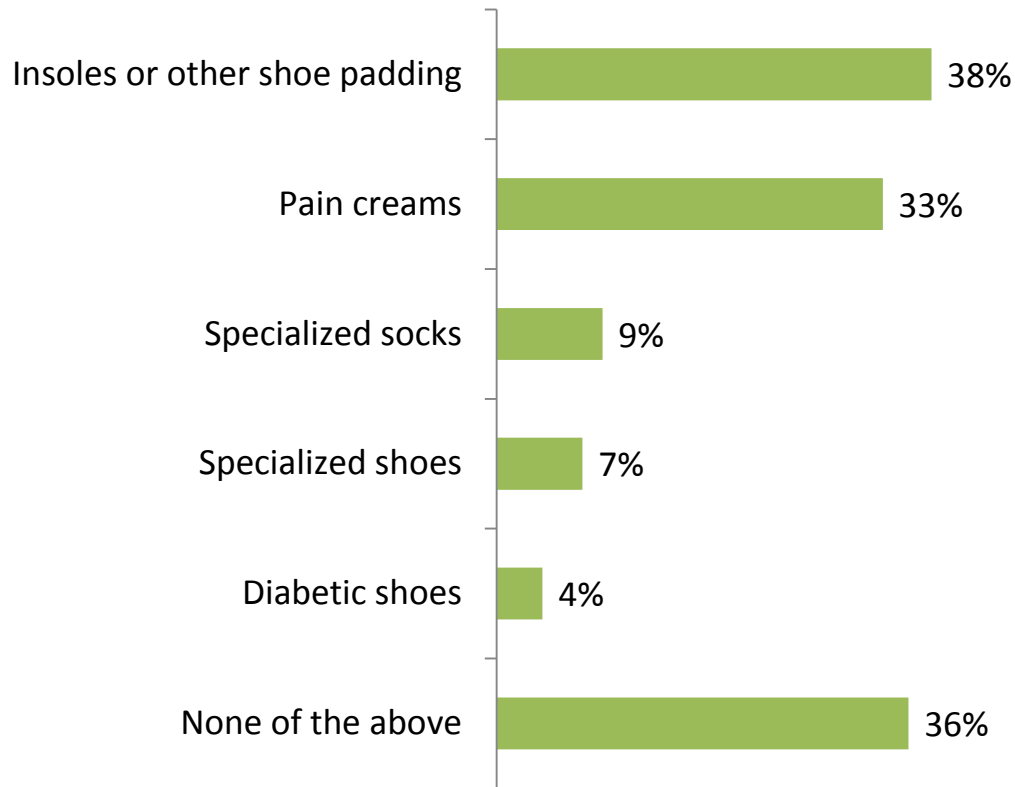


Statistically HIGHER/LOWER than other comparison groups at a 95% confidence level

# Foot Relief: Six-in-ten US Hispanic adults with foot ailments have used specialized products to help manage their problem(s).

- Acculturated Hispanics are more likely to have used padding products, and non-acculturated are more likely to have used creams.

**Specialized Foot Products in Use**  
-among US Hispanic Adults with foot ailment/s-



	Acculturated (n=296)	Non-Acculturated (n=108)	Have/at-risk for Diabetes (n=170)
Insoles or other shoe padding	42%	27%	40%
Pain creams	28%	48%	38%
Specialized socks	9%	8%	14%
Specialized shoes	8%	5%	11%
Diabetic shoes	4%	3%	8%
None of the above	38%	31%	29%

Statistically **HIGHER/LOWER** than other comparison groups at a 95% confidence level

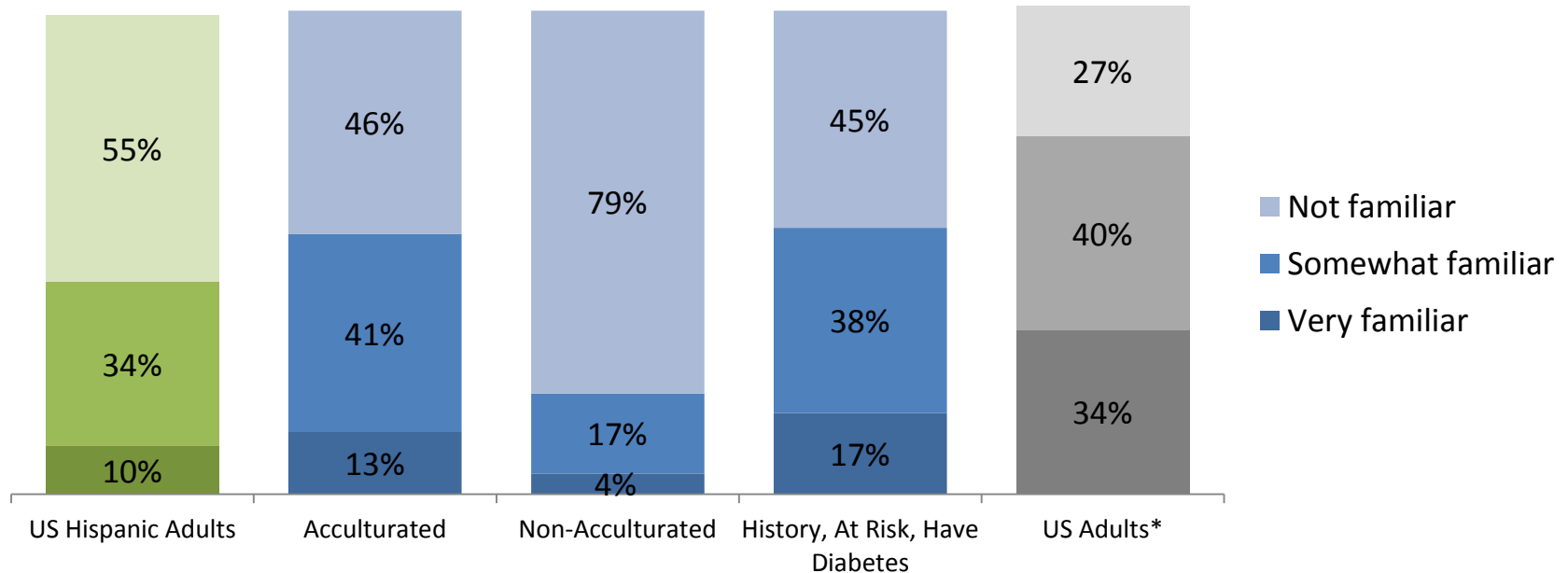
# US Hispanic Adults and Podiatry



## Familiarity with Podiatry: The majority of US Hispanics are not familiar with podiatrists.

- They are less familiar than the US adult population generally.
- Acculturated Hispanics and those with/at risk for diabetes are slightly more informed.

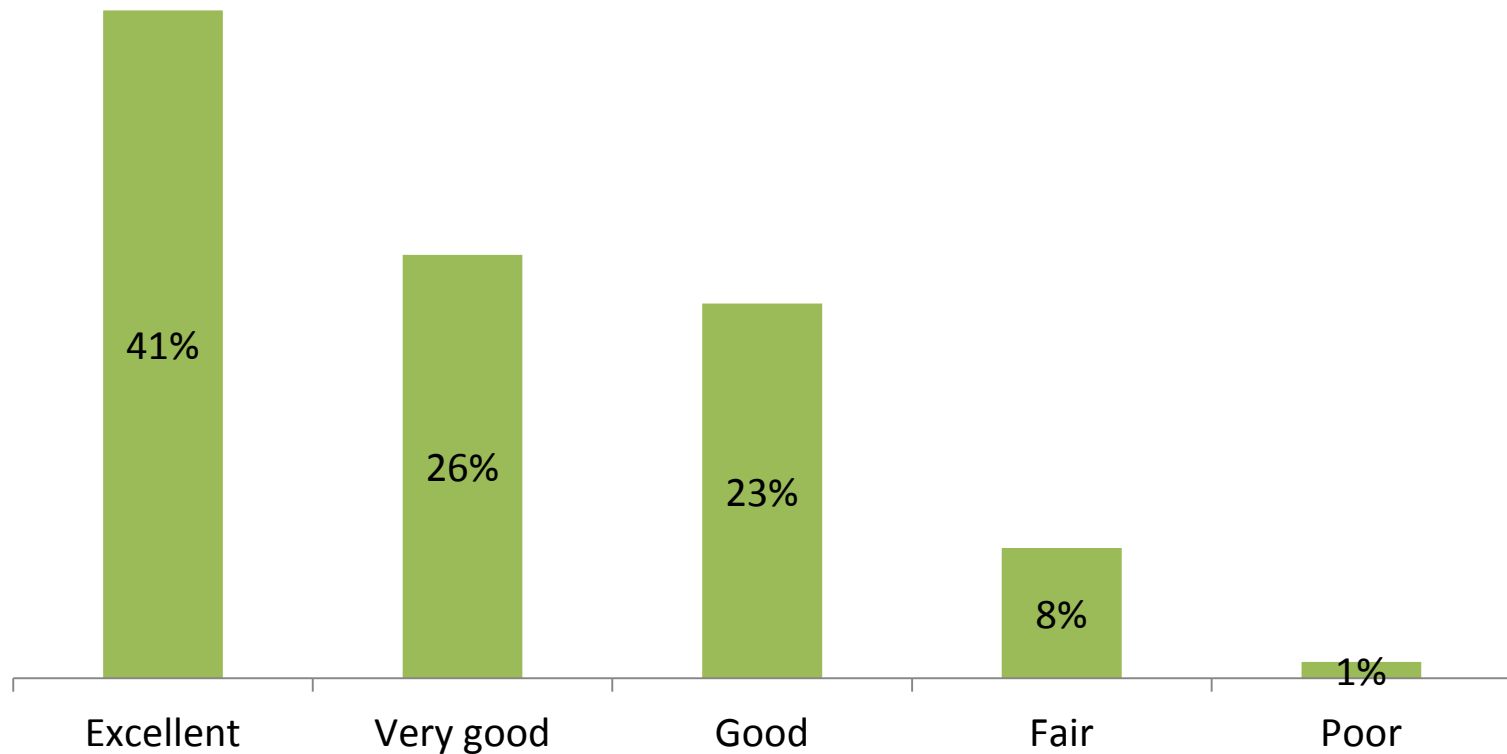
### Familiarity with Podiatry



## Experience with Podiatry: Most US Hispanics who have visited a podiatrist rate their experience as excellent or very good.

### Past Experience with Podiatry

-among those who visited a podiatrist for foot ailment/s-

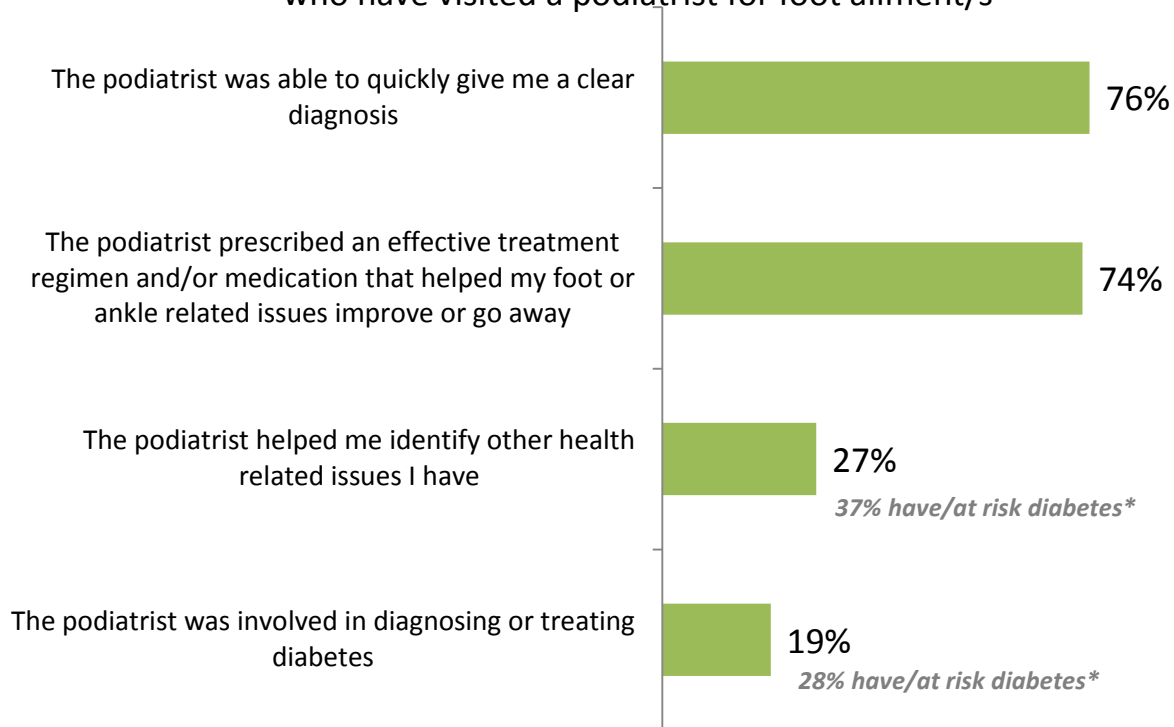


## Diagnosis and Treatment: Hispanic podiatry patients feel they were given a clear diagnosis and placed on a regimen that helped allay their issues.

- Fewer said the podiatrist helped identify or diagnose other health issues.
- Those US Hispanics at risk for or with diabetes are more likely to credit their podiatrist for helping them identify not only their diabetes, but also other health issues (note small sample sizes, findings directional).

### Experience with Podiatrists

-Strongly and somewhat agree among those who have visited a podiatrist for foot ailment/s-

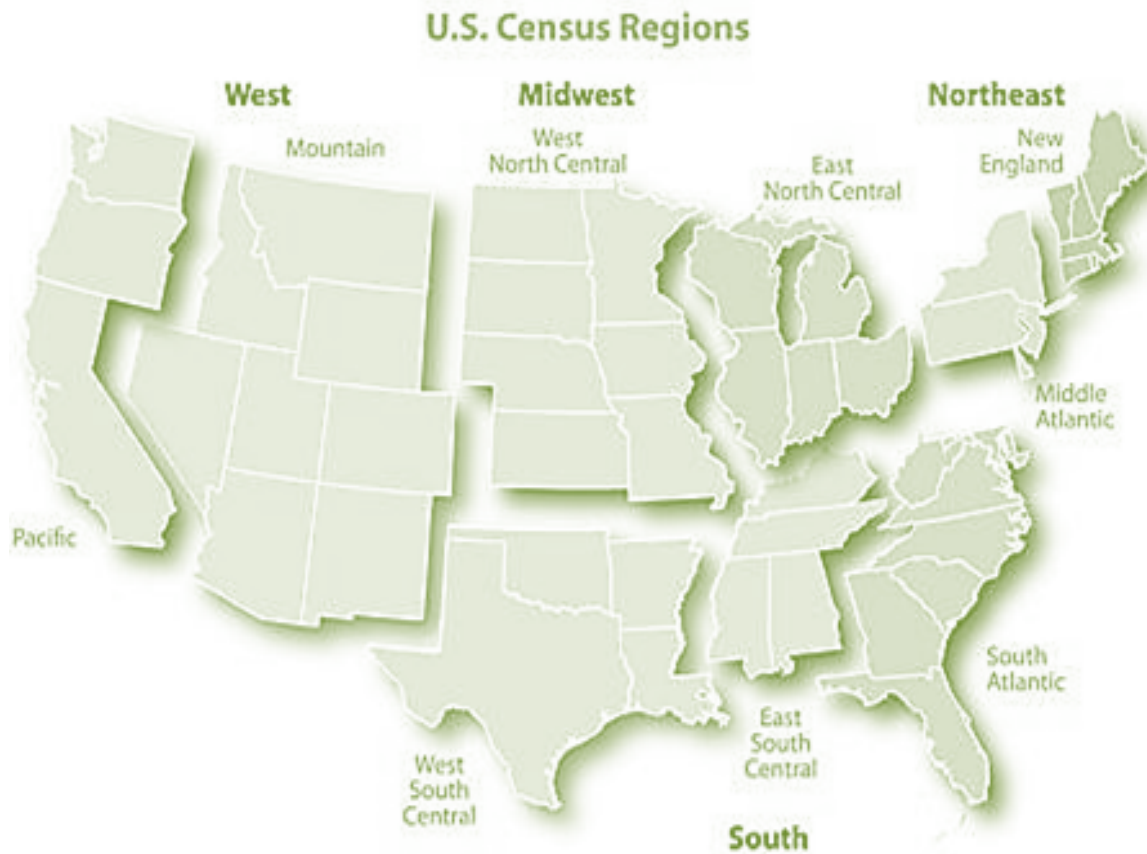


# Survey Participant Profile





# Participants by Census Regions



## 4 US Census Regions

		2011 Census. gov
Northeast	11%	15%
Midwest	8%	8%
South	37%	35%
West	44%	42%

## 9 US Census Regions

New England	2%
Mid Atlantic	10%
East North Central	6%
West North Central	1%
South Atlantic	14%
East South Central	1%
West South Central	21%
Mountain	8%
Pacific	36%

# Demographics

	Census.gov 2011 US Hispanic Adults	APMA 2012 US Hispanic Adults	Men	Women	Acculturated	Non- Acculturated	Family History/ At Risk/Have Diabetes	Have Foot Issues
<b>Gender</b>								
Male	52%	50%	100%	-	55%	35%	45%	50%
Female	48%	50%	-	100%	45%	65%	55%	50%
<b>Age</b>								
18-24	18%	13%	11%	16%	16%	6%	9%	12%
25-34	25%	17%	13%	22%	16%	22%	12%	16%
35-44	22%	21%	19%	22%	16%	33%	20%	19%
45-54	17%	18%	19%	16%	19%	16%	25%	19%
55-64	10%	16%	18%	14%	17%	14%	16%	17%
65 or older	9%	14%	19%	10%	17%	10%	19%	16%
<b>Hispanic Origin</b>								
	Census.gov 2010							
Mexican, Mexican- American, Chicano	63%	63%	58%	67%	58%	75%	61%	61%
Puerto Rican	9%	9%	12%	7%	12%	2%	11%	9%
Cuban	4%	7%	8%	6%	6%	10%	8%	7%
Salvadoran	3%	2%	2%	2%	2%	1%	2%	2%
Dominican	3%	1%	1%	1%	1%	3%	2%	1%
Other	18%	16%	17%	15%	19%	9%	16%	17%
<b>English Proficiency</b>								
Converse in English Very/Pretty Well		74%	82%	65%	100%	5%	76%	75%
Read in English Very/Pretty Well		75%	82%	67%	100%	9%	77%	76%

# Demographics (continued)

	Census.gov 2011 US Hispanic Adults	APMA 2012 US Hispanic Adults	Men	Women	Acculturated	Non- Acculturated	Family History/ At Risk/Have Diabetes	Have Foot Issues
<b>Marital Status</b>								
Married	52%	55%	59%	51%	52%	64%	54%	56%
<b>Children in Household</b>								
Children Live in HH	49%	47%	36%	56%	40%	65%	44%	45%
<b>Employment Status</b>								
Paid Employee		43%	50%	36%	46%	33%	42%	44%
Self-Employed		9%	10%	7%	8%	10%	8%	9%
Unemployed		13%	14%	12%	13%	15%	10%	12%
Retired		13%	14%	12%	16%	7%	17%	14%
Disabled		5%	7%	4%	7%	1%	8%	5%
Other		17%	4%	29%	10%	33%	16%	15%
<b>Education</b>								
Less than a HS Diploma	34%	21%	17%	25%	10%	50%	22%	21%
HS Diploma or Equivalent	31%	32%	29%	35%	31%	35%	28%	30%
Some College	23%	29%	30%	27%	36%	10%	33%	30%
Bachelor's Degree or Higher	13%	18%	23%	13%	23%	5%	17%	19%
<b>Household Income</b>								
Less than \$10,000	10%	10%	8%	12%	8%	15%	8%	10%
\$10,000 < \$25,000	23%	21%	18%	24%	14%	39%	22%	21%
\$25,000 < \$50,000	33%	29%	29%	29%	27%	36%	30%	27%
\$50,000 < \$75,000	17%	16%	17%	15%	20%	6%	20%	16%
\$75,000 or higher	18%	24%	29%	20%	32%	4%	21%	25%