



Descubre la Salud

April 2016

Total surveys completed: 102

Focus Group Leader: Marina La Grave

RE: Latino Audience Focus Group Summary

After translating surveys, a total of four focus groups were held at Columbine Elementary's school library, Casa de la Esperanza community center, and the Longmont Public Library. During these four, 1-hour focus groups, participants were happy to share their comments.

Focus groups were conducted in Spanish. A total of 102 Surveys were completed. Twenty-five \$10 Starbucks gift cards were given together with 24 pedometers provided by Jennifer Hellier (project PI and COAHEC Director).

Focus group discussions included the following:

- Identification of health issues that were important to Latinos in Denver.
- Sources of health information (where do people go to find out how to treat health problems, to stay healthy, etc.) - like medical professionals, members of the community, media, family. What sources are important and what types of information are most useful?
- How do participants use libraries?
- When and with whom do you Latinos in Denver visit their local library & what services do they use? (e.g., check out books, attend classes/what kinds, homework help, etc.)
- Are libraries accessible to you and your family (hours, are library staff members friendly and helpful)? Are there ways to make libraries more accessible?

- What types of health-related displays or hands-on exhibits would Latinos like to see at libraries?
- What types of health-related programs would you like to see at libraries (e.g., programs focused on children, women's health, exercise classes, cardiovascular fitness, and workshops on obesity, diabetes, and healthy cooking/diet)?
- What types of health information should libraries provide? Educational information on health problems and healthy lifestyles? Health screenings? Info on local clinics or health care providers?

Summary of the focus group discussions:

Most families indicated that going to public libraries represented a challenge. The families who had visited public libraries stood out as the most appreciative of what libraries have to offer, from free books to research resources to the fact that libraries tend to offer a quiet, safe space. Jokingly several women indicated that it was a good hide out space from their large families. Others indicated that their community library had a major impact on their family.

Several families indicated that they find it difficult to use their native language at public libraries and as a result, the availability of Spanish-language materials is lacking.

Several families indicated that it was difficult to find information about government benefits and programs and said they would ask someone for help when applying for government benefits or services.

Regarding the use of technology, they said they appreciated the tech classes on how to use new tech devices. However, many families indicated that they did not feel comfortable asking for help with the use of technology.

Most families indicated that they did not consider libraries a space to come to and use regularly or attend library events. Some indicated that they felt a bit intimidated by the lack of people of color and language barriers.