

ABSTRACT

PANDEMIC INFLUENZA: LEVEL OF PREPAREDNESS AND PREFERRED METHOD OF LEARNING AMONG SPANISH-SPEAKING ADULTS IN FRESNO COUNTY, CALIFORNIA

The purpose of this study was to identify the level of preparedness and the preferred method of learning and obtaining information on pandemic influenza among Spanish-speaking adults ages 18 and older in the rural communities of Parlier and Kerman in Fresno County, California. The participants represented a convenience sample of Spanish-speaking adults ages 18 and older receiving educational, parenting, or health information services from the Parlier and Kerman Unified School Districts.

Two hundred and nine participants completed a questionnaire consisting of 21 open and close-ended questions. The study revealed that the adult Spanish-speaking population in the communities of Parlier and Kerman are not prepared for a pandemic influenza regardless of their gender, age, number of years living in the United States, educational level, or income level. The study also identified that participants learn best when exercising all methods of learning: listening, seeing, moving, doing, and touching.

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August 2008