A qualitative process evaluation of an oral health promotion program for older migrant adults

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Key Words:
oral health, health literacy, information uptake, Greek, Italian

Research aim:
evaluation of a community-based health promotion program conducted to improve the use of oral health services, oral health knowledge, attitudes, and practices of older Greek and Italian adults living in Melbourne, Australia.

Results/Conclusion:
Findings indicated the importance of communicating dental information through a culturally relevant approach using easily understandable printed material in the participants' native languages; using the venue of their social clubs for health promotion efforts; and using an interactive and socially supportive approach that combined information giving, skills development and discussion in small groups over time.

Implications:
Findings suggest that when migrant populations are afforded greater consideration and time to learn about oral health concerns in an accessible and culturally relevant manner, the results may be quite positive.

Cultural Group(s):
Greek, Italian

Location of study:
Victoria (Melbourne)

Age group:
55+

Number included in study:
151

Type of participants:
Participants in a community-based health promotion program drawn from nine Italian and six Greek ethnic clubs

Research approach:
Qualitative

Type of data:
Primary

Secondary data sources used:

Specific scales or analytical techniques used:

Implications/ Recommendations:

Notes:
health literacy