Interactive Entertainment Education for Diabetes Self-Management Targeted to Hispanics

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Dr. Kim Kline

Diabetes self-management education can improve outcomes in adults with Type 2 Diabetes Mellitus. However, Hispanics, a group that carries a large burden of disease, are less likely than non-Hispanic whites to participate in diabetes education programs. Dr. Kline presents a paper that details a health intervention that uses a multi-pronged approach that combines health communication strategies and health information technology to engage and empower Hispanic individuals to active self-care. She describes the development of a novel technology-based application, entitled Sugar, Heart, and Life (SHL), that utilizes concepts from entertainment education to promote active patient self-management of T2DM among Hispanic individuals served by a safety net health system. The findings of this study suggest that the SHL application is an acceptable tool for use by Hispanic male and female individuals that may empower them in self-management of T2DM.

Kim Kline received her B.A. from Kennesaw State University, her M.O.C. from Georgia State University, and her Ph.D. from the University of Georgia. She employs rhetorical, narrative, critical-cultural and feminist theories and methodologies to interrogate contemporary meanings of health, illness and medicine as well as their sociopolitical implications. Her research focuses on the social construction of health, illness, and medicine especially with regard to women’s health issues. Her published studies have addressed topics such as the theoretical and methodological issues in the study of health and the mass media, popular media and health communication especially as relates to women’s health and, in particular, the social construction of issues associated with pregnancy and childbirth. Her research can be found in such journals as Women & Language, Health Communication, Journal of Health Communication, Social Science and Medicine and in edited volumes including Communication Yearbook (forthcoming), Evaluating Women’s Health Messages, and the Handbook of Health Communication and Constructing Our Health: The Implications of Narrative for Enacting Illness and Wellness.