

A Modified Beaton Process Facilitated Linguistic and Cultural Translation of a Nutrition Education Program into Spanish.

Barbara Lohse¹, PhD, RDN; Hannah Puzio, BA
Wegmans School of Health and Nutrition, Rochester Institute of Technology
¹balihst@rit.edu



Mother Cabrini
HEALTH FOUNDATION

Purpose

Transform *About Eating* into *Acerca de Comer* to be linguistically and culturally acceptable to Spanish speaking New Yorkers.



Figure 1. *About Eating* homepage translated from English to Spanish. Access the English version at: www.needscenter.org/resources/about-eating/

Methods

Translation into Spanish was accomplished using a modified Beaton process consisting of translation, back-translation, iteratively until the original English and the final translation were congruent. This process required multiple bilingual interpreters.

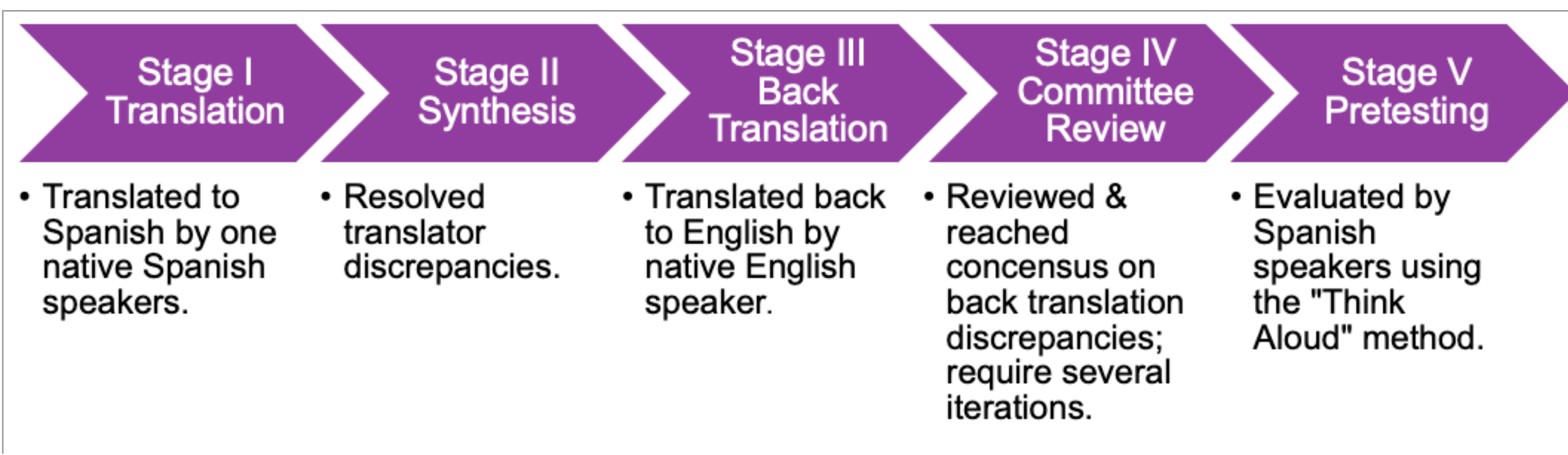


Figure 2. Beaton Process

Cultural translation required review of all images, recipes, and websites by native Spanish speakers and re-review following revisions.

Sample Image Revision

Image in *About Eating*

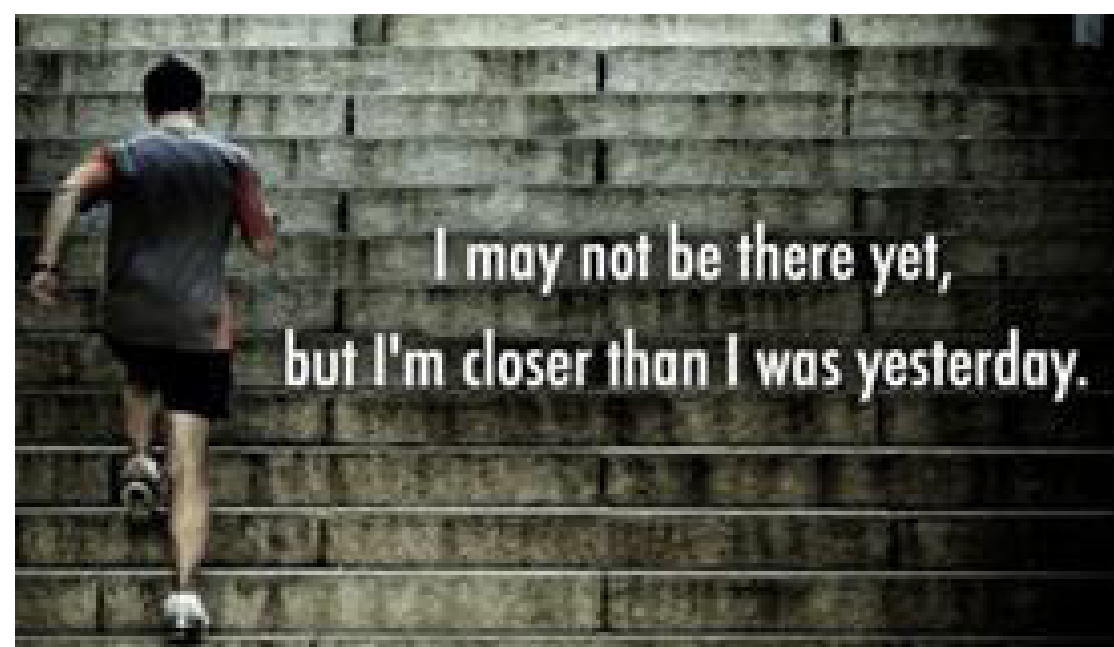


Image in *Acerca de Comer*

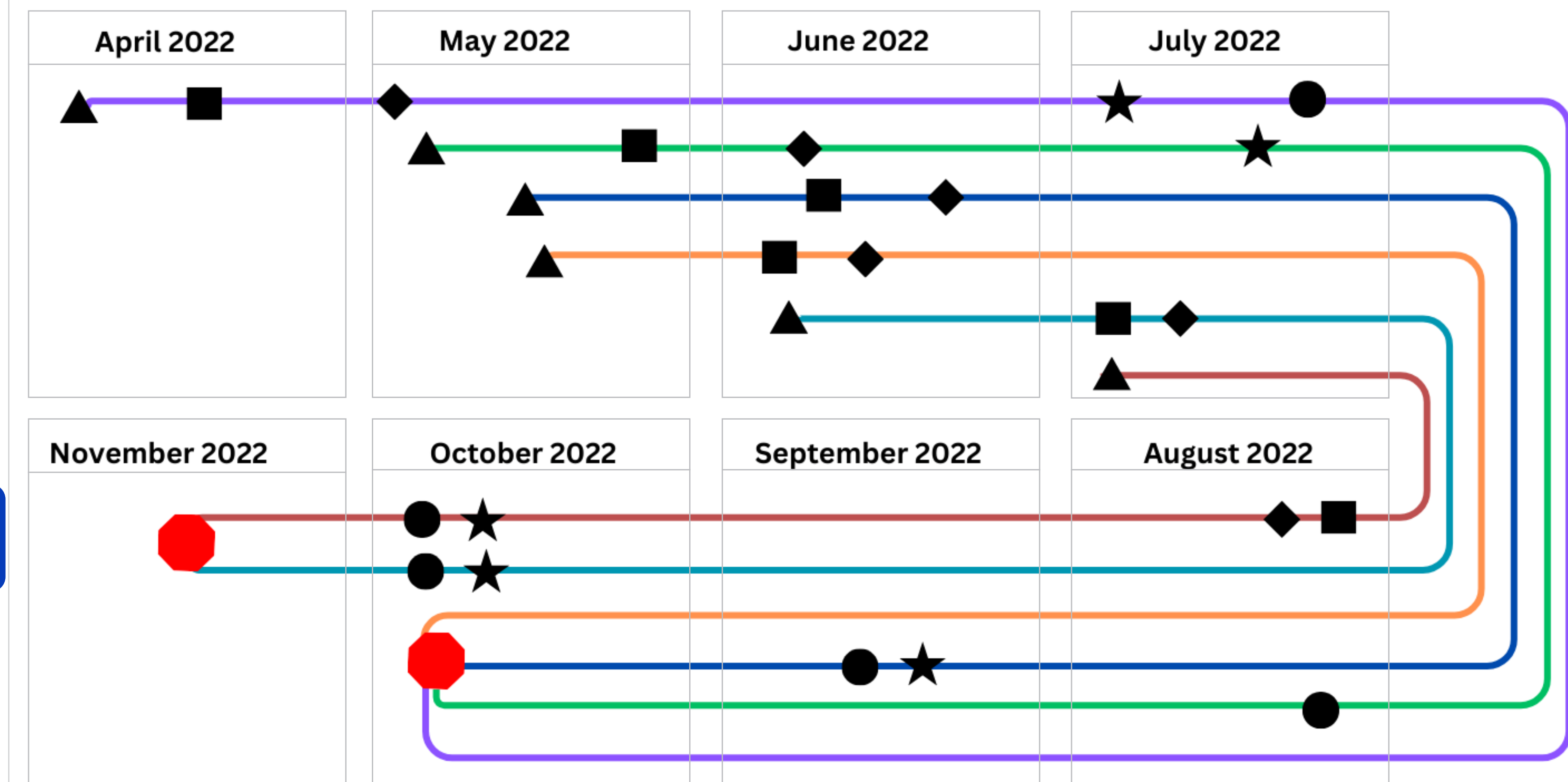


After transformation into *Acerca de Comer* was complete, cognitive interviews using the "Think Aloud" method were held on a virtual video platform. Each bilingual participant viewed the screens two or more modules; as each screen appeared they provided critical commentary and modification suggestions.

Results

Translation Process

The time required for translation ranged from 77 to 114 days for the 6 modules. Eight iterations of translation/back translation were required for each module.

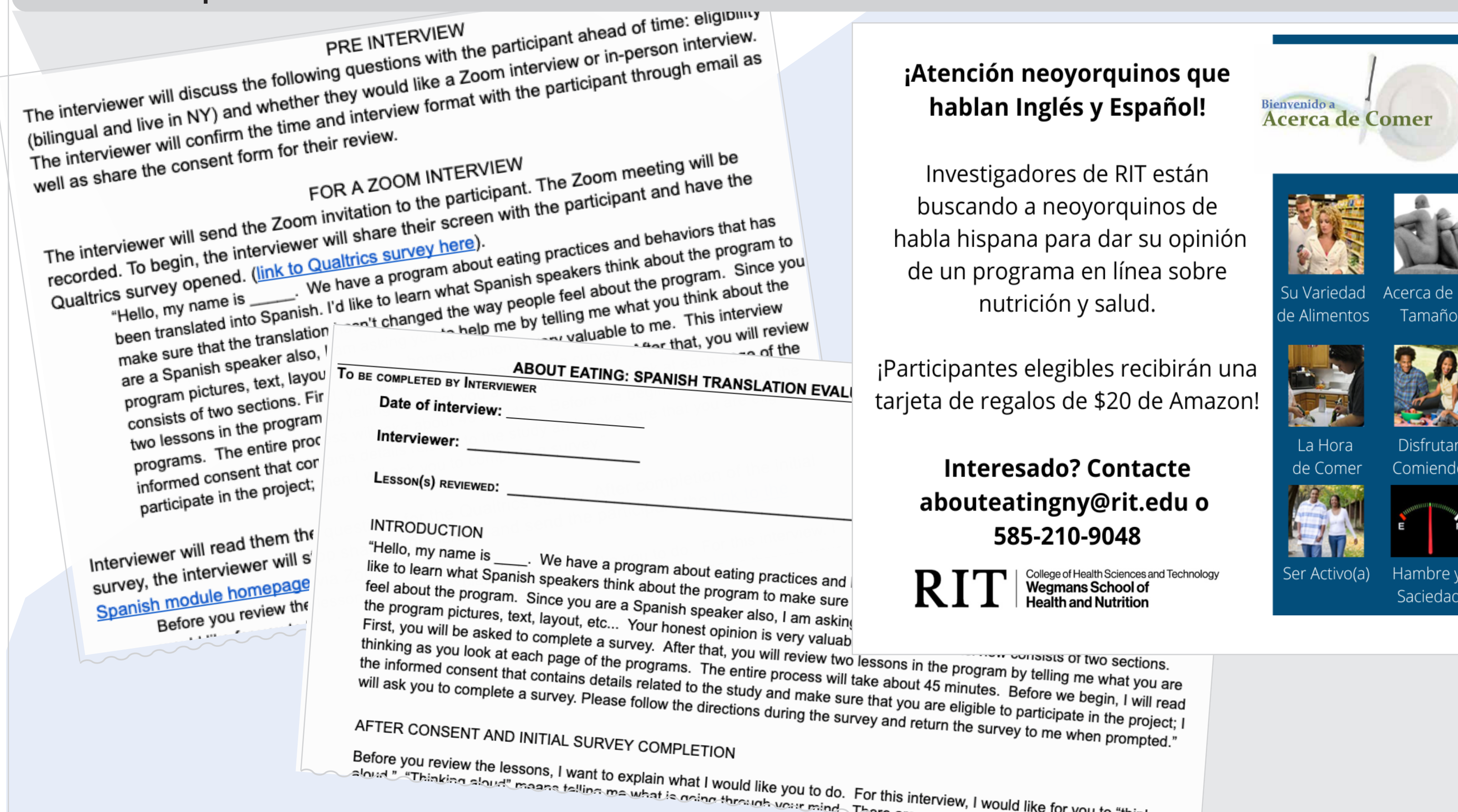


About Eating Module	Number of Days for Translation Process	Number of Days for Translation Process & Website Development
Enjoying Eating	84	194
About Being Active	77	168
About My Size	106	160
Hunger and Fullness	82	161
Time to Eat	114	149
Your Food Variety	79	114

Key

- ▲ Translation process initiated. Storyboard sent from RIT to translation agency.
- Storyboard returned to RIT.
- ◆ RIT and translation agency work to verify, and edit, translation.
- ★ Translation process complete
- Website development initiated.
- Website complete.

Cognitive Interview Tools (clockwise below): Recruitment flyer, interview script, interview protocol.



Cognitive Interview Results

Bilingual Spanish speakers assessed two modules each; all modules were assessed. Original translation was mostly done by Puerto Rican Spanish speakers, whereas interviewees were from other countries. Issues identified during the assessments included:

- ◇ Sayings or slogans unique to Americans cause confusion eg, Pledge of Allegiance.
- ◇ Fruits and vegetables with region-specific names
- ◇ Words and phrases may be understood in one Spanish-speaking country but not in another.
- ◇ Words that are innocuous in one dialect may be offensive or vulgar in a different dialect.



Challenges

Translation is time consuming! At least two translators needed for the process. Intra- and Inter-country/region dialects must be considered. Securing reviewers of translated materials is difficult and can be costly because of the time involved and the intensity of the work.

Conclusion

Dissemination science requires attention to linguistic and cultural translation to enhance interest and adoption of messages. Planning to disseminate health programs in languages other than the original requires attention to human, social, and financial capital at the beginning planning stage.

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