

Novela Health Education Catalog 2001



A *novela* is a story or drama produced in radio, television, or print. Radio (radionovelas) and television (telenovelas) versions are more like an American TV mini-series than a soap opera, in that they have a defined beginning and an end. In Mexico and Latin America novelas are sometimes historical documentaries, and can be an important means of communicating with low-literacy populations about issues of health and well being.

Print versions (fotonovelas) of novelas use photographs or comic book style drawings to illustrate the action of the plot. They are designed to reflect the experience of Hispanics and Latinos, and to sensitively encourage health behavior change by showing the honest real-life experiences of the characters and the effect of health decisions on their lives.

These novelas have been produced with oversight by health professionals to ensure that the medical content is accurate and up-to-date. The audio-visual and print materials are educational tools that can be used in a variety of ways and settings.

KDNA and the Northwest Communities Education Center are the national distributors of materials produced by Novela Health Education.

To place an order, complete the order form on the back page of the catalog, and mail it with your check to:

Northwest Communities Education Center
P O Box 800
Granger, WA 98932

For additional information
Phone (509) 854-1900 or (509) 854-2222,
FAX (509) 854-2223,
or email novelas@radiokdna.org.



**Marco Aprende Cómo Protegerse
(Marco Learns How To Protect
Himself)**

Target Audience: *Hispanic men*
 Message: *AIDS education, condom use*
 Language: *Spanish*
 Format: *Color comic book, 16 pages*

After having sex with a prostitute, Marco visits the clinic when urination becomes painful. His physician tells him about sexually transmitted diseases, and teaches him how to use a condom. Positive behavior is demonstrated in his next sexual encounter, and Marco learns how to buy condoms at the pharmacy.

Item 0263	Farmworker Marco fotonovela	1 - 999	\$0.65 ea	1000+	\$0.50 ea
Item 0264	Restaurant Worker Marco fotonovela	1 - 999	\$0.65 ea	1000+	\$0.50 ea

Three Fotonovelas about AIDS

Developed by the Rural Women's Health Project, these fotonovela's present clear health information on AIDS and STD's for Hispanic women. As we step into the lives of these characters we are touched by their struggles, and inspired by their willingness to challenge themselves and others.



Target audience: *Hispanic women*
 Message: *AIDS education*
 Language: *Spanish*
 Format: *Tabloid*

Es Mejor Prevenir Que Lamentar: Oralia and Maria learn about STD's and the effect they can have on pregnancy and reproductive health

¡La Ignorancia Mata!: Luis learns about HIV transmission and, when he finds out an old lover has AIDS, decides to have a test before continuing his current relationship.

El Amor No Basta!: Rosa's new job at the clinic has her teaching about AIDS. But how will her own test turn out?

Item 0240	Set of three fotonovelas	1 - 99 sets	\$1.75 ea	100+	\$1.50 ea
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**¡Sin Sintomas!
(Without Symptoms)**

Target audience: *Hispanic men and women*
 Message: *STD/Chlamydia education*
 Language: *Spanish*
 Format: *Tabloid fotonovela, 8 pages*

Jose leaves his wife to earn money in the United States, where he contracts chlamydia. Through his story, the reader learns about how this sexually transmitted disease, which has no symptoms, can cause sterility and perinatal problems when transmitted to a woman. Jose seeks the help of a social worker, who refers for treatment at a clinic. There he learns prevention methods for this and other STD's. Includes frequently asked questions with answers in summary form.

Item 0270 Fotonovela 1-999 \$0.50 ea 1000+ \$0.40 ea



**Tres Hombres Sin Fronteras
(Three Men Without Borders)**

Target Audience: *Hispanic male farmworkers*
 Message: *AIDS education, condom use*
 Language: *Spanish*
 Format: *Booklet fotonovela, 20 pages and Radio novela, 15 five minute episodes on one cassette*

Sergio has unprotected sex with both men and women; Victor is faithful to his pregnant wife in Mexico; and Marco is ready to try anything - at least once. *Tres Hombres* is a straightforward look at the life of farmworkers, with scenes involving prostitutes and drugs. It covers condom use, HIV prevention methods, and perinatal transmission. Music for the radio-novela was composed and performed by Los Campesinos de Michoacan.

The Corporation for Public Broadcasting presented Radio KDNA with a Silver Award for Community Service for the production of *Tres Hombres*.

Item 0273 Fotonovela book 1 - 999 \$0.65 ea 1000+ \$0.50 ea
Item 0274 Fotonovela, 8 pg tabloid 1 - 100 \$0.55 ea 101 - 999 \$0.50 ea 1000+ \$0.45 ea
Item 0574 Radio-novela, audio cassette (includes broadcast rights) \$35.00 ea



Celia Aprende Como A Proteger Su Bebé (Celia Learns to Protect Her Baby)

Target Audience: *Hispanic women*

Message: *Perinatal transmission of HIV*

Language: *Spanish/English (book flips over)*

Format: *Color comic book, 32 pages*

Newlywed Celia and her husband Ruben visit her family for dinner. After revealing that she and her husband are trying to get pregnant, Celia's aunt Elena encourages her to see a doctor and get an AIDS test. Elena tells the story of her comadre's daughter, who learned she had HIV at her first prenatal exam. Through the encouragement of a loving family, Celia and Ruben decide to go for a checkup before getting pregnant.

Item 0265 Fotonovela 1 - 999 \$0.65 ea 1000+ \$0.50 ea

¿Por Que a Mi Mama? (Why My Mother?)

Target audience: *Hispanic teens*

Message: *AIDS education*

Language: *Spanish*

Format: *Videotape, 26 minutes*

A Spanish-language video about HIV and its transmission, *Por Que a Mi Mama* centers on a group of teenagers who, through discussions on the playground and in school, explore misconceptions about HIV and AIDS, and learn the facts. A great starting place for classroom discussion about AIDS, *Por Que a Mi Mama* reflects common concerns and attitudes held by teenagers.

Item 0148 *Por Que a MI Mama, videotape* \$75.00 ea



Sueños Y Realidades (Dreams and Realities)

Target Audience: *Hispanic women*

Message: *STDs and pregnancy complications*

Language: *Spanish*

Format: *Tabloid fotonovela, 8 pages*

Juana and Felipe have a dream: to get married and have a happy family. The reality: Felipe has syphilis and chlamydia and transmits the diseases to Juana. When Juana becomes pregnant and has health difficulties, an older friend advises her to go to the clinic. Juana resists, but finally goes and has tests which reveal her illness. *Sueños y Realidades* is a touching story of how a young couple deals with sexually transmitted diseases with the help of good friends and caring professionals at a clinic.

Item 0267 Fotonovela 1 - 999 \$0.65 ea 1000+ \$0.50 ea



**Eres Lo Que Comes
(You Are What You Eat)**

Target audience: *Pregnant Hispanic women*
 Message: *Prenatal nutrition*
 Language: *Spanish*
 Format: *Videotape: three 12 minute episodes,
 with teacher's guide*

Produced in the popular telenovela format, Eres Lo Que Comes is an exceptionally warm series conveying an important nutritional message. Juanita is introduced to nutrition in her prenatal care, and scenes with the nutritionist include easy to understand demonstrations of how the different food groups play a role in health.

Item 0110 Video with teachers guide

\$135.00 ea



**Los Dientes de Leche:
Cuidelos o Pierdalos
(Baby Teeth: Love 'em
and Lose 'em)**

Target audience: *Parents with young
 children*
 Message: *Care of baby teeth*
 Language: *Spanish or English*
 Format: *Videotape, 18 minutes*

This creative video is produced in nightly news format, with children acting as reporters.

Do's and don'ts of early dental care and hygiene are covered in detail, with special attention given to the importance of weaning young children from bottle-feeding. Babies cutting their first teeth provide commentary on the importance of baby teeth in early childhood development and later dental health, and the video also explains the role parents can play in setting good examples of dental hygiene.

Item 0120 *Los Dientes de Leche*, videotape - Spanish \$75.00 ea

Item 0121 *Baby Teeth*, videotape - English \$75.00 ea

Item 0122 Both videos - English and Spanish \$125.00 for both

**Pyramide del Dia Con el Sabor Popular Mexicano
(A Food Guide Pyramid With A Mexican Flavor)**

Target audience: *Hispanics, especially Mexican-Americans*

Message: *Good nutrition from a Mexican menu*

Language: *Spanish and English*

Format: *Videotape, 14 minute @ language*

Pyramide del Dia begins with a brief overview of early Mexican cultures and their reliance on beans, corn, squash, and chiles as the mainstays of their diet. These and other traditional Mexican foods are placed within the context of the USDA food pyramid. The harmful effects of over consumption of fats and sweets are discussed, and a special focus is placed on the need to eat a wide variety of foods. In addition, a Mexican grandmother prepares a traditional midday meal with her grandson while talking about how meals have changed, and showing her grandson how to make food flavorful without using excess fat.

Item 0130 *Pyramide/Pyramid, videotape in Spanish and English* **\$85.00 ea**



¡Un Salvavidas!

Target audience: *Hispanic teens*

Message: *Water safety*

Language: *Spanish/English*

Format: *Booklet fotonovela, 24 pages*

What begins as a carefree outing on the river turns into tragedy when Eduardo drowns. Messages about alcohol and about wearing a lifejacket on the water are powerfully presented in this fotonovela for teens. Designed in close consultation with safety experts, *¡UN Salvavidas!* is a perfect complement to any safety program.

Item 0275

¡UN Salvavidas! fotonovela

1-999

\$0.65 ea

1000+

\$.050 ea

Domestic violence



Usted No esta Sola (You Are Not Alone)

Target Audience: *women*

Message: *Domestic violence prevention*

Language: *Spanish/English together (book flips over)*

Format: *Booklet fotonovela, 16 pages*

Carmen's husband comes home after a long day's work, and loses his temper when dinner is not ready. After he storms out, Carmen calls her friend Maria, scared and uncertain what to do. Accompanying text provides clear information about domestic violence and where to turn for help, and reinforces the message in the title.

Item 0302

Fotonovela

1 - 999 \$0.65 ea

1000+

\$.50 ea



La Esperanza del Valle
(Hope of the Valley)

Target audience: *Hispanic teens and their families*
 Message: *Use of alcohol creates dramatic life problems*
 Language: *Spanish/English*
 Formats available: *booklet fotonovela, 56 pages in Spanish and English;*
telenovela in six 22 minute episodes on video cassette (with 12 page study guide);
and radio novela in six 20 minute episodes on audio cassette

The Ortega family lives in a farming community. They are hard working, but have alcohol related problems. Fernando, the 17-year-old son, is suffering from the consequences of using alcohol: he is arrested for public drunkenness, suspended from the wrestling team, breaks up with his girlfriend, and sees a counselor as part of his suspension stipulations. Subplots address issues such as exposure to pesticides, teenage pregnancy, and adult alcohol problems.

Item 0125	Video package (English), study guide and 6 fotonovelas	99.00
Item 0250	Fotonovela (English and Spanish)	1 - 100 \$1.00 ea 101 - 1000 \$0.95 ea
Item 0126	Radio-novela audio cassette (Spanish)	\$50.00



Corre Coyotito Corre

Target audience: *Hispanic families*

Language: *Spanish*

Format: *Radio-novela, six 15-minute episodes, and five 3-minute mini-dramas on two compact disks*

“Corre Coyotito Corre” tell the story of the Ruiz family, migrant farmworkers who decide to settle down when their last baby is born with cerebral palsy. The last born in a family of Mexican descent is called “el coyotito”. Benito is the “coyotito” of the Ruiz family and this is his story. With the support of his family-love, humor, challenges, suspenseful moments and patience-Benito attains teaching credentials. “Corre Coyotito Corre” also provides insight into domestic violence. Five additional mini-dramas address social issues such as domestic violence, child abuse and neglect, and depression. These mini-dramas offer timely advice and referral information.

Item 2000

Spanish radio-novela on two compact disks

\$50.00

Fotonovela Sampler

A package of the 9 different fotonovelas: *La Esperanza del Valle* (#0250) ; *¡Un Salvavidas!* (#0275); *Usted No Esta Sola* (#0302); *Marco Aprende Cómo Protegerse* (Farmworker & Restaurant Worker, #0263 & 0264); *Celia Aprende Cómo Proteger A Su Bebé* (#0265); *Sueños y Realidades* (#0267); *¡Sin Sintomas!* (#0270); *Tres Hombres Sin Fronteras* (#0274)

Item 0600

Nine different fotonovelas, inc shipping

\$15.00

Novela order form

Name:		Email:		
Organization:		Phone:		
Address:		Fax:		
City:		State:	Zip:	
Item	Title	Qty	Price @	Total
0121	Baby Teeth - video tape in English		\$75.00	
0265	Celia Aprende Como Proteger - fotonovela			
2000	Corre Coyotito Corre Radio-novela on 2 CD's		\$50.00	
0110	Eres Lo Que Comes - video tape		\$135.00	
0240	Es Mejor Prevenir Que Lamantar; La Ignorancia Mata!; El Amor No Basrta			
0600	Fotonovela sample package (9 fotonovelas, inc shipping)		\$15.00	
0126	La Esperanza del Valle - cassette radio novela		\$50.00	
0250	La Esperanza del Valle - fotonovela			
0125	La Esperanza del Valle - video package		\$99.00	
0122	Los Dientes and Baby Teeth (Spanish & English - 2 videos)		\$125.00	
0120	Los Dientes de Leche - video tape in Spanish		\$75.00	
0263	Marco Aprende Como Protegese (Farmworker)			
0264	Marco Aprende Como Protegese (Restaurant worker)			
0148	Por Que a Mi Mama? - video tape		\$75.00	
0130	Pyramid del Dia el Sabor - video tape		\$85.00	
0270	Sin Sintomas! - fotonovela			
0267	Suenos y Realidades - tabloid fotonovela			
0274	Tres Hombres Sin Fronteras - cassette radio novela		\$35.00	
0273	Tres Hombres Sin Fronteras - fotonovela booklet			
0275	Un Salvavidas! - fotonovela			
0302	Usted No Esta Sola - fotonovela			
Sub-total				
Shipping - \$1-50, add \$5.00; orders over \$50, add 10%				
Total, please make check payable to NW Communities Education Center				
Mail this form, with your check to Novela Health Education PO BOX 800 Granger, WA 98932		Phone: 509-854-2222 FAX: 509-854-2223		

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