



Latino Health &
Education Consortium

Striving to Provide Culturally Competent Services to Latino Immigrant Populations

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Latino Health & Education Consortium
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ONTRACK Program Resources,
through the Community Alliance for CLAS*,
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*Culturally and Linguistically Appropriate Services

The Future...

"By 2050, the U.S. population is expected to increase by 50%; minority groups will make up nearly half of the population..."

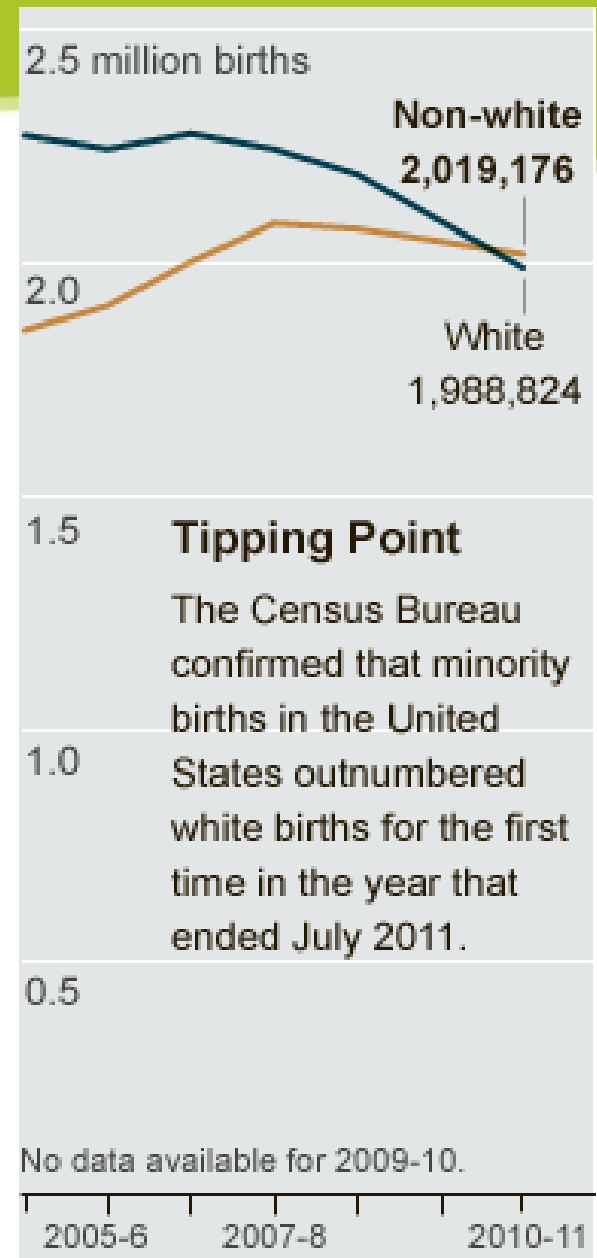
Futurework: Trends and Challenges for Work in the 21st Century, U.S. Department of Labor, 1999.



The Future is Here!

“For the first time in history, there were more minority children born in the US than white children.”

Sabrina Tavernise, “Whites Account for Under Half of Births in U.S.” *New York Times*, May 17, 2012.



Definitions

Hispanics

It has been used in the U.S. Census since 1970. Derived from a Latin word for Spain "Hispania", which later became known as España (Spain).

Latinos

Latino is shortened from "Latino Americano" (Latin American). Term commonly used on the West Coast.

Acculturation

Cultural modification of an individual, group, or people by adapting to or borrowing traits from another culture; *also* : a merging of cultures as a result of prolonged contact.



More Definitions

Latino-Americans

Persons born in the US with origins in the countries of Latin America.

Chicano

Persons of Mexican ancestry born or grew up in the U.S.

First Generation

Refers to foreign-born people.

Second Generation

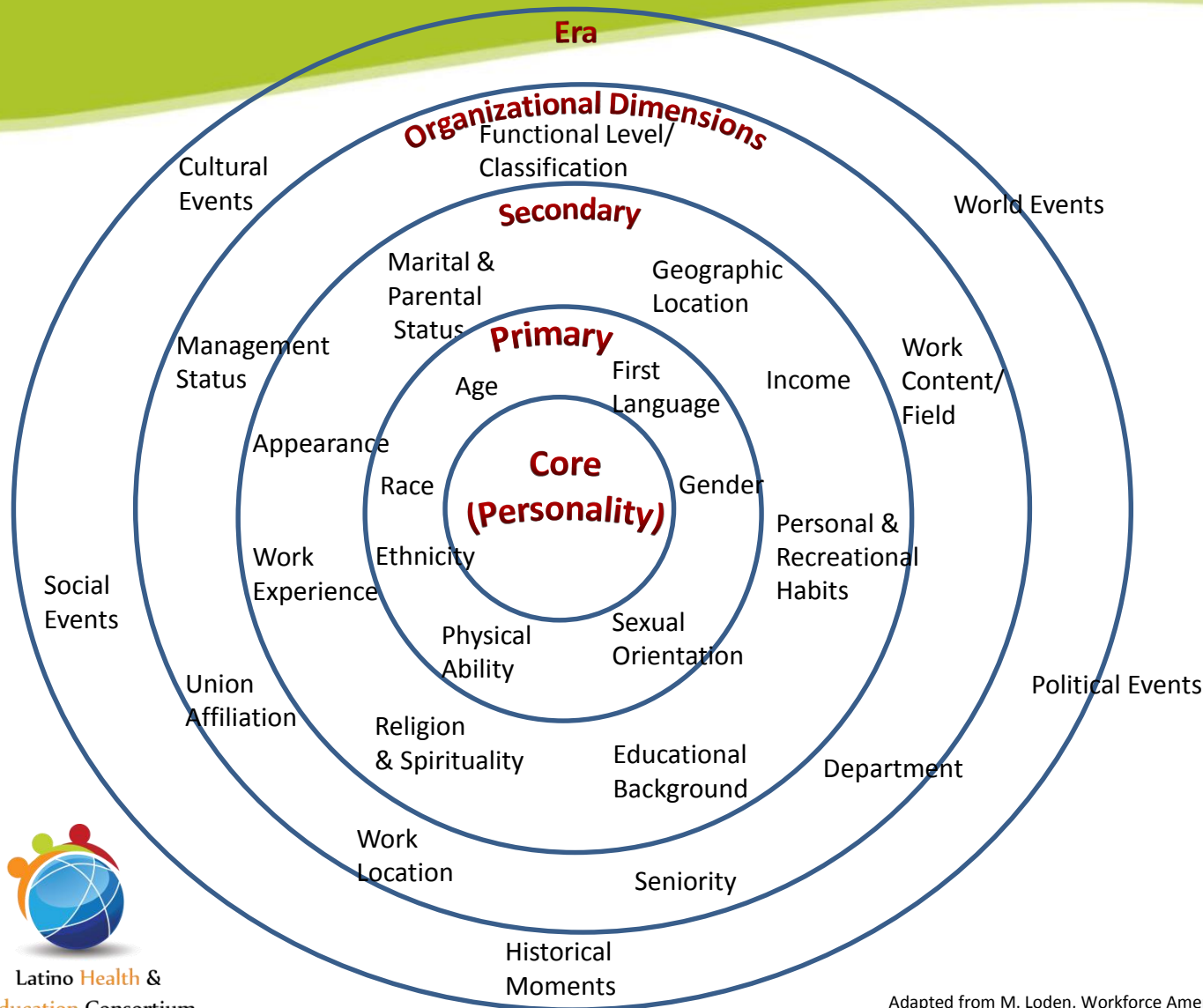
People born in the US, with at least one first generation parent.

Third Generation

Third and higher generation refers to people born in the US, with both parents born in the US.



Dimensions of Diversity



Group Exercise I
Cluster in groups of three people and share one important aspect of the diversity wheel in your life.



Cultural Universal Traits

- Communication
- Age and gender
- Marriage and descent relationships
- Raising children
- Gender division of labor
- Privacy
- Sexual behavior
- Good and bad behavior
- Body ornamentation
- Jokes/games
- Art
- Leadership roles



What do you see?



US: Pest

China: Pet

**Northern Thailand:
Appetizer**



La Condesa

1320 MAIN ST., ST. HELENA

TR: The restaurant has a pretty cool tequila and mezcal bar. Huge selection. They serve these fried grasshoppers that you dip in guacamole, like little crunchy chips. Best bar snack ever. They're not on the menu. You have to ask for them.

\$\$; lacondesa.com/napa.



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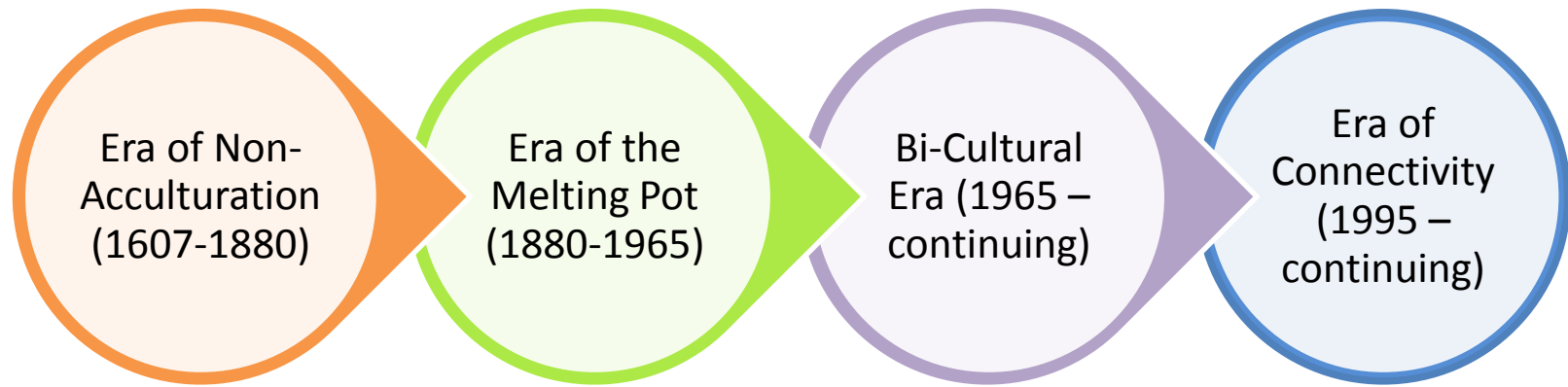
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Acculturation Developmental Process in the US



Era of Non-Acculturation
(1607-1880)



Era of the
Melting Pot
(1880-1965)



Bi-Cultural
Era (1965 –
continuing)



- Retain cultural identities while contributing to the aggregate
- Today the trend is toward multiculturalism, not assimilation



Era of
Connectivity
(1995 –
continuing)



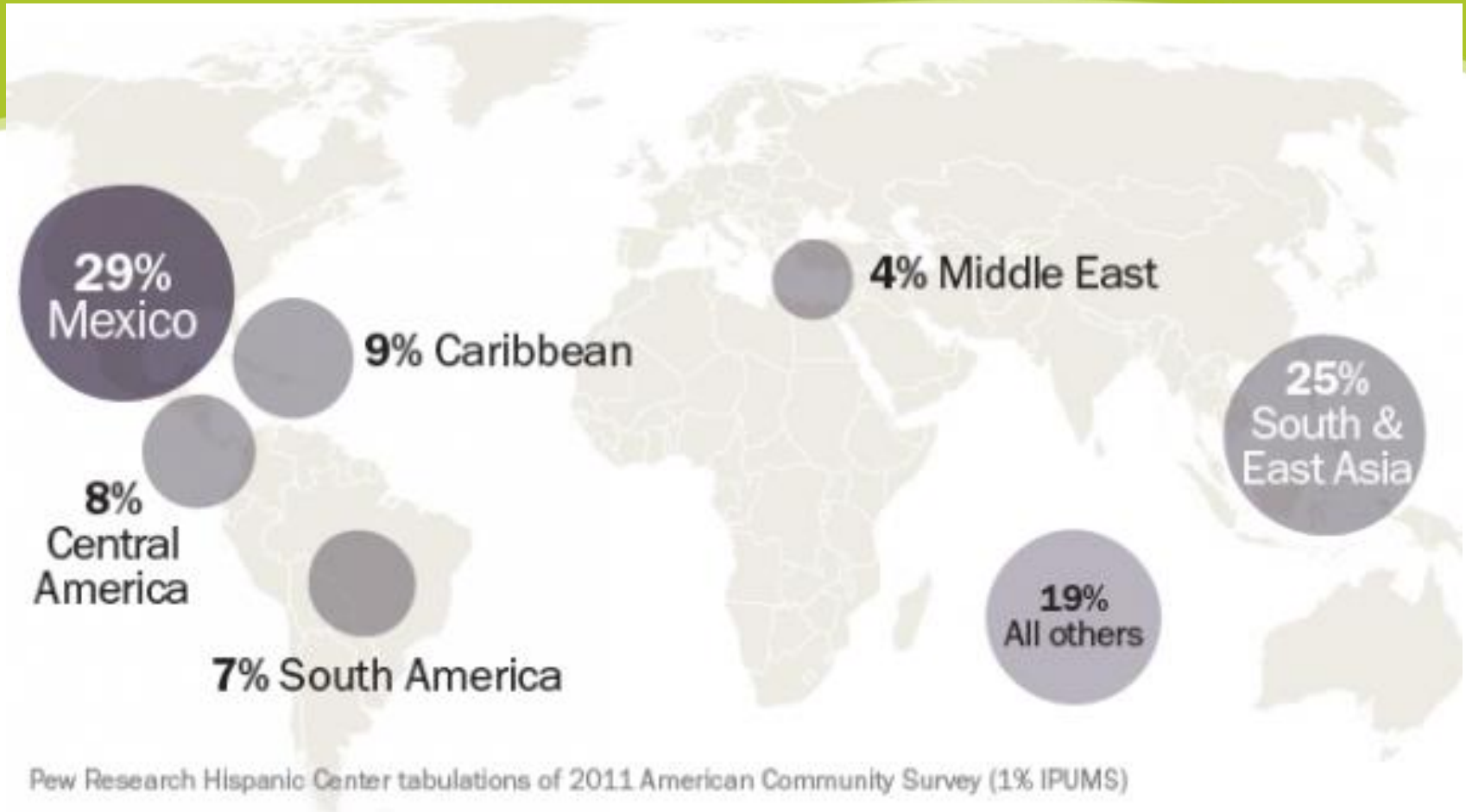
Destinations for Immigrants



2011 American Community Survey (1% IPUMS) for U.S. and 2010 World Bank estimates for all others.



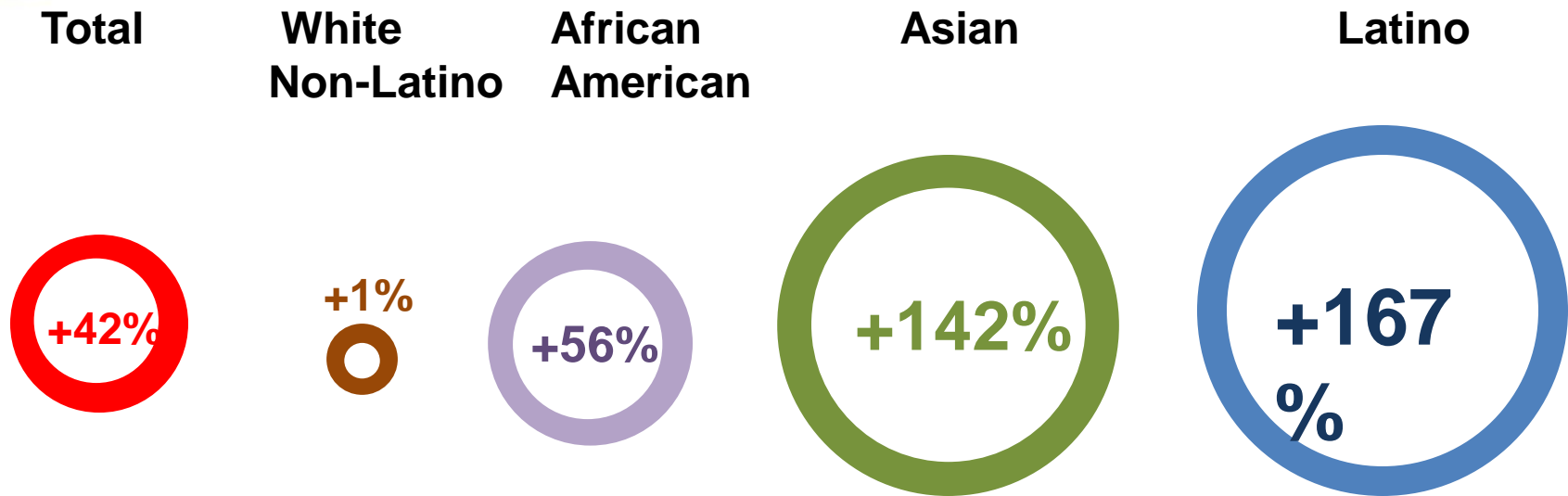
US Immigrants by Country Source



© 2013 Jaime Peñaherrera



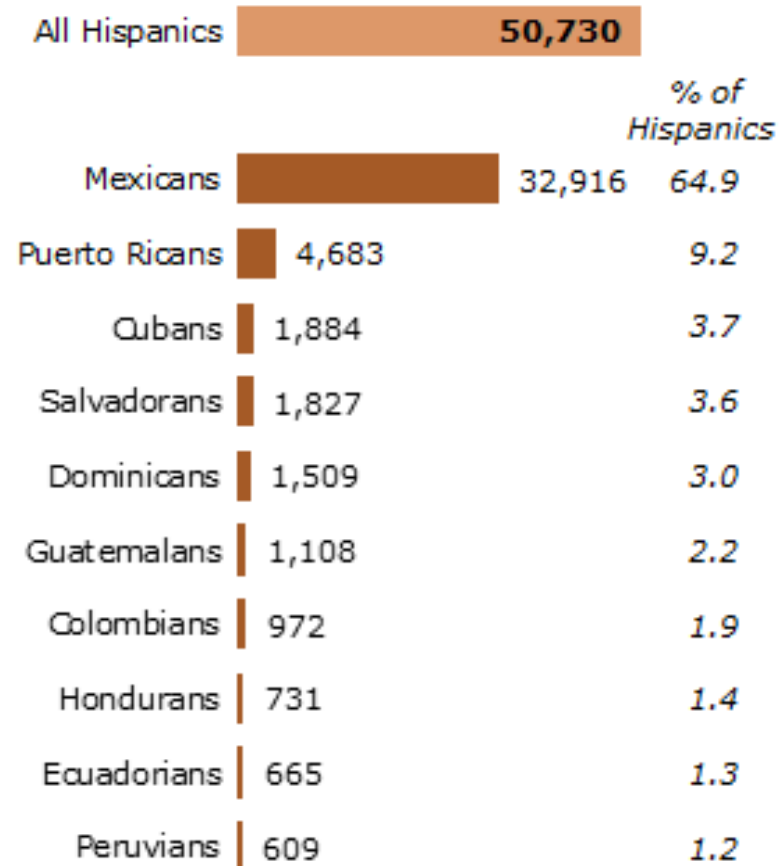
Projected US Population Growth From 2010 to 2050



As of 2010, 37% (14M) of the total population in California is of Latino descent.



US Latino Population by Origin 2010 (thousands)

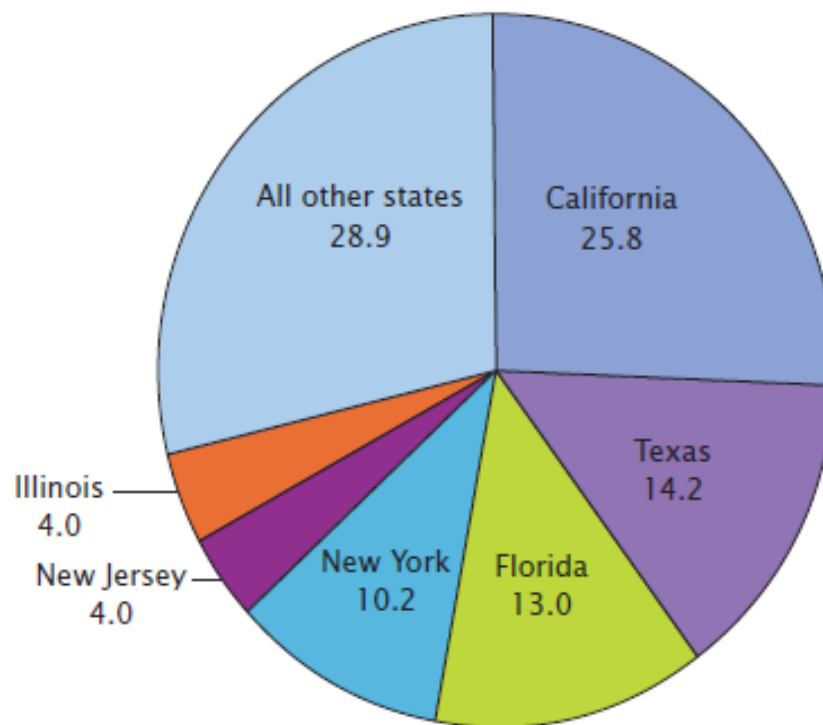
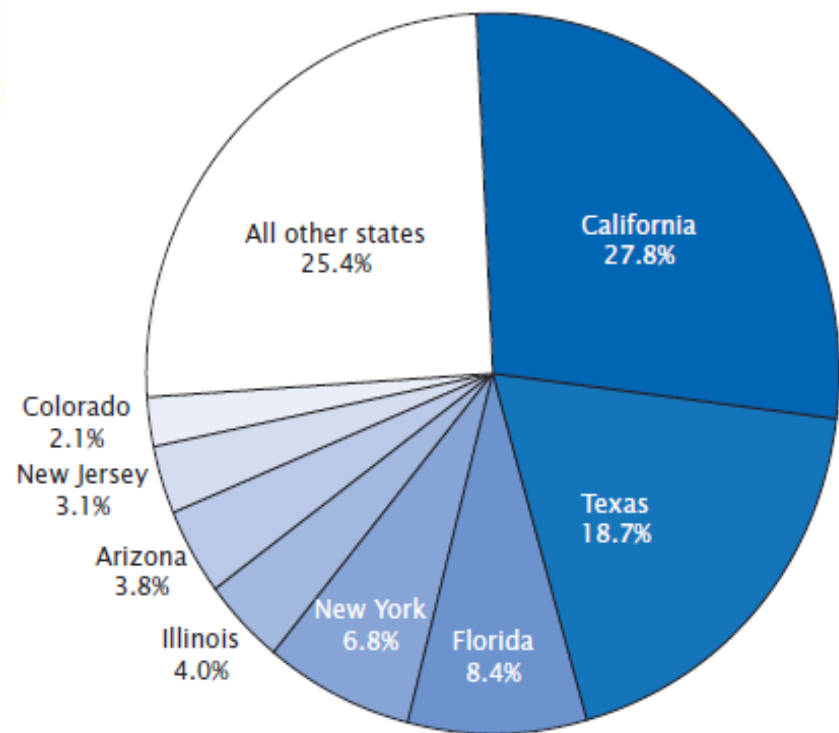


Total US population is 309,350,000 (rounded to nearest thousand). Source: Pew Hispanic Research Center tabulation of the 2010 ACS (1% IPUMS).



US Latino Population by State 2010

Latinos Foreign Born by State 2010



Source: U.S. Census Bureau, 2010 Census Summary File 1.

Source: U.S. Census Bureau, 2010 American Community Survey.



Top US Counties, by Latino Origin Group

Origin group	County	Population	Share of national Hispanic origin group population (%)
Mexicans	Los Angeles County, CA	3,510,677	11
Puerto Ricans	Bronx County, NY	298,921	6
Cubans	Miami-Dade County, FL	856,007	48
Salvadorans	Los Angeles County, CA	358,825	22
Dominicans	Bronx County, NY	240,987	17
Guatemalans	Los Angeles County, CA	214,939	21
Colombians	Miami-Dade County, FL	114,701	13
Hondurans	Miami-Dade County, FL	54,192	9
Ecuadorians	Queens County, NY	98,512	17
Peruvians	Miami-Dade County, FL	40,701	8

Note: "Share of national Hispanic origin group population" shows the share of a Hispanic origin group's national population residing in a single county. For example, 11% of the nation's Mexican-origin population lives in Los Angeles County and nearly half (48%) of the nation's Cuban-origin population lives in Miami-Dade County.

Source: 2010 U.S. Census Summary File 2

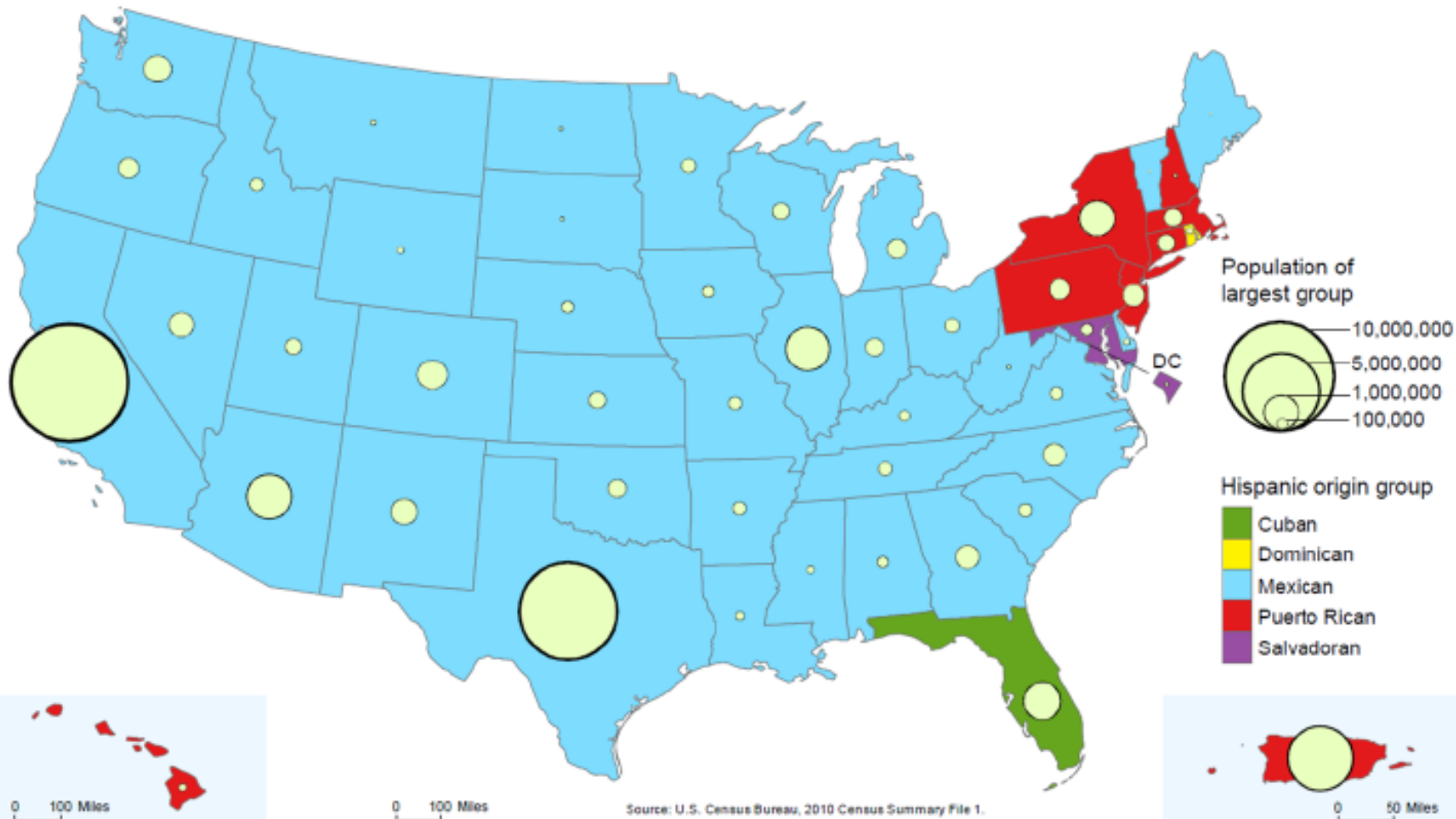




Largest Detailed Hispanic Origin Group by State: 2010

The area of each circle symbol is proportional to the population of the largest Hispanic origin group in a state. The legend presents example symbol sizes from the many symbols shown on the map.

(For more information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)



Who are Latinos?

- 20 Countries
- Language
- Religion
- Culture
- Art
- Music
- Literature
- Food
- Soccer



Spanish: green. Portuguese: orange. French: blue. *Graph Source: Wikipedia.*



Why do Latinos Come to US?

- Economic reasons
- Reuniting with family members
- Humanitarian protection (e.g. political reasons)
- Natural disasters
- Medical treatment
- Educational opportunities



Uprooting

- **PHYSICAL UPROOTING:** Leaving behind the familiar faces of home and community, the smells, the sounds and the streets. This physical uprooting, the loss of the familiar surroundings can result in a profound sense of loss, grief, and sadness (Falicov,2003).
- **SOCIAL UPROOTING:** The loss of the human network-friends, family, social groups. The social uprooting can lead to depression, social isolation, and decreased self-esteem. (Warheit, Vega and Meinhardt, 1985).
- **CULTURAL UPROOTING:** The loss of one's personal sense of history, loss of language, stories, and way of thinking.



Culture Shock

- The person immigrating experiences a culture shock phenomenon when moving from one culture to another.
- This is translated into a state of anxiety that is precipitated by the loss of familiar signs and symbols when the person is suddenly immersed in a cultural system that is markedly different from their own.



Coping with the Migration Process

- Individual's choice in the migration decision
- Age and gender
- Proximity of country of origin or region of origin
- Educational level
- Social supports
- Post-migration experiences



Latino Immigration Realities & Trends

- The rate of immigration today is lower than during the last era of mass migration from 1880 to 1920.
- The number of undocumented immigrants is declining
- Undocumented immigrants are unable to access a host of services even though they regularly contribute to the federal system through taxes and social security payments.
- Despite concerns about the immigrant population's inability or unwillingness to learn English, research finds a consistent pattern of language assimilation within a generation.
- Research suggests that immigrants today are highly motivated to learn English and do so more quickly than in previous generations.

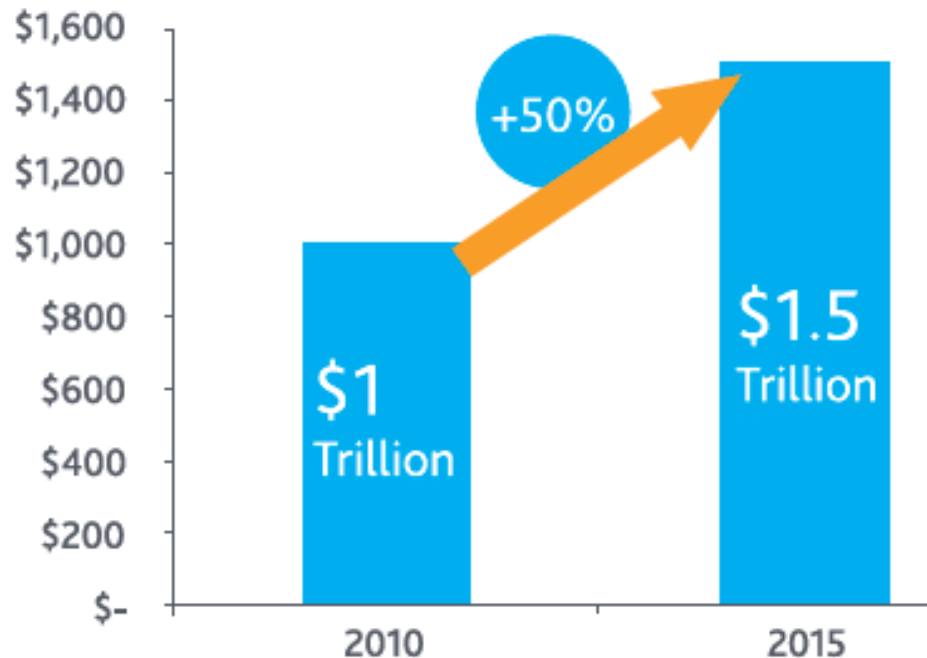


Latino Immigration Realities & Trends

- Over 2,000 residents from OH rated Latinos on five levels: **wealth, intelligence, dependence, conformity, and violence**. Latinos were rated poorly on all of the subjects. In addition, the respondents associated Latinos with unemployment, high levels of crime, and lower quality of education.
- The study suggests that these findings explain why some of the general population view immigration policy so negatively.
- Latino-related stories make up less than 1% of all the stories that appear on network newscasts, even though Latinos make up more than 16% of the U.S. population.



Projected Growth of Latino Buying Power



“The future U.S. economy will depend on Hispanics by virtue of demographic change and the social and cultural shifts expected to accompany their continued growth.”

Source: Nielsen State of the Hispanic Consumer: The Hispanic Market Imperative, 2012.

Source: Selig Center for Economic Growth, *The Multicultural Economy*, 2010

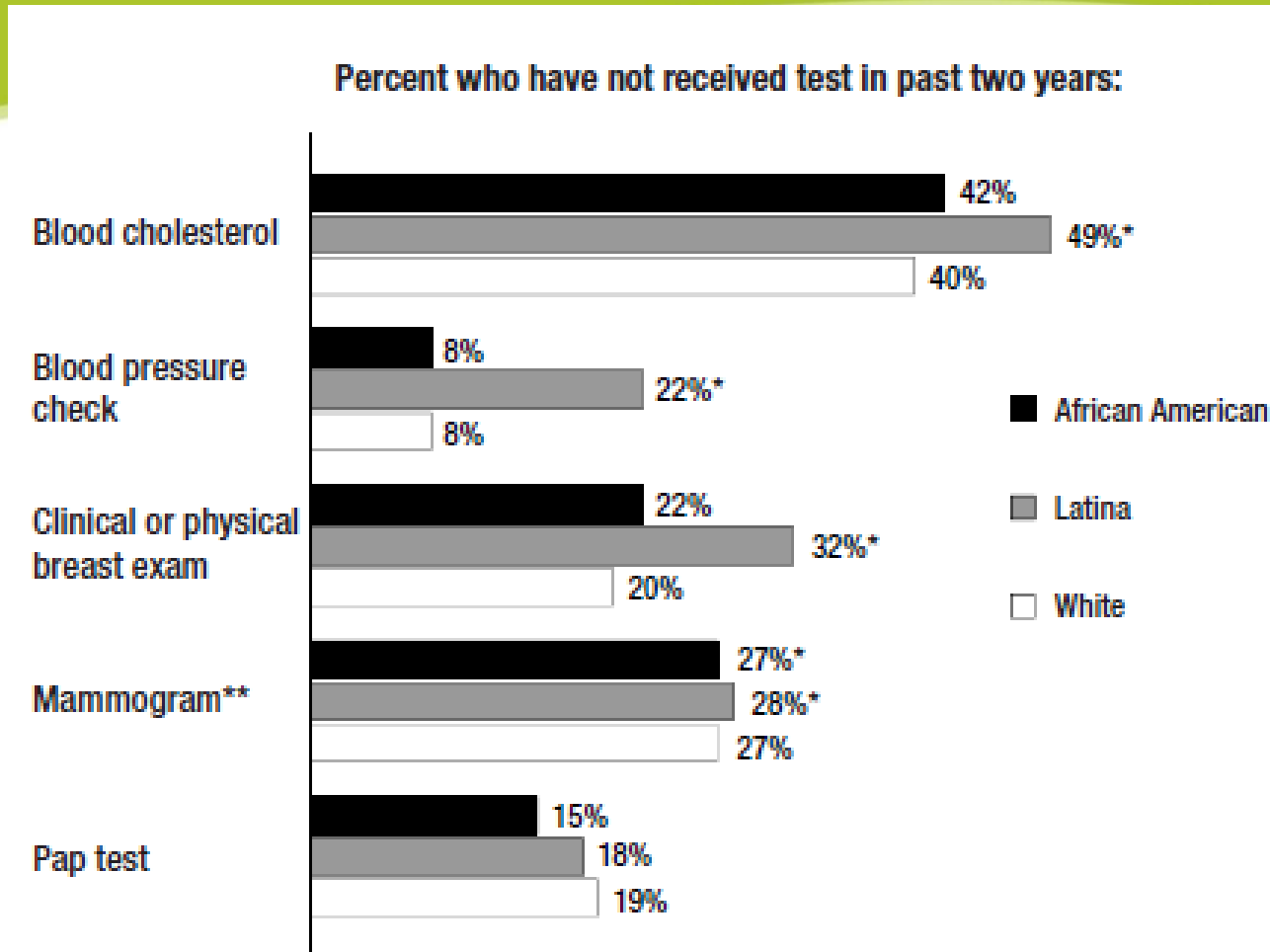


Latinos & Health Care

- Latinos use fewer health care services than White people, and are less likely to have entered the health care system for any type of care
- Although disparities in access to health care have diminished for all other minority groups, they have widened for Latinos
- Latinos present higher rates of HIV/AIDS cases
- Latinos experience longer and more frequent delays in illness/injury care
- Less access to mental health treatment
- Latinos receive fewer mammograms, Papanicolaou tests, and influenza vaccinations, less prenatal care, and less analgesia for metastatic cancer, trauma, and childbirth
- Mexican-Americans are almost twice as likely to have diagnosed diabetes than non-Hispanic Whites



Use of Preventive Services by Race/Ethnicity (Women)



Note: Includes women ages 18 to 64 except for mammogram.

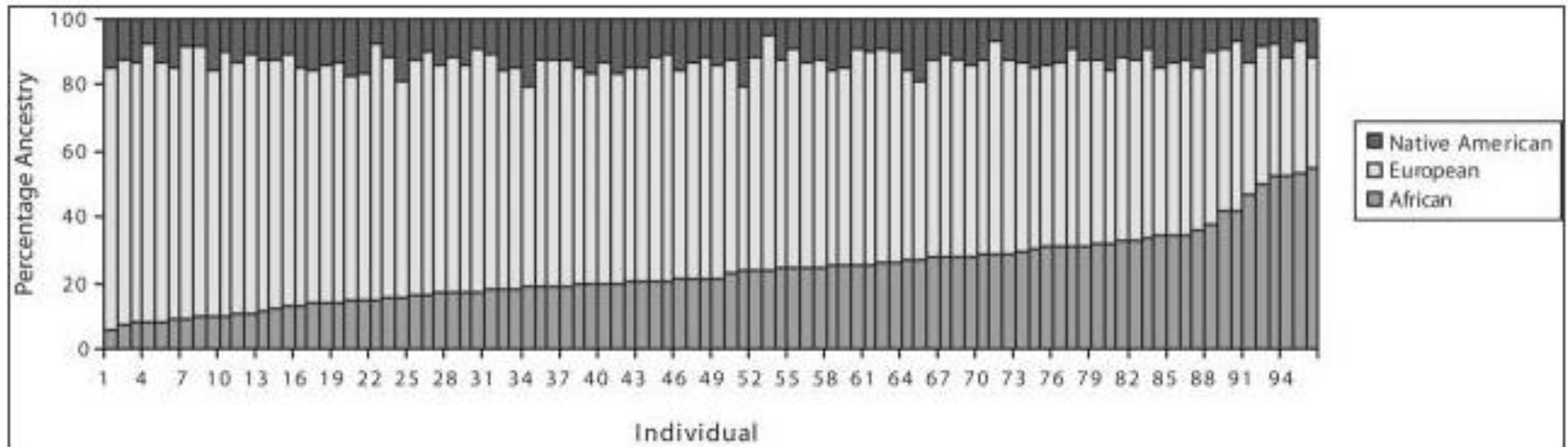
* Significantly different from reference group, white women, at $p < .05$.

**Includes women ages 40-64.

Source: Henry J. Kaiser Family Foundation, *Kaiser Women's Health Survey, 2001*.



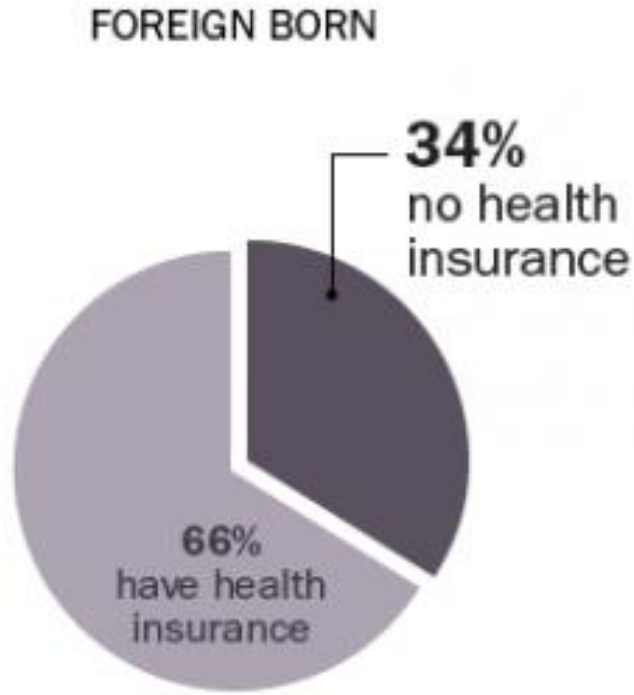
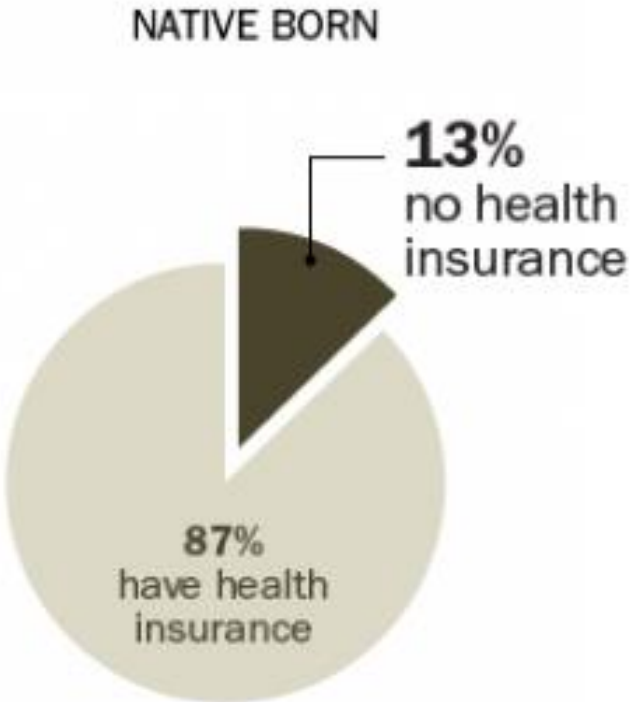
Individual Ancestry Estimates (96 Puerto Ricans)



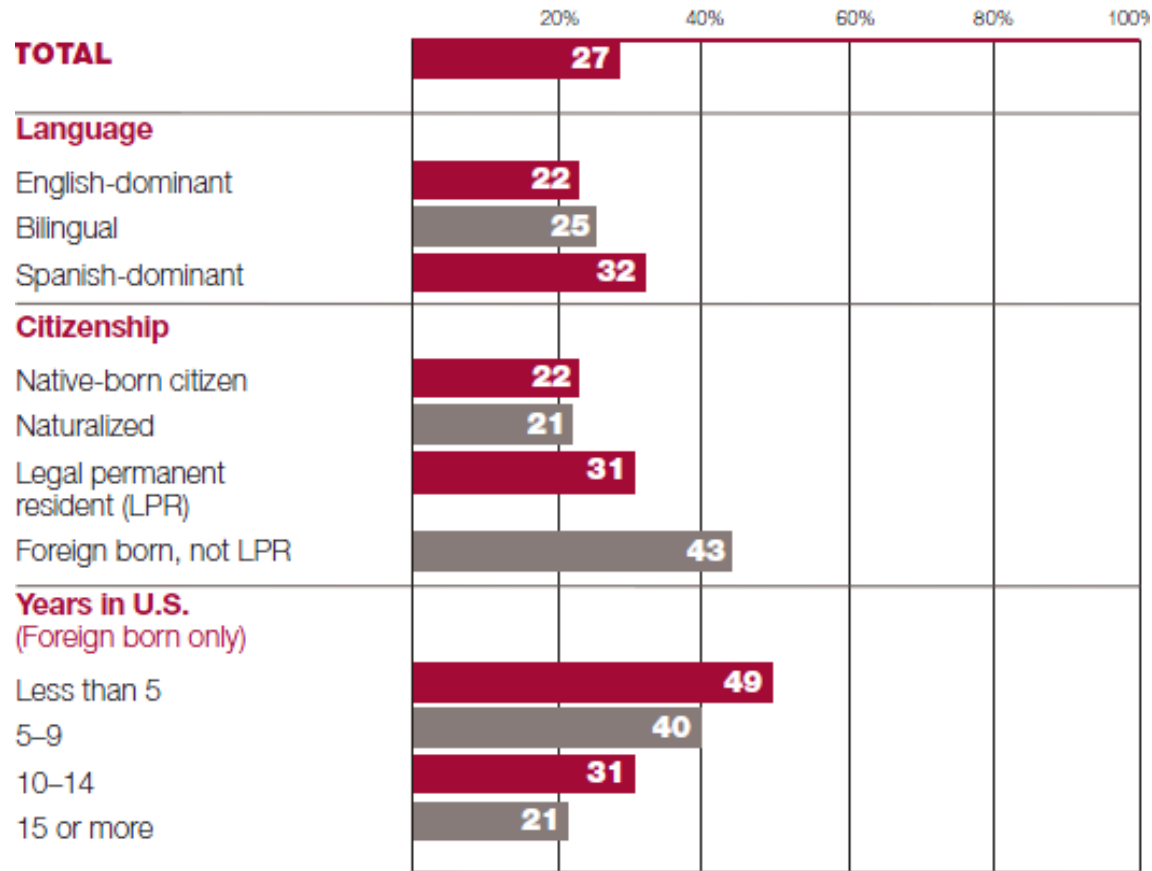
While Puerto Ricans as a whole have 66% European ancestry, Mexicans have 45%. Puerto Ricans have 16% African ancestry compared with 3% for Mexicans, and 18% Native American ancestry compared with 52% for Mexicans.



Foreign Born Health Insurance



Latino Adults' Likelihood of Lacking a Usual Health Provider



What Will the Newly Insured Look Like?

Race

... less likely to be white



Health status

... less likely to rank self excellent/very good/good



Marital status

... more likely to be single



Language

... less likely to speak English



Educational attainment

... less likely to have a college degree



Employment status

... less likely to have full-time employment



	Median age	Median income
● Newly insured	33	166% FPL
● Currently insured	31	333% FPL

Sources: PwC HRI analysis for year 2021, Current Population Survey, Medical Expenditure Panel Survey and CBO
 Created by PwC Health Research Institute
pwc.com/us/healthexchanges

Latino Health Paradox

- Despite significant disparities in socioeconomic status between Latinos and Whites, Latinos live longer.
- On average, Latinos have a life-expectancy of 75.1 years for men and 82.6 years for women compared to White Americans of 74.8 years for men and 80.1 years for women, respectively.
- This epidemiological paradox suggests that better lifestyle habits of immigrants result in improved health outcomes.
- The benefits of the “Latino Paradox” appear to fade with acculturation and successive generations.

Esteban González Burchard, MD, et al, “Latino Populations: A Unique Opportunity for the Study of Race, Genetics, and Social Environment in Epidemiological Research”, American Journal of Public Health December 2005, Vol 95, No. 12, pp 2161-2168.



More Definitions

Stereotypes

An exaggerated belief, image or distorted truth about a person or group — a generalization that allows for little or no individual differences or social variation.

Prejudices

An opinion, prejudice or attitude about a group or its individual members. Feeling, favorable or unfavorable, toward a person or thing, prior to, or not based on, actual experience.

Biases

An inclination to present or hold a partial perspective at the expense of (possibly equally valid) alternatives.

Illegal

The use of this term criminalizes people rather than their actions and stigmatizes immigrants and Latinos.

Undocumented

The use of the words “undocumented immigrant” is preferred when referring to those in the US without proper documentation.

Tips for Health Care Providers

- Greetings and welcoming statements
- Use of Interpreters
- Usted vs. Tú vs. Vos
- Alternative therapies
- Matriarchal health care, patriarchal decision making
- Dying and death practices



Tips for Health Care Providers cont'd

- Family-centered decision making
- Collectivistic culture
- The elderly
- Concept of time
- Personal space
- Attire
- Eye contact
- Titles
- Household size
- “Mi Casa Es Su Casa”



Best Practices for Limited English Proficiency (LEP) Consumers

Best Practices...

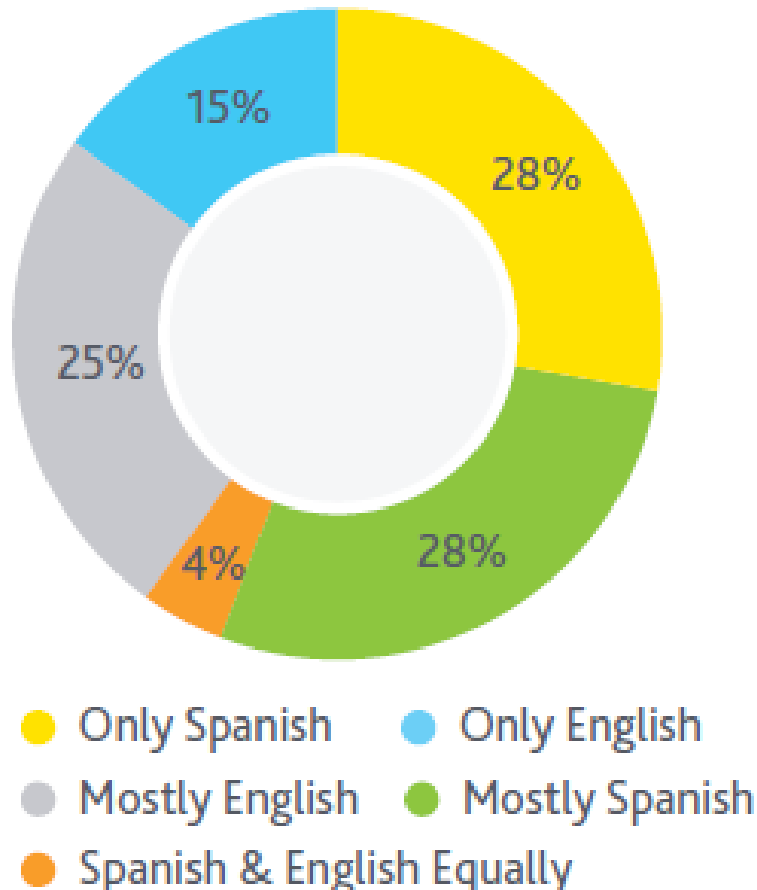
- Bilingual/Bicultural Professionals
- Frontline bilingual support staff
- Double-sided bilingual forms (releases, consumer's rights, confidentiality, consent for services)
- Bilingual marketing materials, building signage
- Special aid to illiterate clients
- Negotiate alternative cultural treatments

Potential Pitfalls

- Use of interpreters only
- Use of family members /children to interpret
- Only English language forms prepared for consumer's signature
- Voice mail with only English options
- Unresolved prejudices
- Inaccurate diagnoses and treatment due to lack of cultural knowledge



Communicating with Latinos



“56 percent of Latino adults speak primarily Spanish at home, compared to 40 percent who speak primarily English.”

Source: Nielsen Universe estimates 2011-2012



Communicating with Latinos

Cont'd

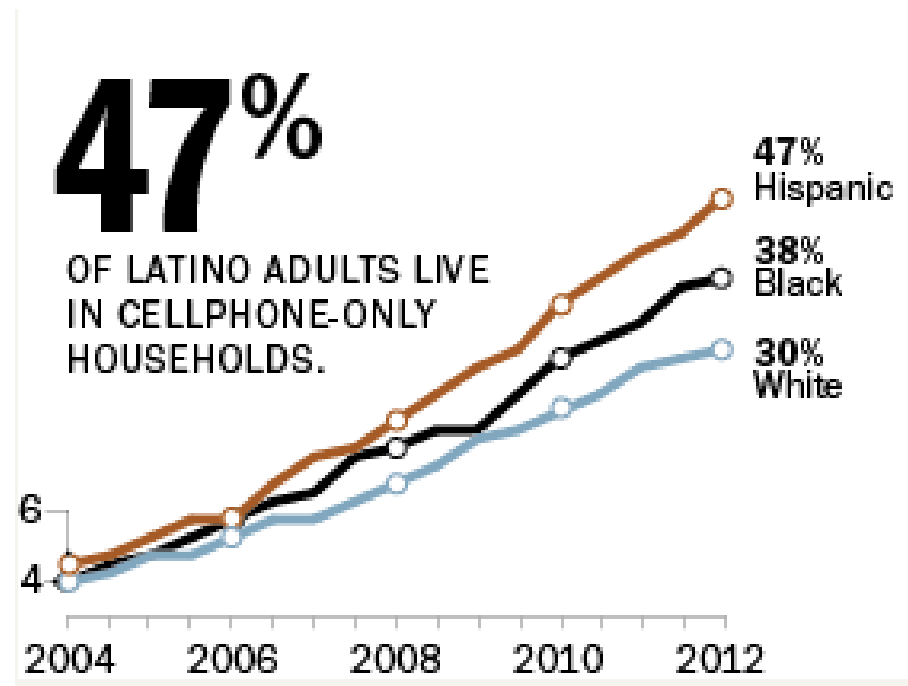
- **Recognize differences between US and foreign-born Latinos**
- **Radio/TV Usage**
 - Latinos reported that the top reason they watch television is purely for entertainment (77%)*
 - The top reason that Latinos reported for listening to the radio is because it puts them in a good mood (56%)*
- **Newspapers**
 - The top reason that Latinos reported for reading newspapers is because they keep Latinos informed and up-to-date (55%)
- **Internet and smart phones**
 - Approximately 60 percent of Latino households own at least one video- and Internet-enabled cell phone, compared to 43 percent of the general market.
 - Latinos are three times more likely to have Internet access via a mobile device, but not have Internet at home (9 percent vs. 3 percent, respectively)



Communicating with Latinos

Cont'd

- Custom publications
- Church
- Word of mouth
- Soccer matches



Source: National Center for Health Statistics, National Health Interview, 2012.



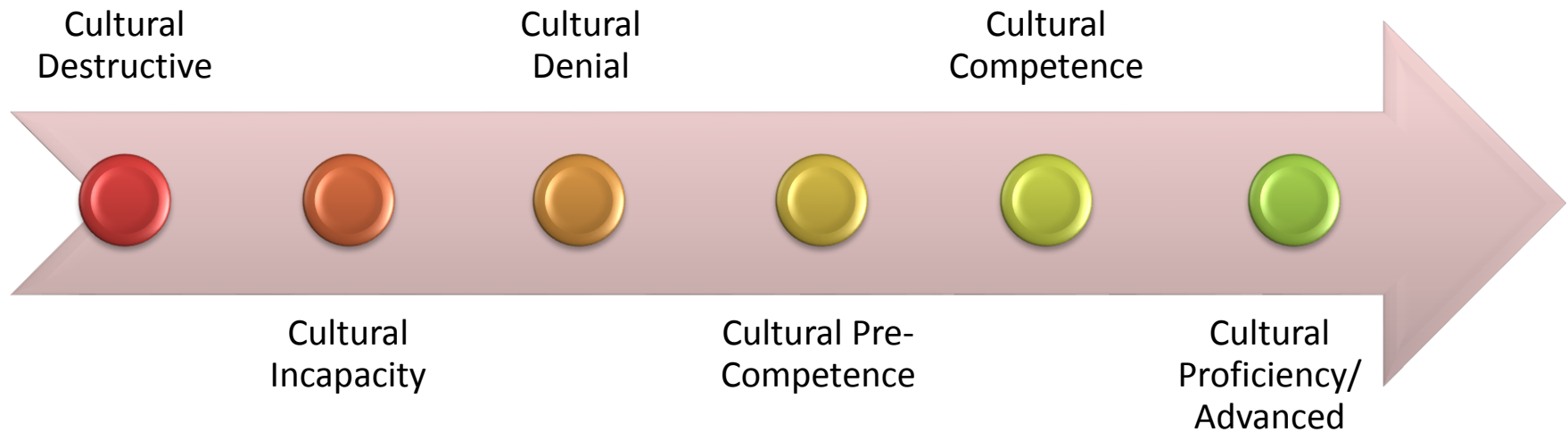
Increasing Your Cultural IQ

- Recognize we all have biases. Notice them, and manage them
- Explore awkwardness and discomfort. Engage with “others”
- Get feedback and data to avoid stereotyping
- It’s not about learning a lot of facts about many different cultures It’s more than just overcoming a language barrier
- It’s about being respectful, open-minded and willing to learn as you go.
- It’s a journey
- Embrace and practice “cultural humility”

Golden Rule vs. Platinum Rule



Cultural Competence Continuum



Cultural Competence Continuum Stages

Cultural Destructiveness	Cultural Incapacity	Cultural Blindness	Cultural Pre-Competence	Cultural Competence	Cultural Proficiency
Disregards cross-cultural awareness, knowledge, behavior, skills in staffing pattern, service provision, program design, etc.	Does not accept multiple perspectives as valid; there is one "right" or "best" way	Disregards diverse religious/cultural practices when scheduling hours of operation	Exhibits emerging visual representation of all ethnicities, genders, etc, as active and valued community members	Provides regular staff training in cultural competence and its relationships to service provision	Provides services in languages that meet the needs of populations served (consumers)
Creates advertising that perpetuates stereotypes (e.g. women as depressed, substance abusers as black males)	Speaks on behalf of vs. supporting special populations in efforts to speak for themselves	Plans and implements special events assuming a shared value (e.g. Christmas Party)	Recognizes that it is NOT connected with neighborhoods and coalitions that promote various groups, seeks to correct situation	Ensure that all written and visual material is respectful, in multiple languages an Braille, with emphasis on the value of difference	Takes proactive stance on the advancement of cultural competence within the community
Creates criteria that exclude or create artificial barriers, or job requirements that have nothing to do with performance ability	Sees diversity as meeting quotas	Does not recognize or compensate for specialized skills or actively objects to compensation for specialized skills	Solicits diversity feedback from all staff at all levels on a regular basis	Implements culturally competent plans and evaluates periodically for effectiveness	Provides modeling and training to other organizations on diversity
Refuses to select and recruit bilingual staff	Downplays need to hire translators and translate paperwork	Requires all sessions to be conducted in English regardless of individual or families needs	Recognizes organization's high dropout rate of minority participants and seeks change.	Has balanced bilingual staff/customer ratio and provides support to staff for "other" languages and skills	Provides mentoring program and paid stipends
Provides paperwork in English only	Puts down family values	Is rigid about following paperwork requirements	Recognizes that paperwork and bureaucracy are driving individuals and families away	Establishes committee to revise paperwork, program literature, etc., for bilingual customers	Streamlines paperwork and ensures that all material is in multiple languages
Does not recognize the importance of family participation	Uses primarily Anglo-oriented methods of treatment too rigid to consider new methods for different cultures	Ignores the strength of the family unit	Recognizes the lack of training for staff and is willing t implement a culturally appropriate training program	Screens for culturally offensive material and deletes from written and spoken communication	Offers phone line services in multiple languages
Refuses to be sensitive to different cultures		Lacks training to provide special services to minorities	Recognizes staff have cultural limitations and encourages training	Takes responsibility for bringing family into the training circle	Values families and their cultures and commits to educating family on issues critical to treatment success
<i>Adapted by Sharon Glover with permission from Building Bridges: Tools for Developing an Organization's Cultural Competence; Developed by La Frontera, Inc; Funded by US Office of Minority Health</i>				Includes cultural issues in training plan	Displays sensitivity to cultural issues and provides education to their organizations

Questions?

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For more information about services:

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