BUILDING A CULTURE OF HEALTH FOR LATINOS: PRIORITIES, CHALLENGES AND SUCCESS STORIES

A County Health Rankings & Roadmaps and UnidosUS webinar

December 10, 2019
County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.
YOUR PRESENTERS AND FACILITATORS

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La Clínica del Pueblo
JOIN US FOR MORE DISCUSSION – TODAY!

▶ **When:** Immediately following the webinar

▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions

▶ **How:** Videoconference and/or phone via Zoom

▶ **Why:** Deepen the webinar learning, allow further exploration
LEARNING OUTCOMES FOR TODAY

1. Describe social determinants of health for Latino communities

2. Explore what UnidosUS is doing to improve Latino health and learn how to find and align with local affiliates

3. Identify how La Clinica del Pueblo is addressing multiple health factors, including immigration as a SDoH
WHY WE DO WHAT WE DO

To Improve Health Outcomes & Advance Health Equity

Menominee Nation 2015
CONNECT WITH CHR&R RESOURCES

DATA

EVIDENCE

GUIDANCE

STORIES
THE CHR&R MODEL

Health Outcomes
- Today’s Health

Health Factors
- Tomorrow’s Health

Health Outcomes
- Length of Life (50%)
- Quality of Life (50%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
  - Clinical Care (20%)
    - Access to Care
    - Quality of Care
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
  - Social & Economic Factors (40%)
  - Physical Environment (10%)
    - Air & Water Quality
    - Housing & Transit

Policies & Programs

County Health Rankings & Roadmaps
Building a Culture of Health, County by County
A Robert Wood Johnson Foundation program

UNIDOS US
STRONGER COMMUNITIES: STRONGER AMERICA.

LA CLÍNICA DEL PUEBLO
DATA MEASURES FOR EXPLORING DISPARITIES

We have measures with data that are broken down by race and ethnicity.

Which of these measures are most useful for you?

1. Premature death
2. Low birthweight
3. Infant mortality
4. Child mortality
5. Median household income
6. Children in poverty
7. Teen Births
8. Preventable hospitalizations
9. Diabetes monitoring
10. Mammography screening
To live in a world where there are no barriers for Latinos to reach their fullest potential
MISSION: WHAT WE ARE HERE TO DO

Build a stronger America by creating opportunities for Latinos
A strong America where economic, political and social advancement is a reality for all Latinos, where all Hispanics thrive and our community’s contributions are recognized.
Championing Our Impact

- Have the largest Latino-focused, Latino-led charter network composed of 115 community and charter schools.
- Invested $2 billion to develop communities via our Raza Development Fund, the largest Hispanic CDFI in the country.
- Fought to extend federal minimum wage and overtime protection to nearly 2 million home care workers.
- Assisted over 30,000 people buy their own home. And saved 90,000 families from foreclosure.

- Helped 1.4 million eligible immigrants become citizens.
- Campaigned to add folic acid to corn masa flour, which will save thousands of infants from birth defects for generations to come.
- Registered over 600,000 new Latino voters since 2008.
Our Unique Advantage

This is how we advance our mission.

- Affiliate community-based action
- IMPACT
- Innovative programs
- Advocacy, policy, & research solutions
We aim to improve Latinos' well-being and access to timely, equitable, and quality health care:

• Build healthy, equitable and resilient communities
• Address social determinants of health
• Cultivate leaders in Health
Envisioning Our Work

addressing social determinants of health and advancing health equity

- Shape the public narrative
- Foster leadership and advocacy on key health issues for Latinos
- Expand where health happens
- Create and share actionable knowledge
- Create meaningful and actionable access to health and health care

UNIDOS US
STRONGER COMMUNITIES. STRONGER AMERICA.
Expanding Where Health Happens

• Addressing food insecurity
• Improving access to a medical and dental home among children of agricultural workers (migrant and seasonal farmworkers)
• Increasing diversity in health care governance
AHA and UNIDOS US Strategic Alliance

- Trustee Match Program
- Healthy, Equitable, and Resilient (H.E.R) Communities
- Promoting a culture of health

AHA and UnidosUS Announce New Alliance

Janet Murguía
UnidosUS President and CEO

Rick Pollack
AHA President and CEO
Creating meaningful and actionable access to health care

- Impact on children’s poverty, health, and social and emotional wellbeing
- Connection between education and health – whole child approach
- Meeting families where they are
- Culturally and linguistically responsive
- Social engagement & communication

*Example: Healthy & Ready for the Future funding by Red Nose Day Fund at Comic Relief, Inc.

534,274 Latino individuals and families reached on importance of oral health and health care services.*

14,937 Rural, Latino children, primarily ages 2-17, served by MSHS programs and community health centers (2018-2019).*
Promotores de salud (community health workers) lead efforts to **EXPAND WHERE HEALTH HAPPENS**, promoting a culture of health in the places in which we live, work, learn, and play...

**Schools**
- “Healthy eating” social clubs for parents
- Cooking demonstrations for children

**Workplace**
- Healthy food at meetings/gatherings
- Zumba, yoga, and other physical activity classes

**Neighborhoods**
- Cooking demonstrations
- Walking clubs

**Parks**
- Family Wellness Days
- Zumba, yoga, and other physical activity classes
COMPRANDO RICO Y SANO
(BUYING HEALTHY AND FLAVORFUL FOODS)

UnidosUS’s program—led by community health workers (promotores de salud)—seeks to reduce hunger and instill healthy shopping and eating habits among Latinos through nutrition education and enrollment assistance in the Supplemental Nutrition Assistance Program (SNAP).

In 2018–2019...

- 52%↑ fruit intake
- 51%↑ vegetable intake
- 51%↑ healthy meals prepared at home

Across 26 Communities

23,626 Latinos enrolled in the Supplemental Nutrition Assistance Program (SNAP)

3.9 million Latinos reached with nutrition and SNAP enrollment messages via news and social media

12,677 Latinos participated in cooking demonstrations and grocery store tours

60,255 Latinos received face-to-face nutrition education and SNAP information

388 promotores received training to implement the program

Visit Unidos.US/CRS | f | t | g | @WeAreUnidosUS

2019-2020 Geographic Reach
We collectively believe...

Everyone should have the opportunity and ability to be healthy, no matter where they live, how much they earn, or where they were born.
Affiliate Virtual Town Hall: Factors Impacting Health and Well-being of Latino Families

Which factors related to the community most impact the health and wellbeing of the Latino families you serve?*

- Access to jobs/economic opportunities: 82%
- Access to affordable, healthy food & physical activity: 79%
- Safe, affordable housing: 65%
- Trauma related to immigration experience or status: 41%
- Access to quality education: 21%

*Representative of Affiliate participation in Town Hall, conducted June 2016, N = 40
Which factors related to the health care system most impact the health and wellbeing of the Latino families you serve?

- Insurance coverage or affordability of coverage/care: 88%
- Low understanding and utilization of preventive services: 66%
- Lack of health professionals with language/cultural skills: 53%
- Lack of care coordination/navigation for health services: 53%
- Lack of behavioral and/or mental health services: 38%

*Representative of Affiliate participation in Town Hall, conducted June 2016, N = 40
UnidosUS Affiliate Network Social Determinants of Health Capacity Assessment, 2019

Overview

- Online survey
- Four focus groups
- Key informant interviews
8 Major Social Determinant of Health (SDOH) Concepts and Intersections

Source: UnidosUS-RWJF SDoH Affiliate Capacity Assessment, 2019
## Survey Respondents’ Interest Areas

Frequency and Percentage of by Top-Ranked Service Areas for Programmatic and Policy/Advocacy Work

UnidosUS-RWJF SDoH Affiliate Capacity Assessment, 2019

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program: SDOH Area</th>
<th>Freq. (%)</th>
<th>Rank</th>
<th>Policy/Advocacy: SDOH Area</th>
<th>Freq. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health Education</td>
<td>7 (10.6%)</td>
<td>1</td>
<td>Immigration</td>
<td>12 (18.2%)</td>
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<tr>
<td>1</td>
<td>Mental Health</td>
<td>7 (10.6%)</td>
<td>2</td>
<td>Housing</td>
<td>11 (16.7%)</td>
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<tr>
<td>2</td>
<td>Immigration</td>
<td>6 (9.1%)</td>
<td>3</td>
<td>Child Care and Early Education</td>
<td>9 (13.6%)</td>
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<tr>
<td>2</td>
<td>Substance Abuse</td>
<td>6 (9.1%)</td>
<td>3</td>
<td>Civic engagement</td>
<td>9 (13.6%)</td>
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<tr>
<td>2</td>
<td>Youth Re-engagement</td>
<td>6 (9.1%)</td>
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</tbody>
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Expanding Services to New SDOH Fields: Affiliates Interests
Key Resources and Strategies to Promote A Culture of Health

Affiliate 2019 Focus Group Participants Identified...

- Outreach and Place-Based Care and Services
- Collaborations, Coalitions, and Partnerships to Address Social Determinants
- Collecting Data to Address Social Determinants of Health
The Power of Us to Advance Health Equity

• Identify shared values and assets that fosters collaboration and accurate data

• Utilize local multi-stakeholder collaborative approach across all social services and health care sectors

• Enhance role of local community leaders, including community health workers, to support efforts
ADELANTE!
MOVING US FORWARD
Connect With Us

Tag us and follow us on social media:

@WeAreUnidosUS
www.unidosus.org
Immigration and Community Health Action: transforming sorrow in solidarity

Suyanna Linhales-Barker, DrPH
Chief of Programs and Community Services
Who we are:

- 1983: Volunteer-run clinic launched in response to first Salvadorian immigrant wave (war, natural disasters, violence) to the area
- 1995: Incorporated as an independent, non-profit 501(c)(3) agency
- Since 2007: Federally Qualified Health Center (FQHC) status
**MISSION**

To build a healthy Latino community through culturally appropriate health services, focusing on those most in need.

**VISION**

We envision a diverse, inclusive, healthy, safe, and happy community, free from violence and discrimination, where individuals have access to health care and are well-informed and empowered to care for themselves and their families. Continually advocating for healthcare as a human right, we envision our community united and organized to end health inequities based on immigration status, language, gender, sexual identity, and race.

**VALUES**

We, La Clínica del Pueblo, as a part of the community we serve, believe in and are guided by the following values:

- **HEALTH EQUITY**
  
  We believe that health care is a human right. We bring special focus on immigrant health equity based on our history and the ongoing disparities faced by immigrants in our area.

- **QUALITY CARE**
  
  We welcome all in a compassionate, culturally sensitive manner. We seek to expand access to health care and to provide the best possible professional care for our patients in a holistic, sustainable, cost-effective manner.

- **COMMUNITY**
  
  We strive to empower and embody the community around us by staying true to our grassroots as a Latino service organization that commits to improve the health of all.

- **PERSEVERANCE**
  
  We are strong, hardworking, and dedicated to working with patients as long as it takes to meet their needs.

- **ENTHUSIASM**
  
  We celebrate our community and culture. We seek to bring joy, care, generosity and positivity to even the most challenging situations.

- **COLLABORATION**
  
  We are stronger by working together in an integrated model, by extending our reach through meaningful alliances, and by partnering with our patients to share responsibility in their health.
Who we serve:

**LEP and Hispanic Status**

- **LEP:**
  - LCPD 2016: 32%
  - DC 2015: 25%
  - National 2015: 31%

- **Hispanic:**
  - LCPD 2016: 84%
  - DC 2015: 35%

**Country of Origin**

- USA: 16%
- El Salvador: 41%
- Guatemala: 10%
- Honduras: 8%
- Mexico: 8%
- Other Latin America: 13%
- Other Africa: 3%
- Other: 1%

**Medical Insurance at Last Visit**

- Uninsured: 39%
- Medicaid: 26%
- DC Alliance: 20%
- Medicare: 7%
- Private: 8%
Immigration as a Social/Structural Determinant of Health
La Clínica del Pueblo’s Model

• Comprehensive primary medical care with wrap around services across the life spectrum
• Mental health and substance use treatment
• Medical interpretation and language access services
• Community health including health communication strategy and safe spaces
• Advocacy
Programs and Services

- Primary Medical Care
- Language Access
- Mental Health & Substance Use
- Community Health Action
Community Health Action Approach

For more than 30 years, LCDP has provided linguistically and culturally appropriate primary care and mental health services and a wide range of community health action activities:

- **Language justice**
- **Community-based health promotion** activities and campaigns
- **Community mobilization and advocacy**
- **Safe space** for LGBTQ Latinx Community and GBV survivors and newly immigrant youth
- **Navigation program** to legal aid, housing, and employment services.
Health Communication Strategy
Community mobilization
Community mobilization: transforming sorrow in solidarity

• Immigration status as social/structural determinant of health
  • Medical-legal partnerships are the most important inter-sectorial collaborations
  • Advocacy strategy to enhance access to legal services and health care.

• Community action activities contribute to resilience and health outcomes
  – High level of retention to care and programmatic activities
  – Health care reference for newly immigrants - LEP
Challenges

- Current anti-immigrant rhetoric
- Health care finance system that don't consider health care a human right.
- Gentrification
- Xenophobia, racism, trans and homophobia and sexism
Action in solidarity
Advocacy in coalitions
Integration of messages and brand
What roles do you play in your community?
Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.

› Provides guidance around:
  - Why different sectors might care about creating healthy communities
  - What they can do
  - How to engage them
Action Learning Guides offer self-directed learning on specific topics.

Blend guidance, tools, and activities for hands-on practice and reflection.

countyhealthrankings.org/learning-guides
WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today’s webinar
QUESTIONS?
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