RESPONDING TO CRISIS IN THE LATINO POPULATION WITH AN EQUITY LENS

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www.countyhealthrankings.org

www.unidosus.org
YOUR PRESENTERS AND FACILITATORS

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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 health for Latino communities and SDoH before and during the pandemic.
2. Explore what UnidosUS is doing to respond and support the Latino community during the pandemic.
3. Identify and share how Esperanza Health Centers are addressing COVID-19 response for Latinos in Chicago.
WHAT DO WE MEAN BY HEALTH EQUITY?

Health equity means that everyone has a fair and just opportunity to be healthy.

This requires removing obstacles to health such as poverty and discrimination while creating access to good jobs with fair pay, quality education and housing, safe environments, and quality health care.

THE CHR&R MODEL

[Diagram showing the relationship between Health Outcomes, Health Factors, and Policies & Programs.]

Employment

Employment provides income and other benefits that can support healthy lifestyle choices. Unemployment and underemployment limit these choices, and negatively affect both the quality of the workforce and the economy overall. The economic condition of a community and an individual's level of educational attainment play important roles in shaping employment opportunities.

Employment Measures

Our Rankings show how healthy a community is as well as indicators for future health. This provides a starting point for action on improving health for all. Dig deeper into the measures below to learn more about our approaches to measuring health.

Unemployment

Percentage of population ages 16 and older unemployed but seeking work.

* Additional Measure (not included in ranks)
DISAGGREGATED DATA MEASURES

- Easily accessible disaggregated data found in underlined measures
- Table appears with data for American Indian & Alaska Native, Asian, Black, Hispanic and White populations
- Now available for over 20 measures in almost all county snapshots (ranked and unranked)

SPECIFIC 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
HEALTH AND EQUITY IN TIMES OF PANDEMIC

Pre-pandemic (Prior conditions)

- What was the level of community interest and investment in health and well-being before pandemic?
- Was there a focus on promoting health equity?

Pandemic (Crisis response)

- Do community efforts include coordinated response and cross-sector collaboration during pandemic?
- Do response efforts include real-time actions to address health equity?

Post-pandemic (Recovery)

- Do recovery strategies include:
  - comprehensive monitoring and tracking with focus on most vulnerable populations?
  - focus on social and economic conditions and the differential burden placed on communities of color?

DIFFERENT CONDITIONS FOR LATINOS

Pre-pandemic (Prior conditions)

- History of systemic inequality for Latinos in areas of employment, housing, education, healthcare and social services
- Discriminatory policies and practices towards immigrants and their families

Pandemic (Crisis response)

- Disproportionately affected during pandemic
  - High rates of confirmed cases in Latinos and Latino youth
  - Latinos face challenges in seeking testing due to lack of access to healthcare and fear in the current immigration landscape
  - Potentially high exposure due to employment in essential services

Post-pandemic (Recovery)

- Will recovery strategies include...
  - The same access to social safety net and economic recovery for Latinos?
  - Eliminating barriers to coverage for the uninsured?
  - Removing eligibility restrictions that prevent mixed-status families from accessing resources?
Children in Poverty is an upstream measure of poverty that assesses current and future health risk.

It is the percentage of people under 18 living in poverty.

In 2018, when looking at Children in Poverty there were stark gaps:
- Latinos, Blacks and Native Americans 2-3x that of whites.

Children in Poverty Among Racial and Ethnic Groups, 2018

% of those under age 18 in poverty

- American Indian & Alaska Native
- Asian/Pacific Islander
- Black
- Hispanic
- White

Source: UnidosUS-RWJF SDoH Affiliate Capacity Assessment, 2019
**PRE-PANDEMIC SOCIAL AND ECONOMIC CONDITIONS**

- Significant racial and ethnic gaps existed prior to COVID-19
- From the Great Recession and up to 2018, conditions were improving for Latinos
  - Unemployment
  - Household income
  - Children in Poverty

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**DATA DON’T TELL ALL ABOUT DISPARITIES**

- CDC began releasing racial/ethnic COVID-19 data on April 17
  - Data show alarming disparities for people of color that are consistent with existing social and economic inequities
- Data never speak for themselves
  - Contexts, comparisons and caveats are needed
- Disaggregated data should include:
  1. Population adjustments
  2. Acknowledgment of social and economic conditions that drive inequities
  3. Transparency about limitations in data and analysis.
COVID-19 TRUE IMPACT FOR LATINOS

True impact of COVID-19 in Latino communities is most likely underreported in data

- Race and ethnicity information is only available for roughly half of reported cases nationwide
- Fear related to immigration status and lack of access to healthcare services may result in lower rates of testing and treatment for Latinos
- Latinos make up a large share of nation’s youth, live in larger family units at home, and they disproportionately make up a larger percentage of positive cases
Our Unique Advantage

This is how we advance our mission.

Affiliate community-based action

Innovative programs

Advocacy, policy, & research solutions

IMPACT

Our Affiliate Network

UnidosUS Affiliate Network 2020 by Region
(272 Total)
We aim to improve Latinos' well-being and access to timely, equitable, and quality health care by:

- Building healthy, equitable and resilient communities
- Addressing social determinants of health
- Cultivating leaders in health

1. Lead a Public Health Response and Recovery for Latinos
   - Be the "go-to" source of information for the Latino community.
     - Curate, produce and disseminate language and culturally-relevant messaging to segments of Latinos missed by the mainstream.
     - Amplify via digital + social media education and communications, including tele town hall and webinar series.
   - Call for collection, analysis, and reporting of COVID-19 data by race/ethnicity and other metrics to address disparities and promote racial equity.
   - Ensure access to critical health care and nutrition programs (e.g., Medicaid, CHIP, SNAP) by investing in public health, health care and social infrastructure.

2. Strengthen the Resilience of Affiliates to Navigate this New Environment
   - Provide short-term emergency operating funding to Affiliates.
   - Identify and address critical and urgent needs of Affiliate partners including:
     - Small, unrestricted grants for immediate and basic client needs (food, rent, etc.).
     - Hardware, software licenses, and other tech tools to facilitate services to the community.
   - Support Affiliate access to public and private resources
   - Enhance Affiliate access to UnidosUS’s remote/online technical assistance.
   - Leverage Raza Development Fund to enhance support to Affiliates.

3. Lead National Advocacy Responses for Latino Community
   - Lead Latino-focused efforts on shaping and implementing relief legislation (CARES Act and beyond).
   - Mobilize our community and allies around specific calls to action.

Marcomm, Affiliate Engagement and Resource Development integral to advancing all three pillars
UnidosUS Health Affiliates

• Our network of affiliates has stepped up for their communities to assist community members with:
  • COVID-19 testing and information
  • Food delivery and distribution
  • Nutrition education using digital platforms
  • SNAP information and enrollment assistance
  • Aid with completing rental assistance and unemployment forms
  • Books and often technology to assist children’s learning outside the classroom

Community Challenges amid COVID-19

• UnidosUS conducted a series of listening sessions and surveys to assess immediate needs from our affiliate network. We heard:
  • Challenges in delivering services while keep employees safe
  • Inadequate infrastructure to work remotely
  • Lack of information for Spanish-speaking, low-income, and undocumented individuals
  • Exclusion from stimulus packages and other relief efforts
  • Need of race and ethnicity COVID-19 data
Intersection of COVID-19 and SDOH Impacting Latinos

- COVID-19 Disparities
- Unemployment Rates Skyrocketing
- Overrepresentation of Essential Occupations
- Inability to Work Remotely
- Lack of Access to Economic Stimulus
- Food Insecurity
- Crowded Housing Environment
- Greater Impact in Mental Health
- Digital Divide

Impact to Date of Esperanza/Hope Fund (March-May)

- Latino Voice and Credibility
  - Educated over 8k+ people across multiple social channels with Covid prevention, care and resource messages.
  - Partnered with influential leaders to convey messages: Dr Richard E. Besser, President and CEO of the Robert Wood Johnson Foundation, and Representative Ayanna Pressley (MA-07).
  - Over a three-month period, UNIDOSUS secured 510 media placements specifically related to COVID-19, nearly twice our quarterly average.
  - Elevated unequal impact of racial disparities and importance of disaggregated race/ethnicity data collection.

- Community Support for Response and Recovery
  - 30 Affiliates in 14 states and Puerto Rico were able to provide immediate services to Latino families, including food drives, supermarket cards, housing support, testing sites, hotlines, and more.

- Additional Investments in Affiliates
  - Leveraged over $900K in additional funding for Affiliates from CBA partners and other sources.

- Access to Relief
  - Secured key provisions in CARES Act:
    - $750M for Head Start, a program with 37% of enrollees identifying as Latino.
    - $6.8B to ensure children receive meals while school is not in session; $15.8B additional funding for SNAP and $6.5B for Emergency Food Assistance Program.
  - 1 in 5 Latino households are food insecure and Latinos comprise at least 17% of SNAP participants.
  - Coverage related to COVID-19 care and funding for community health centers.
  - Funds for small businesses and nonprofits. (Latinos are the fastest-growing segment of small business owners in the nation).
Latino voters want leaders who value diversity and bring people together.

Are you registered?

Become a voter here: AdelanteUnidos.com
Who we are

Our Mission: To deliver health and hope for Chicago’s underserved communities

Our Values: Caring, Quality, Family

- Federally Qualified Health Center (FQHC)
- Serve primarily low income & Latino population
- 4 locations; 35K patients served a year; +100K encounters
- Adults, Pediatrics, Women’s Health, Behavioral Health & Psychiatry
- ~ 200 FTE. All clinical staff are bilingual, most bicultural.
- Most hourly/front line staff are from areas served
- 20M Annual Budget
- Numerous National Quality Leader Awards from Health Resources and Services Administration
- UnidosUS Affiliate
March & April 2020

- EHC Mobilizes: 3/6/20
- Non-essential staff sent home: 3/13/20
- First patient tested: 3/14/20
- Telehealth launched: 75% staff WFH 3/17/20
- RN Phone Triage launched: 3/18/20

Two tents in operations: 4/1/20
200 patients tested: 4/7/20
Data Dashboard launched: 4/1/20

291 tested; 32% positivity: 4/7/20
Patients reporting work exposures: 4/7/20
Begin to contact LHD: 4/7/20

One Day High 67% positivity: 4/17/20
842 tested; 48% cumulative positivity: 4/17/20
Sounding the alarm: 4/17/20

Esperanza joins the city’s COVID-19 Racial Equity Rapid Response Team: 4/20/20

Only testing site on the southwest side of Chicago.

August 2020

- Esperanza joins the city’s COVID-19 Racial Equity Rapid Response Team.

COVID-19 Dashboard

Cumulative Totals (3/13/2020 - today)

<table>
<thead>
<tr>
<th>Patients Tested</th>
<th>Confirmed Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>9141</td>
<td>2763</td>
</tr>
</tbody>
</table>

Employee Cases

Positive Patients Tested Elsewhere: 462

Weekly Totals (Last 7 Days)

<table>
<thead>
<tr>
<th>Patients Tested</th>
<th>Confirmed Cases</th>
<th>Positivity Rate</th>
<th>Avg Turnaround Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>485</td>
<td>43</td>
<td>9%</td>
<td>2.1 Days</td>
</tr>
</tbody>
</table>

Outcomes are tracked for patients who tested positive for COVID-19. The Mortality Rate is the total number of deceased patients divided by the total patient population. This rate includes deaths unrelated to COVID-19.
Successes

- Tested +9K patients
- Triaged patients away from hospitals
- Provided wrap around COVID-19 services: letters to work, bilingual education and linkage to resources.
- Increased patient access through telehealth transformation- 130% of budgeted encounters. Significant decrease in no show rate
- Keep patients and team safe with remote work flexibility
- Brought on board 10 new medical providers since March
- Rethinking how to support communities we serve
- 30 pieces of media reaching city, state & national audiences
- Made our voices heard to policy makers
- Date transparency

Challenges

- Healthcare inequities for our Latino patients amplified
- Rapid transformation may be overwhelming to clinical staff & patients
- Staff fatigue from being in emergency response mode
- Ensuring patients do not fall behind with preventative care
- Planning to have enough PPE on site to keep everyone safe
- Economic downturn coming
- Vaccine and vaccine trial fears
- Slow launch of contact tracing
- Digital divide
Thank you! www.esperanzachicago.org/page/front-lines

CONNECT WITH CHR&R RESOURCES

DATA  EVIDENCE  GUIDANCE  STORIES
WHO TO WORK WITH: PARTNER CENTER

What roles do you play in your community?
Who do you want to partner with?

▶ Provides guidance around:
  – Why different sectors might care about creating healthy communities
  – What they can do
  – How to engage them

WE WANT TO HEAR FROM YOU!
Click the link to answer a few questions about today’s webinar
QUESTIONS?

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**Webinar Discussion Group**
THANK YOU!