

# ***Hispanic Heritage Month***

## **Understanding Latin American Heritage and Health: Opportunities to Advance Health Equity**

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# *Hispanic Heritage - History*

- **1804** - Americans formally displayed their interest in Mexico during the presidency of Jefferson. Napoleon had not defined the exact boundaries of the Louisiana Purchase, so Jefferson initially claimed Texas had been part of the purchase. But Spain refused to acknowledge this claim.
- **1821** - The 11-year battle that resulted in Mexico's independence culminated on **Aug. 24, 1821**, when Spain signed the Treaty of Córdoba
- In late 1821, Moses Austin - an American - received a grant from the new Mexican government to establish a colony of 300 American families in Texas.
- **1830** - President Andrew Jackson tried to purchase Texas for 5 million dollars but again, Mexico refused the offer.

# Hispanic Heritage Month- History

The Treaty of Guadalupe Hidalgo, signed on February 1, 1848. All territory between Texas and the Pacific - territory that later became the states of New Mexico, California, Nevada, Utah, and most of Arizona, Wyoming, and Colorado



# *Hispanic/Latino Americans 2020*

*According to the 2020 U.S. Census Bureau population estimate **65.289.087** million Hispanics living in the United States. **18.4 percent** of the U.S. total population*

*Thirty-point eight percent (30.8%) of Hispanics were **under the age 18** in comparison to 18.6 percent of non-Hispanic whites*

# *Hispanics in Virginia*

<b><i>Virginia:</i></b>	<b><i>Total Population</i></b>	<b><i>Hispanic Population</i></b>
<i>Population 2000</i> .....	7,104,533 .....	329,540 (4.66%)
<i>Population 2010</i> .....	8,001,049 .....	631,825 (7.9%)
<i>Population 2020</i> .....	8,535,519 .....	908,749 (10.6%)

*(Census Bureau & Weldon Cooper Center )*



# Americans 2020: Are our institutions aware and preparing for it?

United States Census Bureau

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Census.gov > America Counts: Stories Behind the Numbers > 2020 U.S. Population More Racially and Ethnically Diverse Than Measured in 2010

Population






2020 U.S. Population More Racially and Ethnically Diverse Than Measured in 2010


POPULATION

## 2020 U.S. Population More Racially and Ethnically Diverse Than Measured in 2010


2020 Census results released today allow us to measure the nation's racial and ethnic diversity and how it varies at different geographic levels.



The Chance That Two People Chosen at Random Are of Different Race or Ethnicity Groups Has Increased Since 2010



Is this page helpful?



***2020 US Population more racially and Ethnically diverse than measured in 2010***

***Are our institutions aware and preparing for it?***



# *Diversity among Hispanic/ Latinos:*

## National Hispanic Heritage Month

17



*Hispanic population subgroups by country of origin, foreign-born status, and migrant and undocumented status.*

# *Hispanic health in the USA*

Hispanic health is often shaped by factors such as:

- Language/cultural barriers
- Lack of access to preventive care
- Lack of health insurance

The Centers for Disease Control and Prevention has cited some of the leading causes of illness and death among Hispanics, including

Cancer

Heart Disease

Diabetes

Stroke

Unintentional injuries (accidents)

# *Hispanic health in the USA*

## **Scoping review of the literature**

Implementation of the Affordable Care Act has resulted in improved access to health services for Hispanics, but ***challenges remain due to limited cultural sensitivity, health literacy, and a shortage of Hispanic health care providers.*** Acculturation barriers and underinsured or ***uninsured*** status remain major obstacles to health care access.

<https://publichealthreviews.biomedcentral.com/articles/10.1186/s40985-016-0043-2>

# *Hispanics in Virginia*

## ***Virginia's Plan For Well-Being 2016-2020***

***Virginia's Plan for Well-Being lays out the foundation for giving everyone a chance to live a healthy life:*** (1) Factoring health into policy decisions related to ***education, employment, housing, transportation, land use, economic development***, and public safety; (2) Investing in the health, education, and development of Virginia's children; (3) Promoting a ***culture of health through preventive actions***; and (4) ***Creating a connected system of health care***.

***SDOH : Education level, Work conditions, immigration, housing, resources information***



# *Hispanics in Virginia*

## ***Criteria for Selection for State Health Improvement Plan (2021-2025)***

The Advisory Committee will finalize the indicators used in the SHA based on the following criteria:

- Magnitude/seriousness of health issue
- Ability to affect change
- ***Health equity*** - can we measure disproportionate effect between subpopulations?
- ***Root cause/SDOH - measure SDOH that impact multiple health outcomes***
- Quality of the data
- Trend data available?
- Comparison data available?

# Why and how we started LCS?

**Pilot study at VCU** – 2013 ( Epidemiology and Public Health Division)

## **Top four health needs:**

- *Interpretation and translation services. (Spanish)*
- *Resource information*
- *Navigating the US healthcare system*
- *Preventive screenings and affordable primary health care*



(Greater Richmond Area Immigrant Health Needs Assessment By: Central Virginia Health Planning Agency / Bon Secours 2009)

# ***LCS Initiative***



La Casa de la Salud

***Mexican Consulate***

***Event 2014***

- ***More than 500 people***
- ***Thirty-nine (39) Organizations***
- ***Language and cultural barriers***



# Community Health Workers Strategy

LCS Initiative  
Mexican Consulate

Holistic approach  
(SDOH)  
4- CHWs

2014

Non- profit  
Organization

Chronic Diseases  
DPP -VDH

2015

CHWs - CDC  
Public Health & Primary

Care Integration

30 CHWs

2021

Foundation (Health  
Equity Fellowship)  
CHWs Certifications

2017

Collaborations

CHWs Navigation &  
Safety net clinics

2020





# La Casa De La Salud

## ***Mission***

***LCS mission is to contribute with the health improvement and wellbeing of the Hispanic community facilitating health information, health services and other resources through community health workers (CHWs)***



# LCS Focus Areas

## Health Information and Education

*Education on Health  
Resources  
Community Education*

## Leadership in Primary Care and Public Health

- *Statewide and Local Committees*
- *Presentations and Interviews*
- *Culturally-relevant training and supervision*

## Case Management and Navigation

*Chronic Diseases  
Diabetes  
Hypertension  
Cancer  
Infectious Diseases COVID-19  
**Social Determinants of Health***



# Partnership & Collaborations

## Community Collaborations

- Latin American Consulates
- Churches
- CHWs Volunteer
- Community Leaders (Advocates)
- KHS: Health Educators Internship (VCU)

## Grant Founders

- CDC projects & VDH
- Richmond Memorial Health Foundation
- Community Foundation (Diabetes Self-management)
- CDC Foundation – CBOs COVID 19 Response – Vaccination
- Jenkins Foundation (Covid 19 Response)
- **Richmond and Henrico Health District**

## Partnerships

Health & Wellness - VCU libraries (NNLM)  
OMA ( Office of Multicultural Affairs)  
Latinos In Virginia Empowerment Center  
Virginia Diabetes Council  
American Heart Association

### Safety Net Clinics:

(Daily Planet, CHAN, Cross Over Clinic, Health Brigade, Center for Healthy Heart)



**THE NUMBER 1**

We address social determinants of health such as housing, employment, education in a culturally appropriate manner

### COVID 19 - Response

#### Appropriate Cultural competence

- Visit - Influence messengers
- Mask use
- Isolation
- Quarantine

### Social Determinants issues

- Deportation & Death
- 8 Children
- Housing
- School
- Economic / Employment
- Food

### Opportunities

- Employer: 800 employees
- Latino Americans... 70%
- Vaccination
- LCS - Health Programs



# Questions & Discussions

***How can organizations better understand Latino cultures?***