

Communication strategies for Latinos
 Pediatric Immunization Skills Building
 Conference – 2016

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I, Milagros Abreu, MD MPH, have been asked to disclose any significant relationships with commercial entities that are either providing financial support for this program or whose products or services are mentioned during my presentations.

I have no relationships to disclose.

I may discuss the use of vaccines in a manner not approved by the U.S. Food and Drug Administration.

But in accordance with ACIP recommendations.

The Latino Health Insurance Program, Inc. (LHIP)

Primary Goal:
 Increase access to medical care, food, and to improve health literacy for Latinos in Massachusetts



Successful LHIP elements

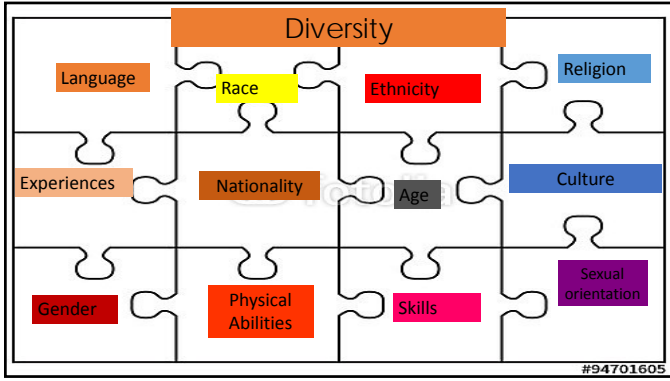
- Reduce financial and non financial barriers to care
- Innovative partnerships (faith based organizations, PCPs, Boards of Health)
- Integrate health promotion, disease prevention and management
- Reduce hospitalizations, reduces ER visits
- Person-centered care
- Self management support and education
- Promote healthy behaviors

Outreach Strategies for Latinos

Session Objectives:


Attendees will learn 3 strategies to outreach to Latinos, which can increase immunization rate for this population

1. Community Based organizations: can outreach to the Latino community to educate and support these individuals through the health care system.
2. Faith Based organizations: can serve as important source of information and outreach
3. Latino Media: can support important media outreach campaigns for this population



Deal with unconscious personal bias and stereotyping

A scientist, astronaut, and a physician



Mae Jemison



Differences among Latino subgroups

- Sociodemographic: family income, level of education (less than high school)
- Immigration status: Legal residents, Citizens, undocumented
- Health Status: Asthma, diabetes, HTA, cancer
- Use of health services: ER, primary care facilities

Distribution of Hispanic Population in MA towns (Census 2010)

| Statewide | Total Population | # 100% or Below FPL | Hispanics | % |
|-------------|------------------|---------------------|-----------|-------|
| Statewide | 6,547,629 | 637,282 | 628,572 | 9.6 |
| Framingham | 68,318 | 7,154.93 | 8,484.6 | 13.4 |
| East Boston | 38,413 | 7,436 | 14,990 | 39.02 |
| Springfield | 150,433 | 42,723 | 48,668 | 32.35 |
| New Bedford | 98,578 | 24,152 | 13,012 | 13.20 |
| Worcester | 182,544 | 38,019 | 38,334.24 | 21.00 |

- ### Barriers to Medical care for Latinos
- Insurance Status: Enrollment in health insurance is incredibly important but it is still just a first step toward a healthier life. Health coverage works best when people know how to use it. In MA 13% Latinos are still uninsured.
 - Language and Culture: Cultural and linguistic issues involved in caring for Latino patients can affect their health and quality of care.
 - Difficulty reaching out to this population (hard to reach): Communication barriers as a result of cultural and language differences; stigma about immunization benefits, use of folk medicines and healers, versus more traditional medicine
 - Low Health Literacy
 - Transportation
 - Limited knowledge regarding vaccines and its benefits
- 

- ### Disparity in Access among Latinos
- 13% of Hispanics of working age are uninsured
 - Hispanics are disconnected from the health care system
 - Less likely to have regular doctors
 - Less likely to have visited a doctor in the past year
 - Less likely to feel confident about their ability to manage their health

13 **Role of the Community Based Organizations in preventing childhood obesity**

Results from survey:

- 200 parents participated in the program to reduce childhood obesity in Framingham, Worcester, and East Boston (2 children in average per household, 40% of parents were diabetic or hypertensive, 40% reported eating only 1 portion of fruit per day, 60% reported having a BMI above 25, and 40% above 30)

Workshops:

200 parents participated in 3 education sessions to understand the consequences of obesity and high SSB intake for obesity. They received recommendations about nutrition and the importance of physical activities. Parents realized the importance of daily self management, and how to protect their children health.

Health outcomes

- Parents who completed 3 education sessions reduced more weight
- 1 parent reported lost 30 pounds and her child 9 pounds

First Education Seminar
How to prevent obesity



Let us learn about obesity as a child



Let us learn about obesity as a family



Why Partner with Faith-based Organizations (FBO)?

90% of the U.S. Latino population reports membership in religious institution
 Faith-based organizations provide:
 Access to underserved populations
 Established social networks
 Infrastructure to support & sustain interventions
 Sampling frame for evaluation efforts



Local churches adopted policies to reduce SSB



Media Outreach Campaigns

- 3 Radio and 1 TV appearances (more than 2000 Latinos viewed and listened radio and tv shows in Spanish and Portuguese) for obesity prevention
- Using known Hispanic and Brazilian media

Conclusion

- Deliver services based on the need of the population with health risks
- advocate for increased use of a culturally specific strategies and education approaches around the state to reach these populations
- Adapt research and successful interventions to towns with high concentration of low income Latino residents.

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