

***Proving for our own, protecting all: Latinx grassroots
community organizations rapid response to the
COVID-19 virus pandemic***



Patricia Tellez-Giron MD
2020 Family Medicine Midwest
Virtual Conference



DISCLOSURES

NOTHING TO DISCLOSE

I LOVE MY COMMUNITY!



Objectives

- To bring awareness to the barriers faced by Latinx communities in the reception of quality and culturally sensitive services for the COVID-19 virus pandemic.
- To describe the development and deployment of various initiatives currently addressing the most significant needs encountered with the COVID-19 virus pandemic in the Latinx Community of Dane County, Wisconsin.
- To demonstrate how the collaborative efforts of communities' grassroots organizations can be effective in providing needed services for minority communities.

Latinos: Fastest growing population in US



- ❖ 18% of total US population (60.8 millions)
- ❖ 24.4 % of US population by year 2050
- ❖ Youngest ethnic group in the US (36 % under 18 years of age)



LATINOS

- ❖ Majority are Mexican-Americans (64%); rest: Puerto Ricans, Central Americans, Dominicans, Cubans, South Americans
- ❖ Some commonalities of language and cultural values
- ❖ Health and mental health of Latinos will have major impact on the US health system for coming decades

COVID in the Latinx population



As the threat of the COVID 19 virus arrived in the United States, it was evident that the Latinx Community was at a greater risk. As we anticipated, to date Latinx have been very disproportionately affected by COVID-19 and represent the highest percentage of cases locally and statewide.

SUBSCRIBE NOW
Only \$3 for 3 months. Save 90%.



HEALTH

A third of the coronavirus cases in Wisconsin involve Latino or Hispanic patients

Ashley Luthern Milwaukee Journal Sentinel

Published 6:23 p.m. CT May 28, 2020 | Updated 12:46 a.m. CT May 29, 2020

[View Comments](#)





Evidence of Racial and Ethnic Disparities in Healthcare

- ✦ Disparities consistently found across a wide range of disease areas and clinical services
- ✦ Disparities are found even when clinical factors, such as stage of disease presentation, co-morbidities, age, and severity of disease are taken into account
- ✦ Disparities are found across a range of clinical settings, including public and private hospitals, teaching and non-teaching hospitals, etc.
- ✦ Disparities in care are associated with higher mortality among minorities (e.g., Bach et al., 1999; Peterson et al., 1997; Bennett et al., 1995)

DISPARITIES

- ❖ Higher incidence of children obesity
- ❖ Higher incidence of Diabetes
- ❖ Higher rates of teen pregnancy
- ❖ Higher rates of STI's
- ❖ Higher incidence of depression in adolescents





Challenges

❖ Immigration status

- Housing
- Health access
- Employment
 - ✓ Discrimination / Abuse
 - ✓ Fear of deportation/family separation
- Education
 - ✓ Higher dropout rates (16-18 yrs 21% vs 8 % White)
 - Language
 - Teen pregnancy
 - Unable to continue to college/work in the future



Access to care barriers

- ❖ Language:
 - ❖ 52 millions (19.4) spoke a language other than English at home
 - ❖ 32 millions (12%) Spanish
 - ❖ Lack of bilingual-bicultural staff
 - ❖ Lack of services=language-culture sensitive
- ❖ Lack of Latino health professionals
- ❖ Lack of knowledge about system
- ❖ Lack of insurance/resources
- ❖ Transportation



Access to care barriers: COVID

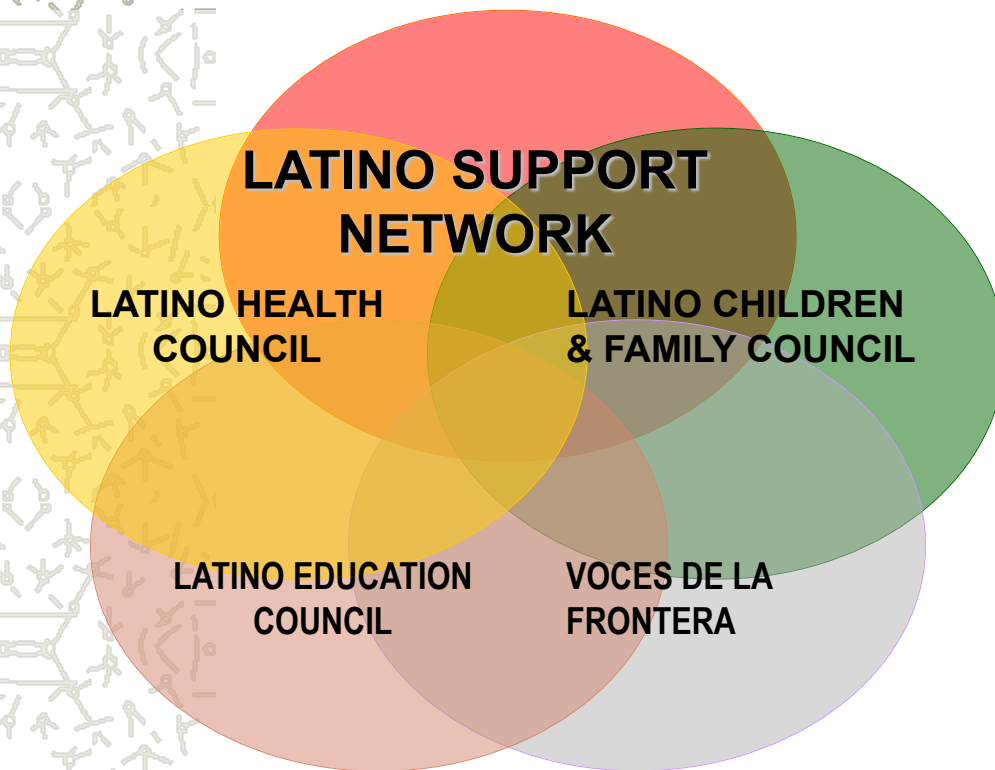
- ❖ Previous disparities are still present.
- ❖ Latinx are overrepresented in essential jobs like medical facilities, janitorial jobs, hospitality industry, food and agricultural industries, factories, etc. These are jobs that are not possible to do from home.
- ❖ Latinx have a higher level of poverty and many cannot take advantage of the usual social safety nets, forcing them to have to continue working, even if sick or infected with the virus.
- ❖ The current system, with some exceptions, has not provided us with culturally and linguistically relevant support for education, testing, surveillance and follow up.



Community Assets

- ✓ Resilience
- ✓ “Traditional” health habits
- ✓ Strong family/social networks
- ✓ Willingness to adapt to any employment opportunity
- ✓ Grassroots community organizations

Dane County Latino Community Organizations



- SPANISH MEDIA
- CENTRO HISPANO
- CENTRO GUADALUPE
- UNIDOS
- ACADEMIA LATINA
- LATINOCHAMBER OF COMERCE ASSOCIATION
- FAITH BASED ORGANIZATIONS
- UW FAMMED
- ACHC
- UNITED WAY

Latino Health Council of Dane County

The mission of the LHC is to promote and support the health and wellbeing of the Latino community through education, advocacy, consulting, and networking.





LHC Community Activities

- 🌟 Annual Latino Health Fair
- 🌟 Latino Chronic Disease Community Conference
- 🌟 Latino Mental Health Community Conference
- 🌟 Latino Health Teen Bash
- 🌟 “Nuestra Salud” Spanish Health Education Radio Program



COVID 19 SUPPORT ACTIVITIES

- **Latinx Consortium for Action (LCA) Relief Fund**

- **Over a million dollars**
 - Undocumented individuals/families
 - Small businesses



COVID 19 SUPPORT ACTIVITIES

- **COVID-19 Education Campaign**

- ❖ **Radio programs, Facebook live and various community groups presentations**
- ❖ **Multimedia Youth education campaign**
- ❖ **Social Media: Latino Health Council Facebook page ,YouTube, twitter and other**

**LE INVITAMOS A SEGUIRNOS EN
NUESTRAS REDES SOCIALES**

Información confiable
videos educativos y de salud mental
información de nuestros eventos temas
INTERESANTES Y DE ACTUALIDAD



**www.latinohhealthcouncil.
org**



@ConsejoLatinoparaLaSalud



@latinohealthcouncil



@lhc_madison



Latino Health Council



COVID 19 SUPPORT ACTIVITIES

Mental Health Support

-General strategy: Motivational/educational videos, locally produced for local needs and from local, well-known and respected, mental health experts with messaging that is language, culturally, and situational relevant. An average of two videos per week have been produced since the intervention started.

COVID 19 SUPPORT ACTIVITIES

Mental Health Support

-Individual strategy: This intervention aims to provide brief emotional and social support, education and assessment for Spanish speaking individuals that may be at risk of mental health complications due to Covid -19 and provide appropriate referrals as necessary.

- ❖ GENERAL STRESS
- ❖ +COVID TEST
- ❖ PARENTAL/OTHER FAMILY MEMBERS SUPPORT

COVID 19 SUPPORT ACTIVITIES

¿Su prueba de COVID salió positiva?

¿Está preocupado y necesita hablar con alguien?



Llame a cualquiera de las siguientes organizaciones para solicitar ayuda.

SE HABLA ESPAÑOL

No importa su estatus legal.

UNIDOS (608)256-9195

Centro Hispano (608) 255-3018

Cámara de Comercio Latina (608) 712-3522

Centro Guadalupe (608)441-3257 ext. 110

Academia Latina (608) 310-4573



Se ofrece de manera gratuita y confidencial.

*Estos no son servicios de terapia. Son servicios de apoyo emocional de corto plazo en respuesta a la crisis del Corona Virus.



Padre o madre de familia
¿Piensa que **necesita apoyo emocional** para ayudar a sus hijos y manejar esta pandemia?



Llame a cualquiera de las siguientes organizaciones para solicitar ayuda.

Se habla español. No importa su estatus legal.



UNIDOS (608)256-9195

Centro Hispano (608) 255-3018

Centro Guadalupe (608)441-3257 ext. 110

Cámara de Comercio Latina (608) 712-3522

Academia Latina (608) 310-4573

Se ofrece de manera gratuita y confidencial.

*Estos no son servicios de terapia. Son servicios de apoyo emocional de corto plazo en respuesta a la crisis del Corona Virus.



COVID 19 SUPPORT ACTIVITIES

- Community Testing
Advocacy

We have been working closely with the Public Health Madison Dane County, advocating and serving as subject matter experts, providing a very detailed plan to establish a long-term testing site for the Latinx Community in Madison and other at-risk rural areas in Dane County.



El Consejo Latino para la Salud en colaboración con Salud Pública de Madison y el Condado de Dane se complacen en anunciar que a partir del lunes 17 de agosto vamos a tener un sitio bilingüe para hacerse los exámenes gratuitos del COVID-19 y si necesita otros recursos.

Le recomendamos hacer una cita por teléfono al (608) 243-0302 operadores bilingües estarán disponibles los Lunes, Martes, Jueves y Viernes de 8 a.m. a 4 p.m. y los Miércoles de 12 p.m. a 8 p.m.

Las puertas estarán abiertas hasta el 30 de septiembre y esperamos seguir con este u otro lugar en el sur de Madison después del 1 de octubre.

Lugar:

2230 S Park St,
Madison, WI 53713

Días y Horario:

Lunes: 8 a.m. a 4 p.m.
Miércoles: 12p.m. a 8p.m.
Viernes: 8 a.m. a 4 p.m.

También puede venir sin cita previa, pero le recomendamos una para que sea menos la espera.





COVID 19 SUPPORT ACTIVITIES

- **Safe Business/Organizations Campaign**

As businesses could start reopening, we identified another gap: educating the Latinx business owners as well as their employees and their clients about the importance of observing the recommended COVID-19 prevention measures, particularly the importance of wearing a mask.

¿Necesita máscaras para usted y sus hijos?



El Consejo Latino para la Salud La Cámara de Comercio Latina El Consejo Latino para Niños y Familias

Te invitan a participar en la Campaña

"Comunidades Seguras y Saludables"

¡Llámanos al **608-712-3522** para solicitar tu paquete de prevención contra el Covid-19 completamente **GRATIS**. Ayúdanos a detener la propagación del virus.

El paquete incluye:

1. Información sobre cómo lavar y mantener tu máscara limpia.
2. Información de recursos comunitarios.
3. Mascaras gratis (una por persona).

Juntos contra el COVID
¡Por ti, por mi, por Comunidades Saludables!

Nota: Campaña disponible hasta agotar existencias.



Further Advocacy Needs

- ✓ Improve data collection
- ✓ Increase number of Latino professionals in health care
- ✓ Advocacy to improve/increase services
- ✓ More collaboration amongst other “at large” community organizations





Gracias