

# Addressing Health Concerns within the Latina Community



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Latino/Hispanic Health Equity Initiative  
Statewide Symposium:  
Achieving Health Equity Through Education, Collaboration and Action  
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# What is health literacy?



- Health Literacy is defined in the Institute of Medicine report, [Health Literacy: A Prescription to End Confusion](#), as "the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions."

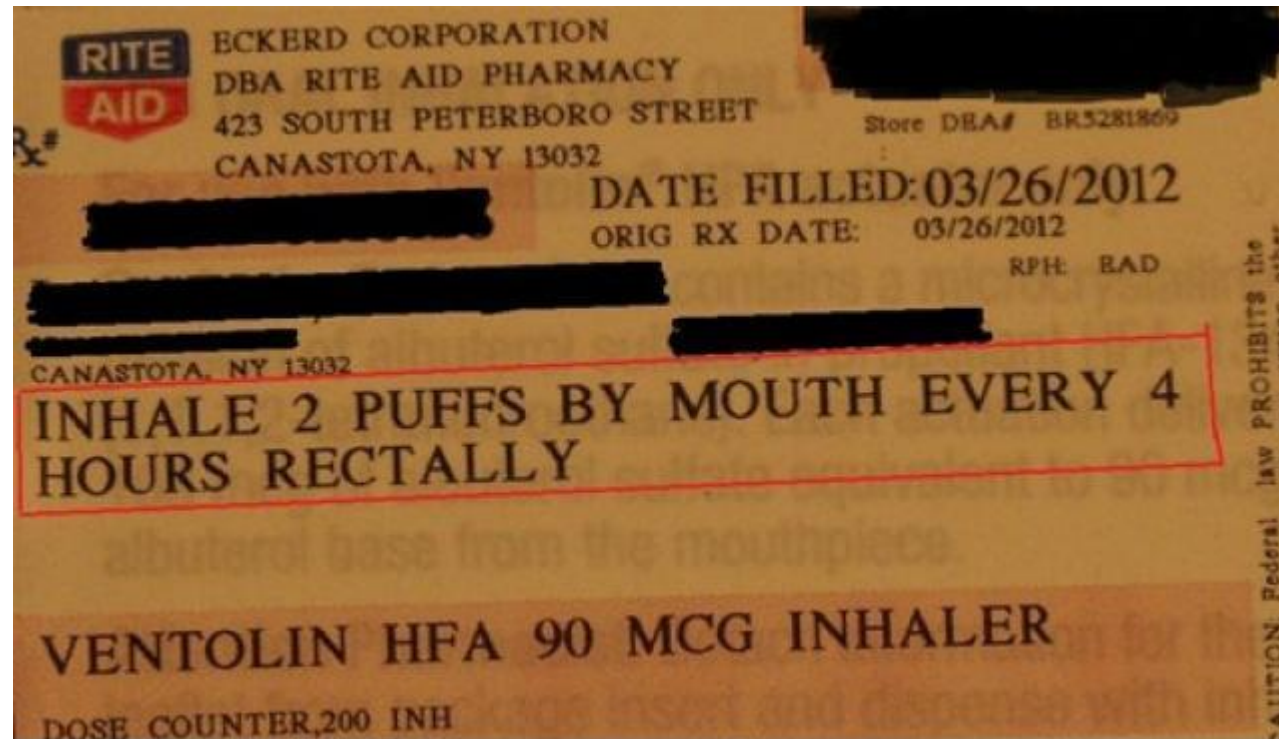


# What is health literacy?

Health literacy is dependent on individual and systemic factors:

- ⦿ Communication skills of lay persons and professionals
- ⦿ Lay and professional knowledge of health topics
- ⦿ Culture
- ⦿ Demands of the healthcare and public health systems
- ⦿ Demands of the situation/context

# Developing Effective Health Messages





# What is health literacy?

Health literacy affects people's ability to:

- ⦿ Navigate the healthcare system, including filling out complex forms and locating providers and services
- ⦿ Share personal information, such as health history, with providers
- ⦿ Engage in self-care and chronic-disease management
- ⦿ Understand mathematical concepts such as probability and risk

# Developing Effective Health Messages



# Cultural Competency and Health Literacy

The National Culturally and Linguistically Appropriate Services (CLAS) Standards in Health and Health Care were created to eliminate health disparities by improving communication, engagement and providing standards for communication and service for health care providers. These standards are intended to “provide effective, equitable, understandable and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy and other communication needs<sup>6</sup>.” CLAS standards require health care providers to:

- ⦿ Provide free language assistance to individuals who are not proficient in English
- ⦿ Notify individuals in their preferred language, verbally and in writing, of the availability of language assistance
- ⦿ Establish competence of individuals who provide language assistance rather than using untrained interpreters minors
- ⦿ Provide easy-to-read handouts and posters in common languages other than English



# Elements of Culture



According to the U.S. Department of Health and Human Services' Office of Minority Health, "culture" refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.

- ⦿ Patient centered care is communication based and the frontline to addressing issues contributing to health disparities
- ⦿ When we do not speak the language of the patient we must use an additional set of skills to continue to provide excellent, patient-centered care





# How do we engage the community?

For Engagement to succeed:

Community engagement can only be sustained by identifying and mobilizing community assets and strengths and by developing the community's capacity and resources to make decisions and take action.

Organizations that wish to engage a community as well as individuals seeking to effect change must be prepared to release control of actions or interventions to the community and be flexible enough to meet its changing needs.

# Addressing the Community's Concerns

- In 2010, New York state had the fourth largest Hispanic/Latino population in the United States.
- This racial/ethnic group increased 19.2% between 2000-2010 and is expected to continue to rise.
- The New York State Department of Health reports that teen mothers in New York State are more than twice as likely as older moms to receive late or no prenatal care (11.6% vs. 3% for women over age 19).

<http://www.census.gov/prod/cen2010/briefs/c2010br-04.pdf>

# Creating a Partnership



- ⦿ During 2007-2009, Montgomery County, NY, USA had the highest rate of teenage pregnancy (age 15-19) outside of New York City counties. Observations from the Latino community of Amsterdam, a city in Montgomery County, identified an increase in adolescent sexual activity resulting in increased pregnancy rates for females as young as 12 years of age.
- ⦿ While teenage pregnancy rates are higher among minority racial/ethnic groups, many of the adolescent health programs lack cultural and linguistic competency. In response, the University at Albany Center for the Elimination of Minority Health Disparities Outreach Committee Amsterdam Minority Health Task Force (AMHTF) utilized a Community-Based Participatory Action Research approach and developed a series of workshops to provide information for healthy practices aimed at females within the Latino community.

# Creating a Partnership



Called “ Young Moms on a Mission: Empowering the Community” the workshops were created to address the concerns of and resonate with the Latino community. Conducted in Spanish and English, they are aimed at females and their partners no longer enrolled in school due to pregnancy and who encounter challenges such as a lack of adequate health care for themselves and their infant.

These workshops developed into a formal research project due to collaborative efforts of community participants and the Amsterdam Minority Health Task Force.

# Objectives



- Review current adolescent pregnancy and prevention programs identified by the New York State Department of Health as being culturally and linguistically appropriate.
- Provide culturally sensitive women's health information to the Latina community of Amsterdam, New York that would assist with the participants making informed choices.



# Identifying Resources

- Identified academic, not-for-profit and state agencies which provided resources on health and education, reproductive health care options, in addition to mental and primary health services and peer and family support.
- Developed strategies utilized to build a trusting and nonjudgmental environment needed to identify and address barriers contributing to health disparities within the community.



# Communicating with the Community

- ◉ Introduction: Young Moms on a Mission
- ◉ Love Your Baby, Love Yourself
- ◉ Healthy Relationships lead to Healthy Parenting
- ◉ Empowering the Community: Relationships- Healthy, Strong and Positive
- ◉ Inform yourself about Reproductive Health Practices: What's Myth? What's Fact?
- ◉ **YOU ARE AN IMPORTANT PERSON!** Self-Esteem, Self-Care and your Well-Being





# Communicating with the Community

- ◉ Oral Health: How Does Your Smile Affect You and Your Relationships, Opportunities and Overall Health?
- ◉ Healthy Eating Habits: Gregory the Terrible Eater (Courtesy of PBS-WMHT)
- ◉ Healthy Business: Your Health and Time and Financial Management
- ◉ Good Communication Leads to Success: Communicating with your Provider
- ◉ Let's Talk About Healthy Practices: Planning topics for future discussions.

# Developing Effective Health Messages

**SAVE THE DATE! February 4, 2011**

***Young Moms on a Mission***

 **Love your baby**

 **Love yourself**

• • •

Come meet with other young parents to discuss resources involving education, school and healthy practices for you and your baby!!

• • •

This get-together will be held from 4:15 p.m. - 5:15 p.m. with a light dinner to follow.

Located at the Amsterdam Housing Community Center  
60 Division Street  
Amsterdam, NY 12010

• • •

RSVP Early!!  
Registrations must be received no later than January 24, 2011  
To register please contact: Lynda Beckowitz at  
Tel: 518-442-4904 Fax: 518-442-4563  
Email: [cemhd@albany.edu](mailto:cemhd@albany.edu)

For additional information please contact:  
Nilda Giraldi at 518-842-1205 or [ngiraldi@aol.com](mailto:ngiraldi@aol.com)

Sponsored by:



This program is supported by a grant from the National Institutes of Health

**Come Join Us! October 14, 2011**

***Empowering the Community***

**Relationships- Healthy, Strong and Positive!**

Join us in a discussion about:

- ✓ Identifying unhealthy behaviors in a relationship
- ✓ Understanding what you can do about your concerns
- ✓ Knowing who to talk to and where to get answers to your questions!

• • •

This get-together will be held from 4:30 p.m. - 5:30 p.m. with a light dinner to follow.

Located at: FMCC  
1910 Riverfront Center  
Amsterdam, NY

(1<sup>st</sup> floor in the mall)

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Come join us as we explore more areas of interest for adolescents and young adults on a mission!

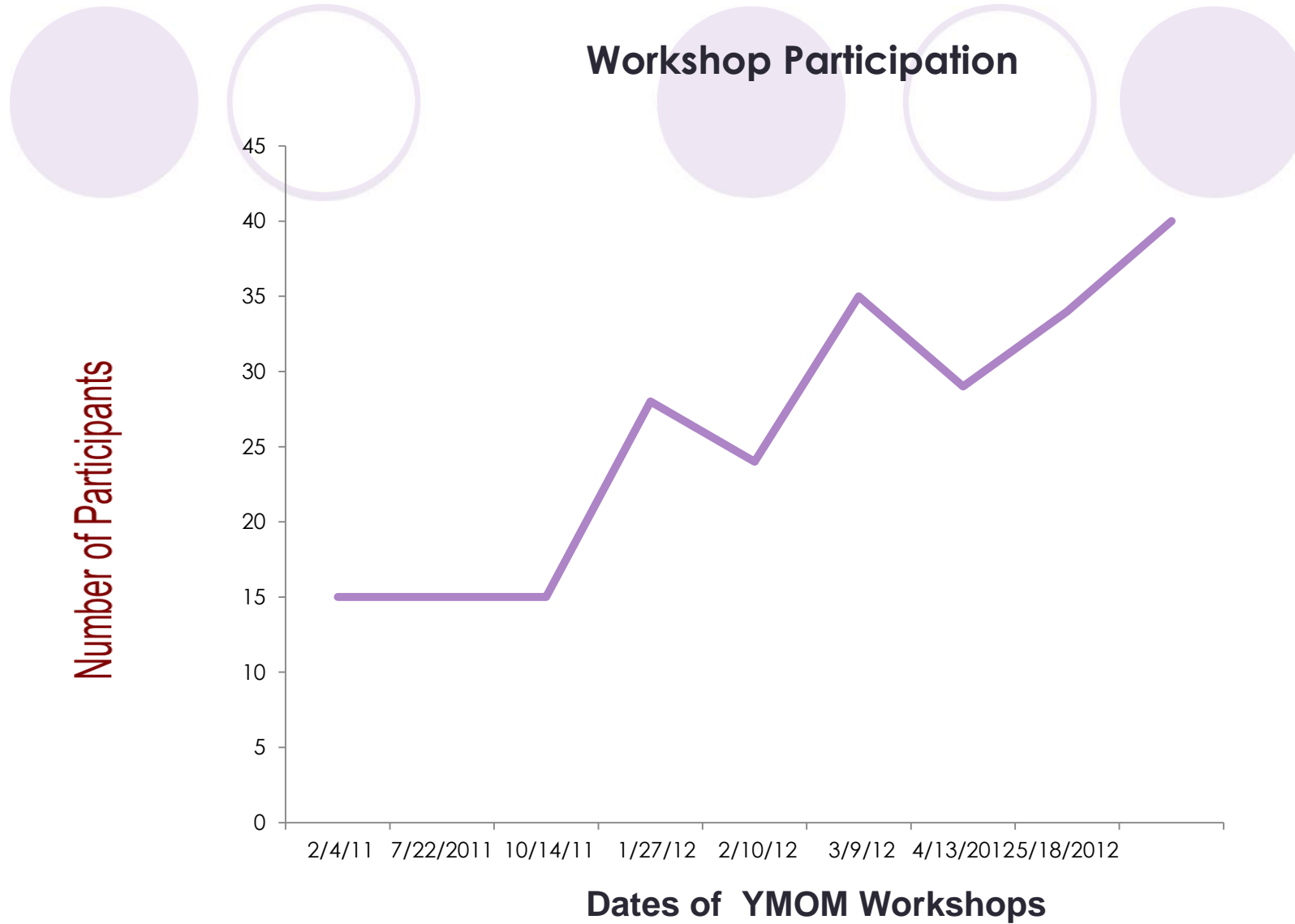
RSVP Soon!  
Registrations must be received no later than October 5, 2011  
To register please contact: Lynda Beckowitz at  
Tel: 518-442-4904 Fax: 518-442-4563  
Email: [cemhd@albany.edu](mailto:cemhd@albany.edu)

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This program is supported by a grant from the National Institutes of Health



**Since the first workshop, there has been a twofold increase in the number of participants**



# Engaging the Community

- ⦿ Traditionally held Friday late afternoon/early evening, participants are provided with dinner, \$10 gift cards, raffles and giveaways.
- ⦿ Workshops conducted in Spanish and English.
- ⦿ Materials and evaluations provided in both languages.
- ⦿ Transportation and child care provided.

# Bilingual and Bicultural: What does this mean to the community?

The AMHTF identified interpreting and translation challenges and lessons learned from a research perspective and its impact when addressing the community's needs:

- ⦿ Understanding the individual and community's perspective regarding identity.
- ⦿ Task force members had varying degrees of fluency in Spanish. Three of ten members were identified as having the linguistic ability to interpret for workshop participants.
- ⦿ “English-only” sentiment presented by task force member
- ⦿ Spanish language skills utilized by some task force members only when necessary.

# Developing a tool



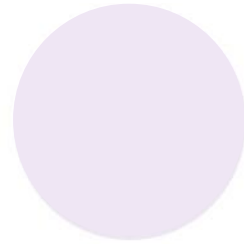
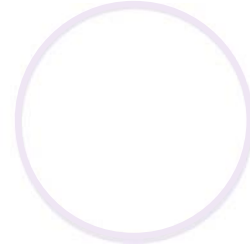
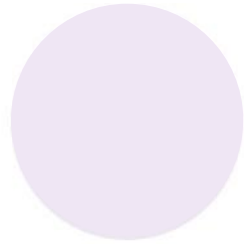
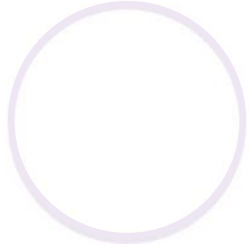
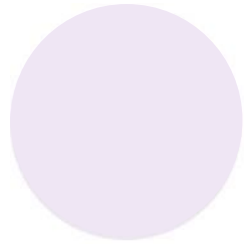
- Created with input from the AMHTF task force members who also reviewed the survey prior to submission for IRB approval.
- The survey consists of approximately 50 questions.
- Due to language barriers and participants' literacy issues, AMHTF members conduct surveys in Spanish and English as one on one interviews.
- Survey and materials translated from English to Spanish for Task Force members.

# Lessons Learned



- Importance of research protocol
- Understanding confidentiality
- The importance of the interpreter and the translator's role
- Translation of consent forms, recruitment script, survey questionnaire
- Awareness of task force members' language skill and literacy in both languages.





# Survey



18. Do you receive any form of public assistance?

- Food Stamps
- WIC
- PA or Welfare
- Section 8 Housing
- HEAP (Home Energy Assistance Program)
- Other (Please Explain)



18. ¿Usted recibe algún tipo de asistencia pública?

- Cupones de alimentos
- WIC
- PA o Welfare (bienestar social)
- Vivienda por medio de la Sección 8
- HEAP (Home Energy Assistance Program - Programa de Ayuda con Servicios de Energía Doméstica )
- Otro (Explique)

# Survey



## Education and Employment

19. Check category of highest grade or year in school:

- None
- Grade 1, 2, 3, 4, or 5
- Grades 6, 7 or 8
- Grades 9, 10, 11
- High school diploma or GED
- Associates certificate / 2 year program
- Bachelors degree
- Some graduate school
- Graduate degree

## Educación y empleo



19. Marque la categoría del grado más alto que cursó en la escuela o del año al que llegó:

- Ninguno
- Grados 1, 2, 3, 4, o 5
- Grados 6, 7 u 8
- Grados 9, 10, 11
- Diploma de "high-school" (secundaria) o GED
- Certificado de "Associates" / programa de 2 años
- Licenciatura
- Algo de estudios de posgrado
- Título de posgrado



## Recruitment Script for Young Moms on a Mission Survey

- ◉ **If yes:** “You may be aware that Amsterdam, NY has a very high incidence of Adolescent pregnancy among the Latina community. While there are resources in Amsterdam and in Fulton-Montgomery County that address women’s health, they appear to be underutilized or not utilized at all. By having provided workshops to the Latina Community, we would like to ask via the survey about the information you received or if there should be another way of presenting information to the Latina Community about women’s reproductive health.
- ◉ **Si respondió que sí:** "Quizás usted este consciente de que en Amsterdam, NY hay una gran incidencia de adolescentes embarazadas en la comunidad latina. Aunque en el condado de Amsterdam y en el de Fulton- Montgomery hay recursos que tratan con el tema de la salud de la mujer, parece que dichos recursos se usan muy poco o nada. Ya que hemos proporcionado talleres a la comunidad latina, quisiéramos preguntarle, por medio de la encuesta, sobre la información que recibió en ellos o si debe haber otro modo de presentarle la información sobre la salud reproductiva de la mujer a la comunidad latina

## Recruitment Script for Young Moms on a Mission Survey

- **If yes:** “The Task Force has presented the “Young Moms on a Mission” workshops in Amsterdam, NY since November, 2010. Since you have attended our workshops, I am calling today to talk with you about a survey we are doing. The survey involves a member of the Task Force Group asking questions (in Spanish or English) about your interest in the workshops you have attended and how informative they have been in influencing your health decisions primarily around women’s reproductive health practices. Can I take a few minutes of your time, to tell you about the survey, and see if you would be interested in participating?”
- **Si respondió que sí:** "La Comisión Especial ha presentado los talleres llamados en inglés "Young Moms on a Mission" y en español "Mamás jóvenes dedicadas a una misión" en Amsterdam, NY desde noviembre de 2010. Debido a que usted ha asistido a nuestros talleres, le estoy llamando hoy para hablarle sobre una encuesta que estamos haciendo. En la encuesta, un miembro de la Comisión Especial le hace preguntas (en inglés o en español) sobre su interés en los talleres a los que ha ido y hasta qué punto la información que recibió ha sido una influencia en las decisiones que toma sobre la salud, principalmente aquellas relacionadas con las prácticas reproductivas de la mujer. ¿Me pudiera dedicar unos cuantos minutos para poder hablarle sobre la encuesta y ver si le interesaría participar?"



Next steps

**Continue to advocate for the utilization of culturally and linguistically appropriate resources and quality language access services.**

# Developing Effective Health Messages







# Health Literacy Communication

**Thank you!**

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[Interpreter@walvarado-little.net](mailto:Interpreter@walvarado-little.net)